VISION ZERO ANNUAL REPORT

Image Source: City of Tampa

VISION ZERO TAMPA

December 2023

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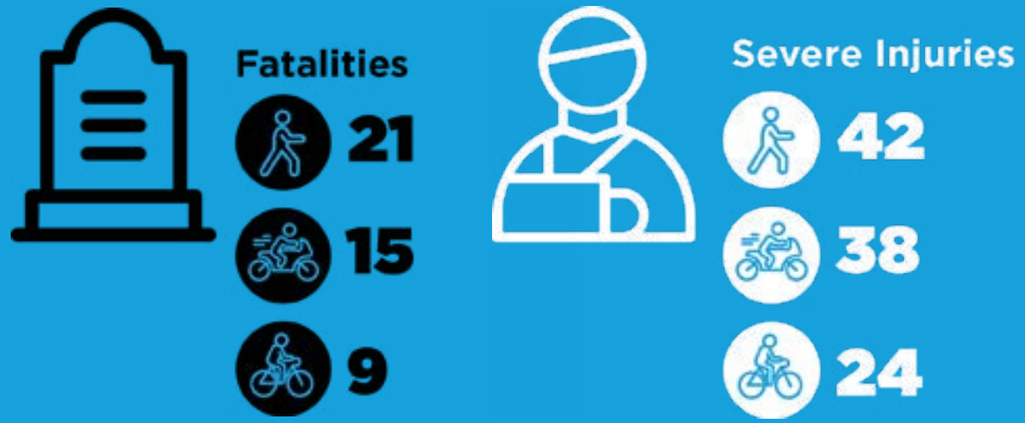
There's still work to do

These numbers represent serious injury and fatal crashes in 2022. We've made important strides since the initial Action Plan, but more will need to be done to achieve the goal of zero.



Source: Vision Zero Dashboard

A LETTER FROM THE MAYOR

Fellow Tampa Neighbors,

Today, I am writing to address a pressing concern that affects us all—road safety in Tampa. We've celebrated many safety-related milestones over the last several years, including the adoption of the Vision Zero Action plan in 2020. However, it's apparent that we need to continue working towards zero; now more than ever.

Like many communities across the Country, our beloved city witnessed a devastating record of deadly crashes. These tragic incidents not only took a toll on the lives of our friends, neighbors, and fellow residents but also cast a shadow over our vibrant community. It was a stark reminder that there is much work to be done to ensure the safety of our roads.

I want to assure you that we have not stood idly by in the face of this challenge. Instead, we have been working diligently with our community partners, law enforcement agencies, and local organizations to address this pressing issue. Our shared goal is to march towards zero—zero deadly and life-altering crashes on the streets of Tampa.

As part of our ongoing commitment to transparency and accountability, I am pleased to share with you this Annual Report on road safety. This report serves as a comprehensive tool to measure our progress, evaluate our pain points, and celebrate our successes. We believe that by arming ourselves with data and information, we can make more informed decisions and take targeted actions to improve the safety of our streets.

The annual report includes valuable insights, trends in road safety and initiatives we have undertaken to enhance our city's road infrastructure. It highlights the tireless efforts of our community partners, first responders, and dedicated city employees who have worked relentlessly to make Tampa a safer place to live, work, and play.

I urge each and every one of you to take the time to review this report carefully. Your feedback and input are invaluable as we continue to refine our strategies and chart a course toward safer roads. Together, we can make a difference. Tampa can become a model for road safety for cities across the nation.

While we acknowledge the challenges we face, we also recognize the tremendous potential of our community to effect positive change. I have the utmost faith in the resilience, dedication, and spirit of Tampa's residents, and I am confident that by working together, we can achieve our vision of zero deadly and life-altering crashes on our roads.

Thank you for your unwavering support and commitment to our great city. Together, we can make Tampa a safer place for all its residents, now and for generations to come.

Mayor Jane Castor

VISION ZERO TAMPA

In 2019, the City of Tampa set the goal of ending all traffic deaths and life-altering injuries beginning with Mayor Jane Castor's first administration.

The Mayor initiated the strategic planning effort Transforming Tampa's Tomorrow, spurring the City of Tampa Vision Zero Action Plan (2022) and the citywide mobility plan, Tampa MOVES (2023), into action.

The Action Plan was a citywide effort that combined a comprehensive review of roadway crash statistics with community input through surveys, meetings, and focus groups. A task force was formed to gather input from industry experts. Through this process, the City identified a High Injury Network to focus resources where crashes are happening most. Through this analysis we learned that 73 percent of fatalities occur on only 24 percent of city street miles.

