



# VISION ZERO ACTION PLAN

Image Source: City of Tampa

**VISION**  
ZERO  
T A M P A

December 2021 Final



# A CALL TO ACTION

On average, **44 people die** and another **289 suffer life-altering injuries** on Tampa roads each year. These deaths and life-altering injuries are unacceptable and preventable. The City of Tampa is committed to ending this cycle and is joining the global Vision Zero roadway safety movement.

**Vision Zero is the City of Tampa's effort to eliminate all roadway deaths and life-altering injuries, while increasing safe, healthy, equitable mobility for all.**

This Vision Zero Action Plan describes why we are committing to Vision Zero and how we intend to reach this goal.



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# A LETTER FROM THE MAYOR



To my Tampa neighbors,

Everyone using our roadways has the right to safe mobility so that they arrive to their destinations alive and unharmed. The City understands our responsibility to provide a safe street system for everyone. Even one deadly crash is one too many.

We commit to taking on this deadly crash epidemic head-on with deliberate, decisive action guided by the data-driven approach of Vision Zero. At the core of Vision Zero is the understanding that deaths and serious injuries from traffic crashes are preventable. Saving lives on streets within our City is possible through a data-driven, collaborative, and equitable process to how we plan for, design, and prioritize transportation projects.

I'm proud to commit our community to Vision Zero. This foundation will extend long into Tampa's future and well beyond my tenure as Mayor. An important first step, this Vision Zero Action Plan will guide City decisions and begin the culture shifts necessary to reach our goals.

City and community agencies, organizations, non-profits, advocates, and staff came together to find the roadway designs, education and enforcement strategies, and infrastructure needs that will get anyone traveling around Tampa home safely. Our work doesn't stop here. We need your help, because only together can we reach Vision Zero.

*Jane Castor*

Mayor Jane Castor



# ACKNOWLEDGMENTS

Thank you to the City of Tampa staff, agency partners, and community organizations that helped create this Vision Zero Action Plan:

## City of Tampa

- ADA Coordinator
- Arts and Cultural Affairs
- City Planning
- Community Engagement and Partnerships
- Community Redevelopment Areas
- Customer Experience
- Development and Growth Management
- Economic Opportunity
- Government Affairs and Strategic Initiatives
- Infrastructure and Mobility
- Legal Department
- Marketing and Communications
- Parks and Recreation
- Sustainability and Resilience
- Tampa Fire Rescue
- Tampa Police Department

## Non-Profit Organizations

- American Association of Retired Persons
- Bike Walk Tampa Bay
- Center for Urban Transportation Research
- Tampa Downtown Partnership
- National Association for the Advancement of Colored People
- Westshore Alliance
- Walk Bike Tampa
- Sidewalk Stompers

## Agency Partners

- Florida Department of Health
- Florida Department of Transportation
- Hillsborough County
- Hillsborough Area Regional Transit Authority
- Hillsborough Transportation Planning Organization
- Hillsborough County School District
- Plan Hillsborough







# VISION ZERO TAMPA

Deadly and life-altering injury roadway crashes cause significant harm to individuals, families, first responders, and countless others. Through its Vision Zero effort, the City of Tampa is implementing a new approach to roadway safety to prevent these types of crashes from happening.

## Transforming Tampa's Tomorrow

The City's commitment to Vision Zero solidified in 2019 with the election of Mayor Jane Castor. The new administration initiated a strategic planning process called Transforming Tampa's Tomorrow (T3) that brought together key City staff, agency partners, and community leaders to identify strategies to tackle major issues facing Tampa.

One of the five priority areas in this effort focused on transportation, and adopting Vision Zero was a key recommendation. Through this effort, the City of Tampa committed to prioritizing Vision Zero to eliminate deadly and life-altering crashes.

**Protecting human life and health must be the first goal when planning and designing our roadways,** so whether we are biking, walking, catching the bus, or driving, we can all get home to our loved ones.

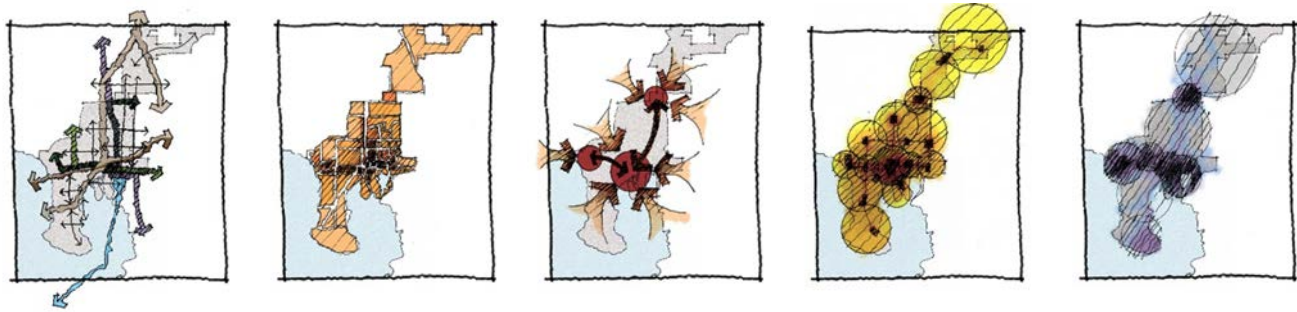
## Vision Zero & Tampa MOVES

The Vision Zero Action Plan is a component of the Citywide Mobility Plan, known as Tampa MOVES. These companion efforts provide the City of Tampa a short-term strategic approach that jump starts the process of reaching the City's long-term transportation vision.



# TAMPA MOVES GUIDING PRINCIPLE

The **MOVES** acronym represents the guiding principles of the citywide mobility plan, called Tampa MOVES. These guiding principles act as guideposts as we develop and implement our Vision Zero Action Plan, helping ensure the recommended strategies align with the City’s long-term transportation vision.



- (M)obility for All:** Promote accessibility and mobility by increasing and improving multimodal transportation choices and connectivity across and between modes.
- (O)ppportunity:** Promote economic vitality by improving the reliability and efficiency of the transportation system.
- (V)ision:** Strengthen all neighborhoods throughout the city by providing healthy, sustainable, and resilient transportation solutions.
- (E)quity:** Remove barriers and provide transportation options to the people who need it most.
- (S)afety:** Enhance the safety and security of the transportation system for people of all ages and abilities.

# COMPLEMENTARY INITIATIVES

The City of Tampa is leading various efforts that complement and advance Vision Zero by reducing vehicle miles traveled, a major predictor of deadly and life-altering crashes.

- 

**Sustainability & Resilience efforts**  
Currently, transportation emissions account for an estimated 41 percent of community-wide greenhouse gas emissions each year. Transitioning to low carbon transportation options and reducing vehicle miles improves air quality and traffic safety, outcomes that ultimately strengthen our Vision Zero efforts.
- 

**Increasing Transportation Options**  
More people walking and biking—getting health benefits from physical activity, cleaner air, and less traffic noise—helps make it safer for everyone on every street.
- 

**Land Use and Attainable Housing**  
Concentrating new housing closer to jobs, services, and schools will increase the number of trips made by walking, biking, and transit.
- 

**Expanding and enhancing public transit**  
A strong public transit system is critical to realize Vision Zero and shift people out of their cars. The rapidly changing transportation landscape and emerging technologies will need to elevate safety as a key goal.

Safe and comfortable transportation can be facilitated by Vision Zero initiatives. In providing safe modes of travel by walking and biking, a household can save up to **\$12,000 a year.**

Source: Department of Housing and Urban Development (HUD)



From 2014 through 2018 there were an average of:



Across a five year (2014-2018) period there were **1,515 fatal and severe injury crashes in Tampa**. This five-year period saw an average of 44 fatalities and 289 severe injuries each year.

For perspective, San Francisco, California, had 27 fatal crashes per year across the same time period with a population more than twice Tampa's.

# LIFE- ALTERING AND SEVERE INJURIES

are **permanent**  
and substantially interfere  
with day-to-day  
quality of life.





# VISION ZERO & THE SAFE SYSTEMS APPROACH

## What is Vision Zero?

Vision Zero represents a shift in how we think about and address roadway safety problems. It requires shifting our thinking upstream in order to prevent problems before they happen. This entails moving beyond focusing on changing individual behavior and instead accepting shared responsibility for putting a safe system in place for all road users.

## 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

## Safe Systems Approach

The City of Tampa's Vision Zero effort follows the Safe Systems approach, which is the method adopted by the Vision Zero Network and promoted by the Federal Highway Administration. This approach addresses the design of our communities and roads, how we set and manage speeds, how vehicles are designed and permitted to operate, what transportation options exist where and for whom, and how norms and rules are set for moving about.

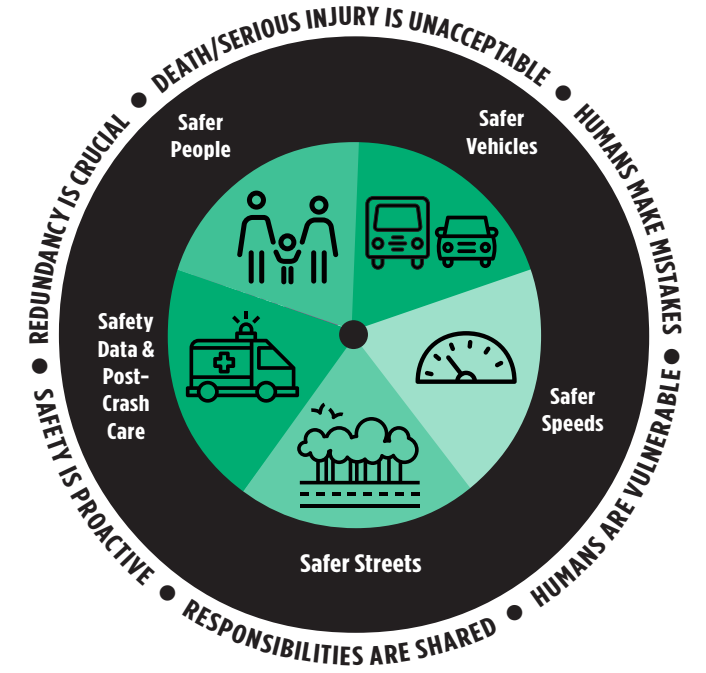
The Safe Systems approach is organized around five elements:

- Safer Streets
- Safer Speeds
- Safer People
- Safer Vehicles
- Safety Data and Post-Crash Response

The Safe Systems elements provide a layered approach that creates redundancies and shared responsibility across the entire roadway system. This is a move away from the traditional roadway safety approach that is centered on the Es (engineering, enforcement, and education), which perpetuates a siloed strategy to address roadway safety efforts.

**Business as usual is not enough, and systemic changes are needed to make meaningful progress.**

We know there will always be crashes. The Vision Zero program strives to lessen the severity of those crashes so people can go home to their loved ones. To do this, all parts of the system must be strengthened, including safer vehicles, improved road design, updated policies, and community adoption. There is no one solution.



**A SUCCESSFUL PROGRAM IS BUILT ON FOUR CORE ELEMENTS:**



**Multidisciplinary Leadership and Commitment.** Elected officials and agency leaders commit to eliminating traffic fatalities and severe injuries within a specific time frame.



**Safer Roads, Safer Speeds.** Decision-makers manage speed through road design, enforcement, education, and policies to reduce severe and fatal traffic injuries for all users, including the most vulnerable—people on foot or riding bicycles.



**Equity-Based Education and Community Engagement.** Leaders reach out to their communities, particularly those most impacted by traffic crashes and traditionally underserved by safety efforts.



**A Data-Driven Approach for Transparency and Accountability.** Engineers and planners analyze data, putting together a clear picture of where, how, and why serious crashes happen and making it possible to identify and address underlying risk factors.



CRASH  
~~ACCIDENT~~

crashnotaccident.com

## WORDS MATTER.

**What we say about traffic crashes and those impacted has consequences when we look inward to find solution to the problem.**

At its core, Vision Zero shifts the narrative from individual responsibility to a collective responsibility to protect everyone on the roadway. For far too long solutions have been based in victim blaming, placing sole responsibility on the injured party without the appropriate proof or context. This notion extends from the way we write press releases to how crashes are portrayed in the media.

### PUBLIC HEALTH APPROACH TO SAFETY



Adapted by the Vision Zero Network from the Prevention Institute, the Spectrum of Prevention is a framework for understanding the layered approach to influencing individual decisions. Addressing road safety must focus on broader influences rather than solely on changing individual behavior.



# HOW WE GET THERE: THE VISION ZERO ACTION PLAN

The City of Tampa's Vision Zero Action Plan is our road map to help us reach our goal of zero. Developed with the assistance of a multidisciplinary Vision Zero Task Force and informed by community input, the Action Plan is organized around the Safe Systems elements.

The Action Plan focuses on the short-term—what the City can do over the next five years to begin to embed Vision Zero throughout all City departments and champion this effort with our partner agencies, organizations, and the community at large.

This is intended to be a living document that is continually tracked and updated as we implement and evaluate our Vision Zero program. It is important to remain nimble as we test new methods and new approaches.

## The Vision Zero Action Plan is:

- ☑ **Short-term**—focused on the next five years
- ☑ **Outcome-driven**—outlines strategies with specific, measurable action items
- ☑ **A living document**—will be continuously tracked, evaluated, and updated





# DEVELOPING THE VISION ZERO ACTION PLAN: A DATA-DRIVEN & COLLABORATIVE APPROACH

The Vision Zero Action plan was developed through a data-driven and collaborative approach. Successful Vision Zero efforts are based on a multidisciplinary approach, bringing together diverse stakeholders such as transportation planners, engineers, policymakers, law enforcement, first responders, educators, public health professionals, and the community to address this complex problem.

**This is not just a Mobility Department effort,  
but a citywide effort.**

Three distinct components informed the development of the Vision Zero Action Plan, which are described in detail in the following pages:

**1.**

Understand  
community  
concerns and  
priorities

**2.**

Evaluate crash  
data and  
identify trends

**3.**

Strategize with  
the Vision Zero  
Task Force



# 1. UNDERSTANDING COMMUNITY CONCERNS & PRIORITIES

This Vision Zero Action Plan began with an understanding of Tampa residents' priorities, preferences, and concerns for how to improve safe mobility in Tampa.

## LISTEN FIRST MEETINGS

In conjunction with Tampa MOVES, the Mobility Department hosted a series of 10 virtual meetings with Tampa's neighborhoods to facilitate conversations with residents and hear their transportation-related desires and concerns.

Many cited safety as their primary concern, with more than half of all participants prioritizing making streets safer when asked what the City should do first to improve mobility. Lack of multimodal infrastructure and access to transportation options other than driving were also two of the top three mobility challenges noted.

## VISION ZERO SURVEY

Comments were also collected through the project web page [www.tpamoves.org](http://www.tpamoves.org) and a public survey. Nearly 200 people participated in the survey, which ran from February to June 2021. Forty-three percent had not heard about the City's Vision Zero approach to traffic safety, indicating not all survey respondents were safety advocates who already know about roadway safety strategies.

Overall, respondents were most concerned about creating a well-connected walking and biking network, addressing driver behavior, and implementing roadway designs to encourage safer speeds.



**More than 60%** of survey respondents believe motorist behavior and speeding contribute to traffic crashes.  
**More than 80%** cited speeding as a contributor to crashes and supported lowering posted speed limits to combat this.

**75%** felt that motorists failing to follow the law contributed to crashes in Tampa, with 67 percent citing speeding as a major factor contributing to unlawful driver behavior.

**41%** believed non-motorists not following the law contributed to crashes.

**Driver distraction** was noted as a concern.

**Nearly 200 people participated in the public survey, which ran from February to June 2021.**

## Top 3 Priorities

Survey participants were asked to prioritize what they perceived to be the top three strategies to achieve zero fatalities. These included:



**Build more sidewalks, pathways, and trails** that are separated from the roadway.



**Build more pedestrian crossings.** Adding pedestrian crossings along a roadway increases the number of safe places for people to cross.



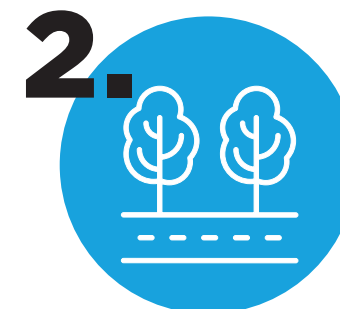
**Build more separated bike lanes.** Separated bike lanes are portions a street that are separated with physical barriers (raised curbing, flexible posts, etc.).

