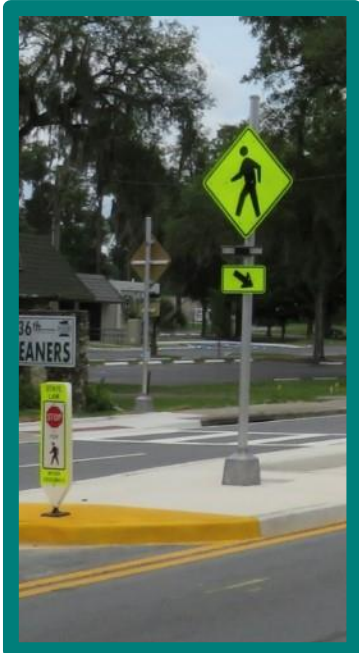
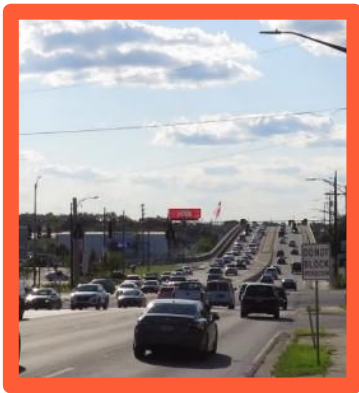




# COMMITMENT TO ZERO



An Action Plan >>> for Safer Streets in Ocala Marion



Adopted November 29, 2022







Source: ocala.com

The Ocala Marion Transportation Planning Organization (TPO) is committed to ensuring that no person is excluded from the transportation planning process and welcomes input from all interested parties, regardless of background, income level or cultural identity.

The TPO does not tolerate discrimination in any of its programs, services, activities or employment practices. Pursuant to Title VI of the Civil Rights Act of 1964, as amended, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 (ADA), the Age Discrimination Act of 1975, Executive Order 13898 (Environmental Justice) and 13166 (Limited English Proficiency), and other federal and state authorities.

The TPO will not exclude from participation in, deny the benefits of, or subject to discrimination, anyone on the grounds of race, color, national origin, sex, age, disability, religion, income or family status.

The TPO welcomes and actively seeks input from the public, to help guide decisions and establish a vision that encompasses all area communities and ensure that no one person(s) or segment(s) of the population bears a disproportionate share of adverse impacts.

Persons wishing to express their input may do so by contacting the TPO.

2710 East Silver Springs Boulevard, Ocala, FL 34470  
(352) 438-2630 [www.ocalamariontpo.org](http://www.ocalamariontpo.org)

RESOLUTION OF THE OCALA/MARION COUNTY  
TRANSPORTATION PLANNING ORGANIZATION (TPO) ADOPTING THE  
COMMITMENT TO ZERO SAFETY ACTION PLAN

WHEREAS, the Ocala/Marion County Transportation Planning Organization, designated by the Governor of the State of Florida as the Metropolitan Planning Organization (MPO) and body responsible for the urban transportation planning process for the Ocala/Marion County area;

WHEREAS, traffic crashes are a serious threat the health and safety of the residents and visitors to Ocala/Marion County;

WHEREAS, the Commitment to Zero Safety Action Plan is a call to action to eliminate traffic-related fatalities and serious injuries in Ocala/Marion County;


WHEREAS, the Commitment to Zero Safety Action Plan is founded on the four principles of Education and Awareness, Public and Partner Engagement, Safety Analysis and Action Planning; and

WHEREAS, The Commitment to Zero Safety Action Plan was approved by the Ocala/Marion County Transportation Planning Organization on November 29, 2022.

NOW THEREFORE BE IT RESOLVED that the Ocala/Marion County Transportation Planning Organization adopts the Commitment to Zero Safety Action Plan to guide future transportation planning efforts to eliminate fatal and serious injury crashes on the transportation system of Ocala/Marion County.

CERTIFICATE

The undersigned duly qualified and acting Chair of the Ocala/Marion County Transportation Planning Organization hereby certifies that the foregoing is a true and correct copy of a Resolution adopted at a legally convened meeting of the Ocala/Marion County Transportation Planning Organization held on this 29th day of November 2022.

By:   
Ire Bethea Sr., Chair

Attest:   
Rob Balmes, Director

## **Commitment to Zero Pledge**

### **Ocala Marion Transportation Planning Organization (TPO)**



---

**We recognize that crashes are preventable, and our choices matter to our lives and the lives of others.**

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





### A Message from the TPO Board Chair

The Ocala/Marion County Transportation Planning Organization (TPO) has adopted the Commitment to Zero Action Plan to eliminate serious traffic injuries and fatalities on the transportation system of Marion County. To achieve this vision, it will take all of us working together as one community.

Every person lost or injured in a traffic crash is a family member, teacher, neighbor, colleague, someone we worship with, or say a friendly hello to at the grocery store. We are all connected and greatly impacted by these tragedies. As a community, we can make a profound impact on improving the safety of our roadways. Commitment to Zero is based on a collaborative approach tied to the four cornerstones of:

1. Education and Awareness
2. Public and Partner Engagement
3. Safety Analysis
4. Action Planning

Specific strategies in the Plan identify actions to improve safety and achieve the vision of zero fatalities and serious injuries. As a life-long resident of Ocala, I am confident we can significantly reduce deaths and injuries on the roads of our wonderful community. I am asking everyone to review the Plan, do your part by traveling safe every day, and get involved with the TPO and our safety partners.

Sincerely,

**Ire Bethea, Sr.**

Ocala City Council President  
TPO Board Chair

## Dear Residents and Visitors of Marion County

In January 2022, it was my honor to lead the kick-off of Commitment to Zero: An Action Plan for Safer Streets in Ocala Marion. At the meeting, I heard many inspirational messages from dedicated professionals and residents, especially our First Responders. So many great men and women in our community devote themselves every day to saving lives and improving the safety of our roadways.

Throughout the development of the Action Plan, I shared Commitment to Zero safety messages at our Board of County Commission meetings. I have also listened to residents tell their stories at community events such as the Commitment to Zero Public Workshop. It is distinctly clear to me that we can do more to impact the reduction of deaths and serious injuries on our roadways. The implementation of Commitment to Zero will serve as a catalyst to a safer future in Marion County.

To reach our ultimate vision of zero, it's going to take a commitment from everyone in Marion County. This includes having shared responsibility and being respectful toward all users of our transportation system, including the transportation disadvantaged. I am confident we can be successful. It has been my pleasure to serve as a leader of Commitment to Zero. I look forward to working with the residents and professionals of Marion County to make our transportation system safer for everyone.

Sincerely,



**Michelle Stone**

Marion County Board of County Commissioners  
TPO Board Member and Commitment to Zero Champion





## Dedication

The Commitment to Zero Safety Action Plan is dedicated to the people and families of those who lost their lives while traveling on our streets. Their loss reminds us that every life is precious and inspires us all to continue our commitment towards zero traffic-related deaths and serious injuries.

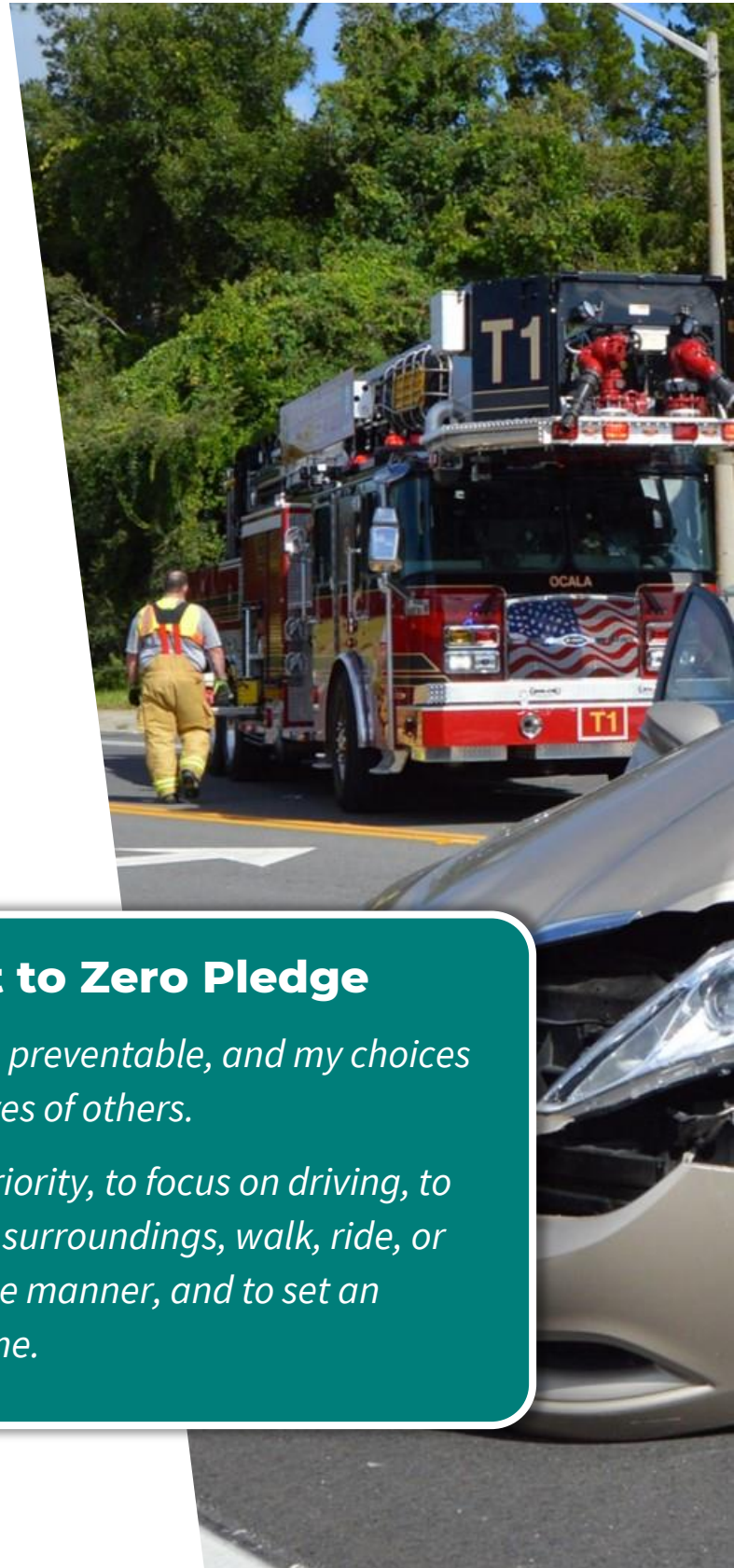
## Call to Action

The road ahead is not easy, but in the hands of those who care, we believe that we will see this commitment through. The Ocala Marion 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.*