Building on the Action Plan

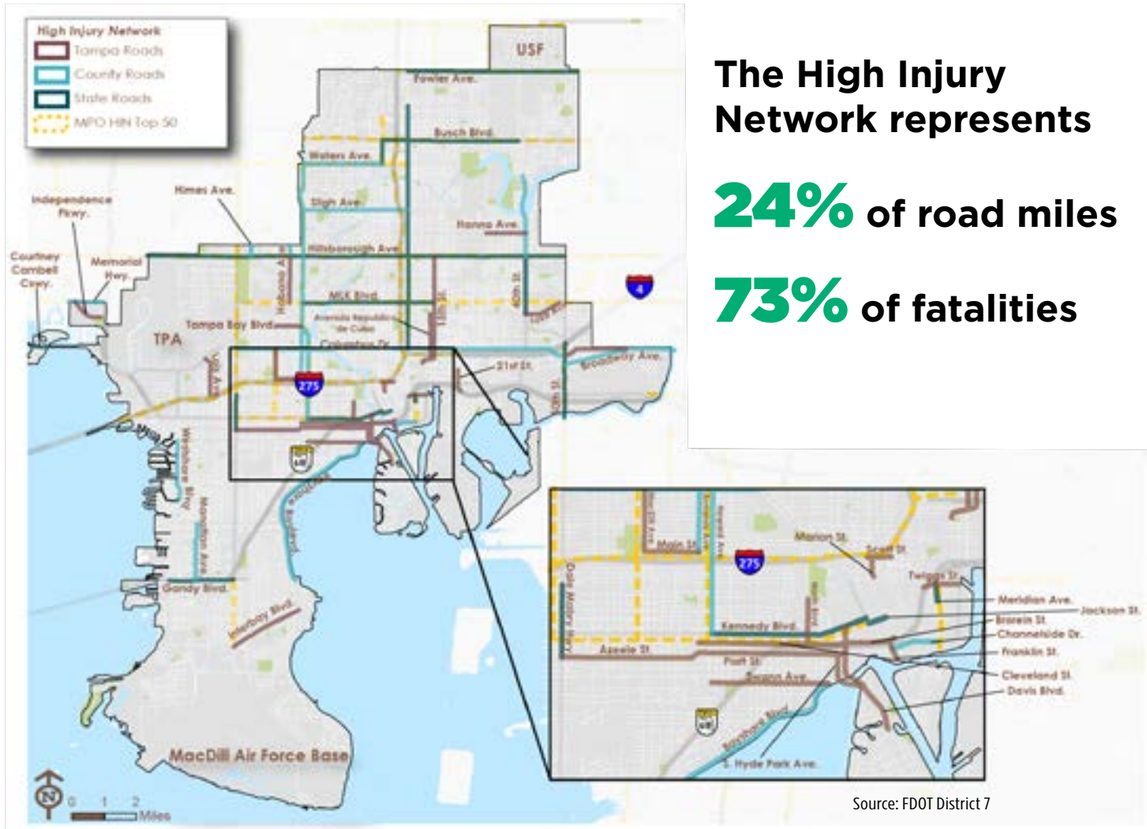
The most significant component of the Action Plan is the City's commitment to its implementation. This Vision Zero Annual Report documents progress on these strategies and actions.

This Annual Report highlights updates in crash and data trends in 2023, measuring crash patterns since the Action Plan was adopted. This analysis is more than just a set of statistics. Looking at up-to-date crash information allows us to see where we need to focus our resources for the safety of our fellow neighbors. The report also highlights programs, policies, and projects that are helping advance Vision Zero throughout the City.

The High Injury Network

What is the High Injury Network?

The High Injury Network is where deadly and life-altering crashes occur at higher rates than on other streets in the City. Identifying the network helps planners, elected officials, and the public decide where to prioritize funding for safety projects.



Source: FDOT District 7

The High Injury Network represents

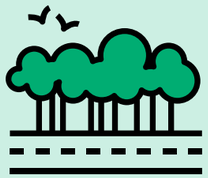
24% of road miles

73% of fatalities

Safe Systems Approach

Meeting Tampa's Vision Zero goals

The goal of the Vision Zero Action Plan is to eliminate fatal and life-altering traffic events in Tampa. To help achieve this, the Action Plan establishes the City's commitment to the Safe Systems approach. This approach centers around five components that form the basis for the Action Plan and Annual Report:



Safer Streets
Encourage safe and responsible driving behavior.

Safer Speeds
Utilize vehicle systems that contribute to crash prevention.

Safer People
Promote safer, slower speeds on streets through context-driven design.

Safer Vehicles
Design street environments that mitigate human mistakes and account for vulnerable users.

