

Working Group Meeting #3

July 14, 2022



Today's Agenda



Three Hospitalized Following Crash in Ocala



What is Commitment to Zero?



Actionable

- The TPO's effort to improve the safety of our transportation system by working to eliminate fatal and serious injury traffic crashes.

Collaborative

- Collective data driven process involving citizens, elected officials, stakeholders, and public and private sector partners.

Lasting

- An ongoing effort that will need to be monitored and updated; it will be a marathon, not a sprint.

Safety Action Plan

What **won't** the Commitment to Zero Safety Action Plan do?

- It will not have all the answers
- It will not be a prescriptive manual – it will be a guide for addressing a complex issue
- It won't fix the problem overnight – this is a long-term commitment, it is a marathon, not a sprint
- It will not be a one-and-done effort, the plan will evolve over time and will need to be updated periodically



Safety Action Plan

What **will** the **Commitment to Zero Safety Action Plan** do?

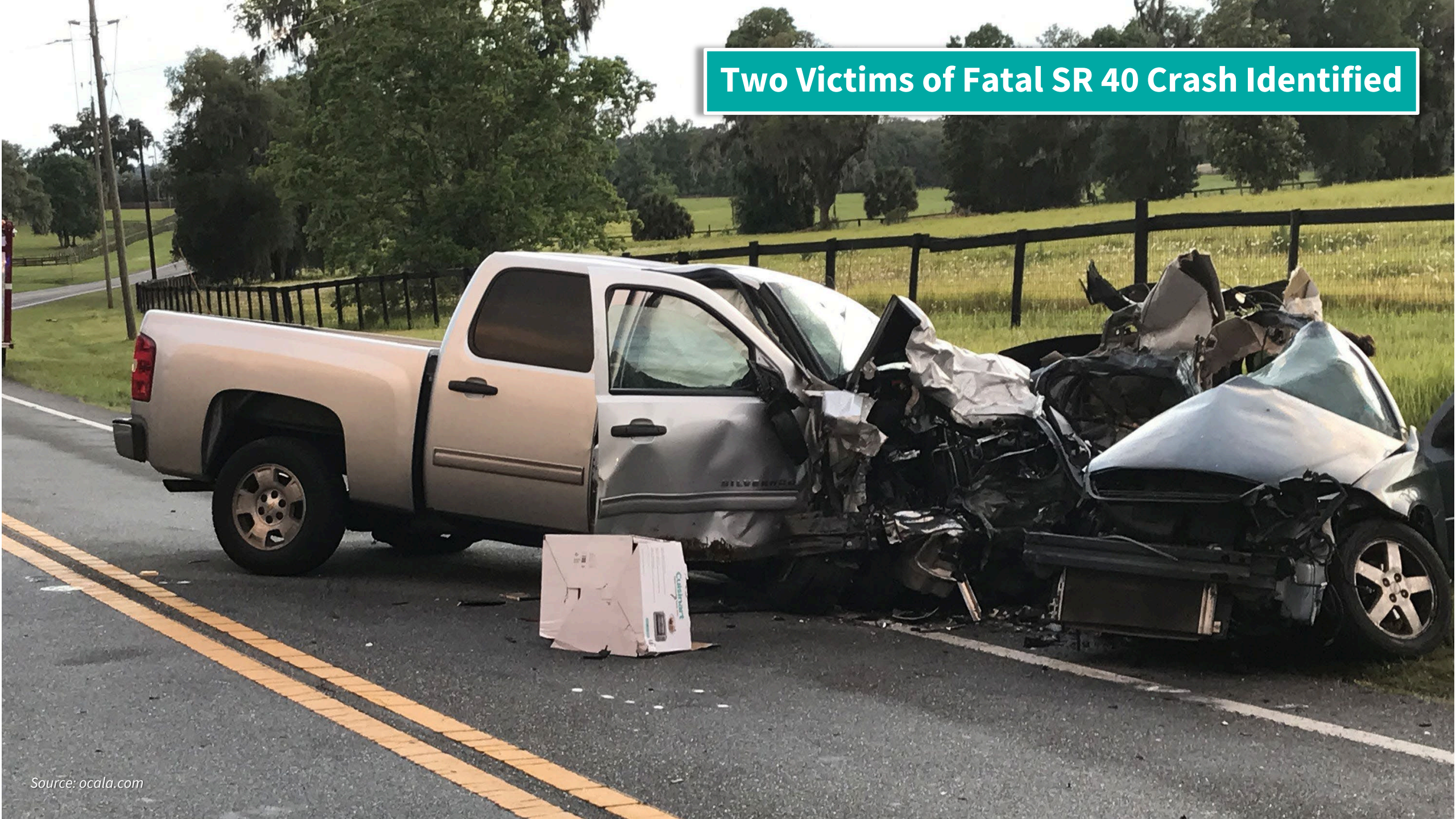
- Align the TPO's safety vision with Federal and State initiatives, vision, and goals.
- Utilize a data-driven approach.
- Establish a framework for coordination, education, and engagement.
- Focus efforts on proven mitigation strategies and performance measures to monitor progress.
- **Kick-Start Commitment to Zero**