Source: ocalapost.com

## Acknowledgements

### **Ocala Marion Transportation Planning Organization Board**

Councilmember Ire Bethea, Sr., Chair  
City of Ocala, District 2

Commissioner Craig Curry, Vice-Chair  
Marion County, District 1

Commissioner Kathy Bryant  
Marion County, District 2

Councilmember Kristen Dreyer  
City of Ocala, District 4

Commissioner Jeff Gold  
Marion County, District 3

Mayor Kent Guinn  
City of Ocala

Councilmember James Hilty  
City of Ocala, District 5

Commissioner Ronald Livsey  
City of Belleview, Seat 3

Councilmember Barry Mansfield  
City of Ocala, District 1

Commissioner Michelle Stone  
Marion County, District 5

Mayor Bill White  
City of Dunnellon

Commissioner Carl Zalak  
Marion County, District 4

John Tyler, Secretary, Non-Voting Member  
FDOT District Five

## **Commitment to Zero Working Group**

Cynthia Barnes  
Nick Blizzard  
Pamela Driggers  
William Joedicke  
Gregory Lamont  
Jon McDonald  
Connie McNeill  
Ken Odom  
Sara Shepherd  
Troy Slattery  
Eric Smith  
Joe Steward  
Paul Youmans  
Jonathan Young

## **Ocala Marion Transportation Planning Organization Staff**

Rob Balmes, AICP CTP (TPO Director)  
Shakayla Irby  
Liz Mitchell

## **Prepared By**

Alfred Benesch & Company  
1000 N Ashley Drive, Suite 400  
Tampa, FL 33602



## Key Terms

**All Ages and Abilities** – All ages and abilities mean that streets, intersections, and sidewalks are designed to be safe and comfortable for children, older adults, people with disabilities, and other vulnerable road users. Street design should prioritize children, who are smaller and less visible; older adults, who may have lower visual acuity and slower walking/biking/rolling speeds; and people with disabilities who may use a wheelchair or experience loss of vision or hearing. Streets that are safe for people of all ages and abilities are safe for everyone.

**Commitment** – The state or quality of being dedicated to a cause or activity. Also defined as an agreement or pledge to do something in the future.

**Data-Driven** – An approach that utilizes available data to inform decisions, rather than just intuition or personal experience.

**Distracted Driving** – Anything that takes a driver’s attention away from the vital task of driving. There are three types of distraction; manual, which is taking hands off the wheel; visual, or taking eyes off the road; and cognitive, which involves taking one’s mind off driving. Distracted driving often centers on cell phone use and texting but also includes other activities such as eating, talking to passengers, reading, adjusting the radio or climate controls, dealing with children or pets, and being fatigued or drowsy.

**Equity** – Equity in the context of safety and Commitment to Zero includes addressing social and spatial disparities in transportation systems. Social factors, including race and income, and spatial components, such as land use and how much street space is dedicated to vulnerable road users, are priorities for ensuring equitable approaches and outcomes on our streets, sidewalks, and bikeways.

**KSI Crash** – A collision or crash that results in someone being killed or seriously injured (KSI). Based on definitions provided by the Federal Highway Administration (FHWA), a crash is classified as fatal if an injury sustained during the crash results in death within a 30-day period after the crash occurred. Serious/incapacitating injuries resulting from a traffic crash have catastrophic impacts such as permanent disability, lost productivity and wages, and ongoing healthcare costs. A serious injury includes the following: broken or fractured bones; dislocated or distorted limbs; severe lacerations resulting in exposure of organs or tissue or resulting in significant loss of blood; severe burns (second- or third-degree over 10 percent or more of the body); skull, spinal, chest, or abdominal injuries; and unconsciousness at or when taken from the crash scene.

**Partner Agencies** – These are the jurisdictions and agencies that the Ocala/Marion TPO represents and partners with on a regular basis.

**Safe System Approach** – A traffic safety approach that acknowledges that traffic-related deaths and serious injuries are preventable and that system designers and operators (including transportation planners, engineers, and policy makers) have a responsibility to put safety first in the design and operations of a road system.

**Speed Management** – The use of various speed control devices and designs with the goal of reducing and/or eliminating speed-related problems.

**Traffic Crash (Not Accident)** – The term “accident” implies that nothing could have been done to prevent the “crash” event from occurring. Traffic deaths and serious injuries are preventable incidents for which proven solutions exist and, thus, are crashes, not accidents.

**Vulnerable Road Users** – Vulnerable road users are those most at risk in traffic, mainly those unprotected by an outside shield and those who are more susceptible to be seriously injured or killed in a traffic crash, including older adults, children, people walking or using a wheelchair, people on bikes, and motorcyclists.

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- Appendix A – Crash Analysis
- Appendix B – High Injury Network
- Appendix C – Engagement Summary
- Appendix D – Best Practice Review

## Introduction

Every year, residents of Marion County are subject to approximately 9,500 traffic crashes that result in loss of life to about 85 people and seriously injuring 400 more. While members of the community acknowledge these deaths and serious injuries as tragic and devastating, they have also become accustomed to them and have often times accepted them as an unavoidable occurrence. The Ocala Marion Transportation Planning Organization (TPO) and its partners recognize that these deaths and serious injuries are not unavoidable and that together they can work towards eliminating them from the Ocala Marion region.

The TPO and its partners have a long history of working together to advance safety throughout the region. Safety, access, and livability have been forefront in many of the TPO's planning efforts, including the 2045 Long Range Transportation Plan (LRTP), but the time for making a commitment to eliminate traffic-related deaths and serious injuries has come and Commitment to Zero is the effort that will lead that charge.

### **Our Current Reality**

*Every year, residents of Ocala/Marion County are subject to approximately **9,500 traffic crashes** that result in **loss of life** to about **85 people** and **seriously injuring 400** more.*

## What is Commitment to Zero?

Commitment to Zero is the Ocala Marion TPO's call to action to eliminate traffic-related fatalities and serious injuries. It is not just a slogan, plan, or effort isolated to the TPO. Commitment to Zero is a community-wide shift in how the region talks about, approaches, and addresses traffic safety.

Commitment to Zero is founded on four principles: **Education and Awareness, Public and Partner Engagement, Safety Analysis,** and **Action Planning.** Together, these form the foundation of a lasting effort to foster change and action.





### **Not Just a Number...**

Each crash and traffic-related death and serious injury are more than just a number in a table or chart, every death and serious injury has an impact beyond the initial collision, the lives lost and impacted by crashes are felt throughout the community.

### **Why Commitment to Zero?**

Traffic crashes are a serious threat to the health and safety of the residents and visitors to Marion County. The nearly 500 injuries and losses of life each year in Marion County are unnecessary and have impacts that reach far beyond those involved in the crash. A commitment to ending death and serious injury on the streets of Marion County should be our top priority.

Safety has long been a priority of the Ocala Marion TPO and its partners. Despite everyday efforts to create safer streets that work well for all users and investments in infrastructure and advances in technology, the county is still experiencing an unacceptable number of traffic-related deaths and serious injuries. Now is the time for change, and Commitment to Zero is the catalyst for effectively reducing the number of death and serious injuries.

*“Safety is the most important component of a community’s transportation system. Commitment to Zero focuses on shared responsibility, collaboration and applying a Safe System approach to move our community toward zero deaths and serious injuries. We owe it to our citizens to be stewards of transportation safety for everyone in the Ocala/Marion County community.*

- Rob Balmes, TPO Director



## Understanding the Crash Problem

Understanding safety issues is more than numbers in a table, colorful charts, and dots on a map. Each crash that results in a death or serious injury is a life-altering event that has impacts beyond that moment in time. Lives lost and serious injuries are unnecessary traumas for those involved and their families and friends, and they can be prevented.

Traffic-related deaths and serious injuries involve a variety of contributing factors and occur in areas throughout the Ocala/Marion County community. Factors such as vehicle speed, lighting conditions, and dangerous driving behaviors such as distracted driving, impaired driving, and seatbelt use play a large role in the severity of crashes. However, these behaviors go beyond the decisions of transportation system users, and many can be attributed to the built environment. By committing to zero traffic-related deaths and serious injuries the Ocala Marion region is making a long-term commitment to prioritize safe streets and adopt policies that value human life more than any other measure. Ending traffic-related deaths and serious injuries is as much about saving lives as it is about creating safe, accessible streets where people feel they belong.

## Fatal and Serious Injury Crash Evaluation

An evaluation of crash data, including contributing factors and trends, was conducted to gain a better understanding of the factors influencing the occurrence of **KSI (Killed or Seriously Injured)** crashes. Understanding the actions, behaviors, factors, and trends of crashes that result in death and serious injuries provides critical insight that helps identify the strategies aimed at eliminating these events. The following are some highlights from the crash evaluation. Appendix A of the Action Plan contains a detailed review and summary of the crash data.

**CRASH**

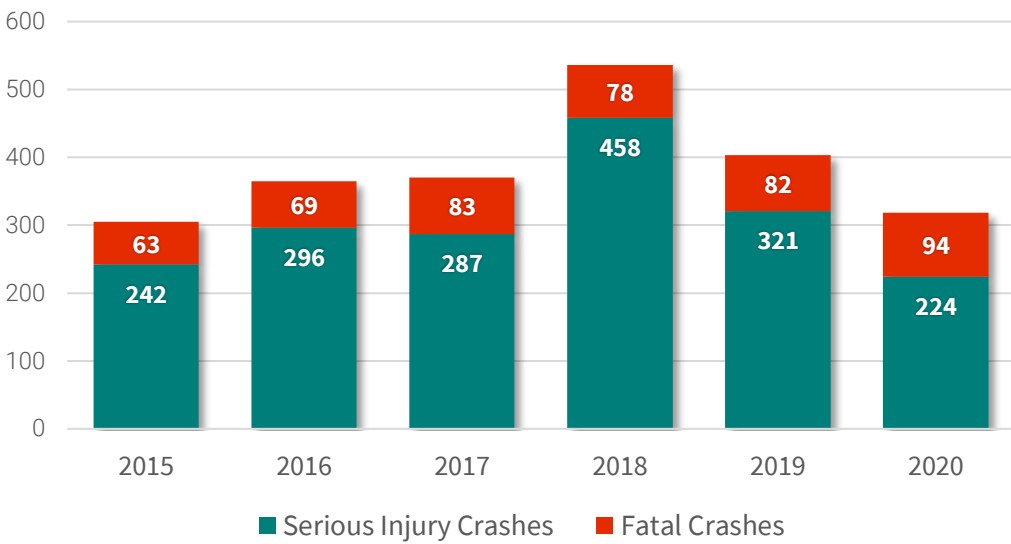
**NOT ACCIDENT**

Traffic crashes are not accidents. They are the result of preventable human error and systemic design decisions. They are fixable problems, and we should expect answers and solutions.