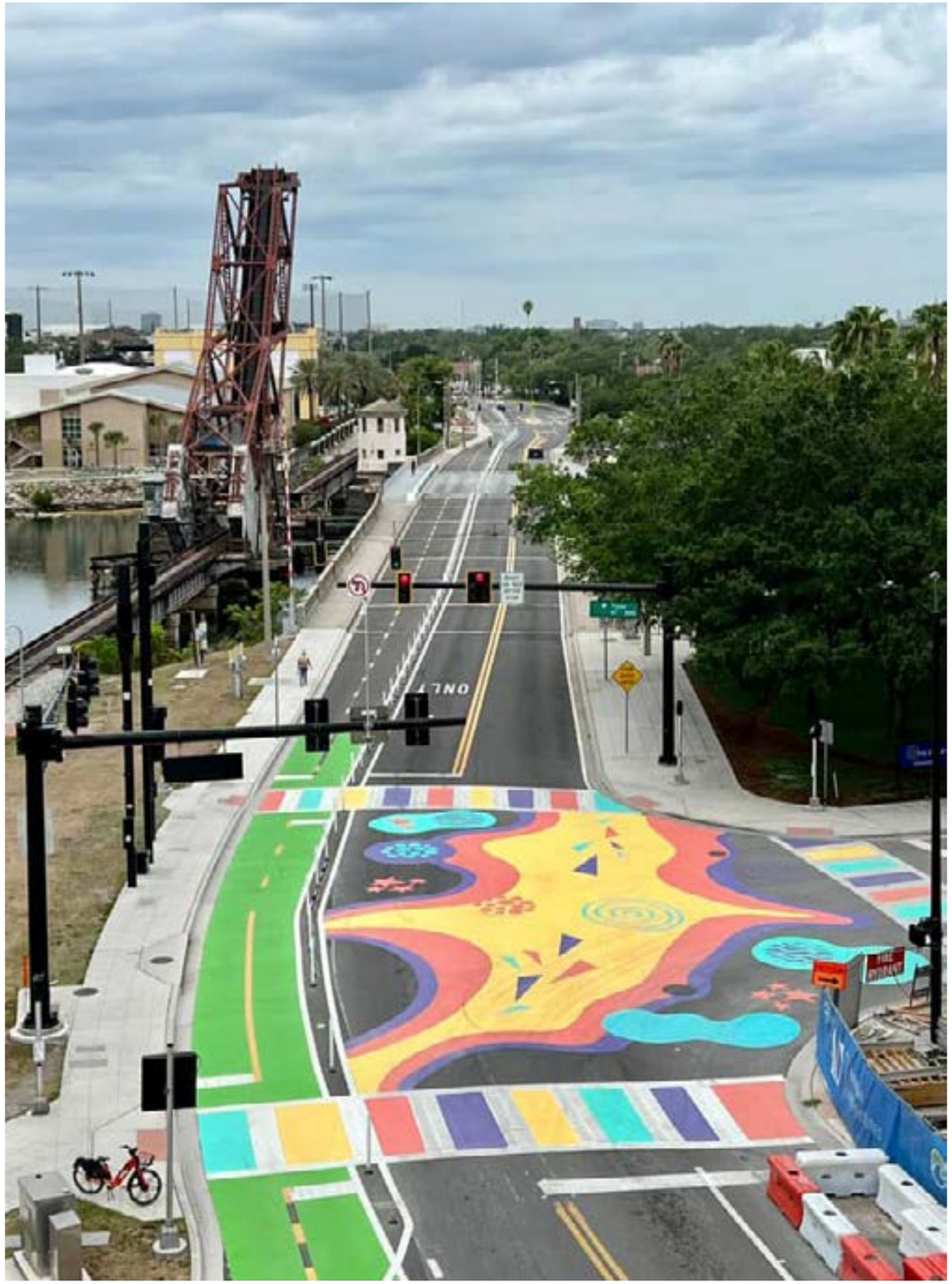
Safety Data & Post-Crash Care
Harness data and analytics to enhance crash survivability rates.

This report is the first of many as we make our way towards zero fatal and life-altering traffic injuries in our city. We invite you to read the original report and view the Vision Zero dashboard to learn more about how we're working towards zero.

Vision Zero Approach

Vision Zero is founded on the following beliefs and practices:

- Loss of life on our roads is **unacceptable** and **preventable**
- Focus on **deadly and life-altering injury crashes** and eliminating inequities
- **Shared** responsibility through a safe system that prioritizes the most vulnerable users
- **Anticipate** that people make mistakes and design roadways to be more forgiving
- **Cross-collaboration** is imperative
- **Outcome-driven** strategic investments that are data-driven and equitable
- **Proactively** address problems **before** deadly and life-altering injury crashes occur



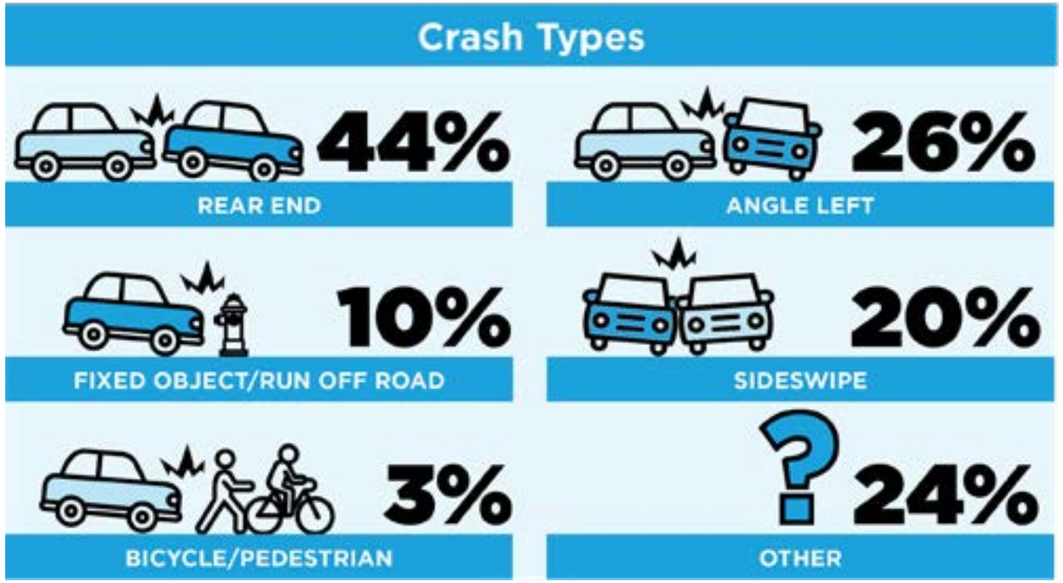
EVALUATING CRASH DATA & TRENDS

This section illustrates trends in deadly and life-altering crashes, as well as bicycle- and pedestrian-related crashes, that occurred between 2018 and 2022. The data provides valuable insights into the details of crashes, identifying who, where, and how these crashes happened as well as the underlying factors contributing to their severity. The information will be used to help us track progress and identify additional safety focus areas and strategies to reduce and eliminate future deadly and life-altering crashes..

