

Safe Streets Pinellas Strategies

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Safe Streets Pinellas Strategies

The Safe Streets Pinellas Action Plan was developed in consultation with the Task Force and is intended to be implemented in concert with countermeasures to create a systemic, data-driven approach to Vision Zero. Some of these actions require partnerships and collaboration across City/County departments, with local organizations, and with the public to be successful. Actions have been developed in six categories around the core elements of Vision Zero using a systemic approach. Several strategies

have been identified in each category in addition to the party responsible for leading the action and supporting agencies. A timeline for implementation is provided, as well as performance metrics. It is intended for these actions to be periodically revisited, and actions that have been successful could be expanded; actions that have not been successful would be eliminated and replaced with other strategies. As conditions and strategies evolve, the Action Plan and supporting elements will as well.



Action Plan Elements



Safe Streets Program Establishing a Safe Streets program provides a mechanism to advance Vision Zero beyond one project, an individual staff person, or an individual elected official. The Safe Streets program calls for formation of a Safe Streets Working Group that will be responsible for advancing the remaining actions and continue efforts to work toward zero in perpetuity.



Legislation Legislative changes are needed to move toward Vision Zero. While Forward Pinellas does not have the ability to lobby the state government for change, there are opportunities to support the efforts of others, and propose ideas through local representatives, such as increasing funding streams for safety projects and actions that allows funds to be directly received by local governments.



Education Different educational strategies are identified for Pinellas County populations, including the general public, local agency staff, law enforcement, and schools. Each group requires varying and on-going educational materials to help build agency capacity and critical levels of public support.



Funding Without funding, nothing is accomplished. Forward Pinellas has a Complete Streets grant program that provides up to \$100,000 for planning and \$1,000,000 in construction costs. Forward Pinellas has also set aside funding to support implementation of actions identified in this plan, including staff time to support efforts and on-going programs. One source of funding for safety programs is the Highway Safety Improvement Program (HSIP). Applying for grants can be a large effort for local governments and Forward Pinellas can help streamline efforts by having readily available data, sample applications, and other support to elevate the chance of securing HSIP funding for projects in Pinellas County.



Data Collection, Monitoring and Analysis

Forward Pinellas maintains a crash database management system and routinely provides summary information to partner agencies. Part of this strategy would be to perform routine collision analysis, make data more accessible to the public and decision-makers, and investigate how currently collected data can be combined with other sources of data, such as hospital records, to make sure key data sets are being used to make more accurate decisions. This is especially important to ensure equity goals are met, given the potential underreporting of collision data.

Some actions also include partnering with local law enforcement agencies to provide best practice training on collision reporting, since a review of the collision data reveals inconsistencies in how data are reported by different officers, as well as inconsistent data within a collision record, such as when a collision is noted as occurring in daylight conditions, when the time of collision and time of year suggests it may have occurred in the dark. The goal here is not to add to law enforcement's workload but provide additional resources to improve the data so the most appropriate countermeasure can be implemented to reduce collisions. By periodically conducting detailed analysis, updating maps, and providing progress updates, Forward Pinellas can keep the Vision Zero effort front of mind for the community and maintain project momentum.



Street and Roadway Design Street design standards play a large role in the ability of local governments to implement roadway projects that advance Vision Zero. For example, in the design of roadway facilities, a design speed of 10 miles per hour over the posted speed limit is typically used to accommodate drivers that may be speeding. However, this practice encourages and accommodates drivers speeding as the roadway is designed for higher speeds. Providing local agencies with resources to develop context-sensitive design solutions which improve safety outcomes is critical to achieving Vision Zero.

This strategy is different from specific engineering countermeasures in the previous section, like a lane elimination, or crosswalk enhancements. This strategy would inform overall design guidelines that specify general design parameters, such as lane widths.



The Action Plan

Safe Streets Program

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Establish a Safe Streets Working Group, expanding on the Task Force, that will share updates on crash data, resources, current activities, policy evolution, funding opportunities, equity data, traffic safety performance, emerging issues, and other information. Allied Organizations will be invited to participate in the Safe Streets Working Group, including but not limited to public health, social services, economic development, homelessness, the faith community, and other community-based organizations.

Partners

Forward Pinellas, Member Governments, Allied Organizations

Timeline

Within three months of plan adoption

Performance Measures

Meet quarterly; Numerical (#) safety goals making progress

2

Encourage adoption of Vision Zero locally at the member government level, and provide resources to assist, such as sample comprehensive plan policies and/or resolutions.

Partners

Member Governments, Forward Pinellas

Timeline

Begin within three months of plan adoption, and on an as-needed basis

Performance Measures

Number of local governments that formally adopt Vision Zero

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Reach out to established victim support networks¹⁶ to determine steps for the creation of a network in Pinellas County; investigate if there are barriers to the establishment of a support network in Pinellas County.