## Top 3 Challenges

Survey participants cited the following as what they perceive as the biggest challenges to reaching Vision Zero:



**Changing driver behavior**



**Designing safer roadways**



**Changing road user behaviors**

The Tampa metro region ranks in the

**TOP 10**

most dangerous areas for walking nationally.



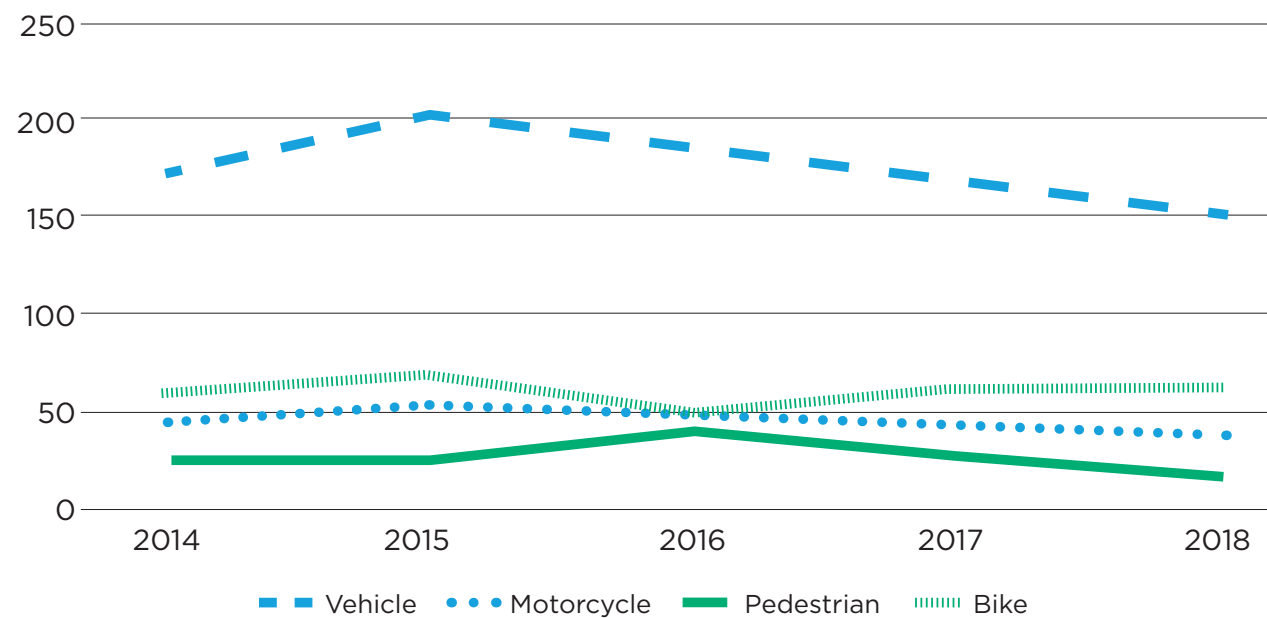
## 2. EVALUATING CRASH DATA & TRENDS

Vision Zero requires a data-driven process.

Understanding where and why deadly and life-altering injury crashes are happening more frequently helps planners, engineers, and policymakers to better understand the various environmental, behavioral, and systemic factors that contribute to these types of crashes, as well as strategies for how to address them.

An in-depth crash analysis dug into these details to determine rates of crash types by mode, locations, behaviors, and environmental conditions that may have influenced the incident and severity of the crash. Accounting for deadly and life-altering injury crashes acknowledges the magnitude of these crashes on people's lives and focuses the City's efforts on improvements with the greatest potential to achieve the goal of zero.

### All Fatalities & Severe Injuries by Year (2014–2018)



Source: FDOT District 7

## SPEED MATTERS

Speed is a fundamental predictor of crash survival, no matter how you choose to travel. Speeding is defined as traveling too fast for conditions or in excess of posted speed limits. Most national studies have identified speeding as a contributing factor in the majority of crashes.

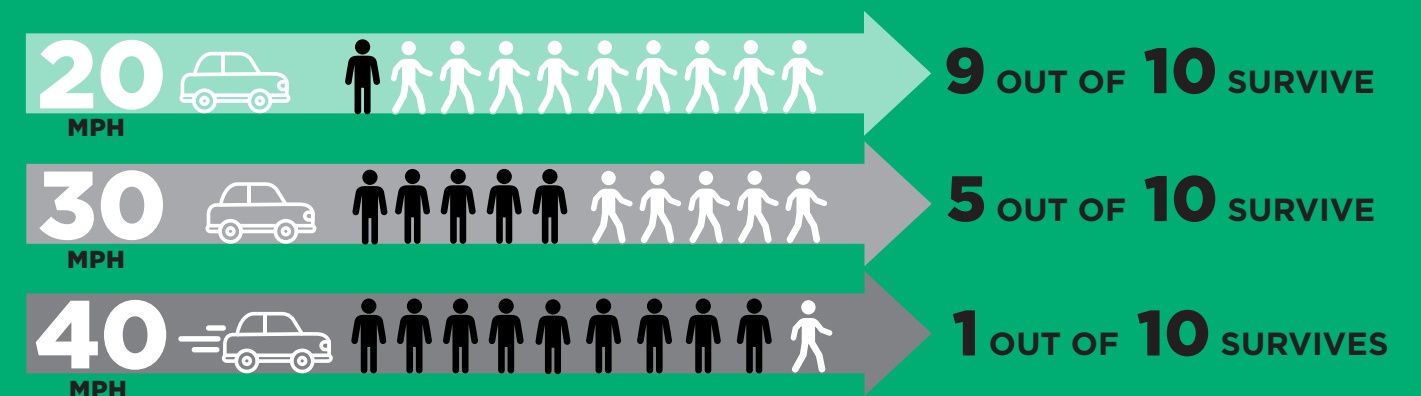
A core element of Vision Zero is creating safer roadway speeds for specific road contexts. This means transportation professionals are responsible for designing roads and setting appropriate speed limits in order to create a safe environment for all users.

### The Widest, Fastest Roads are the Deadliest

The roadways that are most dangerous are wide and fast roads—the major arterials that provide connections across the city. They account for 58% of deadly and life-altering injury crashes. These roads have between four and six lanes and have speed limits of 40 mph and higher.

Of particular note, 73% of bicycle and 83% of pedestrian deadly and life-altering injury crashes happen on non-city-owned roads. These are also the roads more likely to have higher posted speeds, wider lanes to cross, and less frequent places for people on bikes and on foot to cross the road.

### SLOWER SPEEDS SAVE LIVES





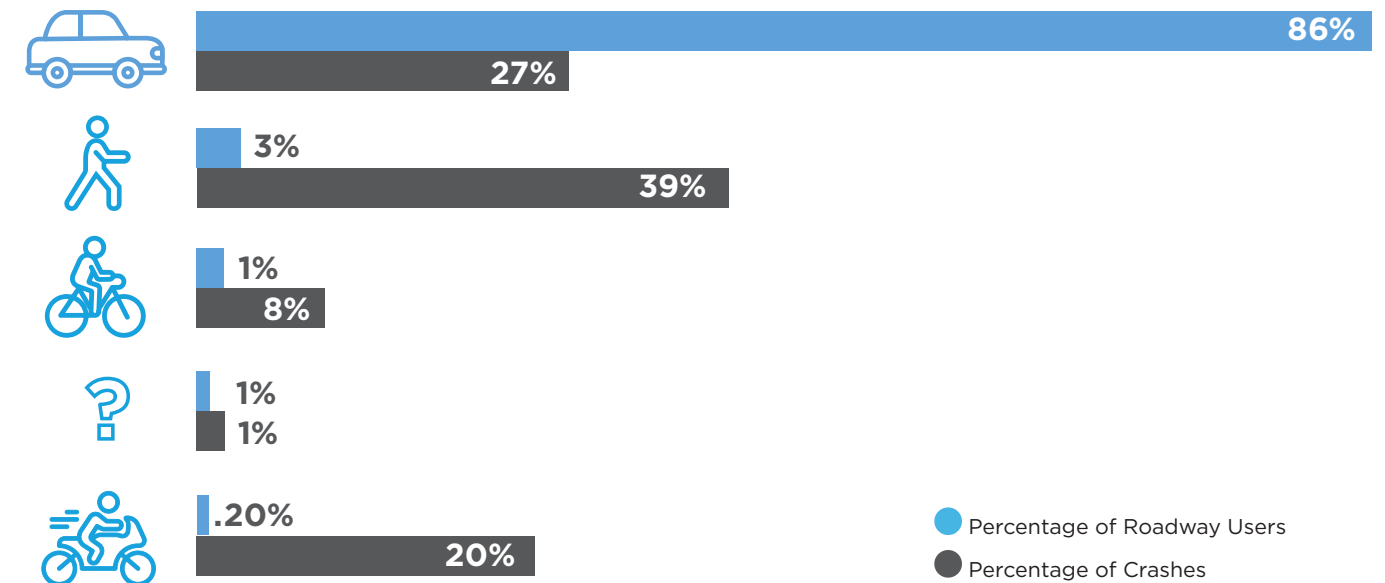
# WHO IS MOST IMPACTED? OUR MOST VULNERABLE ROADWAY USERS.

Bicycle, pedestrian, and motorcycle crashes make up far more of total fatal crashes than the percentage of people using those modes.

**People walking are by far the most vulnerable group**, representing the highest percentage of deadly crashes on our roads (39 percent). However, people on foot represent 16 percent of the life-altering injury crashes, which indicates that if a person walking is hit by a car, they are more likely to die than suffer a life-altering injury.

Speed is a significant factor in this, with roads posted at 40 and 45 mph making up 68 percent of the total deadly pedestrian crashes.

Fatal Crashes by Mode vs. Mode Share (2014-2018)

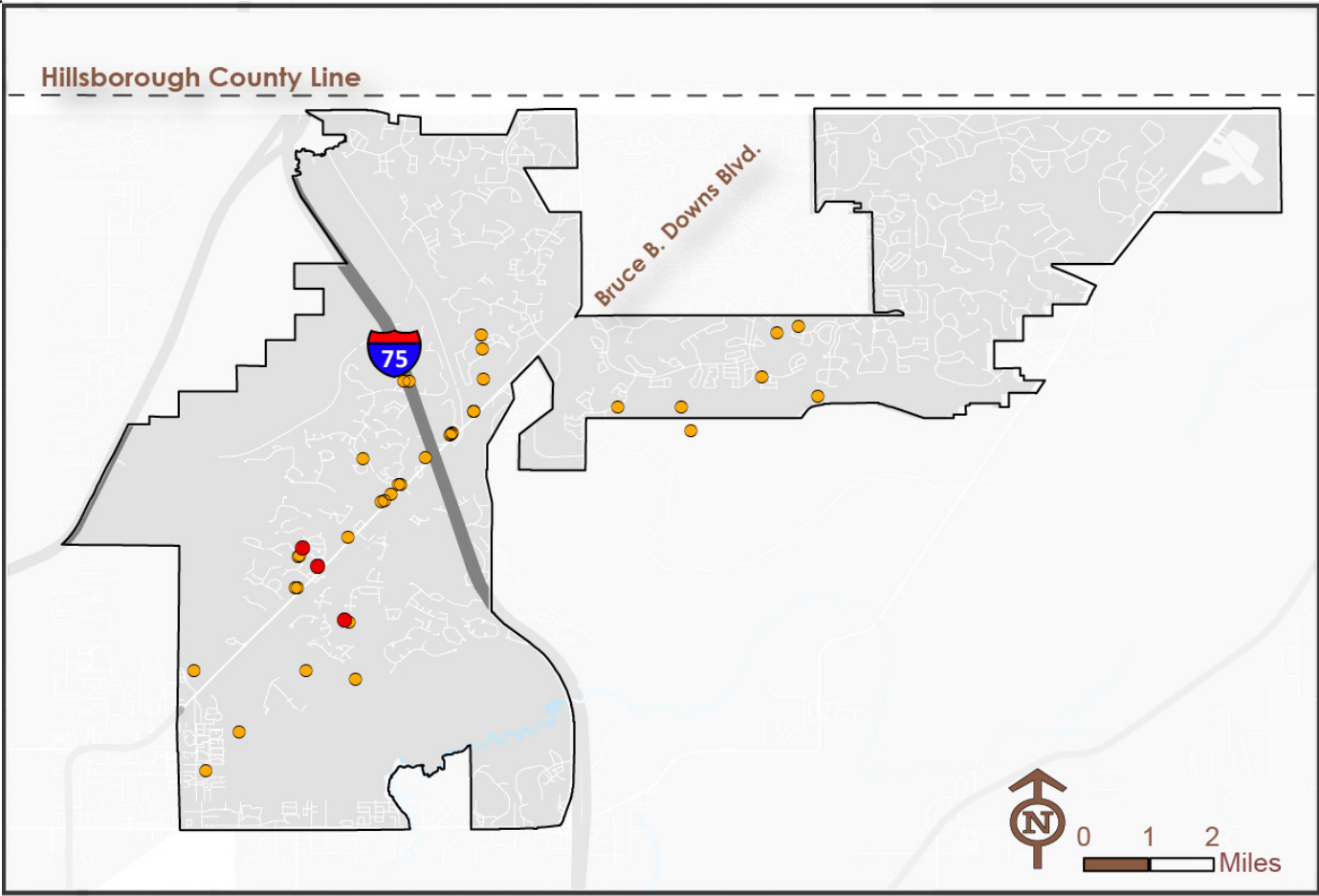
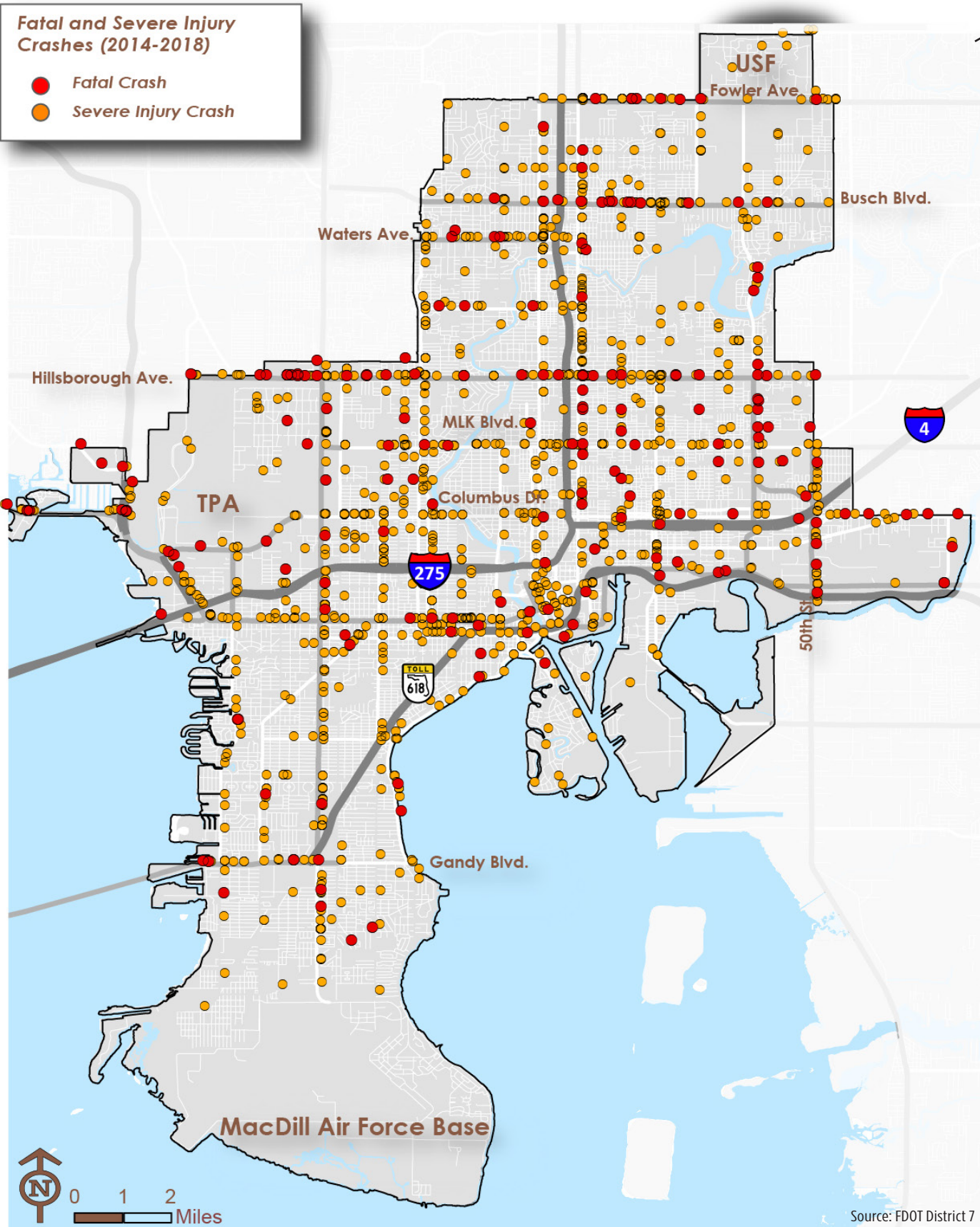