Overall Crash Trends

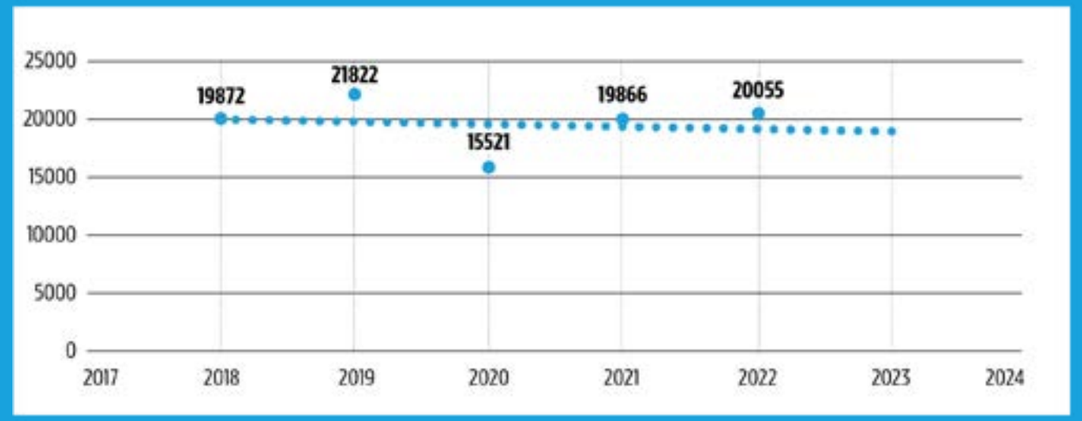
Over the five year period studied there was a total of 77,264 crashes in the City of Tampa. Of these crashes, there were 315 deaths and 1,261 severe injuries. The related costs of these crashes amounts to nearly $10 Billion dollars, or $25 Million dollars per day.

The year-to-year trend of crashes are heavily impacted by the COVID-19 pandemic, where travel was reduced significantly in the year 2020. In the two years prior to the pandemic, crashes increased by 10%. In the two years after the pandemic, crashes remained at roughly 20,000 crashes per year.

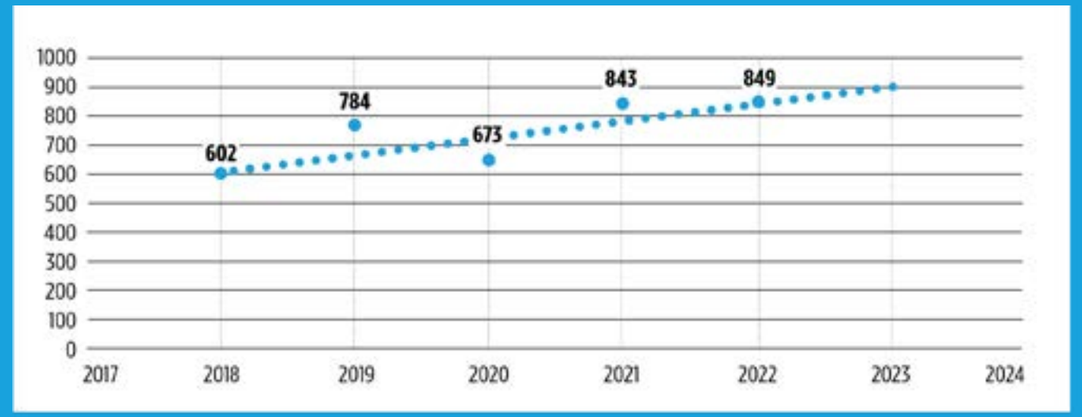


Bicycle and pedestrian related crashes show a similar trend during the report period, but experience more intense spikes before and after 2020. Between 2018 and 2019, bicycle and pedestrian crashes increased by 30%. After a 14% decrease in 2020, 2021 saw a record 843 bicycle and pedestrian crashes (a 25% increase) which was maintained through 2022.