Partners

Forward Pinellas

Timeline

Within one year of plan adoption

Performance Measures

Progress made toward the establishment of a support network

¹⁶ For example, <https://www.transalt.org/familiesforsafestreets>.



Data Collection, Monitoring & Analysis

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Conduct and prepare annual crash analysis, including preparing crash profiles and comparison of various time periods to better identify trends and progress toward Vision Zero. Analysis should layer available demographic and environmental justice data. Periodically update the HIN and Action Plan to reflect progress being made or develop new strategies if current actions are not achieving desired results.

Partners

Forward Pinellas

Timeline

Annual (review progress),
Five Years (Major Plan Update)

Performance Measures

Report to the Forward Pinellas Board on safety improvements constructed on an annual basis, and progress toward Vision Zero; Reduction in KSIs from prior year

5

Partner with local law enforcement agencies and healthcare providers to provide collision reporting and crash-related injury coding best practices to improve value of data analysis, emphasizing data collection on speed, impairment, distractions and use of emerging mobility options like e-scooters and ride sharing at KSI crash locations. Hospital data could be used to determine extent of underreporting of traffic collisions that result in a KSI.

Partners

Forward Pinellas, FDOT, Local Law Enforcement, FHP, Public Health Department, Healthcare Providers and Collaboratives

Timeline

Within two years of plan adoption

Performance Measures

Number of training sessions held with Law Enforcement and Public Health, and incorporation of additional data into crash analysis



Data Collection, Monitoring & Analysis

6

Work with the Public Health Department to determine how hospital data could be obtained to develop more comprehensive collision records. As Hospital Data becomes available, incorporate into the Safe Streets database and Safe Streets Program objectives to develop performance measures tied to health equity outcomes.

Partners

Public Health Department, Healthcare Providers and Collaboratives, Forward Pinellas

Timeline

Within two years of plan adoption

Performance Measures

Incorporation of Public Health Data in collision analytics

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Leverage technology to better understand core collision factors, including collecting automated speed data, and conducting near-miss analysis at hot spots on the High-Injury Network. Develop and maintain database.

Partners

Forward Pinellas, FDOT, Member Agencies

Timeline

Within one year of plan adoption

Performance Measures

Conduct at least one near-miss assessment and collect speed data at ten locations annually



Education

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Maintain Safe Streets Pinellas media kit. As a part of the media kit, provide information and resources and offer educational opportunities to media outlets and to member governments about Vision Zero to promote consistent messaging and crash reporting language. As collision updates are developed, and partner agencies adopt Vision Zero locally, promote achievements, as well as work that continues.

Partners

Forward Pinellas, Local Governments, FDOT

Timeline

Ongoing

Performance Measures

Number of safety focused news articles, reduction in the use of the word “accident” in the reporting of collisions, number of transportation safety related social media posts

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Work with FDOT and other local and regional agencies to share and promote educational resources and strategies, including training aimed at fleet drivers in the community such as bus drivers, truck drivers, and taxi drivers. Action could include participating in regional Safe Streets Summits, Safe Streets Pinellas updates at Member Agency meetings, coordinating changeable message signs with safety messages throughout the region, and community engagement events.

Partners

Forward Pinellas, FDOT, Local Governments, Regional Agencies, Community Groups, Bike/Walk Tampa Bay or similar groups

Timeline

Ongoing. Coordinate with Safe Streets Working Group activities

Performance Measures

Number of events held; number of participants at events; level of engagement at events



Education

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Collaborate with the public school district and interested charter and private schools to provide additional transportation safety resources, and targeted engagement for middle and high school students, with a focus on empowering youth leadership to promote safe transportation in their own school communities, prioritizing Communities of Concern.

Partners

Pinellas County Schools, Forward Pinellas, STEPS Committee, School Transportation Safety Committee

Timeline

Ongoing. Coordinate with Safe Streets Working Group activities

Performance Measures

Number of Safe Routes to School projects implemented around the HIN or hot-spot locations

11

Facilitate a police department Working Group on High-Injury Network, crash profiles, contributing violations and behaviors, and equity and empathy.

Partners

CTST, FHP, Forward Pinellas

Timeline

Within one year of plan adoption

Performance Measures

Number of meetings held; Share of law enforcement officers participating in training events



Street and Roadway Design

12

Collaborate with Pinellas County and other local agencies to develop model Safe Street Design guidelines, policies, and resolutions for the Forward Pinellas region addressing safety-related aspects of street design, incorporating Vision Zero and Safe Systems design principles, and including guidance for establishing safe design controls (e.g., establishing a safe design speed).