Crash Data: Years: 2014–2018, Source: FDOT District 7; Mode Share Data: Years: 2019, Source: 2019 American Community Survey 5-Year Estimates

**Nationally,  
people walking  
represented 17%  
of the overall  
fatalities on U.S.  
roads in 2020.**

Source: NHTSA

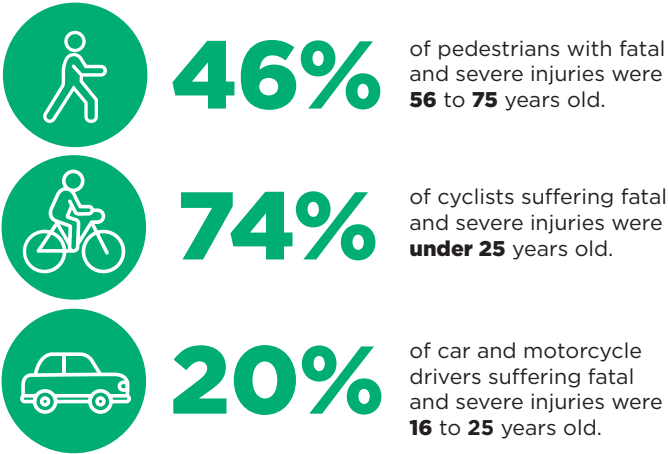
# Total Area Crashes (2014-2018)



## Age Groups Most Likely to Be Involved in Fatal Crashes in Tampa (2014-2018)

- People walking between the ages of 56 to 75
- Cyclists under 25 years old
- New drivers 16 to 25 years old

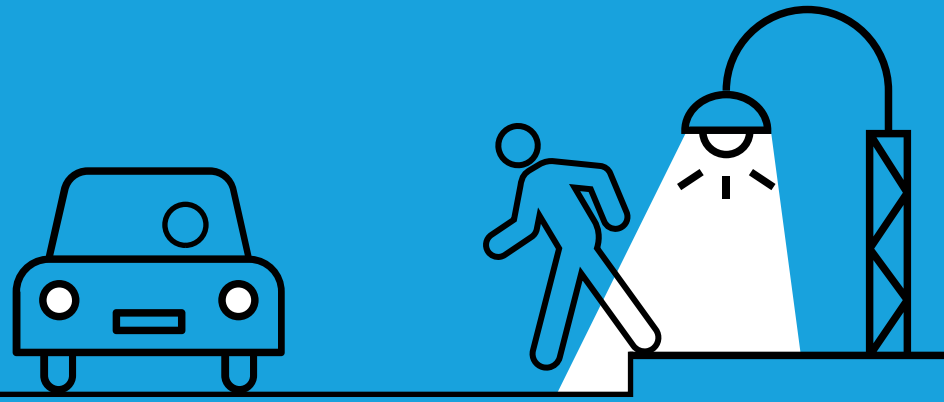
Based on crash trends from 2014 to 2018.





# 60%

of fatal and severe injury pedestrian crashes happen in dark, lighted conditions.



## LIGHTING

There is a concerning correlation between street lighting and fatal and severe crashes among pedestrians, pointing to potential issues with the quality of lighting, motorist behavior at night, and the visibility of the person walking.

## BEHAVIORS

In Tampa, significant contributors to fatal and severe crashes include speeding and aggressive driving; intoxication; and distracted driving. Behavior data come directly from police reports and are typically underreported. Police are required to report what is verifiable, not what is suspected. For example, toxicology reports come in after the police report is filed and it can be challenging for a police officer to tell if someone was distracted.

It is worth noting that, nationwide, these behaviors have all increased during the COVID-19 pandemic.

In Tampa, significant contributors to fatal and severe injury crashes include...

# 1.



**SPEEDING AND  
AGGRESSIVE DRIVING**

# 2.



**INTOXICATION**

# 3.

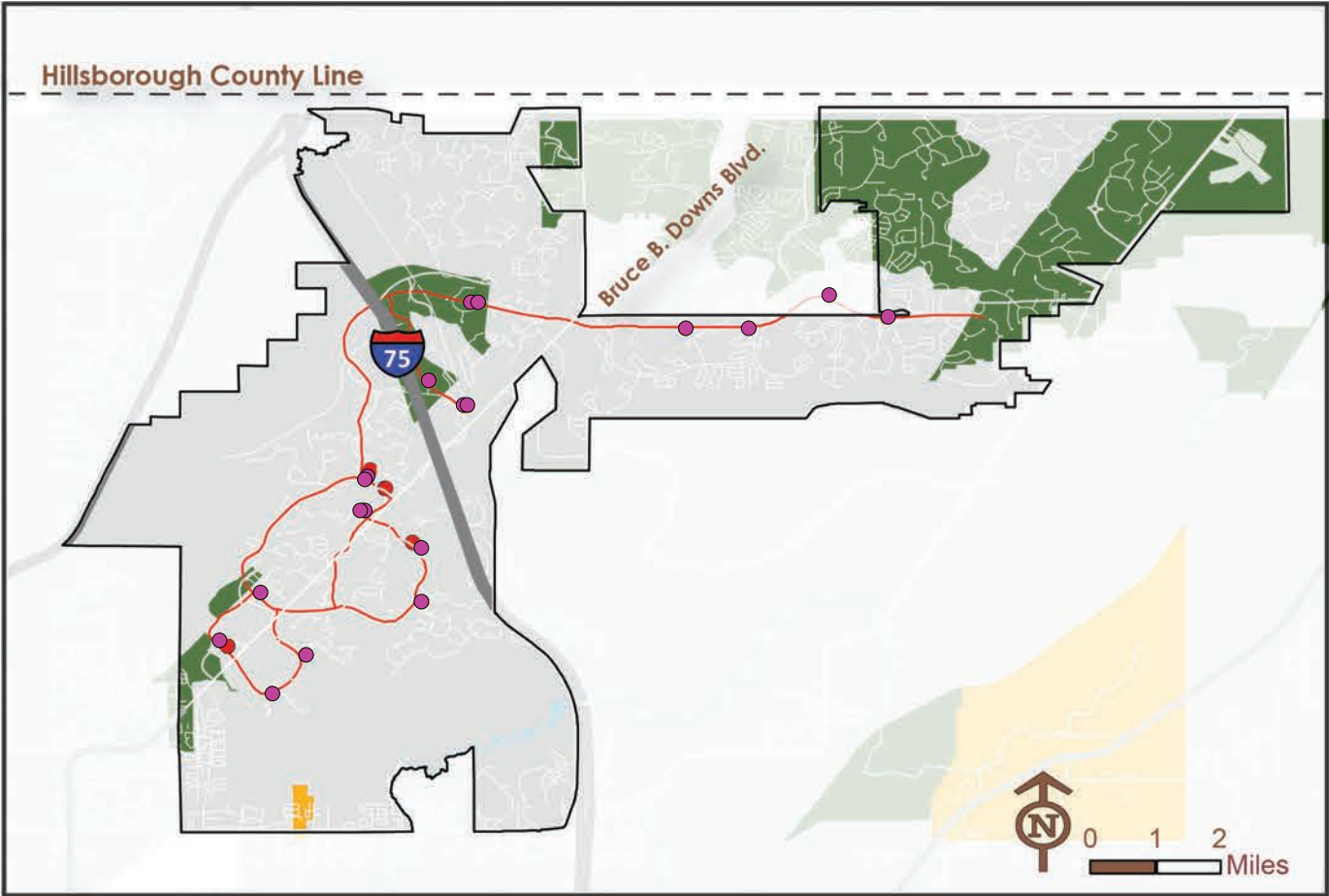
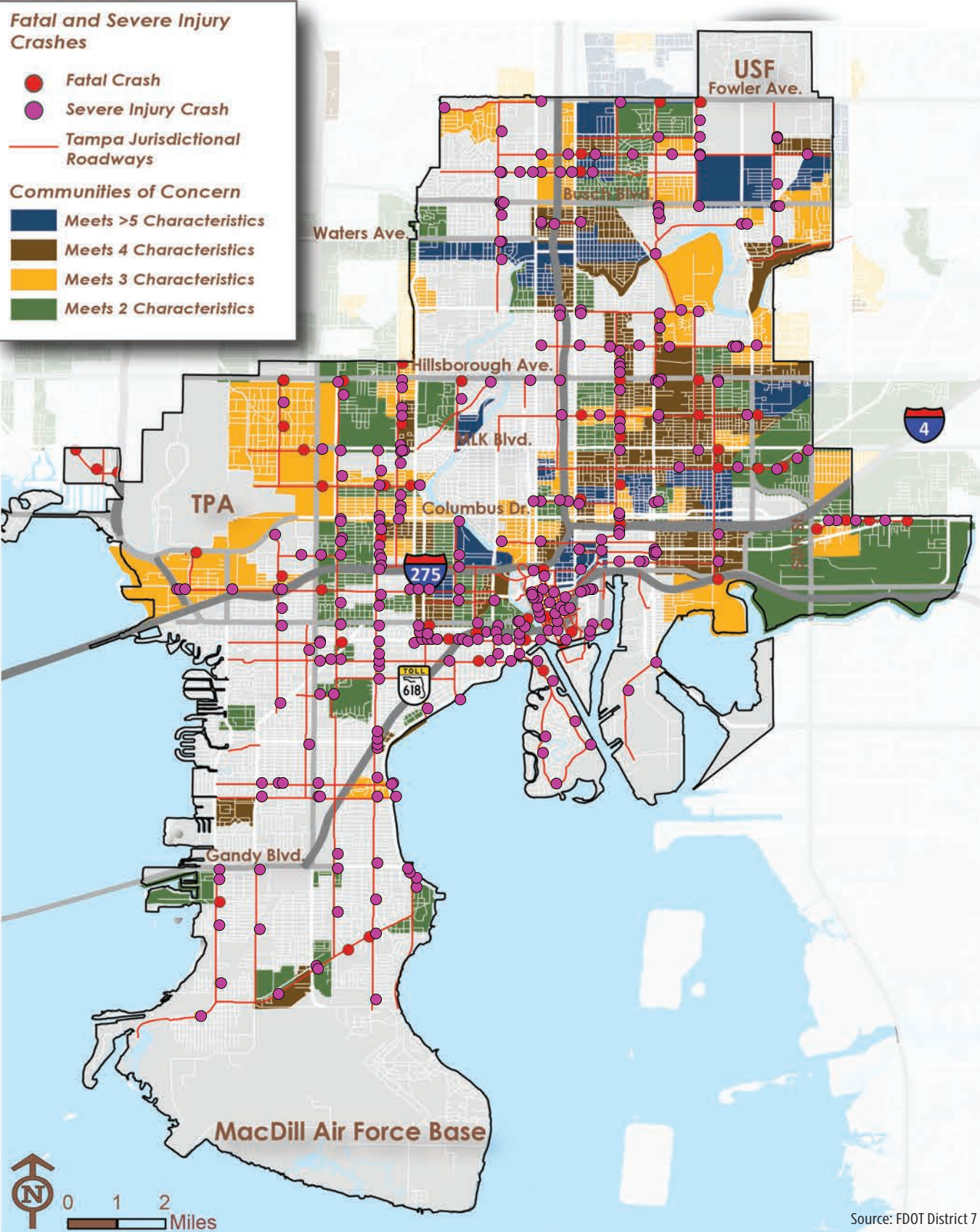


**DISTRACTED DRIVING**





Crashes within Communities of Concern (2014-2018)



Equity

At its core, equity is defined as distributing resources proportional to need.

Many of today’s transportation systems were built with an emphasis on a single mode serving a limited range of users. Evaluating transportation decisions through an equity lens allows us to recognize the full array of people present in different places and enables transportation planners and designers to enhance city accessibility for everyone.

CRASHES WITHIN COMMUNITIES OF CONCERN

This crash analysis evaluated the impact of deadly and life-altering injury crashes in communities of concern. These communities were determined through an analysis conducted by Plan Hillsborough, where census block groups with a greater than one standard deviation above

the countywide average of two or more of the following demographic groups:

- Minorities
- Low-income
- 65 or older
- Limited English proficiency
- People with disabilities
- Zero-car households
- Youth

Fifty-two percent of deadly and life-altering injury crashes occurred within communities of concern. These communities only make up 27 percent of the citywide land area and 39 percent of centerline road miles.

From an equity perspective, these communities carry a greater burden of deadly and life-altering injury crashes. Because many residents rely on walking, biking, and transit, they are more vulnerable to safety issues.





# THE HIGH-INJURY NETWORK

A major component of a Vision Zero Action Plan is to identify the High Injury Network (HIN): the network of roads where the majority of a city’s deadly and life-altering injury crashes happen.

The analysis of Tampa’s HIN followed a methodology—described in the Appendix—that first identified the highest tier of severe crash corridors. This highest tier is primarily state-owned, and the roads have the highest posted speeds. A second tier evaluation then dug in further to identify lower-volume roads that also represent a high proportion of the area’s severe crashes, which unveiled more City- and County-owned roads. These roads encompass 39% of Tampa’s deadly and life-altering injury crashes. These corridors are shown in the corresponding map, and the detailed list of corridors is included in the appendix.

Identifying this network helps focus efforts and prioritize investments on the most dangerous roads in the transportation network.

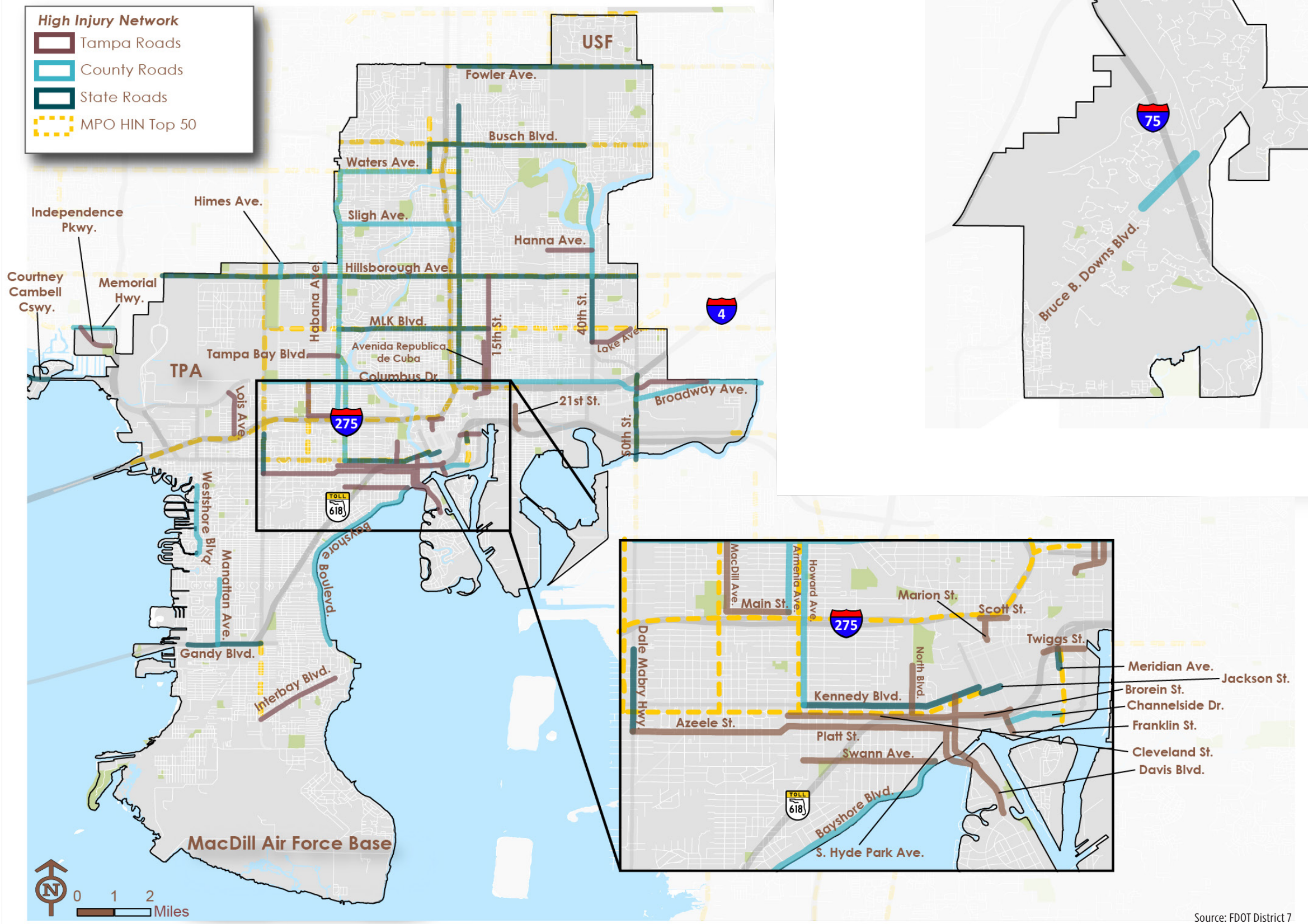
The purpose of the HIN is five-fold:

- 1 Identify the most dangerous roadways belonging to all jurisdictions within city limits.
- 2 Identify roadway characteristics that contribute to serious injuries and deaths among modes.
- 3 Prioritize City funding to focus on roads that contribute most to fatal and serious injury crashes.
- 4 Inform the prioritization and design of City-led projects, not just within the Mobility Department, but with any City department that works within the right of way.
- 5 Advocate for safety improvements on roads owned by other jurisdictions within city boundaries.