Commitment to Zero Process

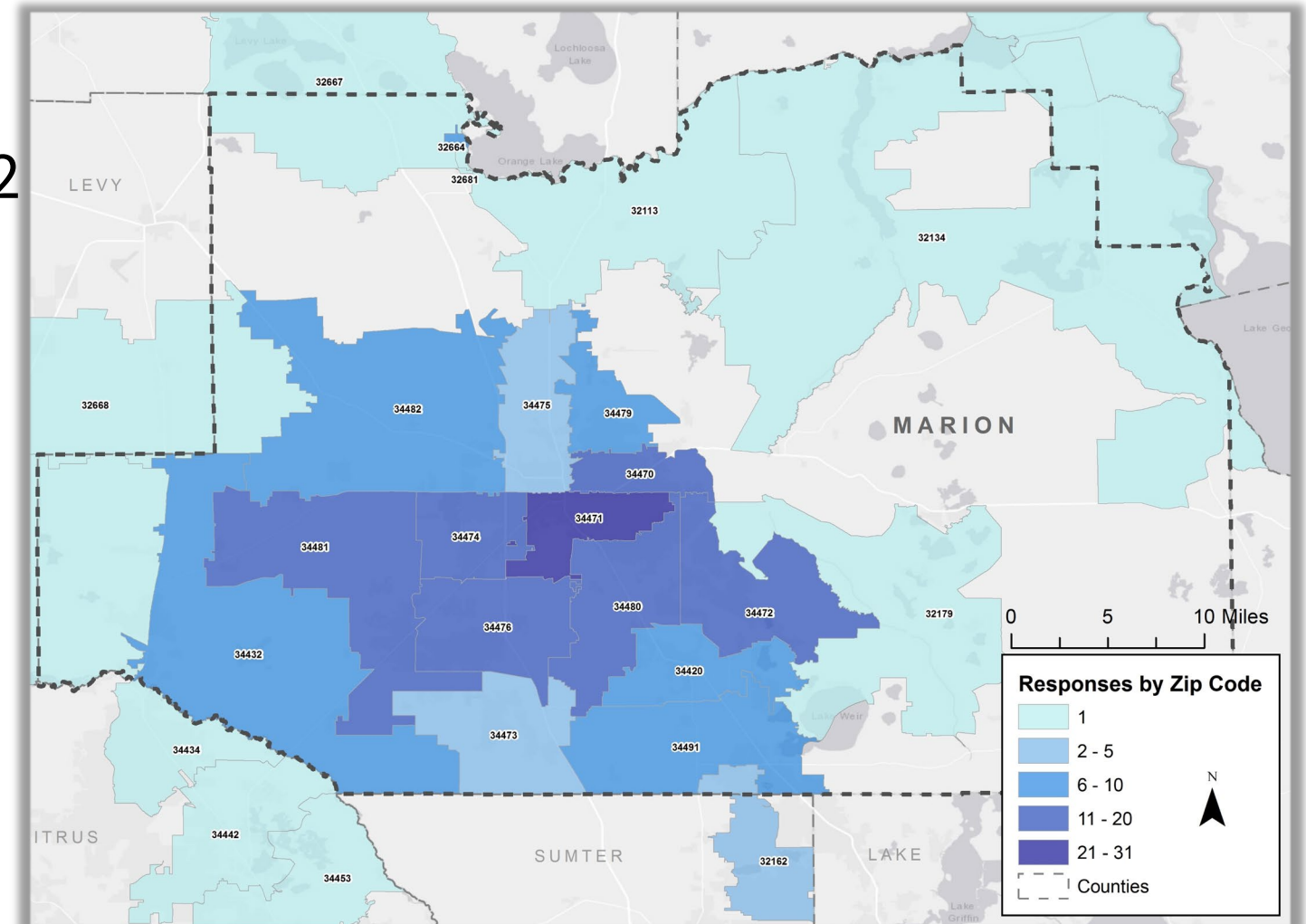


Two Victims of Fatal SR 40 Crash Identified



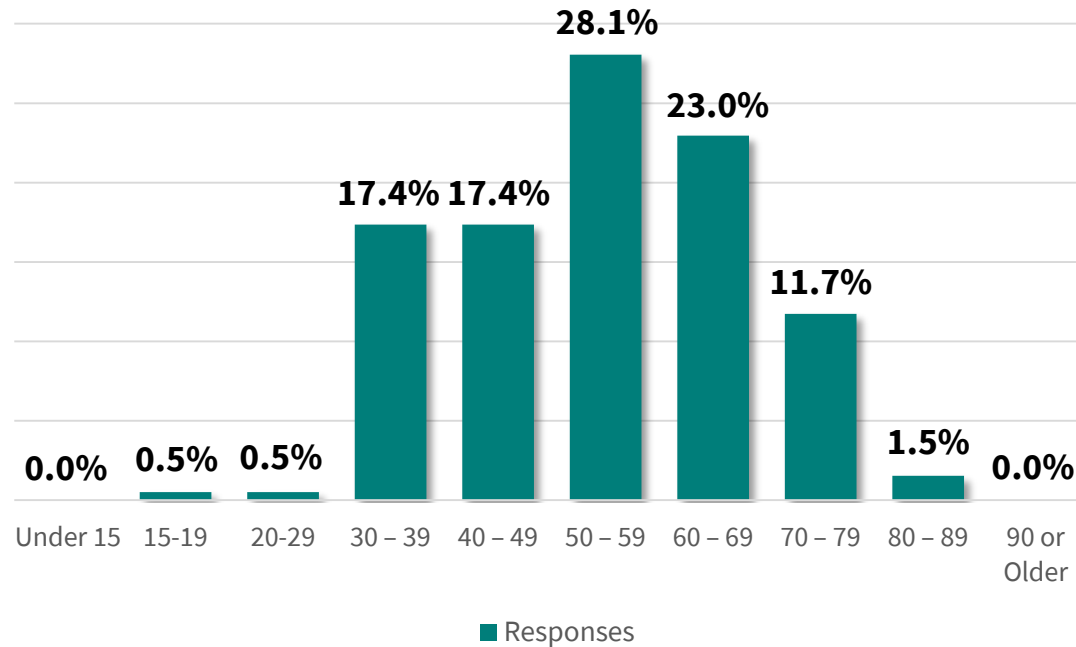
Input and Feedback Review

- Online Survey
- Open from 1/12/22 to 7/1/22
- 10 questions, 7 project-specific
- 196 responses