## KSI Crash Trends

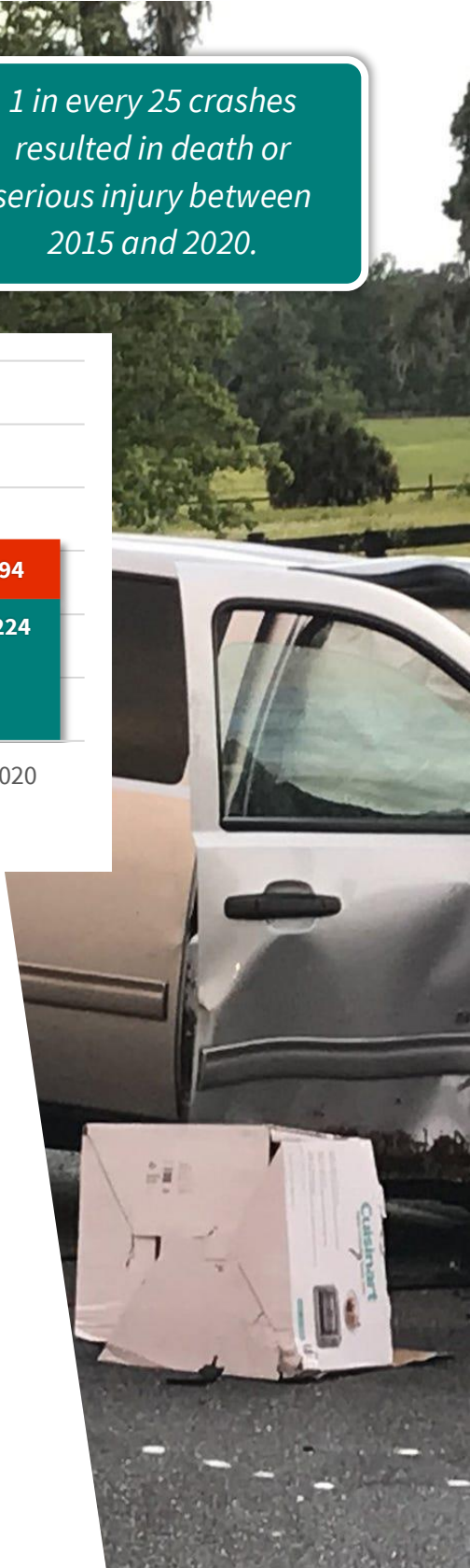
In the 6-year period between 2015 and 2020, approximately 1 in every 25 crashes resulted in either a death or serious injury in Marion County. This time period witnessed 469 fatal crashes that resulted in 509 deaths and 1,828 serious injury crashes resulting in serious injuries to 2,371 people.

*1 in every 25 crashes resulted in death or serious injury between 2015 and 2020.*



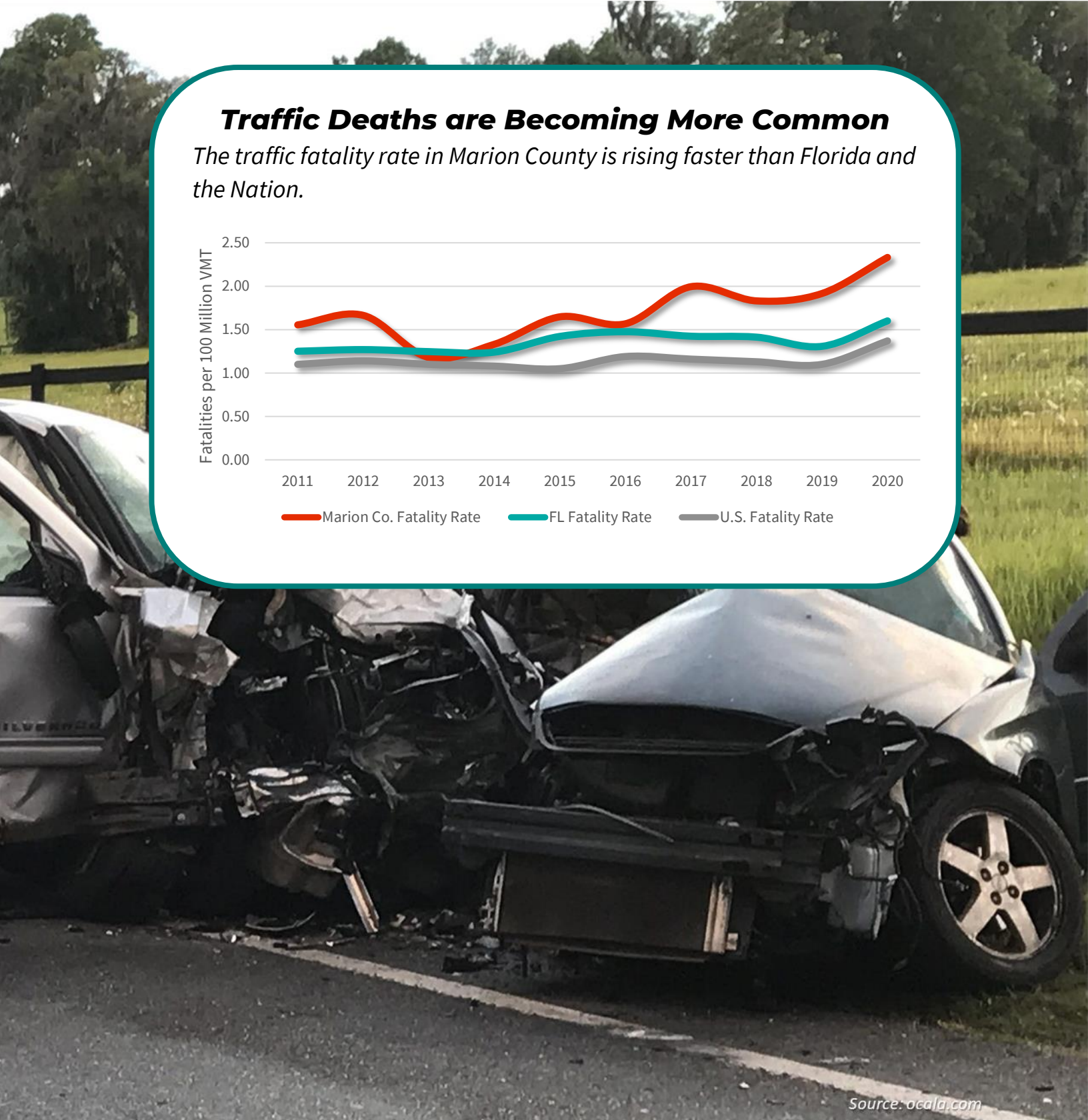
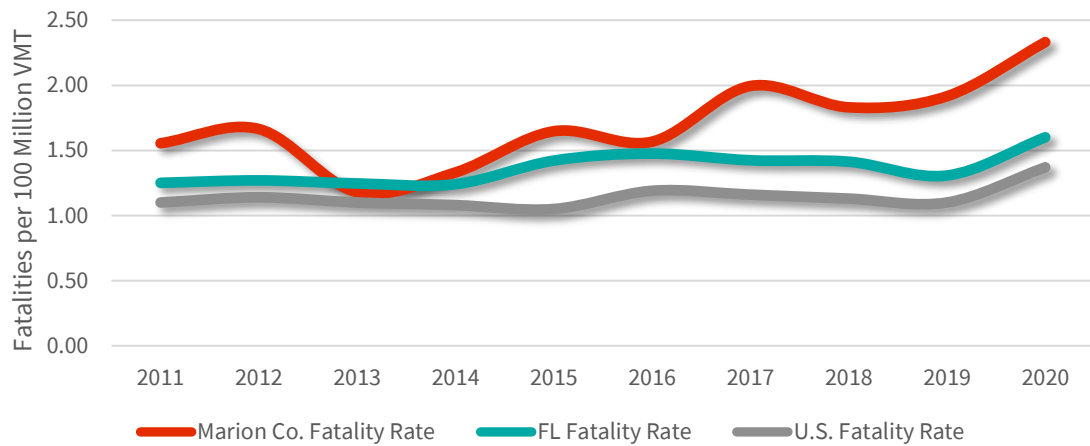
Looking at fatal crash rates normalized by vehicle miles traveled (VMT), it is possible to observe the relationship between how much people are driving and the frequency of fatalities. Marion County’s fatality rate in 2020 was 46% higher than the state’s rate and 70% higher than the U.S. rate; just bringing Marion County’s fatality rate to that of the U.S. could save over 40 lives per year.

While there has been some progress made, the Ocala Marion region is continuing a trend of rising crash numbers and crash rates. Commitment to Zero is a call to reverse this trend. The continuous evaluation of verified crash data provides the insight needed to address safety issues and track progress towards the goal of zero deaths and serious injuries.



## Traffic Deaths are Becoming More Common

The traffic fatality rate in Marion County is rising faster than Florida and the Nation.



Source: ocala.com



## Crash Types

KSI crashes were grouped into 11 crash types. Of the crash types, angle and left turn crashes accounted for the highest percentage of KSI crashes (25%) and serious injury crashes (27%). Run-off-road crashes accounted for the largest share of fatal crashes (23%).

### Crashes by Type

Crash Type	Fatal Crashes	Serious Injury Crashes	KSI Crashes
Angle/Left Turn	80	497	577
Rear End	37	401	438
Run-Off-Road	110	277	387
Pedestrian/Bicycle	94	162	256
Other	38	195	233
Rollover	46	119	165
Head On	41	77	118
Unknown	10	46	56
Sideswipe	9	41	50
Right Turn	4	9	13
Animal	0	4	4







Source: ocala.com

## Top Three Fatal Crash Types

Three crash types, run-off-road, pedestrian and bicycle, and angle and left turn crashes accounted for 53% of the KSI crashes and 61% of the fatal crashes.

### Run-Off-Road



110 Fatal Crashes  
277 Serious Injury Crashes

### Pedestrian and Bicycle Crashes



94 Fatal Crashes  
162 Serious Injury Crashes

### Angle/Left Turn Crashes



80 Fatal Crashes  
497 Serious Injury Crashes





## Crash Factors

The type and size of a roadway, the speed in which vehicles are traveling, and lighting conditions are factors that are often associated with KSI crashes.

### Roadway Type

***46% of the fatal crashes and 55% of the KSI crashes occurred on Arterial roadways.***

Arterial roadways, which are typically the biggest and busiest roadways, other than the interstate, carry about 37% of the traffic in Marion County, these roadways are also where 55% of the KSI crashes and 46% of the Fatal crashes occurred.



## Speed

**81% of the fatal crashes occurred on roadways with a posted speed limit of 45 mph or higher.**

Vehicular speed and speed differential is a well-documented factor in the survivability of a crash. Higher speeds are associated with more severe injuries and death. In Marion County, 74% of the KSI crashes and 81% of the fatal crashes occurred on roadways with a posted speed limit of 45 mph or higher.

## Lighting Conditions

**51% of the fatal crashes occurred in dark lighting conditions.**

Time of day and lighting conditions, particularly nighttime and dark conditions, have long been associated with higher frequencies of KSI crashes. In Marion County 35% of the KSI crashes occurred in dark lighting conditions, 24% in dark conditions without street lighting, 51% of the fatal crashes occurred during dark conditions with 42% of the fatal crashes occurring in dark conditions without street lighting.