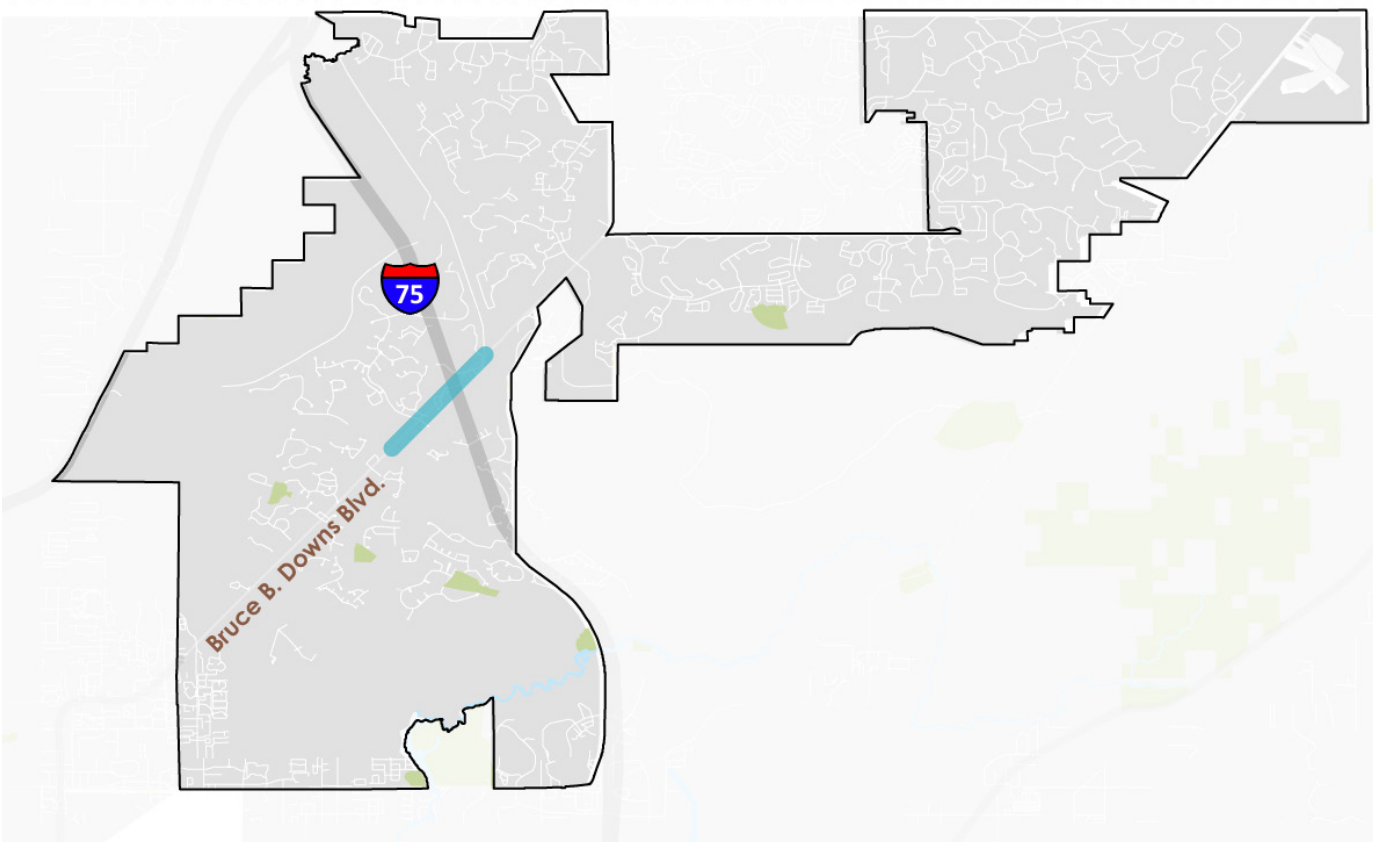
Image Source: by love krittaya - Own work CC0. <https://commons.wikimedia.org/wiki/index.php?curid=13704895>



# The High Injury Network



Hillsborough County Line



The High Injury Network represents

**24%** of road miles

**73%** of fatalities

A complete table of corridors can be found in the Appendix.



# 3. THE VISION ZERO TASK FORCE

A Vision Zero Task Force is a critical component to the success of a Vision Zero effort.

The City of Tampa formed a Vision Zero Task Force comprised of various City departments, agencies, and organizations, who represent diverse backgrounds, expertise, and lived experiences. Together this group informed the development of the City’s first-ever Vision Zero Action Plan, and it will also be involved in the implementation of the strategies and actions outlined in this plan.

The Task Force was divided into three committees to tackle specific areas of concerns:

- Crash and Countermeasures
- Equity and Engagement
- City Policy and Program

## Vision Zero Task Force Kickoff Themes

The development of this Action Plan included a kickoff meeting with the full Vision Zero Task Force in February 2021. Following this, each committee met twice over the course of a few months to discuss their areas of concern and identify implementable strategies to help move Tampa’s Vision Zero effort forward. A Vision Zero Task Force meeting was held in September 2021 to discuss and finalize the Vision Zero Action Plan. This group will continue to convene to provide a measure of accountability as this Vision Zero Action Plan is implemented.

From the kickoff meeting, task force members identified the following elements that should be considered:

- Speed management solutions
- Safer, more comfortable options for people biking and walking
- Projects that benefit people walking and biking in communities of concern
- Automated enforcement
- Education and messaging about roadway safety for all users

## Vision Zero Task Force + Committees Org Chart

MAYOR JANE CASTOR

### Vision Zero Leadership Team

John Bennett (Chief of Staff)  
Jean Duncan (Infrastructure and Mobility Administrator)  
Vik Bhide (Mobility Director)  
Ocea Wynn (Neighborhood and Community Affairs Administrator)  
Gina Grimes (City Attorney)  
Alana Brasier (Vision Zero Coordinator)

City Policy & Program Committee	Crash & Countermeasures Committee	Equity & Engagement Committee
<b>Chair: John Bennett</b> <b>City Departments:</b> Infrastructure and Mobility Government Affairs and Strategic Initiatives Marketing and Communications Government Affairs Parks and Recreation Development and Growth Management City Planning Sustainability and Resilience Economic Opportunity Legal Department	<b>Chair: Vik Bhide</b> <b>City Departments:</b> Tampa Police Department Tampa Fire Rescue Mobility Department (all divisions) Parks and Recreation Community Partnerships Legal Department <b>Agency Partners:</b> Hillsborough TPO FDOT Hillsborough County Hillsborough Area Regional Transit Authority Hillsborough County School District	<b>Chair: Ocea Wynn</b> <b>City Staff:</b> Neighborhood Engagement Marketing and Communications Arts and Cultural Affairs ADA Coordinator Community Redevelopment Areas Customer Experience Legal Department <b>Agency Partners:</b> Hillsborough Transportation Planning Organization Bike Walk Tampa Bay FDOT Hillsborough County School District Florida Dept of Health—Hillsborough County <b>Non-Profit/Public:</b> National Association for the Advancement of Colored People (NAACP) American Association of Retired Persons (AARP) Tampa Downtown Partnership Westshore Alliance Walk Bike Tampa Sidewalk Stompers





# Crash & Countermeasures Committee

## COMMITTEE CHARGE

Identify actionable solutions to create safer streets that encourage safer speeds and safer behaviors.

## COMMITTEE OBJECTIVES

- Design streets that calm traffic by design.
- Reduce hazards for pedestrians and bicyclists.
- Use a data-driven process to systematically direct resources to high injury and fatal crash locations.
- Target enforcement where it is most needed.

## COMMITTEE ACTION IDEA THEMES

- Deploy engineering treatments more rapidly to address safety concerns.
- Formalize policies and programs to support speed management and traffic calming.
- More regular coordination amongst the Mobility Department, Tampa Police Department, and Tampa Fire Rescue.
- Develop a well-connected multimodal transportation system that supports safe mobility through various transportation options.



# Equity & Engagement Committee

## COMMITTEE CHARGE

Identify actionable solutions to engage the public, promote awareness and safer behaviors on roadways, and infuse equity and inclusion into this Vision Zero Action Plan.

## COMMITTEE OBJECTIVES

- Raise awareness of the severity of the problem and solutions, including behavior changes.
- Communicate with a wide range of audiences including city staff, agency and organization partners, the public, and fleet drivers.
- Target outreach and educational campaigns towards specific audiences (such as bicyclists, young drivers, older pedestrians).
- Ensure equitable allocation of City resources (funding, staff time) to all Tampa neighborhoods.

## COMMITTEE ACTION IDEA THEMES

- Prioritize an equitable approach to addressing safety issues and proactively work with communities in greatest need to understand their issues.
- Develop strategic marketing campaigns to reach specific populations and deliver targeted messages.
- Determine new ways of engaging with the community to share information and gather safety concerns.
- Empower youth to be safety ambassadors.
- Host more community events.



# City Policy & Program Committee

## COMMITTEE CHARGE

Identify policy, programmatic, and process changes that need to occur citywide to support achieving Vision Zero and other complementary goals.

## COMMITTEE OBJECTIVES

- Create a culture that prioritizes roadway safety and invests resources equitably.
- Update codes, policies, standards, and legislation to support Vision Zero.
- Develop programs through collaborative partnerships amongst City departments and with external agencies.
- Facilitate leadership and accountability to ensure implementation.

## COMMITTEE ACTION IDEA THEMES

- Integrate Vision Zero elements into development review and transportation mitigation assessments and fees.
- Identify innovative funding strategies to augment the City’s existing revenue and expand funding for multimodal and safety investments.
- Develop a legislative platform that supports Vision Zero.
- Support network of active transportation options and safe routes programs to safely connect people to places.
- Integrate the Vision Zero effort with the sustainability and resilience efforts.







# THE ACTION PLAN: TAKING ACTION FOR A SAFE SYSTEM

Together, the data and input from the crash analysis, community outreach, Vision Zero Task Force, and Vision Zero Peer Network led to the strategies and actions that are organized under the Safe System elements. For each Safe System area, a set of strategies with supporting action items were identified. The following pages provide a high-level overview of these strategies and action items. *The detailed action plan tables are included in the appendix.*

## SAFE SYSTEM ELEMENTS



**Safer Streets**



**Safer Speeds**



**Safer People**



**Safer Vehicles**



**Safety Data &  
Post-Crash Care**

## STRATEGIES

### ACTIONS

- ✓ Specific
- ✓ Measurable
- ✓ Actionable



# 1. SAFER STREETS

Design streets to guide appropriate road user behavior and forgive predictable mistakes.

**Strategy 1:** Create safer streets for all road users through enhanced planning, design and operations.

## ACTIONS

- a. Prioritize Safety Improvements on the HIN (City Roads)
- b. Prioritize Safety Improvements on the HIN (Other Roads)
- c. Develop a Quick Build Program to support cost-effective, rapid deployment of safety and multimodal treatments
- d. Integrate systemic safety best practices into all aspects and processes of the Mobility Department
- e. Continuously assess & enhance traffic signal operations on the HIN

**Strategy 2:** Expand the City's walk, bike, and transit network.

## ACTIONS

- a. Create a Safe Routes to Places Program to improve connectivity between key origins and destinations
- b. Elevate the walking and biking experience by increasing the comfort & convenience of choosing active transportation modes
- c. Celebrate and Promote Use of the Multimodal System
- d. Develop and deploy a Multimodal Wayfinding Program

**Strategy 3:** Prioritize Vulnerable Road Users.

## ACTIONS

- a. Enhance the City's Maintenance of Traffic process and procedures and to prioritize and protect vulnerable users
- b. Conduct Walk/Bike Road Safety Audits on all of the corridors on the HIN
- c. Develop & deploy a Multimodal Street Lighting Program

**Strategy 4:** Change Codes, Policies, & Laws to support Vision Zero.

## ACTIONS

- a. Update the Comprehensive Plan: Establish the importance of Vision Zero to guide development of safe streets.
- b. Review and propose policy and procedure changes to the Code of Ordinances to support development of safer streets
- c. Complete an assessment of the Land Development Code
- d. Develop a Vision Zero Development Review & Safe Site Access checklist
- e. Update the "Transportation Impact Analysis and Mitigation Plan Procedures Manual" and the "Concurrency Management Procedures Manual"
- f. Update the City's Transportation Technical Manual
- g. Identify annual multimodal mode share performance targets
- h. Host an annual legislative round table with local state legislators
- i. Champion automated speed enforcement camera legislation in Florida



## 2.

# SAFER SPEEDS

Prevent deadly and life-altering crashes by managing vehicle speeds.

**Strategy 1:** Update codes, manuals, and guidance to support speed reductions.

### ACTIONS

- a. Develop street design guidelines & countermeasures for Collectors and Arterials that help achieve desired speeds and desired safety results systemwide
- b. Formalize a Neighborhood Traffic Management Program
- c. Establish a speed management peer exchange with Hillsborough County and FDOT

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

### ACTIONS

- a. Create an implementation plan for speed management on the HIN and other roads in need of lower posted speeds to align with land use context
- b. Proactively communicate speed limit changes with the community
- c. Advocate for speed limit changes & countermeasures on FDOT and County-owned streets on the High-Injury Network

**Strategy 3:** Work with Tampa Police Department and FDOT to inform and implement speed reduction efforts.

### ACTIONS

- a. Conduct High Visibility Enforcement efforts to reduce speeding on key High Injury Network streets and others with reported speeding concerns
- b. Collect speed data from speed feedback signs to inform and coordinate engineering and enforcement efforts



## 3.

# SAFER PEOPLE

Empower Tampanians to spread Vision Zero messaging, take community action, and promote a culture of safe mobility.

**Strategy 1:** Empower Tampa citizens to be Vision Zero stewards.

### ACTIONS

- a. Produce annual Vision Zero public education campaigns, based on crash data, to raise awareness about Vision Zero and residents' roles in the effort to have safer streets
- b. Identify a strategy for developing stronger relationships with community groups and neighborhoods through two-way communication
- c. Incorporate Vision Zero into the Mayor's Neighborhood University class.
- d. Collaborate with local media to promote the media training course offered by USF's Center for Urban Transportation Research (CUTR)
- e. Develop a Citizens Transportation Academy Course to educate residents about transportation in the City
- f. Support Senior Citizens in Tampa with safe mobility for life and through aging in place efforts

**Strategy 2:** Create a culture of roadway safety and understanding of throughout the City of Tampa organization.

### ACTIONS

- a. Include Vision Zero information in the Defensive Driver Training class that is required for city employees upon hiring and every 3 years
- b. Develop an internal City staff communication and education plan to expand awareness of the City's Vision Zero effort and how various Departments are involved
- c. Host internal Mobility Dept information sessions about the Vision Zero Action Plan & the Safe Systems Approach
- d. Create incentive program for City staff to walk, bike, and take transit to work





**Strategy 3:** Host community-focused activities & events.

**ACTIONS**

- a. Develop an Open Streets program and host Open Streets events annually
- b. Continue to implement Paint Saves Lives tactical urbanism and placemaking projects
- c. Establish a Vision Zero Neighborhood Matching Program
- d. Purchase a Mobile Bike Trailer with equipment to support tactical urbanism projects and events
- e. Participate in World Car Free Day on September 22

**Strategy 4:** Empower Tampa youth to be Vision Zero ambassadors.

**ACTIONS**

- a. Continue to implement Crosswalks to Classrooms projects
- b. Develop a Vision Zero-focused After School &/Or Summer Camp class focused on Vision Zero and safe transportation
- c. Work with the Mayor’s Youth Corps on an annual transportation safety project
- d. Encourage greater student participation in walking, biking, and taking the bus to school
- e. Organize city staff to serve as Sidewalk Stompers Ambassadors

# 4.

## SAFER VEHICLES

Address 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.