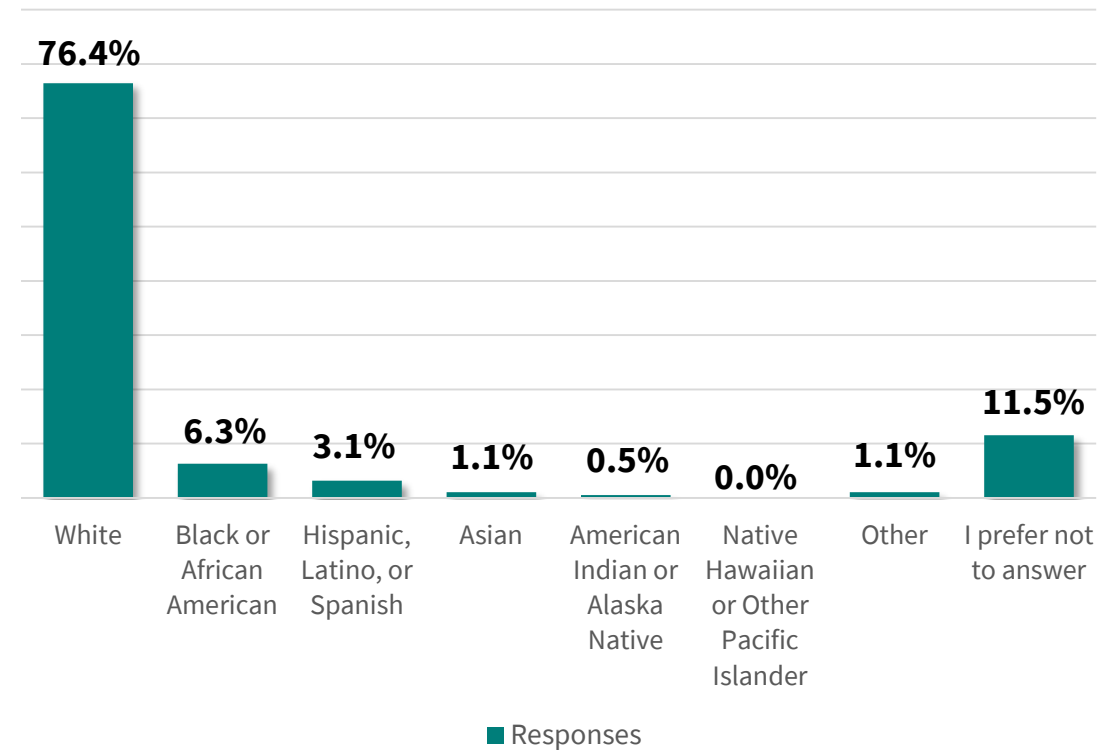


Survey Responses

Participant Age

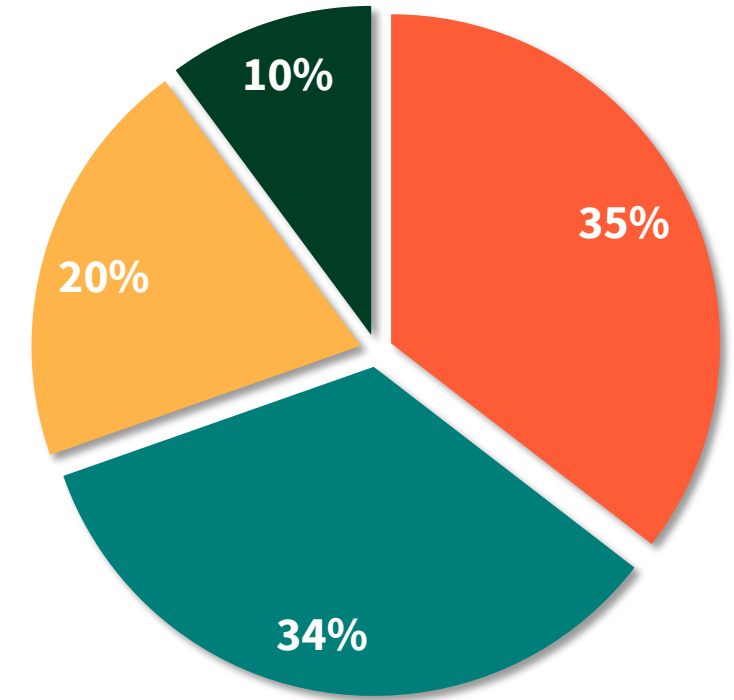


Participant Race/Ethnicity



Survey Responses

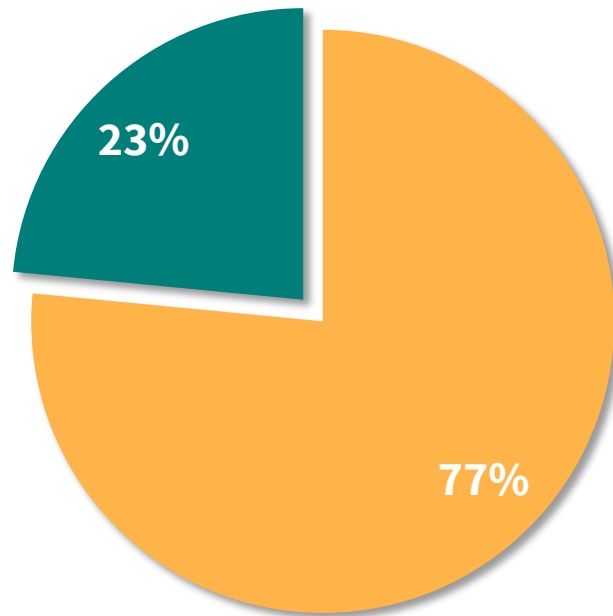
- 79 Free Responses split into 4 broad categories
 - Education: “Educate drivers on how to safely pass cyclists and pedestrians.”
 - Design: “Have better ‘Pedestrian Crossings’ with blinking lights.”
 - Enforcement: “Aggressive enforcement of driving laws; auto inspections; driver re-testing and re-education in courtesy at age 70.”