## Behavioral Factors

Behavior factors and choices by individuals play a significant role in the outcome of a crash. The simple act of buckling a seatbelt, not driving while impaired, and avoiding looking at that text can be the difference between life and death.

### Passenger Restraint

***Nearly 40% of the fatal crashes involved people not wearing a seat belt or being properly restrained.***

Seat belts are viewed as the single most effective safety technology in the history of the automobile. While there has been enormous progress in increased seat belt use, there are still too many people dying because they are not properly restrained.

Source: wftv.com



## Impairment

***Confirmed impairment was reported in 51% of the fatal crashes.***

Alcohol and other drugs alter the normal function of the brain and body and interfere with a driver's ability to safely operate a motor vehicle. Alcohol use was confirmed in 35% of the fatal crashes and 13% of the KSI crashes. Drug use was confirmed in 38% of the fatal crashes and 10% of the KSI crashes. Combined, alcohol and/or drug use was confirmed in 51% of the fatal crashes and 17% of the KSI crashes.

## Distracted Driving

***Due to crash reporting requirements the number of reported cases of distracted driving are most likely underreported.***

For behavior like distracted driving to be reported as a crash factor the reporting officer must be able to confirm that behavior contributed to the crash. The reliability of existing distracted driving crashes is understood to be limited and that the actual occurrences of distracted driving may be higher than what is available in the data. According to the crash data confirmed distracted driving was a factor in 12% of the fatal crashes and 10% of the KSI crashes.

## Crash Locations

Although often unrecognizable to the average citizen, the streets within Marion County are maintained and operated by different agencies, namely FDOT, Marion County, the cities, and private entities such as homeowners’ associations and other development interests. While crashes may occur in specific geographic locations, the ownership and maintenance of a roadway may vary. Approximately 65% of the KSI crashes occurred on roadways within unincorporated Marion County. Roadways within the City of Ocala accounted for approximately 32% of the KSI crashes. Evaluating the location of crashes by maintaining jurisdiction of the roadway shows that nearly half of the KSI crashes occurred along State (FDOT) maintained roadways and approximately 37% of the KSI crashes occurred along County maintained roadways. These statistics stress the importance of collaboration to address KSI crashes throughout the region.

### Crashes by Geographic Location

Geographic Jurisdiction	Fatal Crashes	Serious Injury Crashes	KSI Crashes
Unincorporated	381	1,112	1,493
Ocala	78	665	743
Belleview	7	25	32
Dunnellon	2	18	20
McIntosh	0	2	2
Unknown	0	1	1

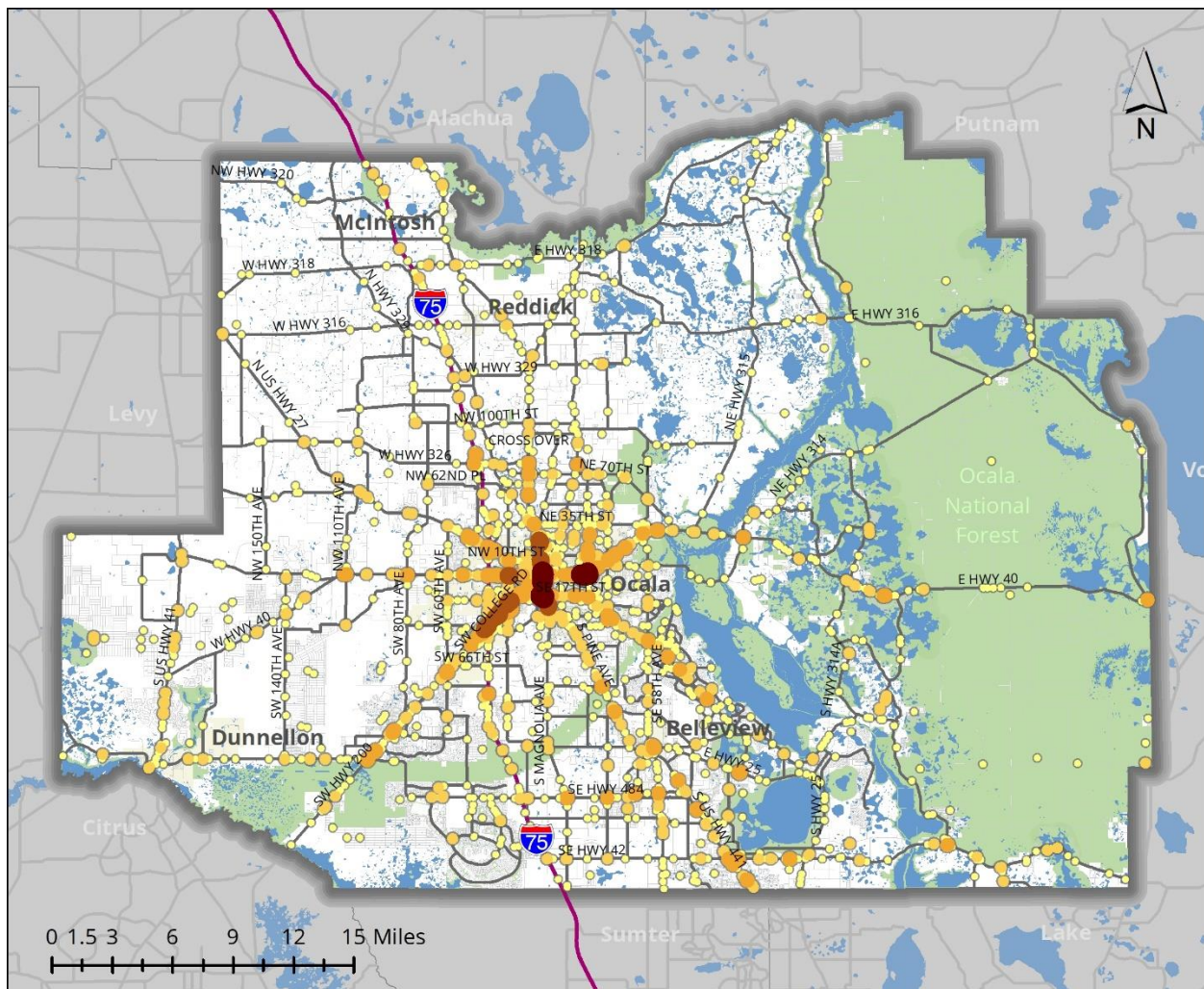
### Crashes by Maintaining Jurisdiction

Maintaining Jurisdiction	Fatal Crashes	Serious Injury Crashes	KSI Crashes
State	232	910	1,142
County	205	637	842
Ocala	15	185	200
Private	2	49	51
Unknown	8	33	41
Belleview	3	5	8
Forestry	3	4	7

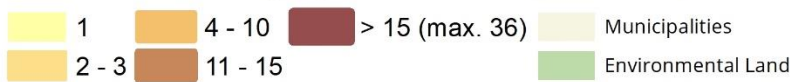
Half of the KSI crashes occurred along State (FDOT) maintained roadways.

Like many areas, the Ocala/Marion community is a mix of urban and rural areas and uses. The urban areas often have the highest density of population, employment, and traffic. Therefore, it isn't a surprise to see that the highest concentration of KSI crashes is within the urban areas; over 73% of the KSI crashes occurred within the county's urban areas, although when examining just fatal crashes that ratio is much more balanced with 59% of the fatal crashes occurring in the urban areas and 41% in the rural areas.

73% of the KSI crashes occurred within the county's urban areas.



**Killed and Seriously Injured Crashes (2015-2020)**







## High Injury Network

The Commitment to Zero High Injury Network (HIN) is comprised of streets where KSI crashes have frequently occurred. The identified HIN represents 2.9% of the county’s centerline roadway miles but had 41% of the total KSI crashes and 33% of the fatal crashes.

As discussed later in this Plan, Commitment to Zero is modeled on a system-wide approach that seeks to implement systemic improvements but recognizes the importance of addressing site-specific issues and addressing the unique and complex safety needs of these locations.

### **High Injury Network**

2.9% of the county’s roadways account for 41% of the KSI and 33% of the fatal crashes.

High Injury Network Overview:

#### **Crash Types**

- 30.3% of the HIN KSI crashes were Angle/Left Turn crashes
- 12.5% of the HIN KSI crashes were pedestrian/bicycle crashes (9.9% pedestrian crashes)
- 7.6% of the HIN KSI crashes were run-off-road crashes