**Strategy 1:** Manage a safe fleet of City drivers & vehicles.

**ACTIONS**

- a. Add “How’s My Driving?” stickers to all City-owned vehicles.
- b. Use City Fleet vehicles as moving billboards to promote Vision Zero messaging
- c. Review reports of City vehicle crashes to determine any recurring issues
- d. Provide regular training and feedback loop for city drivers

**Strategy 2:** Leverage technological innovations in mobility & micromobility.

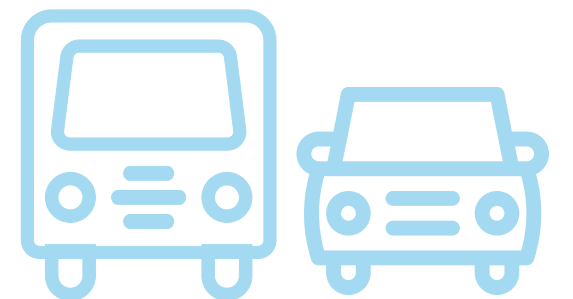
**ACTIONS**

- a. Continue to expand the availability of shared micromobility vehicles
- b. Continue to implement and evaluate a curb management program

**Strategy 3:** Expand & elevate the role of public transit in creating a safer transportation system.

**ACTIONS**

- a. Create a Safe Routes to Transit - “First Mile/Last Mile” Program
- b. Lead and advance transit projects that increase frequency to transit supportive areas, and that expand and enhance the transit network
- c. Collaborate with HART to create more transit enhanced corridors and dedicated transit lanes
- d. Collaborate on implementing safe transit infrastructure and operations
- e. Promote Innovative Fare Technology like Flamingo Fares





# 5. SAFETY DATA & POST-CRASH CARE

Use quality data and the latest analytical tools to prioritize actions and track Vision Zero progress. 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.

**Strategy 1:** Collaborate with first responders.

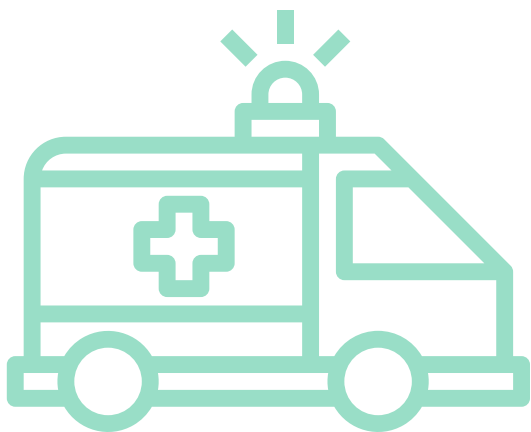
**ACTIONS**

- a. Form an interdisciplinary Rapid Response Public Safety Working Group

**Strategy 2:** Collect, evaluate, & manage data to support Vision Zero success.

**ACTIONS**

- a. Develop a public-facing crash dashboard
- b. Citywide Performance Assessment: As part of the Citywide Mobility Plan, conduct a benchmarking & target setting exercise
- c. Develop an active transportation counting program
- d. Track and report out on Vision Zero activities





# IMPLEMENTATION SUCCESS: THE WORK STARTS TODAY, WITH YOU

Making our streets safer for the most vulnerable users benefits everyone.

Vision Zero requires a comprehensive, collaborative approach to be successful. Our roadways did not develop these issues overnight, and we will not solve them overnight. Many improvements will occur over time across the city through road and sidewalk maintenance projects.

We acknowledge that crashes will occur and that people will make mistakes, but we are steadfast in the belief that mistakes on the road should not come at the cost of a human life. Together, we can prioritize designing a system of travel that is forgiving of mistakes and human error and gets us all where we need to be as safely as possible.

With the help of the Vision Zero Task Force, we will implement, monitor, and track progress on the Vision Zero Action Plan. It may take years before we begin to see positive outcomes from this plan. We will remain committed in this effort as we continue to learn and adjust as needed.

*Information about measures of success, metrics, and targets is available in the Appendix.*

## Implementation Success



# 6. IMPLEMENTATION SUCCESS

Ensure the success of the Vision Zero Action Plan through funding and accountability measures.

**Strategy 1:** Augment funding for Vision Zero programs and projects.

### ACTIONS

- a. Identify a permanent, dedicated amount of funding each year for Vision Zero
- b. Partner with local philanthropic organizations and funding partners
- c. Continue pursuing available grant funds

**Strategy 2:** Convene recurring meetings of Vision Zero Leadership, the Multi-Agency Task Force, and Implementation Team.

### ACTIONS

- a. Convene the VZ Leadership Team at least once per year
- b. Convene the VZ Multi-Agency Task Force on a quarterly basis
- c. Form and convene a Vision Zero Implementation Team



# APPENDICES

- Detailed Action Plan Tables
- High Injury Network Corridors
- High Injury Network Corridor Fact Sheets
- Successful Strategies from Other Cities



# 1.

# SAFER STREETS

Design self-enforcing streets that guide appropriate road user behavior and mitigate for inevitable mistakes.

Strategies	Actions	Lead + Implementation Partners
<b>1</b> <b>Create safer streets for all road users through enhanced planning, design &amp; operations.</b> Proactively and systemically change the physical design of streets through an equitable, effective, and efficient process.	<b>Prioritize Safety Improvements on the HIN (City Roads):</b> Implement safety improvements on the High Injury Network for city-owned roads. This includes delivering new transportation capital projects on the HIN and also continuously identifying opportunities to incorporate safety features into capital projects led by other Divisions & Departments. a	<b>Mobility Dept: All Divisions</b> Water, Wastewater; CRAs
	<b>Prioritize Safety Improvements on the HIN (Other Roads):</b> Develop a partnership with FDOT, the County, and the Tampa Hillsborough Expressway Authority (THEA) to continuously and consistently prioritize, fund, and deliver safety improvements on the High Injury Network roads under their jurisdictions. This may include pursuing joint training opportunities, collaborating on engineering studies and analysis, forming innovative funding and financing partnerships, joint pursuit of grants, etc. b	<b>Mobility Dept</b> FDOT; County; THEA
	<b>Develop a Quick Build Program to support cost-effective, rapid deployment of safety and multimodal treatments</b> to deliver the maximum safety impact across the City. Quick Build projects may be independent projects that are limited in scope and cost, or interim measures that support a long-term vision or future capital project. The Quick Build Program strategy should include defining the criteria for Quick Build projects (type, cost, requirements), designating key staff to the lead program, and setting aside an ongoing budget and funding allocation to deliver Quick Build projects. Evaluate Quick Build projects with Before/After data, evaluating speed, vehicle, bicycle, and pedestrian counts, and crash data. c	<b>Mobility Dept: TED, SMD, Ops</b> CRAs



Strategies	Actions	Lead + Implementation Partners
	<p><b>Integrate systemic safety best practices into all aspects and processes of the Mobility Department.</b> Continuously identify potential severe crash risk areas and trends through systemic approach based on crash history, roadway design, posted speeds, land use context, and other common factors. Deploy regular staff training on systemic approach to roadway safety. Experiment with technological innovations that assist in proactive identification of near-miss crash locations.</p>	<b>Mobility Dept: TED, SMD</b>
	<p>Establish a strategic process to <b>continuously assess &amp; enhance traffic signal operations on the HIN</b> by deploying innovative techniques and pilot new strategies to deliver better safety outcomes. Consider adjusting signal cycle lengths, signal progression, length of All-Red signal lengths, and other low-cost, high-value strategies to improve intersection safety. Develop an implementation strategy for installing audible pedestrian signals at crosswalks, including along the HIN, for low or no vision individuals.</p>	<b>Mobility Dept: SMD, TED Planning Section</b>
2	<p><b>Expand the City's walk, bike, and transit network.</b> Prioritize walk, bike, and transit infrastructure to support and encourage the use of safer, more sustainable transportation modes.</p> <p><b>Create a Safe Routes to Places Program to improve connectivity between key origins and destinations</b> (Jobs, Parks, Schools, etc.) through safe facilities &amp; routes. Increase the network of multimodal facilities, including sidewalks, low stress bicycle facilities, &amp; crosswalks across the city through an equitable prioritization process that includes ADA considerations. Evaluate the TPO's Safe Routes to Parks study for strategies to be implemented around parks.</p>	<b>Mobility Dept</b> Planning Section, Capital Programs Section, SMD; Parks & Rec; School District; TPO; Tampa Downtown Partnership; Westshore Alliance; CRAs
	<p><b>Elevate the walking and biking experience by increasing the comfort &amp; convenience of choosing active transportation modes:</b> Integrate a holistic approach to multimodal infrastructure into all aspects of network and system planning and design. This includes elements and features beyond basic routes &amp; facilities that makes it easy and convenient to choose a multimodal option. For example, deploy public bike racks in commercial districts and at transit stops, and include bike parking corrals in Complete Streets projects in commercial areas. Integrate shade trees and other urban design elements that provide comfort and shade into projects. Maintain accessible pathways for individuals with disabilities bike and scooter parking that accommodates space for proper storage.</p>	<b>Mobility Dept;</b> CRAs; Parks & Rec; HART; Downtown Partnership; Westshore Alliance

Strategies	Actions	Lead + Implementation Partners
	<p><b>Celebrate and Promote Use of the Multimodal System:</b> Continuously update the City's multi-modal network map. Develop a communications &amp; outreach strategy to showcase new routes / connections and encourage usage. Ensure all outreach materials, websites, programs are accessible to persons with disabilities. Coordinate with Google, Waze, Moovit, and other route planning apps to promote these routes.</p> <p>c</p>	<p><b>Mobility Dept;</b> Marketing &amp; Comms; Downtown Partnership; Westshore Alliance; TPO; Walk Bike Tampa &amp; other local advocacy orgs</p>
	<p><b>Develop and deploy a Multimodal Wayfinding Program</b> for the Multi-modal Network that supports easy and user-friendly navigation of streets on foot, bike, scooter, or wheelchair. This may include signage, route markers, navigational aids and other enhancements.</p> <p>d</p>	<p><b>Mobility Dept;</b> Tampa Downtown Partnership; CRAs</p>
3	<p><b>Prioritize Vulnerable Road Users:</b> Consistently integrate the needs and perspectives of vulnerable road users into all aspects of the transportation decision-making process.</p> <p>a</p>	<p><b>Enhance the City's Maintenance of Traffic process and procedures and to prioritize and protect vulnerable users.</b> This includes public works projects and also projects permitted within the right of way. Explore strategies that discourage closure of sidewalks and bike lanes, and consider vehicular lane closure to provide safe walk and bike space. Provide advanced notice and direction to accessible routes for those with disabilities.</p> <p><b>Mobility Dept: SMD, TED, Other I&amp;M Departments</b></p>
	<p>b</p>	<p><b>Conduct Walk/Bike Road Safety Audits on all of the corridors on the HIN</b> that digs deeper into the pedestrian- and bicycle-related fatalities and severe injuries to more fully understand why these crashes are occurring, specific locations, and identifies recommendations and countermeasures that address each location.</p> <p><b>Mobility Dept: TED</b> TPD; FDOT; County; TPO</p>
	<p>c</p>	<p><b>Develop &amp; deploy a Multimodal Street Lighting Program</b> that focuses specifically on lighting solutions for walk/bike trips, facilities and networks. Prioritize complete door-to-door routes on the HIN &amp; high-risk locations (high pedestrian activity areas, transit stops, midblock crossings, sidewalks), and other places where pedestrians are vulnerable that may not be adequately illuminated by conventional street lighting. Coordinate lighting needs &amp; improvements with TECO in key locations.</p> <p><b>Mobility Dept: TED, SMD; ADA Coordinator; TECO</b></p>



Strategies	Actions	Lead + Implementation Partners
<b>4</b> <b>Change Codes, Policies, &amp; Laws to support Vision Zero.</b> Implement policy, code, and legislation that propels Vision Zero, safer roadway design, and the expansion of multimodal infrastructure network.	<b>Update the Comprehensive Plan: Establish the importance of Vision Zero to guide development of safe streets.</b> Evaluate the Comp Plan's goals, objectives and policies, to identify areas for revision as well as new policies to better achieve Vision Zero safety outcomes. This should include establishing a clear connection and relationship between land development patterns and fatal and severe injuries on the street network. (For example, ensure adopted policies encourage or require multimodal infrastructure or safety enhancements as transportation mitigation in new developments and rezonings.)	<b>Mobility Dept; City Planning Dept;</b> Development & Growth Mgmt; City Legal Dept; Planning Commission; TPO
	<b>Review and propose policy and procedure changes to the Code of Ordinances to support development of safer streets.</b> Include review of Chapters 22, 25, 27, and others that relate to safer streets and supportive development patterns. Discourage the proliferation of development patterns, especially along the High Injury Network, that increase safety risk and contribute to fatal and severe injury crashes. Promote urban design principles that contribute to safe, walkable and transit-oriented environments. (i.e. access management best practices, updates to on-site parking requirements, building orientation and frontage activation on major streets).	<b>City Planning;</b> Development & Growth Mgmt; Mobility Dept; City Legal Dept
	<b>Complete an assessment of the Land Development Code</b> to identify policies to be considered for revision as well as new provisions to guide land development decisions toward better safety outcomes. (For example, design and policy provisions to discourage development decisions that are proven to contribute to increased fatalities and severe injuries).	<b>Mobility Dept; City Planning Dept;</b> Development & Growth Mgmt; City Legal Dept; Planning Commission; TPO
	<b>Develop a Vision Zero Development Review &amp; Safe Site Access checklist</b> to encourage or require multimodal infrastructure or safety enhancements as part of site plan reviews and site access considerations. Include a toolbox of safety treatments that prevent and reduce fatal and severe injuries such as crosswalks, sidewalks, bike facilities, and other treatments The Toolbox should address various land use contexts and would note the best treatments for various types of safety concerns.	<b>Mobility Dept; TED;</b> Development & Growth Mgmt; City Planning; City Legal Dept

Strategies	Actions	Lead + Implementation Partners
	<p><b>Update the "Transportation Impact Analysis and Mitigation Plan Procedures Manual" and the "Concurrency Management Procedures Manual"</b> to reflect the City's Vision Zero approach. Require a multimodal analysis of conditions, to encompass vehicular, pedestrian, and bicycle impacts based on the latest guidance from the ITE Trip Generation Manual. Develop mitigations that support safe streets and minimize or eliminate mitigations that create unsafe pedestrian conditions. Update the Primary Transit Corridors Map in partnership with Hillsborough Area Regional Transit and the Hillsborough Transportation Planning Organization.</p>	<p><b>Mobility Dept; Development &amp; Growth Management;</b> City Planning; City Legal Dept; HART; TPO</p>
	<p><b>Update the City's Transportation Technical Manual</b> to formalize context classifications, street design standards, target speeds, speed management countermeasures, typical sections, and other street design standards to support development of safer streets.</p>	<p><b>Mobility Dept: TED</b></p>
	<p><b>Identify annual multimodal mode share performance targets</b> for increasing the Citywide share of trips made by walking, biking, &amp; transit, and incorporate targets into the Comprehensive Plan and other enabling policies, codes, &amp; plans. Establish methodology for assessing multimodal mode share annually.</p>	<p><b>City Planning Dept;</b> Development &amp; Growth Mgmt; Sustainability &amp; Resilience Officer; Mobility Dept: TED; City Legal Dept; Dept of Health</p>
	<p><b>Host an annual legislative roundtable with local state legislators</b> to inform them of the City's Vision Zero efforts and legislation that can support these efforts.</p>	<p><b>Mayor's Office: Government Affairs;</b> Mobility Dept</p>
	<p><b>Champion automated speed enforcement camera legislation in Florida</b>, with a focus around schools and parks. Research successes from other cities with existing programs, costs to implement (capital + operating), fines that would be set, and other specifications to understand benefits and costs.</p>	<p><b>Mayor's Office: Government Affairs;</b> Mobility Dept; Walk Bike Tampa; TPO</p>



# 2.

# SAFER SPEEDS

Prevent deadly and life-altering crashes by managing vehicle speeds.