 - General: “Make Marion County a cycling Mecca.”



■ Design/ Maintenance ■ Enforcement
■ Behavior/ Education ■ General

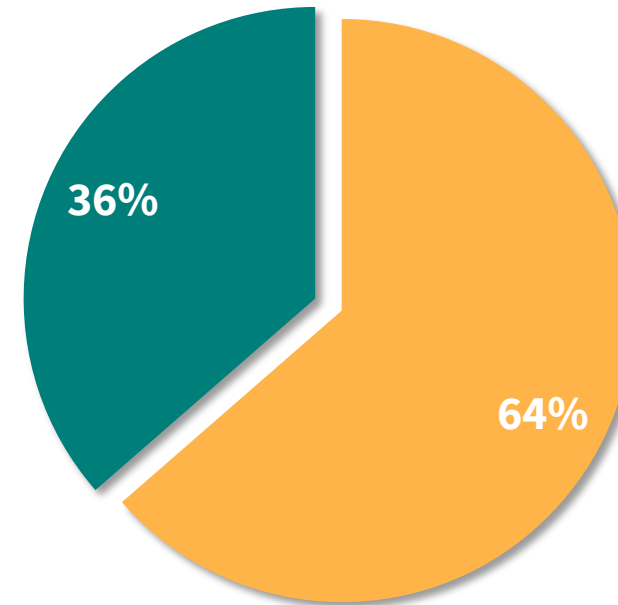
Survey Responses

Have you ever been involved in a traffic crash?



Yes No

Has someone you know been seriously injured or killed in a traffic crash?



Yes No

Survey Responses

Top Results: How much do you think the following factors contribute to fatal and serious injury traffic crashes in our community?