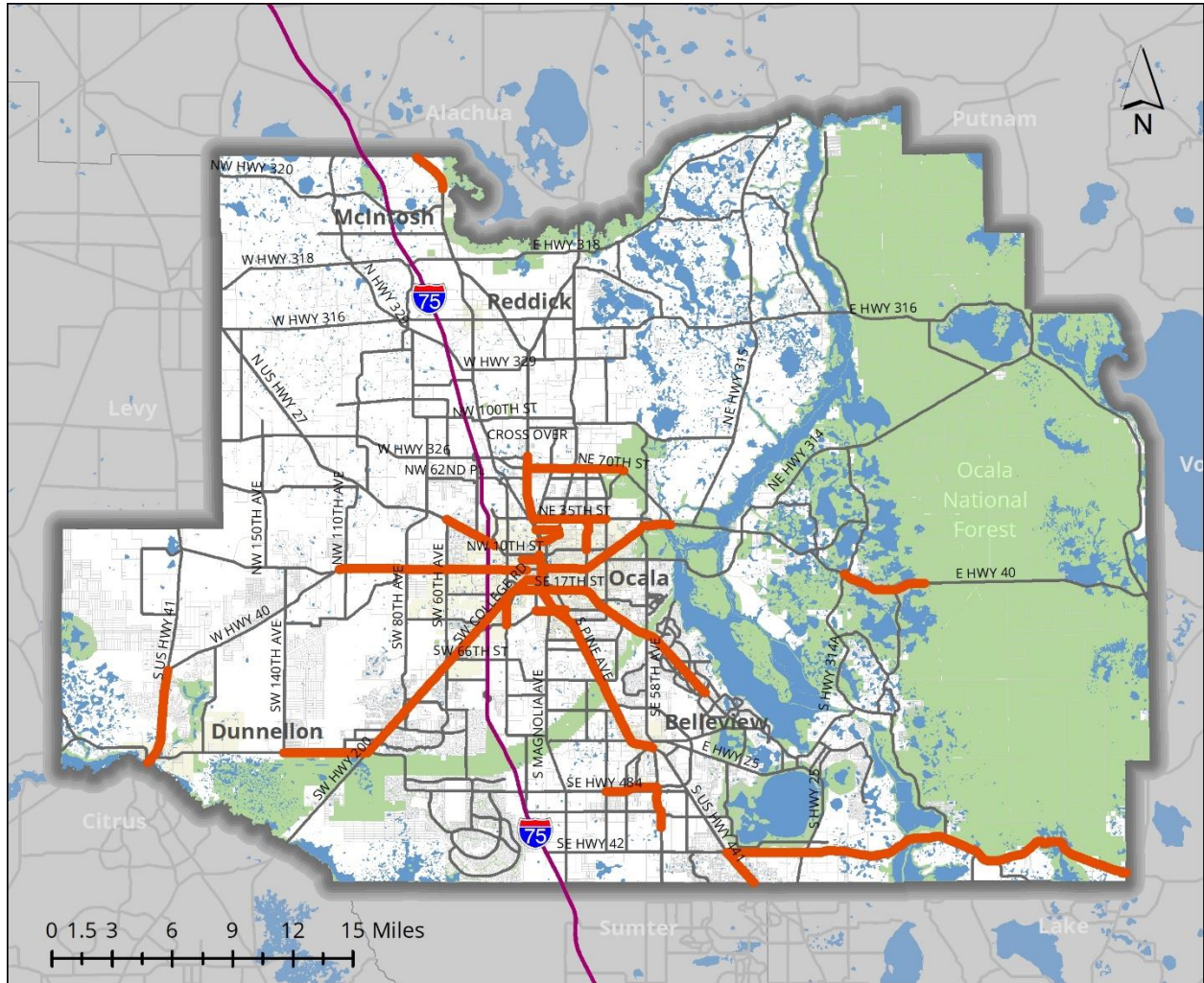
#### **Roadway Factors**

- 25 (65.8%) of the HIN segments are in the Urban portions of the county
- 26 (68.4%) of the HIN segments have four or more travel lanes
- 32 (84.2%) of the HIN segments are classified as Arterial roadways
- 31 (81.6%) of the HIN segments have posted speeds of 45 mph or greater, with 17 (44.7%) having posted speeds of 55 mph
- 25 (65.8%) of the HIN segments don’t have roadway lighting and 4 segments have lighting with significant lighting gaps
- 27 (71.1%) of the HIN segments are streets that are maintained by FDOT

#### **Multimodal Factors**

- 12 (31.6%) of the HIN segments have complete sidewalks along both sides of the street
- 7 (18.4%) of the HIN segments have a dedicated bicycle facility, i.e., bike lane or path
- 20 (52.6%) of the HIN segments are located near a school or park





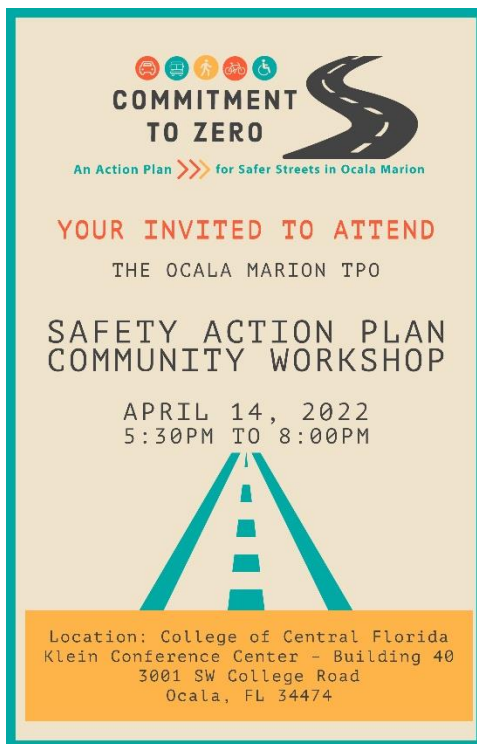
**Commitment to Zero High Injury Network (HIN)**

- High Injury Network
- Municipalities
- Environmental Land

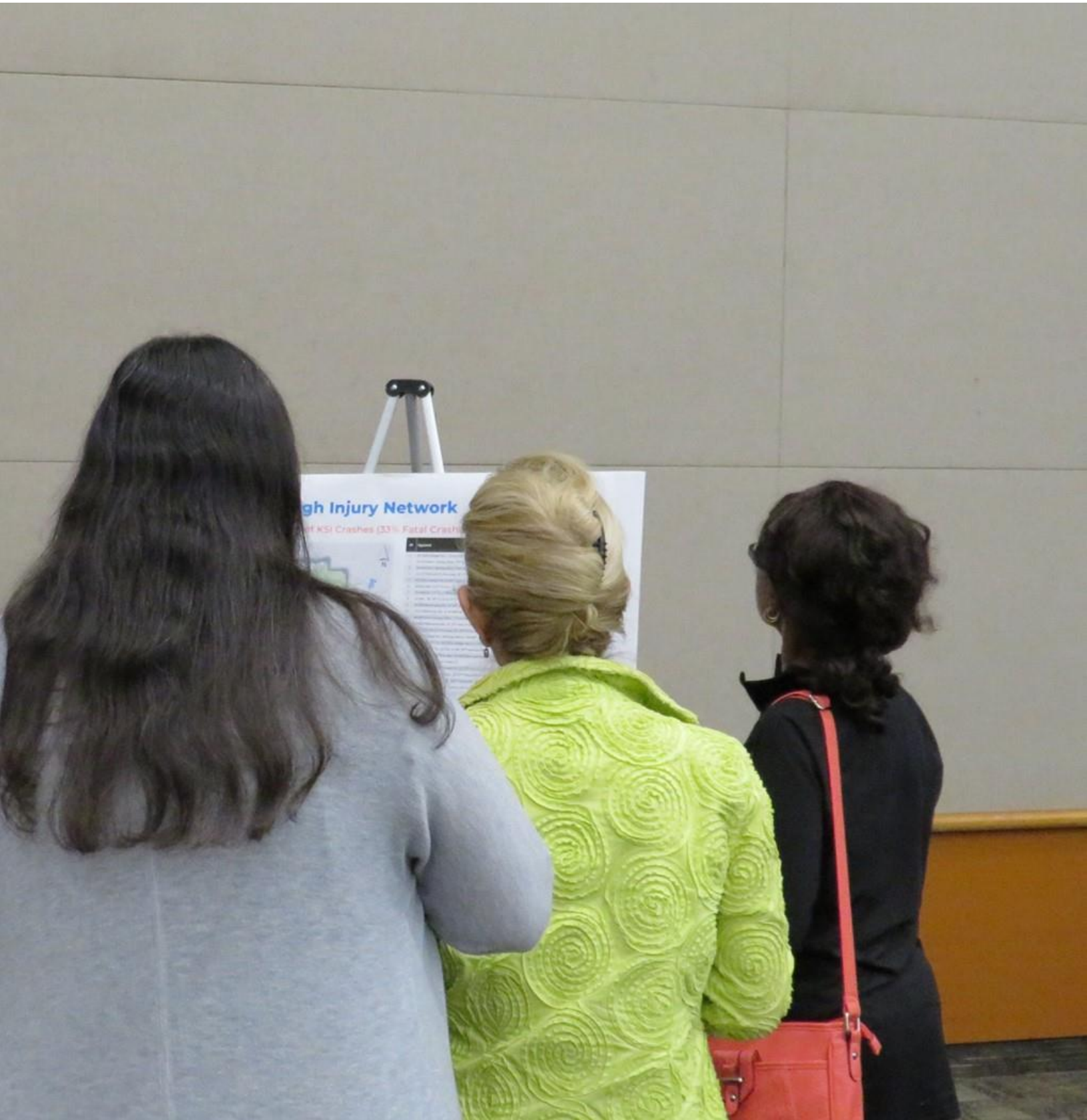
## Public and Partner Engagement

A commitment to zero traffic-related deaths and serious injuries requires a cultural shift in everyone’s use of the transportation system. A critical component for successful implementation of this Plan is community participation, engagement, and input. The Action Plan identifies several engagement strategies that provide people with knowledge and opportunities to participate in getting the community to its desired goal.

Engagement during the development of the Action Plan primarily focused on engaging community members to establish relationships, educate them on safety initiatives, and listen to input to ensure that the Plan appropriately responds to the needs and concerns of Ocala Marion’s residents, workers, and visitors. Engagement and input were sought through public meetings like the project Kick-Off meeting and Public Workshop, an online survey and comment map, targeted stakeholder workshops, and the formation of a Working Group. A summary of the engagement activities and input responses is provided in Appendix C of the Action Plan.







## Kick-Off Meeting and Public Workshop

While there were opportunities to engage with the project team throughout the development of the Action Plan, two specific events provided direct opportunities for in-person engagement. These events were the Kick-Off Meeting held on January 12, 2022, and a Public Workshop held on April 14, 2022.

The Kick-Off meeting included a series of presentations and speakers from varied backgrounds including elected officials, members of the community, county staff, law enforcement, fire rescue, FDOT safety office staff, and TPO staff and consultants. The Kick-Off meeting focused on defining the need for a Safety Action Plan and outlining the steps towards Commitment to Zero’s goal of zero traffic-related deaths and serious injuries. Additionally, participants could speak with the project team to share concerns, ask questions, and provide input.

A Public Workshop was held to provide people an opportunity to learn about Commitment to Zero, the development of the Action Plan, and provide input on potential strategies to eliminate KSI crashes. The Workshop began with a brief presentation about the need for Commitment to Zero and the approach for the Action Plan. Following the presentation attendees could view information boards, speak to project team members, share ideas, and provide input.





## Working Group and Stakeholder Meetings

A Commitment to Zero Work Group was assembled to provide input and guide the development of the Action Plan. The Working Group utilized the existing Community Traffic Safety Team (CTST) meetings and included regular CTST members along with additional agency staff. This diverse group included county and municipal planning and engineering staff, law enforcement from multiple jurisdictions, first responders, FDOT staff, school district staff, and more. Three Working Group meetings were conducted and covered topics such as crash history and factors, known safety issues and locations, potential solutions, and potential challenges in implementing the Action Plan.



On May 12, 2022, a Stakeholder Workshop was held to inform various members of government and public agencies and institutions on the TPO's Commitment to Zero effort, the development of the Action Plan, and to discuss their role in the implementation of Commitment to Zero. The Workshop was structured to be informational but also encouraged an open dialog on how the Action Plan could support on-going safety initiatives and the development of strategies to eliminate traffic-related deaths and serious injuries.



A Workshop was also held following the Transportation Disadvantaged Local Coordinating Board (TDLCB) meeting on June 16, 2022. While general strategies and safety efforts were discussed, many of the discussions with the TDLCB board focused on how Commitment to Zero could help to ensure access and equity to the traveling public.





## Online Survey and Comment Map

An online survey and comment map were created to reach a wider audience and make it easier for people to provide input without attending in-person meetings.