Strategies	Actions	Lead + Implementation Partners
<b>1</b> Update codes, manuals, and guidance to support speed reductions. Provide clear guidance and standards for achieving desired street designs, traffic operations, and speeds.	<b>a</b> <b>Develop street design guidelines &amp; countermeasures for Collectors and Arterials that help achieve desired speeds and desired safety results systemwide</b> based on context classification, functional classification, and other influential characteristics. Collaborate with emergency responders to balance response times and personnel safety with speed management treatments on collectors and arterials.	<b>Mobility Dept: TED;</b> Tampa Fire Rescue; FDOT; County; TPO
	<b>b</b> <b>Formalize a Neighborhood Traffic Management Program</b> to manage neighborhood traffic volumes, speeds, and cut through traffic that includes Operational Treatments and Traffic Calming Treatments. Document various treatments in a Neighborhood Traffic Management Toolbox that would include a variety of tools such as All Way Stop Controls, Rapid Rectangular Flashing Beacons, vertical and horizontal deflection, and other treatments. Develop an equitable, data-driven process for neighborhoods to request Neighborhood Traffic Management treatments and a proactive approach to identify needs. Collaborate with emergency responders to balance response times and personnel safety with traffic calming treatments.	<b>Mobility Dept: TED</b> CAP Team; Community Engagement & Partnerships; TPO
	<b>c</b> <b>Establish a speed management peer exchange with Hillsborough County and FDOT</b> to share ideas, countermeasures, and implementation strategies for systemically lowering speeds on key corridors, including the HIN. This peer exchange should also explore ways to promote revisions to Section 9.3 of FDOT's Speed Zoning Manual to decouple speed zones from 85th percentile speed. Identify demonstration projects that test speed management techniques on lower volume streets, that can inform treatments on higher volume streets.	<b>Mobility Dept: TED;</b> FDOT; County; TPO

Strategies	Actions	Lead + Implementation Partners
<b>2</b> <b>Lower posted speeds and implement road designs to achieve target speeds.</b> Systematically and thoughtfully lower speeds across City streets to support a balance of safe mobility and speeds that match the surrounding land use.	<b>Create an implementation plan for speed management on the HIN and other roads in need of lower posted speeds to align with land use context.</b> The plan will include recommendations for streets in need of lower posted speeds, street redesigns and countermeasures to achieve the lower speeds, and the phasing of implementation, identifying which roads to focus on first. Set targets to reach for # miles of roads with lower posted speeds per year.	<b>Mobility Dept;</b> Tampa Police Dept; FDOT, County; TPO
	<b>Proactively communicate speed limit changes with the community</b> to educate and inform the connection between speed and safety outcomes. Clearly define the difference between "speed" and "speeding," and the justification for lowering posted speeds noting the increasing risk of fatality as posted speeds increase.	<b>Mobility Dept;</b> Marketing & Communications; Tampa Police Dept; TPO
	<b>Advocate for speed limit changes &amp; countermeasures on FDOT and County-owned streets on the High-Injury Network</b> and locations where posted speeds do not match with the land use context and user needs. Set Target Speeds that accounts for Functional Classification and Context Classification. Inform FDOT and County partners of roads under their jurisdiction that are posted over the City's preferred Target Speed.	<b>Mobility Dept;</b> FDOT; County; TPO
<b>3</b> <b>Work with Tampa Police Department and FDOT to inform and implement speed reduction efforts.</b>	<b>Conduct High Visibility Enforcement efforts to reduce speeding on key High Injury Network streets and others with reported speeding concerns.</b> Work with FDOT on geofencing strategies that use cellular data to send targeted speed campaign messages to corridor drivers. Collect data on efforts and evaluate for number of motorists reached.	<b>Mobility Dept;</b> Tampa Police Dept; FDOT; County; TPO; CUTR
	<b>Collect speed data from speed feedback signs to inform and coordinate engineering and enforcement efforts.</b> Place speed feedback signs on the HIN and other roads with known speeding concerns and monitor speeding rates. Collaborate with FDOT for funding opportunities on enforcement and materials to support, such as speed feedback signs.	<b>Mobility Dept;</b> Tampa Police Dept; FDOT



# 3.

# SAFER PEOPLE

Empower Tampanians to spread Vision Zero messaging, take community action, and promote a culture of safe mobility.

Strategies	Actions	Lead + Implementation Partners
<b>1 Empower Tampa citizens to be Vision Zero stewards.</b> Increase awareness of the Vision Zero program and encourage citizens to be safe stewards of our streets.	<b>Produce annual Vision Zero public education campaigns, based on crash data, to raise awareness about Vision Zero and residents' roles in the effort to have safer streets.</b> Identify strategies for earned media, owned media, and social media to disperse VZ messaging through various channels, mediums, and methods. Create a series of short, <ul style="list-style-type: none"> <li>a how-to videos on safety initiatives and appropriate behaviors on the road. Explore creative, artistic methods of sharing safety messages, such as a safety haiku contest. Include Seek out partnerships with local professional sports teams to help share the media campaigns. Ensure materials are accessible to persons with disabilities, limited English proficiency, children, seniors, and those with cognitive disabilities.</li> </ul>	<b>Mobility Dept; Marketing &amp; Communications;</b> Arts and Cultural Affairs; Tampa Police Dept; FDOT; Bike Walk Tampa Bay; Tampa Pro-sports teams
	<ul style="list-style-type: none"> <li>b <b>Identify a strategy for developing stronger relationships with community groups and neighborhoods through two-way communication.</b> Help residents understand how to advocate for their community's transportation safety needs and how to encourage and support safer street design. Keep community aware of city-led projects and initiatives.</li> </ul>	<b>Mobility Dept: CAP Team;</b> Community Engagement & Neighborhood Partnerships; Marketing & Communications; Walk Bike Tampa; TPO; NAACP
	<ul style="list-style-type: none"> <li>c <b>Incorporate Vision Zero into the Mayor's Neighborhood University class.</b> Inform, educate and build support from local community leaders to collaborate with the City on safer streets and encouraging safer behaviors of Tampa citizens.</li> </ul>	<b>Mobility Dept;</b> Community Engagement & Neighborhood Partnerships
	<ul style="list-style-type: none"> <li>d <b>Collaborate with local media to promote the media training course offered by USF's Center for Urban Transportation Research (CUTR).</b> The course provides an overview of how words influence behaviors and educate local media on how to effectively communicate about Vision Zero and the correct terminology to use (eg. "Crash" not "accident")</li> </ul>	<b>Mobility Dept;</b> Marketing & Communications; USF CUTR

Strategies	Actions	Lead + Implementation Partners
	<p><b>Develop a Citizens Transportation Academy Course to educate residents about transportation in the City.</b> Work with USF's Center for Urban Transportation Research (CUTR) to promote the newly created Citizens Transportation Academy class that provides Tampa citizens an overview of transportation planning and management in the City.</p>	<p><b>Mobility Dept;</b> Marketing &amp; Communications; Community Engagement &amp; Neighborhood Partnerships; USF CUTR</p>
	<p><b>Support Senior Citizens in Tampa with safe mobility for life and through aging in place efforts.</b> Collaborate with AARP on ways to better engage with seniors, assist them with safe mobility options, ways to age in place, with connections to the services and care needed.</p>	<p><b>Mobility Dept;</b> <b>Sustainability &amp; Resilience Officer;</b> <b>AARP</b></p>
2	<p><b>Include Vision Zero information in the Defensive Driver Training class that is required for city employees upon hiring and every 3 years.</b> Encourage City staff to learn more about the effort and the role they play in supporting safer streets through Tampa.</p>	<p><b>Mobility Dept;</b> Risk Management;</p>
	<p><b>Develop an internal City staff communication and education plan to expand awareness of the City's Vision Zero effort and how various Departments are involved.</b> This should include promotional, educational materials, along with Vision Zero one-pagers that provide an overview of Vision Zero for various City Depts, what it is, and correct terminology for speaking about Vision Zero. Ensure these materials are accessible for persons with disabilities.</p>	<p><b>Mobility Dept;</b> Vision Zero Coordinator Marketing &amp; Communications</p>
	<p><b>Host internal Mobility Dept information sessions about the Vision Zero Action Plan &amp; the Safe Systems Approach</b> to support implementation of the initiative. Provide an overview of the Action Plan, the High Injury Network, resources &amp; tools, and current actions underway.</p>	<p><b>Mobility Dept:</b> <b>Vision Zero Coordinator</b></p>
	<p><b>Create incentive program for City staff to walk, bike, and take transit to work.</b> Encourage City of Tampa staff to use alternative modes of travel to commute to work and explore transportation demand management strategies that support this. Focus transit mode shifts in areas that have the highest potential for attracting ridership, like Downtown Tampa, that has the highest level of transit service in the City.</p>	<p><b>Mobility Dept;</b> Marketing &amp; Communications; Sustainability &amp; Resilience Officer; HART</p>



Strategies	Actions	Lead + Implementation Partners
<b>3</b>  <b>Host community-focused activities &amp; events.</b> Develop a program of fun, inspiring events and initiatives that encourage safer behaviors, healthy living, and using multimodal methods of travel.	<b>a</b>  <b>Develop an Open Streets program and host Open Streets events annually</b> , in partnership with other Departments, agencies, organizations, and neighborhoods. This should include various types of Open Streets events that have varying scales and purposes. Identify funding sources to provide an annual budget for implementation. Develop process for community groups and neighborhoods to apply.	<b>Mobility Dept;</b> Parks & Rec; CRAs; Marketing & Comms; Community Engagement & Partnerships; Sustainability & Resilience Officer; ADA Coordinator; Bike Walk Tampa Bay; On Bikes; Walk Bike Tampa; Hillsborough TPO; AARP; groups representing persons with disabilities; Children's Board; BayCare Kids and Johns Hopkins; Tampa Homeowners Association of Neighborhoods
	<b>b</b>  <b>Continue to implement Paint Saves Lives tactical urbanism and placemaking projects</b> that enhance safety, create a sense of community, and support placemaking efforts, in partnership with the City's neighborhoods and organizations. Formalize these projects through a program with a dedicated budget. Develop process for community groups and neighborhoods to apply.	<b>Mobility Dept;</b> Arts and Cultural Affairs; Parks & Rec Visual Arts; Tampa Downtown Partnership; Westshore Alliance; Walk Bike Tampa; OnBikes; Tampa Homeowners Association of Neighborhoods

Strategies	Actions	Lead + Implementation Partners
	<p><b>Establish a Vision Zero Neighborhood Matching Program</b> that provides support (financial or technical assistance) to neighborhoods within Communities of Concern for Open Streets events and tactical urbanism projects such as painted crosswalks, murals, etc. The purpose is to support communities in need with the support and resources to participate in Vision Zero-related projects and close the equity gap. The program would require well-funded community groups to contribute funds or be paired to provide technical assistance to other community groups or neighborhoods with less resources.</p>	<p><b>Mobility Dept;</b> Community Engagement &amp; Partnerships; Walk Bike Tampa; Tampa Homeowners Association of Neighborhoods; NAACP</p>
	<p><b>Purchase a Mobile Bike Trailer with equipment to support tactical urbanism projects and events</b> and bring to Vision Zero-focused projects.</p>	<p><b>Mobility Dept</b></p>
	<p><b>Participate in World Car Free Day on September 22.</b> Encourage Tampa residents to leave their cars at home for a day and get around on foot, bike, or bus. Develop a plan for encouragement such as a network of Open Streets across the City.</p>	<p><b>Mobility Dept;</b> Parks &amp; Rec; CRAs; Sustainability &amp; Resilience Officer; Marketing &amp; Comms; Community Engagement &amp; Partnerships; ADA Coordinator; On Bikes; Walk Bike Tampa; Hillsborough TPO; AARP; groups representing persons with disabilities</p>
<p><b>4 Empower Tampa youth to be Vision Zero ambassadors.</b></p>	<p><b>Continue to implement Crosswalks to Classrooms projects</b> in partnership with local schools, Parent-Teacher Associations, and organizational partners. Support implementation with identification of a dedicated annual budget.</p>	<p><b>Mobility Dept;</b> Mayor's Office; Arts and Cultural Affairs; Hillsborough County School District; local schools and PTAs; Sidewalk Stompers; Walk Bike Tampa</p>



Strategies	Actions	Lead + Implementation Partners
	<p>b <b>Develop a Vision Zero-focused After School &amp;/Or Summer Camp class focused on Vision Zero and safe transportation.</b> Include a traffic garden for students to play on and learn the rules of the road.</p>	<p><b>Mobility Dept;</b> Parks &amp; Rec; TPO; Children's Board; BayCare Kids and Johns Hopkins</p>
	<p>c <b>Work with the Mayor's Youth Corps on an annual transportation safety project.</b> Encourage student participation in identified project.</p>	<p><b>Vision Zero Coordinator;</b> <b>Youth Development Coordinator</b></p>
	<p>d Partner with Hillsborough County Public Schools, Walk Bike Tampa, and Sidewalk Stompers to <b>encourage greater student participation in walking, biking, and taking the bus to school.</b> Explore ways to encourage greater school participation, such as stipends, road safety improvements, and other incentives. Organize walking school buses. Develop framework for encouragement that can be replicated at other schools citywide.</p>	<p><b>Vision Zero Coordinator;</b> Hillsborough County School District; Walk Bike Tampa; Sidewalk Stompers; PTAs; AARP</p>
	<p>e <b>Organize city staff to serve as Sidewalk Stompers Ambassadors</b> that help walk or bike kids to school in mornings and afternoons. Work with Sidewalk Stompers to identify schools without consistent parent participation. Recruit city staff participants and provide incentives for participation.</p>	<p><b>Mobility Dept;</b> Marketing &amp; Comms; Sidewalk Stompers</p>

# 4.

# SAFER VEHICLES

Address 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.

Strategies	Actions	Lead + Implementation Partners
<b>1</b> <b>Manage a safe fleet of City drivers &amp; vehicles.</b> Empower city employees to be Vision Zero Ambassadors.	<b>Add "How's My Driving?" stickers to all City-owned vehicles.</b> Add an element of accountability to the City drivers on the road, by providing a phone number for people to call to report unsafe driving in City vehicles. Phone numbers could route back to the relevant Department's Customer Service phone number.	<b>Vision Zero Coordinator;</b> Risk Mgmt Dept; Fleet Division; CAP Team
	<b>Use City Fleet vehicles as moving billboards to promote Vision Zero messaging.</b> City vehicles present an opportunity to advertise Vision Zero and safety messaging in a low-cost way.	<b>Mobility Dept;</b> Fleet Division
	<b>Review reports of City vehicle crashes to determine any recurring issues</b> or other relevant findings that could encourage safer behaviors of City drivers. Determine any trends in types of issues, crashes, complaints, or otherwise that could inform improved City driver safety efforts.	<b>Mobility Dept;</b> Fleet Division
	<b>Provide regular training and feedback loop for city drivers</b> to maintain safe driving skills, including parked vehicle placement (e.g., not on sidewalks), and report safety issues they see on the road. Encourage Bicycle-Friendly Driver curriculum.	<b>Mobility Dept;</b> <b>Human Resources;</b> <b>Fleet Division</b>
<b>2</b> <b>Leverage technological innovations in mobility &amp; micromobility.</b>	<b>Continue to expand the availability of shared micromobility vehicles</b> and promote shifting to these modes for short-distance trips (less than 3 miles). a Monitor vehicle placement and maintain accessible pathways. Explore innovative methods for parking corrals that utilize City Right of Way, and allow for less obstruction of sidewalks and curb ramps.	<b>Mobility Dept:</b> <b>SMD;</b> <b>Micromobility Manager</b>



Strategies	Actions	Lead + Implementation Partners
3	<p><b>Continue to implement and evaluate a curb management program</b> and technological innovations that support safer curb uses. Identify strategies for encouraging safer deliveries,</p> <p>b pickup/dropoff of Uber/Lyft passengers, proper parking, and other curb uses. Explore strategies with TPD for enforcing no vehicular blocking of sidewalks and bike lanes outside of downtown where City parking enforcement is limited.</p>	<p><b>Mobility Dept:</b> <b>SMD, Parking</b> TPD</p>
	<p><b>Create a Safe Routes to Transit - “First Mile/Last Mile” Program:</b> Focus resources &amp; innovative solutions on routes and street crossings within a half-mile of transit centers, high ridership stops, the Cross Bay Ferry, and Water Taxi. Consider prioritizing investments in areas outside of a 1/4mile buffer of transit stops, the industry standard distance riders are willing to walk to a stop. Use crash and transit ridership data, and</p> <p>a other available information, to prioritize these locations for safety improvements, sidewalks, crosswalks, and creative solutions that provide access for patrons, including persons with a disability. Connect the Citywide Shared Micromobility Program with first mile/last mile connections. Prioritize these investments by travel time and proximity to major employment centers via single seat transit rides.</p>	<p><b>Mobility Dept: TED, SMD;</b> <b>ADA Coordinator;</b> <b>HART; TBARTA; TPO</b></p>
	<p><b>Lead and advance transit projects that increase frequency to transit supportive areas, and that expand and enhance the transit network</b> to encourage more choice transit riders. Focus on</p> <p>b Transit Enhancements that are likely to capture more choice riders, like establishing a South Downtown Transfer Center, and better connecting all of Downtown without requiring transfers to other routes or modes.</p>	<p><b>Mobility Dept;</b> <b>Hillsborough Area</b> <b>Regional Transit</b></p>
	<p><b>Collaborate with HART to create more transit enhanced corridors and dedicated transit lanes</b> to provide more reliability for travel times and therefore reduce the propensity for bus Operators to need to speed to meet their schedules.</p> <p>c</p>	<p><b>Mobility Dept;</b> <b>Hillsborough Area</b> <b>Regional Transit</b></p>

**Expand & elevate the role of public transit in creating a safer transportation system.**

Strategies	Actions	Lead + Implementation Partners
	<p><b>Collaborate on implementing safe transit infrastructure and operations</b> that encourage safe crossing compliance and provide a safer, more comfortable transit experience. Develop a collaborative bus stop review process to consolidate bus stops and identify bus stop locations that</p> <p>d improve safety and operations. Include audible pedestrian signals, level boarding platforms where possible, and curb ramps for persons with disabilities. Consider the impacts of passenger vehicles passing transit vehicles at stops/stations and the impacts that can have on the safety of all modes.</p>	<p><b>Mobility Dept; Hillsborough Area Regional Transit</b></p>
	<p>e <b>Promote Innovative Fare Technology like Flamingo Fares</b> to showcase how easy other transportation modes like transit can be to use.</p>	<p><b>Mobility Dept; Hillsborough Area Regional Transit</b></p>



# 5.

# SAFETY DATA & POST-CRASH CARE

Use quality data and the latest analytical tools to prioritize actions and track Vision Zero progress. Coordinate efforts with first responders to ensure rapid response to severe crashes and addressing known safety concerns.