1. Distraction/inattention while driving (e.g., texting and driving)
2. Aggressive driving behaviors (e.g., following too close or changing lanes without signaling)
3. Drivers not following the law
4. Motorists driving too fast, over the speed limit
5. Alcohol, drug, or other impairment

Survey Responses

Top Results: What do you think would be most effective in reducing fatal and serious injury traffic crashes in our community? Aggressive driving behaviors (e.g., following too close or changing lanes without signaling)

1. Enforcement of unsafe behavior (i.e., speeding tickets)
2. Separated bike lanes and paths
3. Roadside design improvements, e.g., shoulders, rumble strips, barriers, signage, etc.
4. More sidewalks
5. Better designed streets and intersections

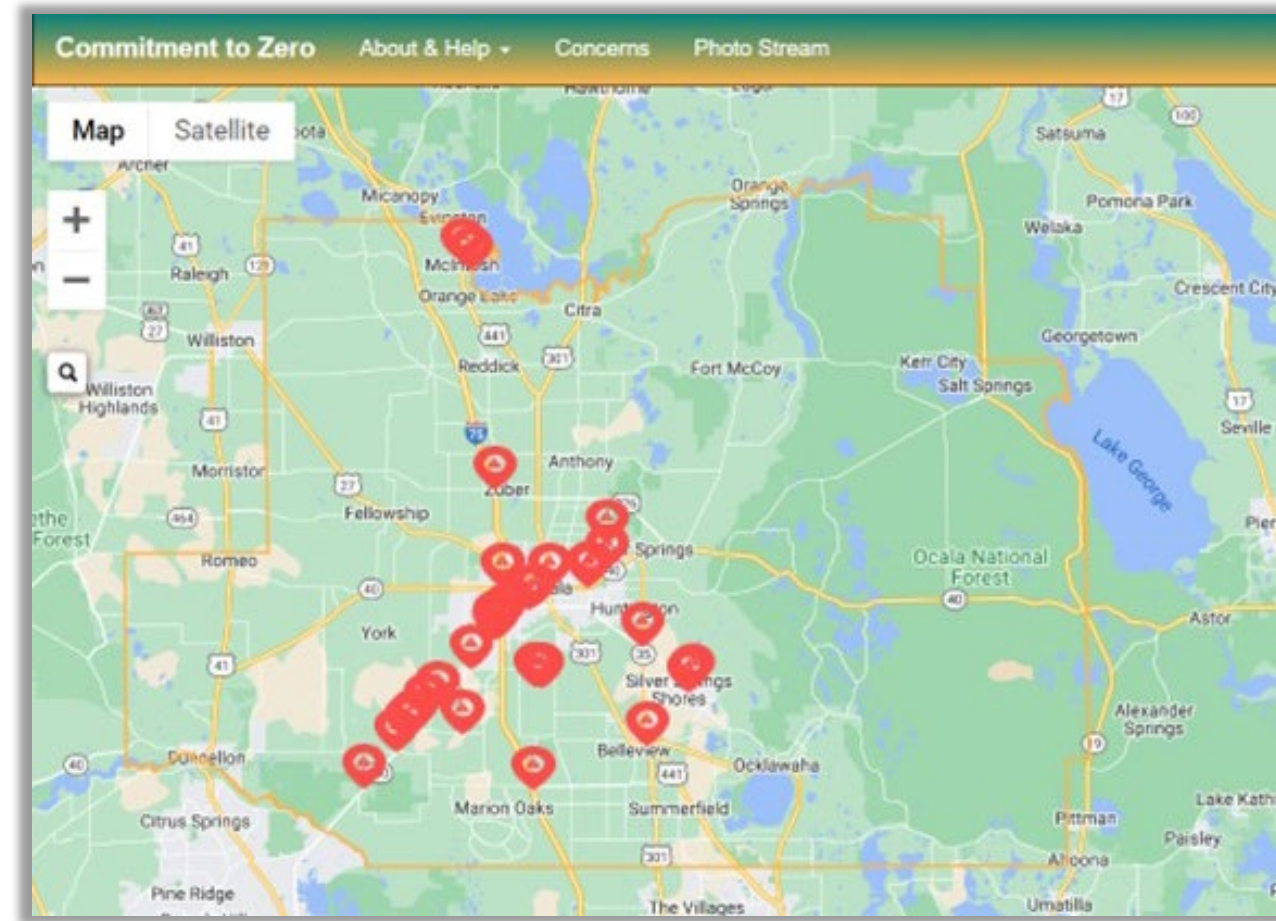
Survey Responses

Which of the following statements best describes your perspective of the goal to eliminate all traffic-related deaths and serious injuries countywide?

The goal is achievable, and we should do everything we can now to realize it.	35.2%
The goal is achievable, but it should be pursued over time.	15.3%
The goal is admirable and should be pursued through a determined effort, but it is unlikely to be achieved.	41.3%
The goal is admirable, but it is unachievable.	7.7%
The goal is unrealistic, unachievable, and should not be pursued.	0.5%