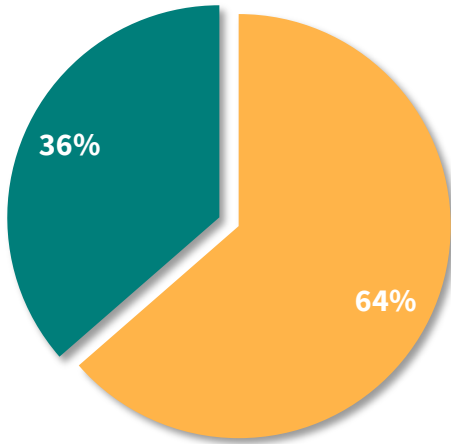
The online survey focused on gaining insight into people’s opinions on various traffic safety issues and strategies to address fatal and serious injury crashes. The survey was open from January 12, 2022, through July 1, 2022, and was completed by 196 participants. In addition to the structured survey questions, participants were encouraged to provide comments and share ideas on how to improve safety along Ocala/Marion’s roadways.



To help identify site specific safety concerns an online comment map was developed. The map allowed people to identify and provide comments on safety concerns at specific locations. In addition to identifying locations and providing comments, people were able to review previously located pins and comments and could choose to like or dislike the comment and provide additional input. The 33 comments submitted on the online comment map helped in confirming locations with known safety issues while also helping to identify issues at locations not typically known for safety concerns.



Many of the comments from the survey and comment map fell into one of three categories: Roadway Design, Education, and Enforcement. Appendix C includes all the submitted responses and comments from the survey and map. Generally, when asked about their thoughts on factors that contribute to KSI crashes people mentioned factors like distracted driving, speeding and aggressive driving, impairment, and a general feeling of people not following the laws. When asked about potential solutions people frequently mentioned roadway design improvements, more sidewalks and separated bicycle facilities, and increased and targeted enforcement.



64% of the 196 respondents indicated that they've known someone who was killed or serious injured in a traffic crash.

■ Yes 
 ■ No

Respondents were asked to rank the following statements from 1 to 10; a rank of 1 was considered strong disagreement and 10 was considered strong agreement. The following shows the weighted average of responses to each statement. All statements received a positive response with strong agreement.

Deaths and serious injuries while traveling in our community are preventable. 9.0

Human life should always take priority over moving motor vehicles faster. 8.8

It is unacceptable for anyone to be killed or seriously injured while traveling on streets in our community. 8.6

Streets should be designed to be safe for all people of all ages and abilities, regardless of chosen transportation mode. 8.2

## Safety Initiatives

The Ocala Marion TPO is not the first organization to do something to address fatal and serious injury crashes. Many communities throughout the state and country have adopted and implemented similar plans and share a goal of zero deaths and serious injuries. Working together and sharing the successes and challenges associated with implementing an action plan strengthens the ability to make lasting change.

### National Initiatives

#### Federal Highway Administration (FHWA)

Through the years traffic-related fatalities have been trending downward. However, the past several years have witnessed an alarming trend with both the number of traffic-related deaths and the rate at which they are occurring, increasing to their highest levels since the pre-recession levels of the mid-2000s.

Of additional concern is the disproportionate levels of traffic-related deaths for people walking and riding bicycles (non-motorized users). 2019, the latest year with national pedestrian and bicycle fatality data, had 7,051 people die while walking or riding a bike along the nation’s roadways, which accounted for 19.5% of the overall traffic-related deaths.

To combat the rising number and rate of traffic-related deaths and serious injuries, FHWA has established a goal to significantly reduce transportation related fatalities and serious injuries across the transportation system, and fully supports the vision of zero deaths and serious injuries on the Nation’s roads. Additionally, FHWA has partnered with other U.S. Department of Transportation Administrations and external organizations to support a series of national efforts including the Road to Zero, Toward Zero Deaths, Vision Zero, and ITE’s Vision Zero.



## Bi-Partisan Infrastructure Law

The Bi-Partisan Infrastructure Law (BIL) was signed in November of 2021 as a once in a generation investment in the nation’s infrastructure, competitiveness, and communities. While the BIL has a diverse set of objectives, one of the major focus areas is on the safety of all road users, including pedestrians and bicyclists. It is anticipated that over five years, Florida will receive approximately \$100 million in formula funding for highway safety traffic programs to help improve driver behavior and reduce deaths and injuries from traffic crashes; on an annual basis, this represents about a 29% increase over FAST Act funding levels.



## Safe Streets and Roads for All Users Discretionary Grant Program

As part of the BIL, local governments (MPOs/TPOs, counties, cities, transit agencies, and other special districts) in Florida will be eligible to complete for approximately \$6 billion in funding for a new Safe Streets for All (SS4A) program that will provide funding directly to local governments to support their efforts to advance vision zero plans and other improvements to reduce crashes and fatalities, especially for pedestrians and bicyclists. The following are activities that are eligible for SS4A program funding:



- Develop or update a comprehensive safety action plan.
- Conduct planning, design, and development activities in support of an action plan.
- Carry out projects and strategies identified in an action plan.





## State Initiatives

### Strategic Highway Safety Plan (SHSP)

The SHSP is the statewide safety plan that serves as a framework for eliminating fatalities and serious injuries on all public roads. The Plan is a guide for how Florida’s traffic safety partners will move towards the vision of a fatality-free transportation system during the next five years. The SHSP introduces Florida to the Safe System approach to address all elements of a safe transportation system in an integrated manner. In addition to new priorities and strategies, this approach is a commitment of time, skill, and resources and will deepen the State’s resolve to aggressively reduce fatal and serious injury crashes in Florida.



The SHSP concludes with a call to action which states that Florida’s safety vision begins and ends with a single word – ZERO. Achieving zero takes everyone working together; the State’s goal cannot be achieved without help, and everyone will play a role in achieving the goal.

### FDOT Highway Safety Plan (HSP)

The FDOT HSP is designed to guide the implementation of projects and programs that seek to lower the number of fatalities and serious injuries on the State’s transportation system with an ultimate target of zero fatalities. The HSP echos the goals of the SHSP and cites a goal of reducing traffic crashes, fatalities, and serious injuries, with a target of zero fatalities and serious injuries.

### FDOT District 5 Office of Safety

Established on June 1, 2021, the FDOT District 5 Office of Safety’s mission is to continually improve the safety of Florida’s traveling public. The Safety Office works with communities to identify and help resolve traffic safety issues; gather, analyze, and report data on traffic crashes, injuries, and fatalities; distribute federal traffic safety funds; and conduct traffic safety public education campaigns.



## Local Initiatives

### 2045 Long Range Transportation Plan (LRTP)

The Ocala Marion TPO 2045 LRTP identifies specific strategies to improve safety performance focused on prioritized safety projects, pedestrian and bicycle safety enhancements, and traffic operation improvements to address the goal of reducing fatal and serious injuries.

The LRTP identifies safety needs within the metropolitan planning area and provides funding for targeted safety improvements. Goal Three in the LRTP is to Focus on Improving the Safety and Security of the Transportation System, with Objective 3.4 being *Reduce the number of fatal and severe injury crashes for all users.*



### List of Priority Projects (LOPP)

In 2022, the TPO also began integrating safety into its annual List of Priority Projects (LOPP) process with emphasis on the Commitment to Zero High Injury Network (HIN) and fatal and serious injury crashes.

### Community Traffic Safety Team (CTST)

The goal of the CTST is to reduce the number of traffic crashes, the number of traffic-related fatalities, and the number and severity of injuries that result from traffic crashes. The CTST utilizes a multidisciplinary approach with members representing law enforcement, emergency services, education specialists, engineers, and traffic safety advocates from both public and private sectors.





## Commitment to Zero Approach

The Commitment to Zero Action Plan strategies were developed and modeled on the FHWA Safe System approach, which acknowledges that traffic-related deaths and serious injuries are preventable and that system designers and operators (including transportation planners, engineers, and policymakers) have a responsibility to put safety first.

### Safe System Approach Principles

#### No Death or Serious Injury is Acceptable



Traffic deaths and serious injuries are preventable. Although no crashes are desirable, the Safe System approach prioritizes eliminating crashes that result in death and serious injury, as no one should experience either while using the transportation system.

#### Humans Make Mistakes



It is recognized that humans will inevitably make mistakes that can lead to crashes. The transportation system should be designed and operated to accommodate these mistakes and avoid death and serious injuries.

#### Humans are Vulnerable to Injury



People have limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities.







### **Responsibility is Shared**

Lifesaving changes happen when we elevate the collective, or societal, responsibility for safe mobility. Safe Systems acknowledges the responsibility that rests with system designers – transportation planners and engineers – as well as policymakers in designing and maintaining a safe system within which people can travel. The concept holds that individuals share the responsibility to abide by the systems, laws, and policies set. If safety problems persist, the responsibility comes back to the system designers and policymakers to develop further measures to ensure that crashes do not lead to death or serious injury.



### **Safety is Proactive**

Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterward.



### **Redundancy is Critical**

Reducing risks requires that all parts of the transportation system are strengthened, so if one part fails, the other parts still protect people.



## Elements of the Safe System Approach

The Safe System approach reflects a shared responsibility to promote a holistic approach to safety across the entire transportation system. The key focus of the Safe System approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances. Committing to reducing traffic deaths and serious injuries means addressing every aspect of crash risk through the following five elements:



### 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 mode.



### 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.



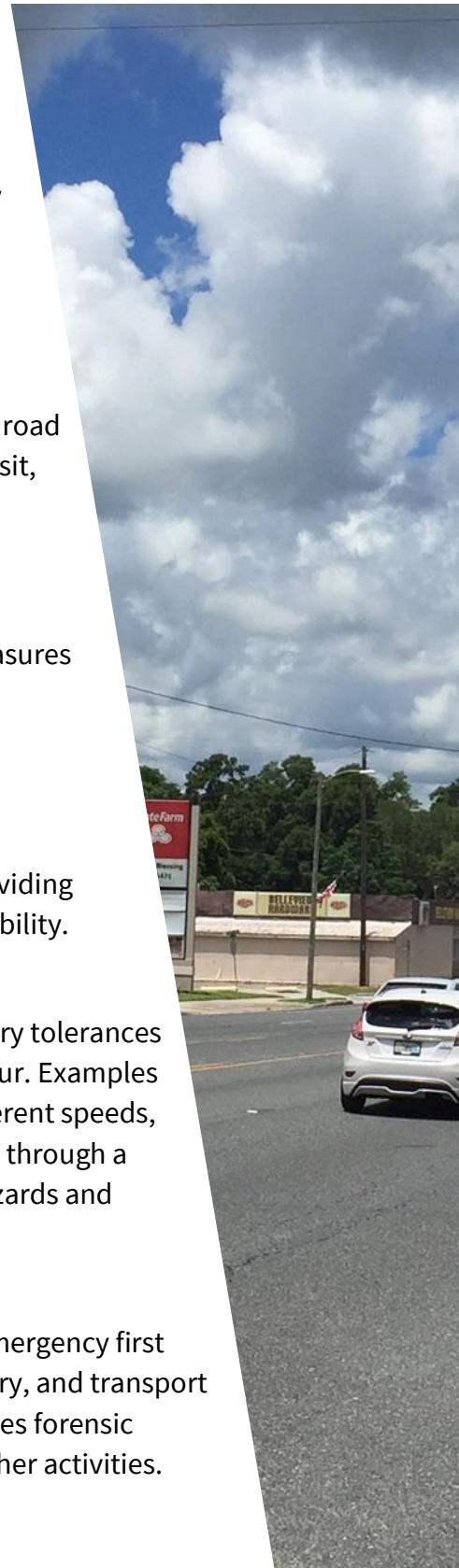
### Safe Roads

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

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 management, and other activities.