All Crashes from 2018 to 2022



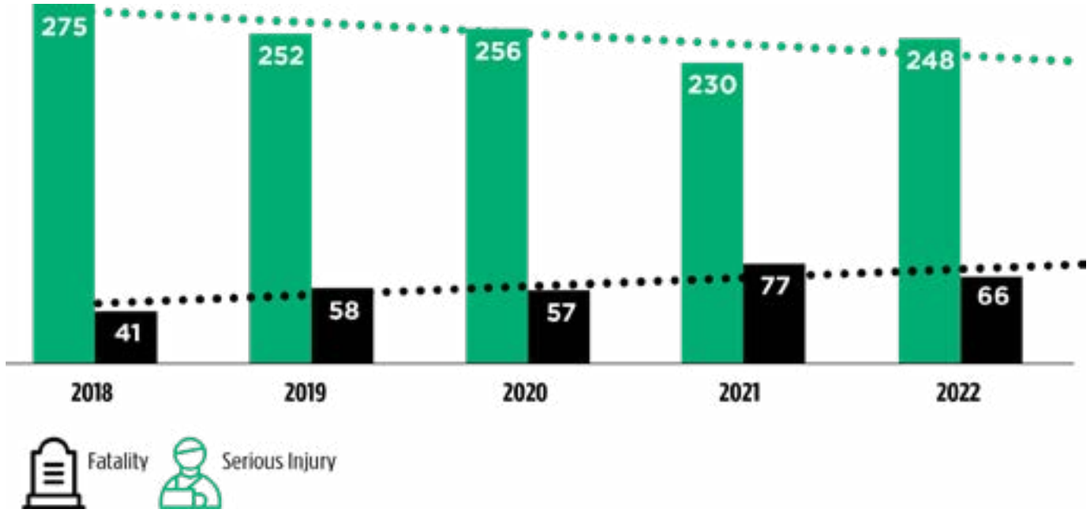
Bicycle and Pedestrian Related Crashes 2018 to 2022



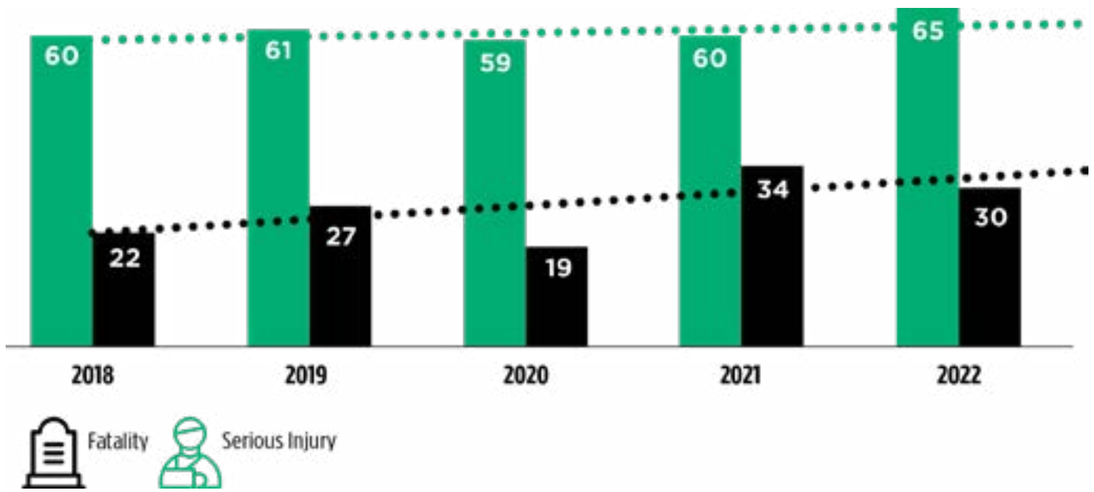
Crashes most related to Vision Zero's goal, deadly and life-altering crashes, have not seen a desired decrease during the report period. Crash severity has increased since 2018, with an alarming 35% spike in deaths in 2021. Severity for crashes involving a bicyclist and pedestrian also saw significant increases in 2021, with a total of 34 deaths and 60 life-altering injuries. Notably, while bicyclist and pedestrian crashes only make up 3% of total crashes, these vulnerable users represent 28% of all deaths and life altering injuries when involved in a crash.

Based on previous analysis, people walking are by far the most vulnerable group, representing the highest percentage of deadly crashes on our roads (39 percent).

All Fatal and Severe Injury Crashes 2018 to 2022



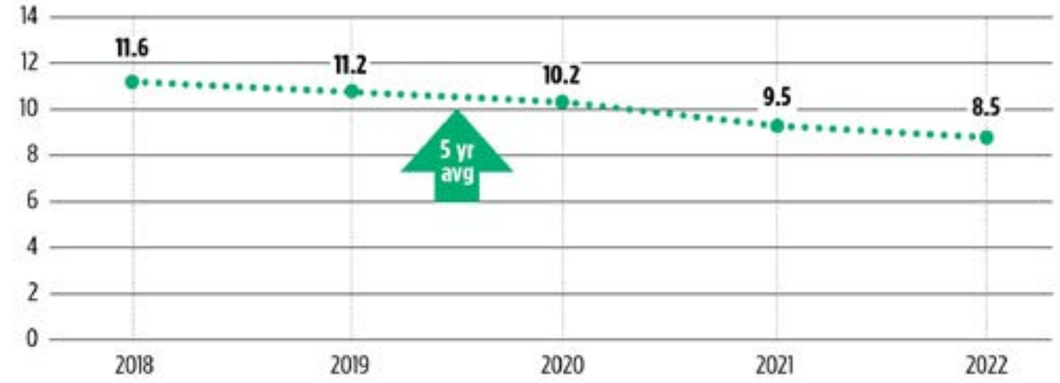
Bicycle and Pedestrian Fatalities and Severe Injuries 2018 to 2022



Trends Along the HIN

The HIN continues to be a large component of Tampa's approach to Vision Zero, allowing the city staff to direct resources and countermeasures to the most dangerous roadways. As the city has started investing in safety improvements along the HIN, the average number of crashes on the network dropped over the last five years when measuring fatal and life altering injuries. Between 2018 and 2022, there was a 26% decrease in crashes per mile among all HIN roadways.