Strategies	Actions	Lead + Implementation Partners
1	<b>Collaborate with first responders.</b> a <b>Form an interdisciplinary Rapid Response Public Safety Working Group.</b> Establish a consistent meeting schedule with key Mobility Dept staff, TPD officers, Tampa Fire Rescue, and other relevant staff or agencies to discuss recent fatal and severe injury crashes collectively, identify crash hotspots, and identify quick-turnaround treatments and/or next steps.	<b>Mobility Dept;</b> Tampa Fire Rescue; Tampa Police Dept; FDOT; County; TPO; local hospitals; Dept of Health
	<b>Collect, evaluate, &amp; manage data to support Vision Zero success.</b> a <b>Develop a public-facing crash dashboard</b> to publicly share crash statistics, locations, factors involved, and other characteristics, as crash data becomes available. Coordinate effort with TPD to update dashboard as crash reports are finalized.	<b>Mobility Dept;</b> TPD
2	<b>Citywide Performance Assessment: As part of the Citywide Mobility Plan, conduct a benchmarking &amp; target setting exercise</b> to understand the City's existing baseline of metrics compared to other similar cities, such as miles of sidewalk constructed each year, and set annual targets to achieve for performance measures identified through MOVES.	<b>Mobility Dept</b>
	<b>Develop an active transportation counting program</b> to understand where people are walking and biking and use the information to inform planning and project prioritization. Explore and seek regional partnerships on methodology and approach, data sharing, and collaboration.	<b>Mobility Dept: TED, SMD;</b> County; FDOT; TPO
	<b>Track and report out on Vision Zero activities</b> throughout the year from projects, events, and other activities that support Vision Zero. Track and report on the metrics, targets, and status of Action Items in an annual report to be shared publicly.	<b>Mobility Dept;</b> <b>Vision Zero Coordinator</b>

# 6.

# IMPLEMENTATION SUCCESS

Ensure the success of the Vision Zero Action Plan through accountability measures.

Strategies	Actions	Lead + Implementation Partners
1 <b>Augment funding for Vision Zero programs &amp; projects.</b>	a <b>Identify a permanent, dedicated amount of funding each year for Vision Zero</b> Action Plan implementation, with flexibility on how funds can be spent each year.	<b>Mobility Dept;</b> Vision Zero Coordinator
	b <b>Partner with local philanthropic organizations and funding partners</b> to augment available funds.	<b>Mobility Dept;</b> Vision Zero Coordinator
	c <b>Continue pursuing available grant funds</b> to support implementation of Vision Zero projects.	<b>Mobility Dept;</b> Revenue & Finance; Government Affairs
2 <b>Convene recurring meetings of Vision Zero Leadership, the Multi-Agency Task Force, and Implementation Team.</b>	a <b>Convene the VZ Leadership Team at least once per year</b> to report on progress and provide relevant updates, and discuss any implementation progress and recommendations from the Implementation Team and Task Force. issues.	<b>Mobility Dept;</b> Vision Zero Coordinator
	b <b>Convene the VZ Multi-Agency Task Force on a quarterly</b> to share updates on implementation progress. The Task Force will continue to serve as an unofficial advisory committee to the Leadership Team, and as steering committee for Vision Zero programs. progress	<b>Mobility Dept;</b> Vision Zero Coordinator
	c <b>Form and convene a Vision Zero Implementation Team</b> with one staff-level representative from participating Departments/Divisions. This representative will track and coordinate actions by their Department/Division and meets monthly to share updates, plan projects, and progress.	<b>Mobility Dept;</b> Vision Zero Coordinator



# MEASURES OF SUCCESS, METRICS & TARGETS

What does success look like, how do we evaluate progress, and how do we incrementally move towards success each year?

Measures of Success	Metrics	Targets <sup>1</sup>
<b>Safer Streets</b> Design streets to guide appropriate road user behavior and forgive predictable mistakes.		
<b>Reduction in deadly &amp; life-altering crashes overall</b>	# miles of safety treatments installed on the High Injury Network	X miles of safety improvements on the HIN per year
	# of deadly & life-altering injury crashes per year	X% decrease in deadly & life-altering injury crashes per year, per 100,000 people
		X% decrease in deadly & life-altering injury crashes for pedestrians (most vulnerable)
		X% decrease in deadly & life-altering injury crashes within Communities of Concern
<b>Increase in multimodal infrastructure</b>	# of miles of sidewalks built per year	X miles of sidewalk built per year

<sup>1</sup> Targets will be set as part of the Citywide Mobility Plan benchmarking and performance measures task.

Measures of Success	Metrics	Targets <sup>1</sup>
	# of crosswalks with RRFBs installed per year	X # of crosswalks installed per year
	# of miles of bike facilities installed per year	X miles of bike facilities installed per year
	# of public bike racks installed per year	X # installed per year
<b>Increase in number of people walking, biking, &amp; taking transit</b>	# of people walking and biking on select streets	X% increase in people walking and biking on select streets per year
	# of HART transit patrons per year	X% increase in HART patrons per year on routes within the City, per capita City population
<b>More rapid deployment of safety improvements &amp; multimodal infrastructure</b>	# of Quick Build projects per year	X corridor-scale QB projects per year; X spot-scale QB projects
	# miles of Quick Build projects per year	X miles of Quick Build projects per year
<b>More street redesigns that result in safer corridors and intersections</b>	# miles of four-lane undivided streets converted to safer designs	X miles of four-lane undivided streets converted to safer designs per year
	# of total intersections with new safety treatments	X total intersections with new safety treatments per year
<b>Safer Speeds</b> Prevent deadly and life-altering crashes by managing vehicle speeds.		
<b>Posted speeds are lowered on key corridors (HIN+ others identified in MOVES)</b>	Miles of roads (HIN + others) with lowered posted speed per year	X miles of roads with lowered posted speeds per year

<sup>1</sup> Targets will be set as part of the Citywide Mobility Plan benchmarking and performance measures task.



Measures of Success	Metrics	Targets <sup>1</sup>
<b>Reduction in deadly &amp; life-altering injury crashes with speed as contributing factor</b>	Percentage of total deadly & severe injury crashes with speed cited as contributing factor	X% decrease in total deadly & severe injury crashes with speed cited as contributing factor per year
<b>Safer People</b> Empower Tampanians to spread Vision Zero messaging, take community action, and promote a culture of safe mobility.		
<b>More fun, inspiring events focused on Vision Zero are held</b>	# Open Streets & Play Street events per year	X large Open Streets events per year
		X Play Streets events per year
<b>More Paint Saves Lives/Tactical Urbanism types of projects</b>	# of tactical urbanism projects	X tactical urbanism projects each year
	# miles of tactical urbanism projects	X miles of tactical urbanism projects each year
<b>Increase in students walking and biking to school</b>	# of schools and students participating in Sidewalk Stompers walk and bike to school program	X% increase in schools and students participating each year
<b>Increase awareness of Vision Zero amongst City of Tampa staff</b>	# of staff reached through Defensive Driver training class	X City of Tampa staff reached through Defensive Driver training class each year
<b>Safe Vehicles</b> Address 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.		
<b>Decrease in City driver crashes</b>	# of City driver crashes per year	X% City driver crashes per year

<sup>1</sup> Targets will be set as part of the Citywide Mobility Plan benchmarking and performance measures task.

Measures of Success	Metrics	Targets <sup>1</sup>
<b>Increase HART system performance in City</b>	\$ cost of City driver crashes per year	X% decrease in cost of City driver crashes per year
	Miles of frequent transit routes in City	X% increase in miles of frequent transit routes in City per year
	# of people living within ¼ mile of frequent transit service	X% increase of people living within ¼ mile of frequent transit service per year
<b>Safety Data &amp; Post-Crash Response</b>		
Use quality data and the latest analytical tools to prioritize actions and track Vision Zero progress. Coordinate efforts with other related departments, such as TPD and TFR to ensure rapid response to severe crashes and addressing known safety concerns.		
<b>Increase collaboration with first responders and mobility team</b>	# of Rapid Response working group meetings per year	6 Rapid Response working group meetings per year
<b>Increase reporting of Vision Zero activities</b>	Annual report created each year	Annual report created each year
<b>Implementation Success</b>		
Ensure the success of the Vision Zero Action Plan through funding and accountability measures		
<b>Increase in funding for Vision Zero-related projects</b>	\$ for Vision Zero-related projects each year	X% increase in \$ Vision Zero-related projects each year
<b>Frequent, consistent meetings of the Vision Zero Coalition</b>	# of Vision Zero Coalition meetings per year	X Vision Zero Coalition meetings per year

<sup>1</sup> Targets will be set as part of the Citywide Mobility Plan benchmarking and performance measures task.



# HIGH INJURY NETWORK CORRIDORS

HIN Corridor			Stats		Crashes (2014-2018)				Involved Modes			
ONSTREET	FROM NODE	TO NODE	Jurisdiction	Length (Mi)	Fatal	Incap	KSI	KSI/Mi	Bicycle	Pedestrian	Motorcycle	Vehicle
15TH ST	HILLSBOROUGH AVE	M L KING BLVD	Tampa	2.9	5	14	19	6.5	2	5	2	10
21ST ST	E 7TH AVE	SELMON EXPY	Tampa	0.5	2	8	10	21.4	0	2	3	5
40TH ST (COUNTY)	E RIVER HILLS DR	HILLSBOROUGH AVE	County	1.8	5	8	13	7.3	1	5	0	7
40TH ST (STATE)	HILLSBOROUGH AVE	E LAKE AVE	State	1.3	6	13	19	15.1	2	4	2	11
50TH ST	I-4	CITY LIMITS / TAMPA BYPASS CANAL	State	1.6	4	17	21	13.0	3	4	5	9
ARMENIA AVE	W WATERS AVE	MAIN ST	County	4.7	1	47	48	10.2	1	5	8	34
AVENIDA REPUBLICA DE CUBA	E LAKE AVE	E 12TH AVE	Tampa	1.0	1	2	3	3.0	0	1	0	2
AZEELE ST	S DALE MABRY HWY	S ARMENIA AVE	Tampa	1.3	1	10	11	8.6	1	1	0	9
BAYSHORE BLVD	W GANDY BLVD	W SWANN AVE	County	3.9	3	20	23	6.0	2	5	5	11
BROADWAY AVE	N 50TH ST	CITY LIMITS / TAMPA BYPASS CANAL	County	2.2	3	7	10	4.6	2	2	0	6
BROREIN ST	S PLANT AVE	S FLORIDA AVE	Tampa	0.5	0	4	4	7.6	1	0	1	2
BRUCE B DOWNS BLVD	HIGHWOODS PRESERVE PKWY	TAMPA PALMS BLVD W	County	1.2	1	8	9	7.4	3	0	0	6
BUSCH BLVD	N FLORIDA AVE	N 40TH ST	State	2.6	11	39	50	18.9	5	13	8	24
CHANNELSIDE DR	S FRANKLIN ST	S MERIDIAN AVE	County	0.4	1	3	4	9.2	1	0	1	2
CLEVELAND ST	S ARMENIA AVE	S PLANT AVE	Tampa	1.3	1	12	13	10.0	1	1	1	10
COLUMBUS DR (CITY)	N 50TH ST	E BROADWAY AVE	Tampa	1.2	4	4	8	6.5	1	1	3	3
COLUMBUS DR (COUNTY)	N DALE MABRY HWY	N 50TH ST	County	6.4	4	45	49	7.7	4	10	4	31
COURTNEY CAMPBELL CSWY	CITY LIMITS	ROCKY POINT	State	3.3	8	26	34	10.3	0	0	8	26
DALE MABRY HWY	W CYPRESS ST	AZEELE ST	State	0.8	2	11	13	17.3	0	1	3	9
DAVIS BLVD	W DE LEON ST	BALTIC CIR	Tampa	1.1	1	4	5	4.7	0	1	1	3
FLORIDA AVE	W BUSCH BLVD	W WATERS AVE	State	0.5	1	18	19	36.3	0	4	1	14
FOWLER AVE	N NEBRASKA AVE	N 52ND ST	State	3.3	7	41	48	14.7	4	21	6	17
FRANKLIN ST	E BROREIN ST	OLD WATER ST	Tampa	0.2	1	2	3	15.1	0	1	1	1
GANDY BLVD	S WESTSHORE BLVD	S DALE MABRY HWY	State	1.3	3	12	15	11.9	1	1	6	7
HABANA AVE (CITY)	HILLSBOROUGH AVE	M L KING BLVD	Tampa	1.0	1	10	11	10.8	0	3	2	6
HABANA AVE (COUNTY)	W HENRY AVE	HILLSBOROUGH AVE	County	0.2	1	5	6	24.1	0	0	2	4
HANNA AVE	N 30TH ST	N 40TH ST	Tampa	0.8	0	6	6	8.0	2	1	1	2
HILLSBOROUGH AVE	N HOOVER BLVD	N 50TH ST	State	8.1	33	112	145	18.0	14	40	14	77
HIMES AVE	CITY LIMITS	HILLSBOROUGH AVE	County	0.2	1	10	11	45.9	1	1	1	8
HOWARD AVE	W TAMPA BAY BLVD (CIMINO AVE)	W KENNEDY BLVD	County	2.0	2	24	26	12.7	1	3	1	21
INDEPENDENCE PKWY	MEMORIAL HWY	ANCHOR PLAZA PKWY	Tampa	0.7	2	1	3	4.5	0	1	0	2
INTERBAY BLVD	S DALE MABRY HWY	S RUSSELL ST	Tampa	1.5	2	3	5	3.4	2	1	1	1
JACKSON ST	N ASHLEY DR	N FLORIDA AVE	State	0.2	1	4	5	31.3	1	2	0	2
KENNEDY BLVD	N S HOWARD AVE	N ASHLEY DR	State	1.5	3	34	37	25.3	1	12	5	19
LAKE AVE	N 40TH ST	M L KING BLVD	Tampa	0.7	2	7	9	12.4	0	0	1	8
LOIS AVE	W BOY SCOUT BLVD	W CYPRESS ST	Tampa	0.8	1	3	4	4.8	1	0	0	3
M L KING BLVD	N ARMENIA AVE	N 15TH ST	State	2.6	4	37	41	16.1	3	12	7	19
MACDILL AVE	W COLUMBUS DR	MAIN ST	Tampa	0.7	1	12	13	19.9	0	2	0	11
MAIN ST	N MACDILL AVE	N ARMENIA AVE	Tampa	0.5	1	2	3	6.0	0	0	0	3
MANHATTAN AVE	W EL PRADO BLVD	W GANDY BLVD	County	1.2	1	8	9	7.2	2	1	3	3
MARION ST	SCOTT ST	E HARRISON ST	Tampa	0.2	0	1	1	4.9	0	1	0	0