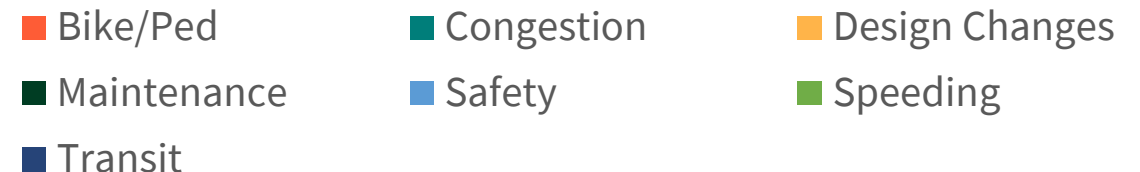
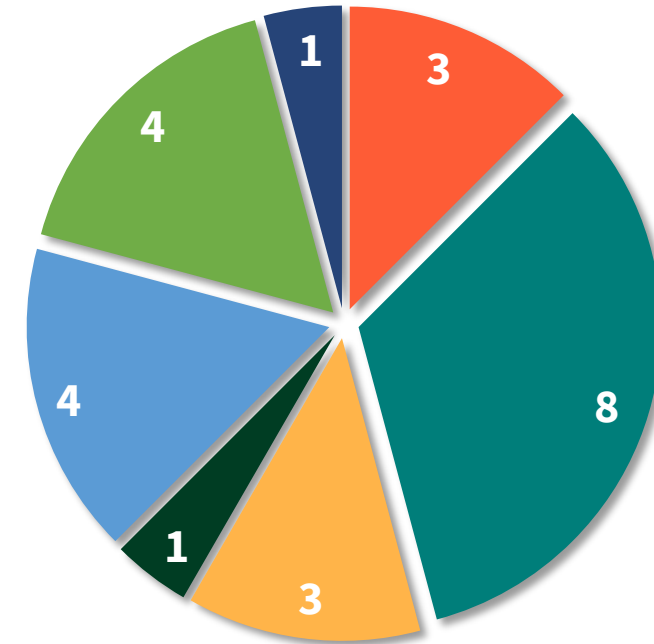
Online Map Responses

- Online Mapping Exercise
- Fully Interactive
- Comment on roadway or area within Marion County
- 24 original comments split into 7 broad categories



Online Map Responses

- Ped/Bike
 - *“This intersection needs safety for pedestrians crossing. Focal point of downtown but not very accessible to people.”*
- Safety
 - *“Huge dip in the road at the stop sign needs repaired causes accidents.”*
- Speeding
 - *“SW 17 is like a landing strip, wide open, high speeds, no shoulders for bicycling or sidewalks.”*



Actionable Strategies



Strategy Considerations



Things to consider when developing actionable strategies within the Safe System approach:

- Fatal and Serious Injury reduction strategy, not a total crash reduction strategy.
- Focus on “System-Wide” changes; site specific is part of the plan, but the goal is a safe “system.”
- Value human life above all other measures.
- Every failure is an opportunity to learn and improve.

Strategies Focus Areas



Safe Road Users

The Safe System approach addresses the safety of all road users, including those who walk, bike, drive, ride transit, and travel by other modes.



Safe Vehicles

Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.



Safe Speeds

Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.



Safe Roads

Designing to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space (e.g., left turn signals), and alerting users to hazards and other road users.



Post-Crash Care & Data

When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic incident management, and other activities.

Strategies Brainstorming

Pre/Post Care

- TMCs expanded
- Reg + Local TMCs working together
- Re focused Effort on coordination
- Scene Management
- Staffing
- Positioning
- Messaging Signs - App tie in Rerouting

Safe Speed + Roads

- Est. Target Speeds
- Design Features, e.g. raised medians,
- Rural Road - ROR Priority
- Incentivize programs throughout Jurisdictions
- Visibility (Enforcement)

Safe Road Users

- Driver's Ed in Schools
- Driver Frustration
 - Rd Design Contributes
- Focused Enforcement
- Incentives - Insurance
- Continued Education
- Use of Technology

Safe Vehicle

- Cont. Gov't Safety E
- Cont. integration of Safety Tech in Veh
- PolyTech

Strategies Brainstorming

Safe Road Users

- Education in School (including pre-HS)
- Continued Adult Education Opportunities
- Use of Technology (Good & Bad)
- Focused Enforcement (Speeding, Aggressive Driving, Distracted Driving, Seat Belt Use)

Safe Vehicles

- Support Integration of Safety Features in Vehicles
- Advocate for New/Expanded Features
- Government Fleets

Safe Speeds

- Establish Desired Target Speeds for Roadway Network
- Support Movement Away from 85th Percentile in Establishing Speed Limits
- Speed Feedback Signage
- High Visibility Enforcement

Safe Roads

- Redesign Streets to Enhance Safety (e.g., Replace TWLTLs with Raised Medians)
- Rural Road – Run Off Road Priority

Post-Crash Care & Data

- Expand the Role of the Traffic Management Center (TMC)
- Evaluate Scene Management
- Recognize Staffing Limitations
- Stronger Coordination between Agencies and Departments

Safe Road Users



All people who use the road network in the region should be safe, no matter which mode they choose.