HIN Crashes over Five Years



Many streets along the HIN made significant progress in eliminating serious traffic related injuries. The top five improved corridors are shown in Table 1. Notably, 15th Street and 21st Street are ahead of the curve for achieving Vision Zero's ultimate goal.

Top Five Improved Corridors

			Crashes/Mile 5-Year Ending				
On Street	**From**	**To**	**2018**	**2019**	**2020**	**2021**	**2022**
15th St	Hillsborough Ave	MLK Blvd	46	38	38	21	25
21st St	E 7th Ave	Selmon Expy	36	40	42	34	27
40th St (County)	E River Hills Dr	Hillsborough Ave	31	19	6	6	6
40th St (State)	Hillsborough Ave	E Lake Ave	25	19	18	14	11
50th St	I-4	City Limits / Tampa Bypass Canal	24	20	12	16	12

The data shown in this section illustrates the need to continue moving the needle through safety treatments, additional funding, and resources. Severe crashes involving our most vulnerable users continue to occur the most on our suburban and urban roadways, which is often coupled with higher speeds. Additionally, crash trends over the five year period remain constant, suggesting that further monitoring is needed. There is good news in seeing that investments along the HIN are working to reduce crashes significantly on those corridors. By identifying trends over the last five years, our staff and policy makers can make modifications to our approach to roadway safety.

TAKING ACTION TOWARD A SAFE SYSTEM

From designing safer streets to slowing speeds to empowering citizen action, it's been a big couple of years for Vision Zero in Tampa. This section of the Annual Report outlines the steps we've taken over the last two years, guided by the original Action Plan.

Since 2022, the City has been focusing resources on the High Injury Network, where a disproportionately high number of crashes occur. Quick build materials and construction methods have allowed us to swiftly make roadways safer for vulnerable users.

In the following pages, we invite you to learn more about the actions the City has taken and our successes, from implementation through funding. This is just the beginning of our efforts.

What is a Quick Build Project?

TAMPA'S QUICK BUILD Program uses materials like paint, signs, and pavement markings to implement projects in a shorter time and at a lower cost compared to traditional methods.

Photo Source: City of Tampa

1.
SAFER STREETS

Streets that regulate traffic through context-based design allows for all travelers to be aware of their surroundings. This action item designs streets to guide appropriate road user behavior, forgive predictable mistakes, and ensure clear communication through signage and language, fostering a safer environment for all.

Project Highlight: East Columbus Drive

Source: City of Tampa

The Columbus Drive Complete Streets and Safety Improvements project modified the roadway to improve the bicycle and pedestrian experience, including improved crosswalks, wider sidewalks, and safety measures. It also added landscaping and tree wells for sustainable stormwater drainage, retained existing parking, narrowed travel lanes to slow speeds, and added decorative crosswalks, pedestrian-activated flashing beacons, and shared lane markings for cyclists.

Tracking Strategic Actions

1 Prioritize safety improvements on the HIN

- Columbus Drive Complete Streets Project (Completed)
- Hanna Avenue Mobility Improvements (Ongoing)
- Twiggs Street Improvements (Ongoing)
- Floribraska Complete Streets Project (Ongoing)
- Safe Streets For All (SS4A) Grant

2 Develop a quick build program

- Avenida Republic de Cuba (Completed)
- Cass Street Cycle Track Improvement (Completed)
- 14th Street (Avenida República de Cuba) (Ongoing)
- Main Street: MacDill Avenue to Armenia Avenue (Completed)

3 Create a safe routes to places program to improve connectivity between key origins and destinations

- Plant High School Safe Routes to School (Completed)
- Mobility Plan Short Term Vision Network (Ongoing)
- Mobility Plan Transit Emphasis Corridors (Ongoing)

4 Elevate the walking and biking experience by increasing the comfort and convenience of choosing active transportation modes

- E-bike Voucher Program (Completed)

5 Conduct walk/bike road safety audits on all of the corridors on the HIN

- MOVES Walking Audit Main Street
- MOVES Walking Audit Habana Avenue
- MOVES Walking Audit MacDill Avenue
- MOVES Walking Audit Twiggs Street

2. SAFER SPEEDS

As speed increases, the likelihood of high severity crashes also increase. The ability to slow speeds citywide and tailoring roadway travel to its surrounding land uses allow users to safely and effectively get home alive and uninjured.

Project Highlight: Citywide Context Classification and Target Speed

Citywide Context Classifications and Target Speeds

As introduced in Tampa MOVES, the City is shifting to a context-based approach to planning streets that tailors street design to the unique community and users the roadway serves. This includes taking land use patterns, destinations, community desire, and modal priority into account before designing the roadway. A crucial part of this is identifying the target speed for each street to create a safe environment for all users.