High Injury Network Corridors												
HIN Corridor			Stats		Crashes (2014-2018)				Involved Modes			
ONSTREET	FROM NODE	TO NODE	Jurisdiction	Length (Mi)	Fatal	Incap	KSI	KSI/Mi	Bicycle	Pedestrian	Motorcycle	Vehicle
MEMORIAL HWY	DANA SHORES DR	VETERANS EXPY	County	0.7	1		1	1.5	0	0	0	1
MERIDIAN ST	KENNEDY BLVD	JACKSON ST	State	0.2	0	5	5	21.2	0	0	1	4
N BOULEVARD	W CASS ST	W CLEVELAND ST	Tampa	0.5	1	6	7	14.9	0	3	2	2
NEBRASKA AVE	E BOUGAINVILLEA AVE	E FLORIBRASKA AVE	State	5.3	14	55	69	13.1	8	26	8	27
PLANT AVE	W KENNEDY BLVD	W DE LEON ST	Tampa	0.5	1	3	4	8.1	0	0	0	4
PLATT ST	S ARMENIA AVE	S PLANT AVE	Tampa	1.4	2	15	17	12.5	2	1	1	13
S HYDE PARK AVE	W PLATT ST	W DE LEON ST	Tampa	0.2	0	3	3	15.1	1	0	1	1
SCOTT ST	N FLORIDA AVE	N ORANGE AVE	Tampa	0.2	1		1	4.5	0	0	1	0
SLIGH AVE	N ARMENIA AVE	N NEBRASKA AVE	County	2.0	3	18	21	10.4	1	4	5	11
SWANN AVE	S HOWARD AVE	BAYSHORE BLVD	Tampa	1.1	1	4	5	4.7	0	2	0	3
TAMPA BAY BLVD	N MACDILL AVE	N ARMENIA AVE	Tampa	0.5	2	2	4	7.9	0	0	1	3
TWIGGS ST	N NEBRASKA AVE	CHANNELSIDE DR	Tampa	0.3	0	6	6	17.8	0	1	0	5
WATERS AVE	N ARMENIA AVE	N FLORIDA AVE	County	1.5	3	29	32	21.1	1	5	5	21
WESTSHORE BLVD	W SWANN AVE	W BAY TO BAY BLVD	County	1.3	2	6	8	5.9	0	0	0	8
					83.8	163	806	969				

*Note: Some crashes are double-counted as they appear on more than one corridor.*



# CORRIDOR FACT SHEETS

**The following fact sheets categorize the roadway typologies along the High Injury Network (HIN) and are inclusive of State, County, and City jurisdictional roadways.**

The data utilized is the same dataset used for the data analysis portion of this Action Plan. Data reflected on these fact sheets represent the quantified values of all deadly and life-altering crashes along roadway types that correspond with the HIN.

The purpose of these fact sheets is to identify a common set of characteristics that are apparent along the HIN that likely contribute

to the deadly and severe-injury crashes on these roadways. The fact sheets will be used for a multitude of planning processes and will assist in mitigating these dangerous physical characteristics with sound engineering and planning judgment.

**KSI** refers to **killed** and **severe injury** crashes.

## Fast Facts:

- The highest percentage (40%) of vulnerable user KSI crashes occur on six-lane roadways
- Six-lane roadways also make up the highest percentage of the HIN
- On all roadway types, most of the fatalities occur in poorly lit conditions (after dark)
- Speed and turning movements on multi-lane roadways are some of the most significant contributors to crashes

# SIX LANES OR MORE

Analysis of Six Lane Roadways on the HIN Represent the Following Characteristics:

**Posted Speed:**  
**40 to 50 mph**



51% of all fatal crashes involve cyclists and pedestrians on this road type

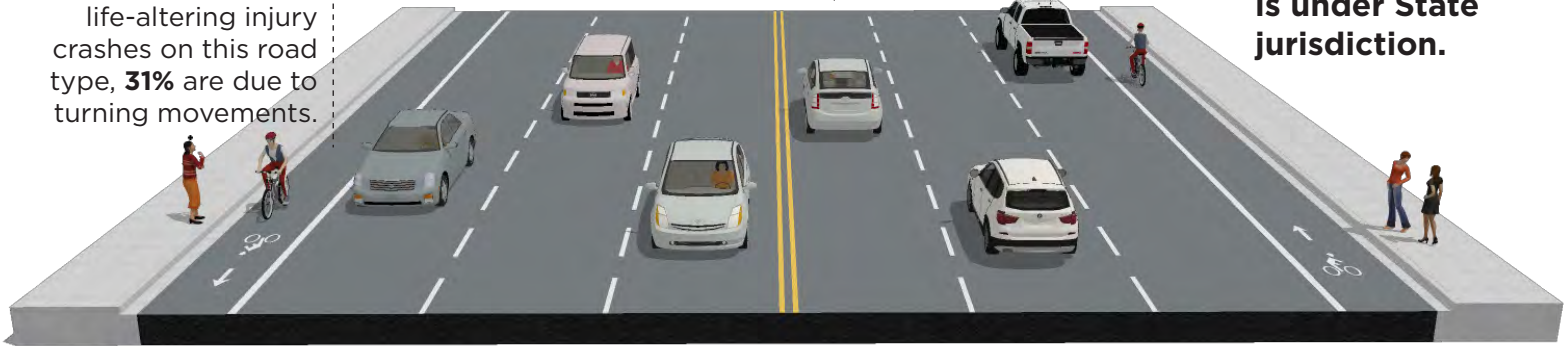
28% of Life-altering crashes are rear ends.



**People walking & biking** make up more than half of all people killed on this corridor type.

**83%** of this roadway type is under State jurisdiction.

Of all deadly and life-altering injury crashes on this road type, **31%** are due to turning movements.



**This road type makes up 24% of the total High Injury Network and accounted for 33% of all deadly and life-altering crashes between 2014 and 2018.**



**40%** of vulnerable user KSI crashes



**74%** of fatal crashes happen during dark conditions on this roadway type

### Crash Considerations

- **High design and posted speeds** and long distances between signals "encourage" drivers to exceed speed limits.
- **Inconsistent medians** and multiple commercial driveways with turning activity **increase conflicts** for all roadway users.
- Cyclists and pedestrians must contend with **long crossing distances** at intersections, high vehicle speeds and multiple turning movements.
- **Providing adequate lighting at night** is challenging due to roadway and intersection width.
- Often pass through **communities of concern** which have more non-motorized and transit travel.



# FOUR LANES, UNDIVIDED

Analysis of Four Lane, Undivided Roadways on the HIN Represent the Following Characteristics:


**Posted Speed:**  
**35 to 45 mph**



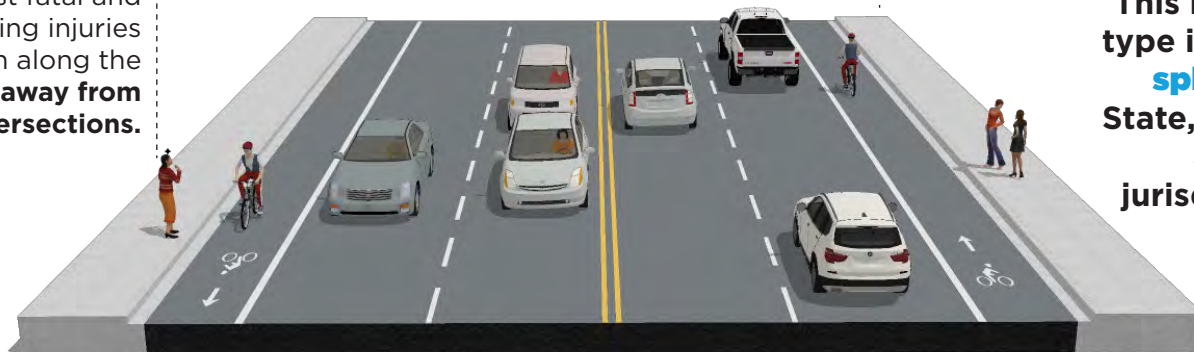
This road type usually **does not include bicycle facilities**, increasing risks to cyclists.



**Left Turning Movements and Rear Ends** are the most common crash type and have the highest proportion of life-altering injuries.

 **78%**  
of all deadly and life-altering crashes on this roadway type involved a pedestrian.

Most fatal and life-altering injuries happen along the roadway, **away from intersections**.



This roadway type is **evenly split** under State, County, and City jurisdictions.

**This road type makes up 18% of the total High Injury Network and accounted for 21% of all deadly and life-altering crashes between 2014 and 2018.**



**19%** of  
vulnerable user KSI  
crashes



**31%** of crashes  
on these roadway  
types involve  
pedestrians and  
bicyclists, compared  
to 18% of motorists

### Crash Considerations

- Managing speeds is difficult during off-peak (non-rush) hours when there is less traffic. **Congestion slows traffic**; without it motorists are more likely to exceed the speed limit.
- Crossing is difficult for pedestrians** due to lack of center turn lanes and median refuge islands.
- Lack of center turn lanes or medians **increases left-turn crash conflicts**. Cars slowing to turn left may be rear-ended or sideswiped as drivers move to the right lane. Two cars going in opposite directions turning left at the same location may be unable to see around each other, increasing severe crash risk with outside-lane traffic.

# FOUR LANES, DIVIDED

Analysis of Four Lane, Divided Roadways on the HIN Represent the Following Characteristics:


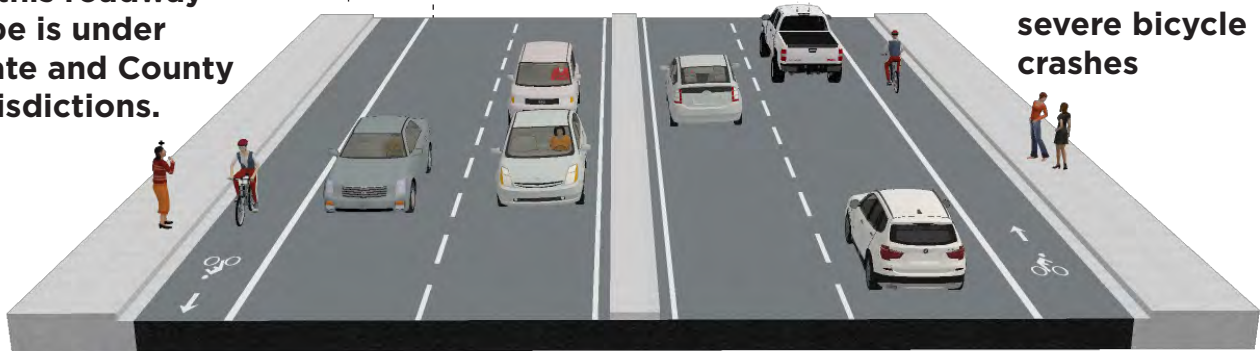
**Posted Speed:**  
**35 to 45 mph**



**36%**  
of this roadway  
type is under  
State and County  
jurisdictions.


Close to **half** of all pedestrian crashes  
are at or near the intersection.

**Left** and **U-Turn** movements lead to  
more deaths than other maneuvers.



**17%**

of all fatal and  
severe pedestrian  
crashes



**19%**  
of all fatal and  
severe bicycle  
crashes

**This road type makes up 22% of the High Injury Network and accounted for 23% of all deadly and life-altering crashes between 2014 and 2018.**



**18%** of  
vulnerable user KSI  
crashes



**77%** of fatal  
crashes happen during  
dark conditions.

### Crash Considerations

- Managing speeds is difficult during off-peak (non-rush-hour) periods, when there is less traffic. Congestion slows traffic down and without it **motorists are more likely to exceed the speed limit.**
- Inconsistent medians, frequent driveways, and turning movements **increase conflicts for all roadway users.**
- Four-lane, divided roads often **pass through communities of concern** which have more non-motorized and transit travel.



# ONE-WAY, ANY LANES

Analysis of One-Way Roadways on the HIN Represent the Following Characteristics:

**Posted Speed:**  
**30 to 40 mph**

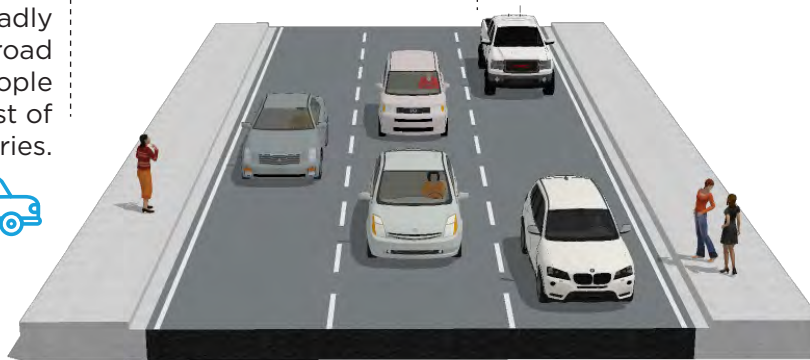


Intersection and non-intersection crashes are evenly split.

This road type accounts for only

**9%** of all vulnerable user (people walking and biking) fatal and severe crashes.

People walking make up half of all deadly crashes on this road type, while people driving make up most of the life-altering injuries.



**67%** of this roadway type is under City jurisdiction, while the County and State make up **27%** and **6%** respectively.

**This road type accounts for 14% of the total High Injury Network and 11% of all deadly and life-altering crashes between 2014 and 2018.**



**9%** of vulnerable user KSI crashes



**Deadly crashes are evenly split among daylight and nighttime conditions.**

### Crash Considerations

- The physical conditions of one-way roads and ability to time signals for continuous flow **enable motorists to travel faster than the posted speed limit.**
- Motor vehicle drivers may be **less cautious** when turning from one-way streets and less inclined to see crossing pedestrians due to poorer sight lines.

# TWO-LANE ROADWAYS

Analysis of Two-Lane Roadways on the HIN Represent the Following Characteristics:

**Posted Speed:  
25 to 40 mph**



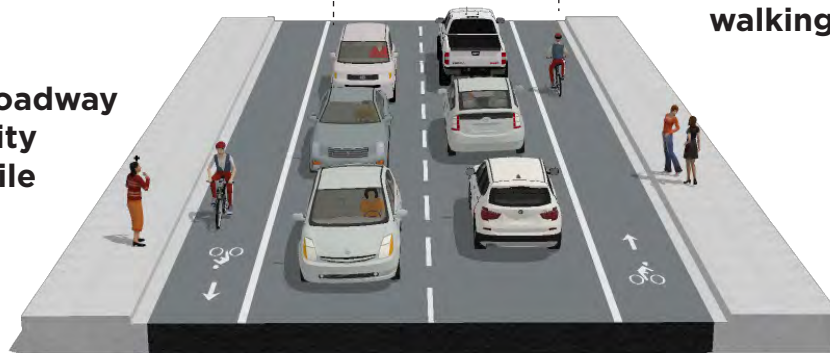
**69%** of this roadway type is under City jurisdiction, while **25%** is under the County.

Most cyclist crashes are not at intersections.

**64%** of all crashes happen away from the intersection



**27%** of deadly & life-altering injury crashes on this road type involve people walking and biking.



**This road type makes up 22% of the total High Injury Network and 12% of deadly and life-altering crashes between 2014 and 2018.**



**15%** of vulnerable user KSI crashes



**66%** of all fatalities happened during dark conditions.

### Crash Considerations

- Crashes on this type of roadway have been **increasing** for all modes.



# SUCCESSFUL STRATEGIES FROM OTHER CITIES



## NEW YORK

- 1. Diligent schedule that encourages accountability
- 2. High-level representation from leadership
- 3. Direct involvement from Mayor’s Office
- 4. Setting clear goals and measurable targets
- 5. Ongoing analysis of data
- 6. Over six years, the Vision Zero Task Force has met **115 times**



## SAN FRANCISCO

- 1. Continually monitor progress
- 2. Update Action Plan every two years
- 3. Set specific short-term goals
- 4. Build and sustain leadership, collaboration and accountability
- 5. Collect, analyze, and use data to understand trends and prioritize projects
- 6. Manage Speeds
- 7. Systems-based approach rather than spot treatments
- 8. Prioritize equity and engagement
- 9. Be specific: timeline, goals, strategies





**[www.tampa.gov/visionzero](http://www.tampa.gov/visionzero)**