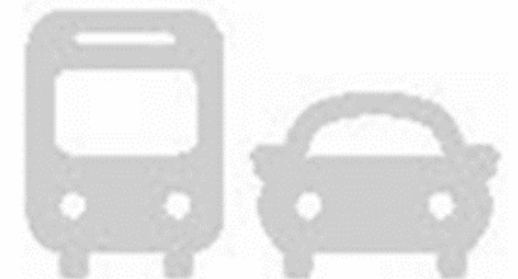
- ***Culture of Safety – Work with partners to establish a culture of safety, where residents and practitioners in Marion County consider safety in all aspects of their lives.***
 - Encourage the return and maintenance of free Driver's Education at area high schools
 - Provide opportunities for safe vehicle training for all drivers
 - Provide regular training opportunities for aging drivers, such as the Florida Department of Highway Safety and Motor Vehicles (FLSHMV) CarFit for Older Drivers program
 - Work with insurers to spotlight safe driving programs that may result in a premium decrease for local drivers
 - More literature/information on safety integration into school lesson plans, including bus and seatbelt safety
- ***Continued Education & Community Engagement – Continued and regular education campaigns, using a variety of mediums to target all aspects of roadway safety.***
 - Establish emphasis areas, including aging, young drivers, road users with reduced mobility, non-motorized road users, driver frustration, etc.
 - Emphasize the use of technology, including social media and advances in targeted advertising
 - Expand and build more participation in events such as School Safety Week, Safe Walk to School Week, Walk Your Child to School Day, Drive for Lift, and potential Commitment to Zero events at schools and in the community



Safe Vehicles

Vehicle design and technology has a direct impact on the safety of all road users.

- ***Safe Government Fleets – The TPO will advocate for, and assist in, the training and education of drivers who utilize County/City fleet vehicles to improve the safety of their drivers.***
 - Introduce and review regularly mandatory driving safety courses for employees who have access to a fleet vehicle
 - Utilize public fleet to advertise Commitment to Zero messaging, as appropriate
 - Work with Marion Transit to:
 - Encourage the use of transit as an opportunity to reduce vehicle miles traveled, and exposure to crashes
 - Provide safe access to transit stops for those accessing the system on foot or with a bicycle
- ***Pursuing Technology and Innovation – Technology and innovation provide an opportunity to positively impact the number of fatal and serious injury crashes without engineering intervention.***
 - Coordinate with FDOT’s Florida Moves Connected and Automated Vehicle (CAV) initiative to achieve fatal crash reductions
 - Advocate for the advancement of vehicle design and advanced crash avoidance technologies
 - Partner with local universities/colleges to research the impacts of emerging vehicle technologies on safety



Safe Speeds

Speed is a key predictor of crash severity; applying appropriate speeds to the context of a street is a way to reduce the severity of a crash.

- ***Update Codes, Manuals, and Guidance to Support Speed Reductions – Provide clear guidance and standards for achieving desired street designs, traffic operations, and speeds.***
 - Encourage the development of street design guidelines and countermeasures for arterial and collector roadways that help achieve desired (target) speeds and desired safety results systemwide
- ***Lower Posted Speeds and Implement Designs to Achieve Target Speeds – Systematically and thoughtfully lower speeds to support a balance of safe mobility and speeds that match the surrounding land use.***
 - Create an implementation plan for speed management on the HIN and other roads in need of lower posted speed limits
 - Proactively communicate speed limit changes with the community
 - Advocate for speed limit changes and countermeasures on State-owned streets
- ***Enhanced Policy & Enforcement – Sometimes enforcing new and existing regulations is necessary to increase compliance. The TPO should advocate for equitable enforcement and the development of related enforcement policy.***
 - Explore opportunities to utilize technology (i.e., speed cameras) for enforcement of speed in locations like school zones, work zones, and along the HIN
 - Provide diversion/education programs, such as safety courses, in lieu of fines for drivers cited for unsafe driving behaviors such as speeding

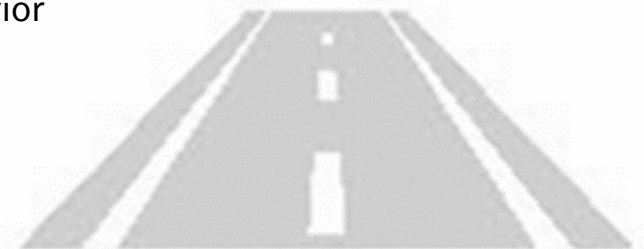


Safe Roads



Roadway design plays a primary role in reducing speed and conflicts to increase safety for all road users.

- ***Establish and Pursue Safety Emphasis Areas – Recognizing that, beyond safe speeds, certain modes benefit from a different set of individual countermeasures, the TPO should establish emphasis areas that come with their own set of approaches to work towards a goal of zero deaths and serious injuries.***
 - Examples: Non-motorized users, speed management, left turn movements at intersections, rural road run-off-road, etc.
- ***Design Guidelines for Safe Streets – Improving the design of new and retrofitted streets is a significant component of Commitment to Zero. The TPO should aid in, and advocate for, the revision of design standards that elevate safety above other considerations.***
 - Advocate for improved design guidelines at the state level, encouraging that safety be the primary decision point in future projects
 - Provide technical assistance at the County and Municipal level, including encouraging them to launch their own safety programs
 - Support the movement away from using the 85th Percentile approach for establishing speed limits
 - Consider the impacts of design features on driver frustration, which may contribute to unsafe behavior
 - Encourage enhancements to lighting, especially near schools and in high activity ped/bike locations