Tracking Strategic Actions

1 Update codes, manuals, and guidance to support speed reductions

- Citywide Context Classification and Target Speed (Complete)
- Transportation Technical Manual/Streets Design Guide Update (Ongoing)

2 Lower posted speeds and implement road designs to achieve target speeds.

- Citywide Speed Limit Reduction Program
- Neighborhood Speed Management Toolbox and Prioritization (Ongoing)
- 14th Street Improvements (Complete)
- Habana Avenue Mobility Improvements (Ongoing)
- Interbay Boulevard Safety and Multimodal improvements (Ongoing)
- Manhattan Ave (Richardson Ave to Interbay Blvd) (Ongoing)
- Shared Streets Initiative

14th Street (Avenida República de Cuba): Quick Build from Columbus Drive to Lake Avenue | Source: City of Tampa

3.
SAFER PEOPLE

We must empower Tampanians to spread Vision Zero messaging, take community action, and promote a culture of safe mobility. Safe people aims to include the community in the Vision Zero initiative by inviting our neighbors into the street and to advocate for safer forms of travel.

Project Highlight: Crosswalks to Classrooms, Grady Elementary School

Volunteer Painting the Crosswalk

Source: City of Tampa

As part of Vision Zero initiative, volunteers from the community converged to the intersection of Morrison Avenue and Grady Avenue to paint a mural in the crosswalk. Painted crosswalks enhance the visibility of those crossing the road and alert drivers to nearby students walking to school. The mural also provided the opportunity for students, school staff, and residents to beautify their community through artwork.

Tracking Strategic Actions

1 **Create a culture of roadway safety and understanding throughout the City of Tampa organization**

- City staff participation in Florida's Pedestrian and Bicycle Safety Coalition

2 **Develop an Open Streets program and host Open Streets events annually**

- Avenida Republica de Cuba Unlock the Block Event

3 **Continue to implement Crosswalks to Classrooms projects**

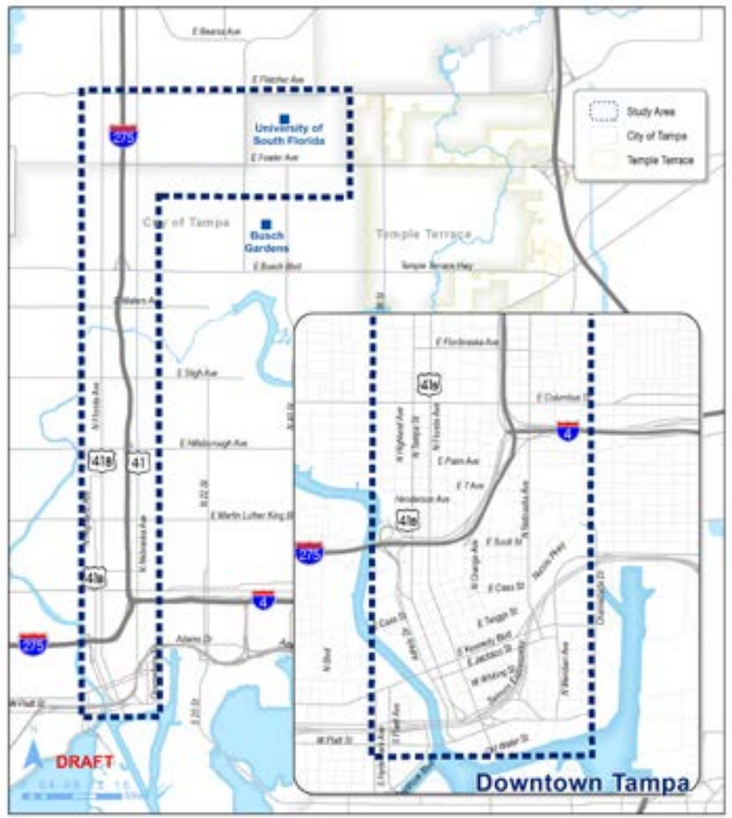
- Grady Elementary School
- Potter Elementary School

4.
SAFER VEHICLES

Safe vehicles addresses the City's role in regulating and maintaining a state-of-the-art vehicle fleet and providing city streets with infrastructure that supports future emerging technologies. In this way, we want to walk-the-walk and ensure that as a workforce we are upholding the standard of Vision Zero.

Project Highlight: HART Investments

BRT Alignment



Source: HART

In 2023 the City Mobility Department committed $400k to HART to help fund improved operations along the Florida Ave/ Tampa Street corridor. This increased service will help to support HART's plans for a Bus Rapid Transit service along the corridor.

Tracking Strategic Actions

1. **Continue to expand the availability of shared micromobility vehicles**
   - Lime shared mobility expansion
2. **Continue to implement and evaluate a curb management program**
   - City of Tampa Parking Master Plan (Ongoing)
3. **Lead and advance transit projects that increase frequency to transit supportive areas, and that expand and enhance the transit network**
   - Streetcar Extension
4. **Promote innovative fare technology like Flamingo Fares**
   - Flamingo App Tap & Go

Source: Kittelson & Associates, Inc.

5. SAFETY DATA

We want to use quality data and the latest analytical tools to prioritize actions and track Vision Zero progress. We will continue to coordinate efforts with other related departments, such as Tampa Police Department and Tampa Fire Rescue, to ensure rapid response to severe crashes and addressing known safety concerns.

Project Highlight: Vision Zero Dashboard

The Vision Zero Dashboard provides a tracking system for deadly and life altering injury crashes in the city over the last five years. Recording and tracking crash data helps the City evaluate progress toward the vision and goals of the Vision Zero Action Plan over time at both a citywide and individual corridor level. The dashboard allows viewers to sort crashes by severity and view crash points on the map.