## Safe System Approach vs. Traditional Road Safety Practices

Whereas traditional road safety strives to modify human behavior and prevent all crashes, the Safe System approach refocuses transportation system design and operation on anticipated human mistakes and lessening impact forces to reduce crash severity and save lives.

### Traditional Approach

### Safe System

Prevent Crashes	→	Prevent Deaths and Serious Injuries
Improve Human Behavior	→	Design for Human Mistakes/Limitations
Control Speeding	→	Reduce System Kinetic Energy
Individuals are Responsible	→	Share Responsibility
React Based on Crash History	→	Proactively Identify and Address Risks







## Strategies for Getting to Zero

The Commitment to Zero Action Plan and its identified actions to eliminate KSI crashes reflect the data driven process, research on best practices and successes from other jurisdictions, and outreach to community members and local agency partners. The identified actions and strategies have been categorized according to the five Safe System approach elements. It is important to recognize that successful implementation of this Action Plan and achieving the goal of zero traffic-related deaths and serious injuries will be reliant on equal implementation across the five elements. Additionally, the success of this Plan is dependent upon everyone working together as one community through ongoing coordination, communication and collaboration.

*The actions and strategies outlined in this Plan reflect a commitment by all partners in the Ocala/Marion community to implement and carry-forward over the next five years.*







## Safe Road Users

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



### Advocacy

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- Empower the community's youth to serve as safety ambassadors that promote a culture of safe mobility.
- Encourage partner agencies to fully embrace the goal of Commitment to Zero.
- Identify, foster, and promote safety champions throughout the community.
- Partner with local agencies to identify solutions to the safety needs of the transportation disadvantaged.
- Work together to establish a culture of safety, where residents and practitioners in the Ocala Marion area consider safety in all aspects of their lives.
- Work with local/state partners on improving senior mobility and the transportation disadvantaged through education and collaboration.



### Education

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- Develop staff training materials and programs to increase knowledge in the Safe Systems approach and strategies to eliminate traffic-related deaths and serious injuries.
- Encourage the maintenance and expansion of free Driver's Education at area high schools.
- Identify opportunities to provide transportation safety education to pre-high school students through school lesson plans, focus on age-appropriate topics such as seatbelt use, safe walking and biking, etc.
- Partner with state, regional and local agencies to share and promote educational resources and ideas, e.g., coordinate Commitment to Zero efforts with FDOT's Target Zero efforts, Stop on Red annual events.
- Provide regular training opportunities for aging drivers, such as the Florida Department of Highway Safety and Motor Vehicles' (FLHSMV) CarFit for Older Drivers program.
- Work with local/regional insurers to spotlight safe driving programs that may result in a premium decrease for drivers.
- Work with state and local officials to improve driver training and education on safety and safe driving for all drivers.
- Improve awareness of School Zone safety through education and information sharing in the community.





## Engagement

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- Develop a coordinated communications strategy on how to notify the public about upcoming Commitment to Zero events, campaigns, projects, and safety concerns.
- Educate the public about the First Responders in the community and their vital roles and responsibilities for safety.
- Ensure enforcement, education, and outreach are equitable across the County’s diverse populations.
- Expand opportunities and build more participation and collaboration in events such as School Safety Week, Safe Walk to School Week, Walk Your Child to School Day, Drive for Life, and potential Commitment to Zero events at schools and in the community.
- Collaboration to initiate a new Mock DUI event in community, prior to prom week.
- Develop an annual School Bus Safety Week education and awareness campaign
- Systematically reach out to the community through engagement and educational activities to encourage and build a culture of safety and safe road users.
- Convene an annual Commitment to Zero community workshop.
- Develop a Commitment to Zero public information online dashboard to support education, awareness and reporting of crash statistics.
- Develop a series of how-to videos and social media posts that describe and demonstrate safety initiatives and appropriate/expected road behavior.
- Emphasize the use of technology, including social media and advances in targeted advertising.
- Increase collaboration for targeted law enforcement events.
- Launch a county-wide Commitment to Zero public campaign to build greater awareness around traffic-safety.
- Sustain Commitment to Zero leadership, collaboration, and accountability through regular meetings with a Commitment to Zero working group or another formalized committee.
- Work with community members to hold informational meetings in neighborhoods and community centers rather than at government offices; utilize technology and virtual meeting platforms to reach a wider and more diverse audience.
- Annually recognize safety weeks and/or months for various members of the community (First Responders, Pedestrians, Schools, etc.)



## Safe Vehicles

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



### Advocacy

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- Advocate for the advancement of vehicle design features, such as automatic braking and pedestrian protection regulations.
- Stay apprised of emerging advanced crash avoidance technologies (autonomous braking, pedestrian avoidance systems, speed monitoring, etc.) and their impacts on crash severity.
- Advocate for the inclusion of advanced crash avoidance technologies and the advancement of autonomous vehicle driving technology.
- Coordinate with FDOT's Florida Moves Connected and Automated Vehicle (CAV) Initiative to achieve reductions in fatal crashes.
- Advocate for and assist in the training and education of drivers who utilize government fleet vehicles.
- Work with county and municipal partners to improve the safety of and availability of safety features in government fleet vehicles.
- Work with SunTran and Marion Transit to encourage the use of the existing transit system as an opportunity to reduce vehicle miles traveled and crash exposure.



### Education

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- Introduce and review regular mandatory driving safety course for all county/municipal employees, with regular refresher courses required for those employees who have access to a fleet vehicle.
- Review existing transit driver training programs and incorporate changes to emphasize safety as needed.
- Review the history of crashes involving government fleet vehicles and provide training and counseling, as needed.
- Utilize public fleet vehicles to advertise Commitment to Zero messaging, as appropriate.
- Work with local universities, including Florida Polytechnic, University of Florida, University of South Florida, University of Central Florida, and Florida Institute of Technology, to research the impacts of emerging vehicle technologies on safety.

## Safe Speeds

***Speed is a key predictor of crash severity; applying appropriate speeds to a roadway based on the context of the roadway is one of the simplest ways to reduce the severity of crashes.***



### Advocacy

- Advocate for establishing target (survivable) speeds for all roads and promote the decoupling of speed zones from the 85<sup>th</sup> percentile speed.
- Advocate for the use of automatic speed enforcement (ASE) at the state level, consider support for use within school zones, work zones, and identified high-crash areas.



### Education

- Educate people on the relationship between speed and safety and work to change drivers' perception of speed related risk.



### Engineering/Planning

- Assess and evaluate posted speed limits countywide and work with partner agencies to develop a speed management program to address speeding concerns based on applicable data.
- Design or redesign streets and intersections to manage speeds as appropriate for the intended use and context of the roadway.
- Develop and implement strategies that help achieve desired target speeds and help improve crash survivability (evaluate survivability rates).
- Create and promote neighborhood-based programs that aim to lower traffic speeds.
- Explore the expanded use of speed feedback signs that also collect speed data to monitor speeds and evaluate effectiveness of strategies.



### Enforcement/Emergency Response

- Program, fund, and conduct more high visibility enforcement campaigns aimed at increasing awareness and compliance of safe speeds.
- Coordinate with emergency response on balancing traffic calming and speed management measures with response times.





## Safe Roads

***Roadway design plays a primary role in reducing speed and conflict while improving safety for all road users. Creating a transportation system that encourages safe behaviors, proactively addresses safety concerns, and quickly responds to new issues is essential to achieving the goal of Commitment to Zero.***



### Advocacy

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- Advocate for improved roadway design guidelines at the national, state, and local level; urge that safety be the primary decision point in future transportation projects.
- Support legislation to increase funding available for safety projects aimed at eliminating KSI crashes and efforts to establish a reliable, dedicated funding source that allows funds to be directly received by local governments.
- Work with partner and peer agencies to convene a legislative platform to advocate for legislative changes that promote and support Commitment to Zero efforts to eliminate KSI crashes.
- Leverage funding sources, new and existing, to increase the number of safety projects throughout the county.
- Prioritize safety improvements on roadways for all people in historically under-served communities.
- Identify potential legislative barriers to achieving better safety outcomes and identify steps to work through those barriers.
- Continue to participate and contribute to regional, state, and national conversations related to eliminating traffic-related deaths and serious injuries.
- Focus on school-specific safety studies and improvements and Safe Routes to Schools grants.
- Pursue additional resources through outside funding to implement Commitment to Zero projects and programs. Convene a team to identify and pursue funding opportunities.
- Provide grant-writing support to partner agencies for transportation safety-related project funding.



## Education

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- Develop and organize pop-up safety demonstrations that can be used to show how Commitment to Zero focused strategies and improvements can be implemented, e.g., curb extensions with planters and/or paint, separated bike lanes with temporary flex posts, etc.
- Implement tactical urbanism techniques to enhance safety and increase awareness of Commitment to Zero; engage with local arts and cultural departments and groups and local artists on efforts.



## Engagement

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- Organize events (e.g., Open Streets) that focus on the livability aspect of the community's streets.
- Participate in state and regional Safe Street Summits and events that focus on transportation safety and on the successful implementation of safety projects.



## Engineering/Planning

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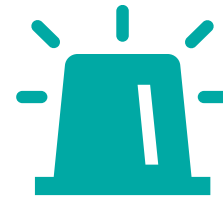
- Apply a proactive, systems-based approach to identify and address top crash factors and mitigate potential crashes and crash severity.
- Provide feedback on FDOT and local agency partners' roadway design manual updates and other roadway design strategies and guidance.
- Evaluate resurfacing and pavement maintenance programs and projects for opportunities to expand safety enhancements.
- Implement countermeasure projects to improve safety along the High Injury Network (HIN) corridors. Complete Road Safety Audits (RSAs) to identify short to long range improvements along HIN corridors.
- Implement projects that make it safer to walk, bicycle, and take transit, and work to make these modes of travel more accessible and comfortable.
- Continue to expand and enhance existing sidewalk and bicycle facility networks and create public spaces that are safe and attractive for people to walk and ride a bicycle.
- Incorporate complete streets principles where roadway design reflects the context of the surrounding area.
- Encourage the strengthening of development review standards and traffic study guidelines to incentivize traffic safety enhancements.
- Incentivize enhanced scoring based on positive safety aspects for projects seeking funding through the TPO.