Develop and implement Vision Zero training aimed at local agency staff and elected officials to help encourage adoption and incorporation of core elements within City programs and processes.

Partners

Forward Pinellas, Local Governments, FDOT

Timeline

Start guideline development within one year of plan adoption

Performance Measures

Implementation of new design standards and monitoring of use; Checklist maintained by MPO

13

Provide feedback to FDOT on routine updates of FDOT Design Manual and other design-related documents to support context-sensitive safety design solutions.

Partners

Forward Pinellas, FDOT

Timeline

Annual basis

Performance Measures

If feedback is provided; Evolution of FDOT Design Manual

14

Conduct safety demonstration/pilot projects to test innovative safety interventions and implement quick build projects.

Partners

Forward Pinellas, Local Governments, FDOT

Timeline

At least one demonstration project per year

Performance Measures

Number of demonstration projects implemented, including share in Communities of Concern.

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Collaborate with PSTA to conduct a detailed analysis of transit stop locations on the HIN to identify stop locations that could be contributing to collisions, especially involving a vulnerable roadway user.

Partners

Forward Pinellas, PTSA

Timeline

Start analysis within one year of plan adoption

Performance Measures

Preparation of report that identifies potential transit stop improvements



Funding

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Modify Forward Pinellas funding prioritization criteria to prioritize safety projects on the HIN that address key crash profiles, hot spots, or otherwise reduce KSI crashes; evaluate effectiveness of current funding criteria.

Partners

Forward Pinellas

Timeline

Completed; Action included in plan to measure progress

Performance Measures

Percent of available funding awarded to projects on HIN

17

Modify Forward Pinellas funding criteria to prioritize safety projects within Communities of Concern.

Partners

Forward Pinellas

Timeline

Completed; Action included in plan to measure progress

Performance Measures

Percent of available funding awarded to projects in Communities of Concern

18

Provide grant writing support to member governments for safety-related funding, such as HSIP.

Partners

Forward Pinellas

Timeline

Within one year of plan adoption

Performance Measures

Develop list of transportation safety-related grant funding opportunities for jurisdictions in Pinellas County, and share resources



Legislation

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Support legislation to increase funding available for safety projects and to establish a reliable, dedicated funding stream that allows funds to be directly received by local governments.

Partners

Forward Pinellas, Local Governments

Timeline

Within one year of plan adoption

Performance Measures

Number of additional funding streams identified for safety projects in Pinellas County

20

Through the implementation of other Safe Streets actions, identify potential legislative barriers to achieving better safety outcomes, and identify steps to reduce or eliminate.

Partners

Forward Pinellas

Timeline

As needed

Performance Measures

Report back to Working Group the status of legislation that supports/ impedes Vision Zero, and bring to the attention of Allied Organizations that lead legislative change

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Support legislation that allows for deployment of safety devices, like RRFBs, and oppose legislation that prevents the deployment of safety devices, or piloting new safety devices through active participation in the Metropolitan Planning Organization Advisory Council (MPOAC).

Partners

Forward Pinellas, Local Governments, MPOAC

Timeline

Forward Pinellas staff attend quarterly meetings

Performance Measures

Number of meetings attended; Report back to Working Group the status of legislation that supports/impedes Vision Zero

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Evaluate use of remote speed enforcement for select locations on the HIN, in concert with education to emphasize the purpose is KSI crash reduction, not revenue generation.

Partners

CTST, FHP, Forward Pinellas, MPOAC

Timeline

Annually

Performance Measures

Report to Working Group the status of remote enforcement in Florida



How Local Governments Can Stay Engaged

Forward Pinellas has made a Vision Zero commitment and is dedicated to the action initiatives detailed in this plan to achieve zero severe injury or fatal collisions by 2045. Local governments can use Forward Pinellas as a resource and participate in the future of Vision Zero in the region by:

- **Participating in the Safe Streets Pinellas Working Group**
Local governments can have key representatives join the working group.
- **Participating in Training Opportunities**
Local governments can inform and encourage their staff and residents to participate in training opportunities communicated by Forward Pinellas.

- **Collecting and Sharing Data**
The continuous improvement and availability of crash data and traffic safety information is a priority for Forward Pinellas. Local governments should consult with Forward Pinellas for data questions and assistance understanding and applying the data within the regional High-Injury Network.
- **Applying for Grants**
Using Forward Pinellas as a resource, local governments can track updates on available funding and grants for safety projects and apply for funding for safety projects or programs.
- **Joining the Vision Zero Network**
Local governments can join the Vision Zero Network, become a Vision Zero community and stay involved with evolving research and training on Vision Zero through this national group.