Vision Zero Dashboard

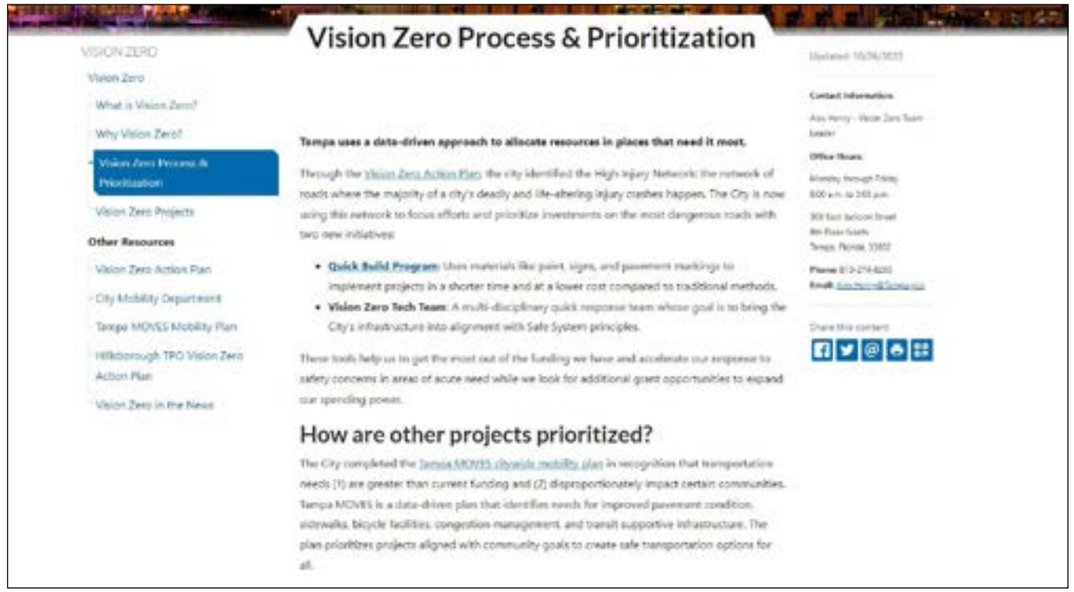
Source: City of Tampa

Tracking Strategic Actions

1. **Develop a public-facing crash dashboard**
   - Vision Zero Dashboard
2. **Citywide performance assessment: as part of the Citywide Mobility Plan, conduct a benchmarking and target setting exercise**
   - Vision Zero Annual Report

Visit the Tampa Vision Zero website

https://www.tampa.gov/visionzero/vision-zero-process-prioritization



FUNDING SUCCESS

The City of Tampa has achieved remarkable success in securing funding through various grants, amassing more than $125 million dedicated to transportation-related projects over the last four years. These grants stand as a testament to the City's approach in seeking financial support to enhance its transportation infrastructure. This significant influx of funding will undoubtedly pave the way for substantial improvements, supporting safer, more efficient, and sustainable transportation options for the community.

Safe Streets for All Grant: $20 million

The federal Safe Streets and Roads for All Grant program allocates $5 billion over five years to regional, local, and tribal projects aimed at enhancing road safety. This initiative encompasses various improvements, including road redesigns, improved sidewalks, and crosswalks, with the goal of reducing fatalities and severe injuries on national roads. Tampa is one of 37 local governments that benefited in this funding round and one of only three municipalities in Florida.

The City will use this funding to add quick build improvements along the high-injury network such as enhanced pedestrian crosswalks, new sidewalks, separated bicycle lanes, and upgraded street lighting. Improvements will be focused near schools, parks, and transit routes.

Reconnecting Communities Grant: $5.35 million

Uniting Neighborhoods and Infrastructure for Transportation Equity (UNITE): Ashley Drive was one of six projects nationwide to receive Capital Construction Grant funding from the federal Reconnecting Communities Grant Program. Prior to the construction of Ashley Drive and I-275, Tampa's Hillsborough River was lined by predominantly Black neighborhoods, including "The Scrub"—an epicenter of Black business and culture. The construction of I-275 and Ashley Drive cut off The Scrub from the north and west.

UNITE: Ashley Drive will restore community connectivity by lowering Ashley Drive's interchange ramp to street level, restitching Downtown Tampa's urban fabric and reconnecting Tampa's historic street grid. Once completed, this project will:

- Introduce new roadway connections at Harrison Street and Royal Street
- Provide new, direct bicycle and pedestrian routes to the river and upgrade existing active transportation facilities
- Create new opportunities for affordable housing, park space, and placemaking

NEXT STEPS FOR VISION ZERO

We've managed to make substantial progress since the adoption of the Vision Zero Action Plan, but the work isn't done. Each iteration of this Annual Report will track our progress toward the ultimate goal of zero fatal and life-altering injury crashes in Tampa. To achieve this goal, we will continue improving and expanding the multimodal network while making improvements along the High Injury Network. We'll also continue with our programming efforts to embed the culture of Vision Zero into our department practices and establishing this goal within our communities. While Vision Zero is ambitious, it is worthy of the time, resources, and effort to continue the pledge towards Zero.

www.tampa.gov/visionzero