- Encourage updates to local land development codes and comprehensive plans to reflect and support Commitment to Zero goal and principles.
- Establish a systematic lighting enhancement program to evaluate, identify, and improve lighting along roadways.
- Plan and implement safety countermeasure projects to improve transportation safety.
- Encourage the collaboration with utility and stormwater/drainage projects to incorporate safety improvements, especially if significant roadway or curb work is involved.
- Support the initiation of a quick-build program (e.g., design-build push button) to support quick implementation of safety enhancements.
- Work with partner agencies to evaluate existing maintenance of traffic (MOT) processes and requirements to ensure that all roadway users are prioritized and protected, with an emphasis on ensuring walking and bicycling mobility and access.
- Perform systematic reviews of existing conditions through Road Safety Audits (RSA) and safety assessments.
- Conduct regular and expedient reviews of KSI crashes to identify if there are immediate actions that can take place to mitigate future crashes.
- Work with local transit partners to conduct a detailed safety analysis of transit stop locations; focus on higher ridership stops located in locations with higher frequency of KSI crashes.
- Provide technical assistance at the county and municipal level, including incentivizing these jurisdictions to launch their own programs aimed at improving roadway design guidelines.
- Pursue the design of larger street signs and fonts with greater reflectivity in support of visibility and the growing aging driver population.
- Consider the implementation of red-light cameras at targeted high crash intersection locations.
- Track the effectiveness and success of safety-focused projects through before and after studies.
- Incorporate crash reduction factors into the annual TPO Performance Management Safety Target reporting.
- Review and update safety projects annually for the TPO's List of Priority Projects (LOPP) process. Reference LOPP safety projects to the Commitment to Zero Safety Action Plan.



## Pre- and Post-Crash Care & Data Management

*Understanding why serious injuries and fatal crashes occurred historically 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 critical.*



### Advocacy

- Advocate for full staffing of law enforcement traffic control groups, fire rescue, emergency medical service (EMS), and other crash response personnel.
- Work with partner agencies to ensure that first responders are appropriately equipped to respond to crash scenes safely and quickly.



### Education

- Organize training for partner agency staff on how to speak to the public and media about KSI crashes and efforts to eliminate them.
- Provide training opportunities for crash scene management with an emphasis placed towards preventing secondary crashes.



### Engagement

- Convene a Commitment to Zero leadership panel consisting of elected officials from various partner agencies to discuss safety efforts, promote safety initiatives, and establish local safety priorities.



### Enforcement/Emergency Response

- Monitor and report crash response times, work to identify opportunities to reduce response times.
- Collaborate with emergency responders to identify priority routes and to ensure rapid response to known frequent KSI crash locations.
- Utilize Transportation Management Centers (TMCs) to enhance response times, including expanding these services from the Interstate Highway System to the arterial and major collector roadway network.



- Expand the role of the Community Traffic Safety Team (CTST) and include their input on safety-focused projects aimed at eliminating KSI crashes.
- Partner with local law enforcement agencies and healthcare providers to provide crash reporting and crash-related injury coding best practices to improve the accuracy and value of crash data analysis. Emphasize the importance of data related to speed, impairment, and distractions.
- Re-focus an emphasis on coordination between first responders, including law enforcement and EMS professionals.
- Coordinate with law enforcement and legal systems (prosecutors and defense attorneys) to review and analyze traffic citations and court convictions. Use findings to inform enhanced penalties for driving offenses that lead to loss of life and repeat offenders.



## Data

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- Annually report on Commitment to Zero progress, including crash statistics, safety-focused projects, and performance measures.
- Continue to work with safety partners to develop a more comprehensive crash and traffic safety database and utilize data to inform evidence-based strategies and interventions.
- The performance and implementation of all safety actions are routinely evaluated, made public, and shared with decision-makers to inform priorities, budgets, and updates to the Action Plan.
- Track KSI crashes on a regular basis, making redacted crash report information available through a Commitment to Zero public-facing crash dashboard.
- Establish regular pedestrian and bicycle counts and traffic speed data at consistent locations.
- Leverage new and emerging technologies for collecting traffic safety data, e.g., Bluetooth data.
- Encourage media partners to become better educated on how to talk about roadway safety and crashes, e.g., eliminating the term accident and replacing it with crash.
- Coordinate with media partners to ensure the timing of social media and reporting is respectful of a crash incident, the victims, and their families.
- Coordinate with navigation routing services (e.g., Waze, Google, etc.) to provide government data for safe re-routing in response to major crash events.
- Utilize Variable Message Signs to alert drivers of potential routing changes to avoid secondary crash events.

- Ensure that informational materials and resources are available in multiple languages and formats.
- Streamline roadway safety concern submissions through a centralized database that can respond to community traffic safety concerns in a timely manner.





## Action Plan Emphasis Areas

The following are topics and actions that have been identified as priorities for implementing the Commitment to Zero Action Plan.

### Developing a Culture of Safety

A commitment to zero deaths and serious injuries requires a change and shift in culture, both within transportation agencies and other organizations as well as within communities. Everyone must accept that deaths are unacceptable and preventable.

Achieving the goal of zero deaths and serious injuries requires a major commitment from not just the TPO, but from all its partner agencies. Actions identified in this Plan that demonstrate institutional change will help the region achieve its goal of eliminating KSI crashes. These institutional commitments can influence support of the Commitment to Zero effort and actions to eliminate traffic-related deaths and serious injuries. Public support and buy-in will be necessary to implement many of the actions listed in this Plan, but working together, the TPO and its partners can be confident that significant changes can and will take place.



## Speed Management

Speed is a fundamental predictor of crash survival. Without protection of an automobile, the human body has limited tolerance for speeds higher than 20 mph. Speed is an even bigger factor for non-motorized users. To preserve human life, the transportation system should be designed for reasonable and survivable speeds. Speed directly contributes to crash severity in four primary ways:

- Drivers traveling at higher speeds have a narrower field of vision.
- Drivers traveling at higher speeds travel further before they can react.
- Vehicles traveling at higher speeds have longer braking distances.
- Crashes at higher speeds are more forceful and more likely to cause death or serious injury.

As earlier noted, 81% of traffic-related deaths in Marion County occurred on roadways with a posted speed limit of 45 mph or higher. The Action Plan recognizes that speed is a fundamental predictor of crash survival, no matter how one chooses to travel. Crashes may be the result of mistakes or other outside factors, but deaths and serious injuries can be prevented if driving speeds are managed.





## Non-Motorized Users

If streets are designed to meet the needs of the most vulnerable users (people walking and riding bicycles), they will be safer for everyone. It has been well-documented that people walking and riding a bicycle, especially those who are young or old, are more likely to be seriously injured or killed in a crash. Although people walking and biking are involved in a small percentage of total crashes, they represent a disproportionately large percentage of those killed in crashes.

## Run-Off-Road Crashes

There are many factors that contribute to a vehicle leaving a roadway, speed, distraction, impairment, lighting conditions, roadway surface conditions, and roadway edge or shoulder conditions that don't allow for driver error are all factors that contribute to run-off-road crashes. 23% of the traffic-related deaths in Marion County were the result of a vehicle leaving the roadway. Working together to advance roadway designs that are more forgiving to driver error or provide visual and audible cues to the driver either through the physical environment (e.g., rumble strips) or through vehicle technology have potential to help mitigate run off road crashes, especially when combined with other strategies like lighting enhancements and speed management.



## Intersection Operations

Intersections, by design, have higher opportunities for conflict and collisions with the number of vehicles and other users crossing paths and making complex maneuvers. Identifying opportunities that limit conflicts between vehicles and vehicles and other users can help reduce the severity and overall number of crashes at intersection locations. Exploring opportunities for geometric improvements and innovative intersection designs should become part of the regular project review process.





## Performance Measures

Evaluating and measuring progress over time is critical to understanding if the Ocala Marion region is moving towards its goal of zero traffic-related deaths and serious injuries. Tracking progress also provides insight into what is working well and what could be done better in the future. As with the strategies, performance measures should evolve to reflect successes and highlight continued and new needs. While the goal is zero deaths and serious injuries, the following measures serve as key indicators of progress towards implementation of the Action Plan and achieving the goal.



### Data

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- Total traffic-related deaths and serious injuries.
- The number of traffic-related deaths and serious injuries by crash type.
- The number of traffic-related deaths and serious injuries by crash factors, e.g., roadway type, posted speed limit, lighting condition, impairment, distraction, etc.
- Incorporation of equity measures in crash data analysis and transportation project decision-making.
- Progress towards coordination with public health officials on obtaining data to enhance crash and crash severity reporting.
- Average crash response and clearance times.
- Percentage of traffic stops based on contributing crash factors, i.e., speed, aggressive behavior, distracted driving, impaired driving, seatbelt, etc.



### Engagement

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- Level of participation in engagement activities in historically underserved communities.
- The number of community members reached by Commitment to Zero engagement activities.
- Number of neighborhoods/communities visited.
- Activity related to online and social media posts about Commitment to Zero.
- The number of Commitment to Zero and safety-focused events held.
- The number of safety demonstrations and pop-up events provided.
- The number of schools visited or spoken to about Commitment to Zero.
- Progress on developing and implementing a public awareness campaign.
- The number and type of agency and community members represented in Commitment to Zero working groups or similar activities.



## Engineering/Planning

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- The number of safety improvements completed in communities identified as environmental justice areas.
- The number of Commitment to Zero training sessions held with local agency staff.
- The number of safety-focused projects implemented, miles of streets and intersections receiving safety treatments.
- Total number and percentage of street reconstruction projects with multimodal safety needs and improvements made to address those needs.
- The number of completed RSAs and safety assessments.
- The number of roadway miles and intersections where lighting was enhanced.
- The number of speed management studies completed.
- The number of roadway miles where posted speed limits were reduced.
- The number of new/enhanced sidewalk miles installed/completed.
- The number of dedicated bicycle facility miles installed.
- Local policy changes to support and advance Commitment to Zero.
- The number of local governments that adopt Commitment to Zero or a similar Vision Zero approach.
- The number of law enforcement training sessions conducted.
- The number/percentage of intersections enhanced to include priority pre-emption signal technology.
- Progress towards advancing identified legislative priorities.

## Conclusion – Working Together

Commitment to Zero requires a comprehensive and collaborative approach to succeed. Solutions to the fatal and serious injury crashes in Ocala/Marion County will not be achieved overnight and will require steadfast determination and perseverance.

The Commitment to Zero Safety Action Plan is intended to be a living document that will grow and change as initiatives and projects are completed, new types of interventions are explored, and objectives are refined to reflect outcomes and data. The Ocala/Marion community must remain fully engaged with policies and procedures that reflect a Commitment to Zero. As the the community moves forward, we will see the components of the Action Plan lead to the further development of a transportation system that reflects and prioritizes the well-being, health, and lives of the citizens and visitors to the region.







To stay engaged with the Commitment to Zero Action Plan and ongoing community activities, please visit the TPO's Safety Action Plan webpage and follow the TPO on social media.



<https://ocalamariontpo.org/safety-plan>

Commitment to Zero Webpage



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