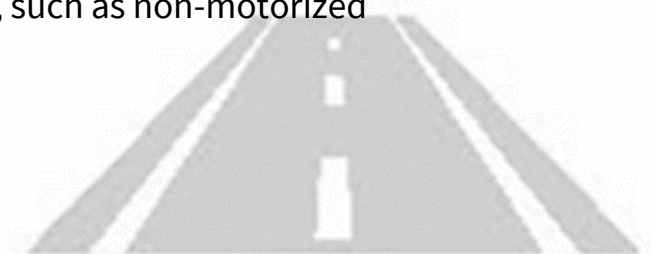


Safe Roads (continued)



Roadway design plays a primary role in reducing speed and conflicts to increase safety for all road users.

- ***Prioritize & Implement Projects – The TPO, through its legislative mandate to produce the LRTP and TIP, will lead the development, prioritization, and implementation of projects within the region that push the bar forward on safety.***
 - Incentivize enhanced scoring based on positive safety aspects for projects seeking funding through the TPO
 - Leverage funding sources, new and existing, to increase the number of safety projects throughout the county
 - Elevate projects on the High Injury Network (HIN) to target the most dangerous roadways for improvements
 - Elevate projects that target safety emphasis areas
 - Focus on school-specific safety studies and Safe Routes to Schools grants
- ***Enhanced Policy & Enforcement – Sometimes enforcing new and existing regulations is necessary to increase compliance. The TPO should advocate for equitable enforcement and the development of related enforcement policy.***
 - Program, fund, and carry out targeted enforcement campaigns for identified safety emphasis areas, such as non-motorized users or seatbelt use

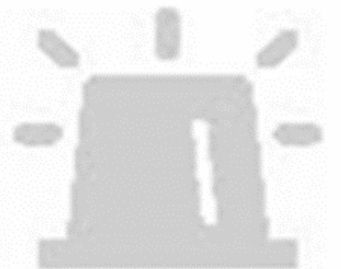


Post Crash Care and Data



Understanding why serious injury and fatal crashes occur is the first step towards eliminating them altogether. When crashes do happen, the ability of first responders to quickly reach and treat the injured person is crucial.

- ***Data Management – Understanding the circumstances involved in serious injury and fatal crashes both at an individual and trend level is key to preventing future crashes from occurring.***
 - Track KSI crashes on a regular basis, making redacted information available through a public-facing crash dashboard
 - Annually report on progress towards Commitment to Zero, including crash statistics and completed safety projects
 - Convene the Commitment to Zero Working Group, or similar committee, to serve as an unofficial advisory group to update progress on implementation of the Action Plan
- ***Public Safety Professional – Those who work in emergency management, law enforcement, and other allied professions are on the front lines of crashes. Ensuring that these professionals are well-equipped and well-trained can help in the effort for zero.***
 - Work with first responders to identify strategies to reduce response times
 - Advocate for staffing of crash response personnel – including the full staffing of law enforcement traffic control groups
 - Provide training opportunities for crash scene management with an emphasis placed towards preventing secondary crashes
 - Utilize TMCs to enhance response times, expand service from interstate to arterial and major collector roadways



Safety Emphasis Areas



Safety Emphasis Areas



Issues, topics, and strategies that are recognized for their importance in implementing Commitment to Zero and for setting the stage for the other actions.

- Speed Management
- Developing a Culture of Safety
- Vulnerable Users (Pedestrians and Bicyclists)
- Rural Road Run-Off-Road
- Intersection Left Turn Operations

Performance Measures

MEASURE
SUCCESS



Performance Measures



How do we evaluate progress and measure if we are moving towards the Commitment to Zero goal?

- Change in the number of traffic-related deaths and serious injuries
- Number of completed safety assessments or road safety audits (RSAs)
- Number and percentage of street reconstruction projects that specifically address safety needs
- Miles of sidewalk and bikeways constructed
- List of safety improvements completed along the HIN
- Number of roadway miles where posted speed limits were reduced
- Number of community members reached by Commitment to Zero engagement activities, including the number of participants from historically underserved communities
- Activity related to social media posts about Commitment to Zero
- Number and percentage of traffic citations issued for noted activities, i.e., speeding, aggressive behavior, distracted driving, seat belt, impaired driving, etc.
- Average crash response and crash clearance times

Next Steps



- Draft Action Plan (August)
- Final Draft Action Plan to TPO Committees and Board (September)
- Continue to think about how you and your organization can get involved in the implementation of the Action Plan

Call to Action



The road ahead is not easy, but in the hands of those who care, we believe that we will see this commitment through. The TPO has made a Commitment to Zero, will you do the same?

Commitment to Zero Pledge...

I recognize that crashes are preventable, and my choices matter to my life and the lives of others.

I pledge to make safety a priority, to focus on driving, to slow down, be aware of my surroundings, walk, ride, or roll in a safe and predictable manner, and to set an example for those around me.

Thank You!

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