

MPOAC Noteworthy Practices Working Group

2019

Vision Zero Action Plan for Hillsborough County

General Information

Who

Gena Torres, Executive Planner. torresg@plancom.org (813) 273-3774 x357

What

A Vision Zero Action Plan for Hillsborough County aimed at reducing the number of people hurt and killed by traffic violence to zero.

When

The Vision Zero Action Plan was drafted collaboratively August 2016-December 2017, and action steps are now being implemented and comprehensively monitored.

Where

Hillsborough County, including the cities of Tampa, Temple Terrace, Plant City, and many unincorporated area communities.

How

Support from the MPO Board to spearhead developing a Vision Zero Action Plan and formation of a coalition of businesses, advocates, agencies, citizens dedicated to participating in quick, low or no cost strategies to reduce injuries and fatalities on our roadways.

Highlights

When the Hillsborough MPO agreed to create a Vision Zero Action Plan, no other MPO had done so in the country. The existing Vision Zero programs had been spearheaded by a champion mayor who directed their staff to develop and implement Vision Zero. Working with local partners, inside and outside of government, the current Vision Zero Action Plan for Hillsborough demonstrates an effective way to approach safety on our roadways offering strategies that individuals community members can participate in.

Takeaways/What others can learn

Ease in transferring this effort from one MPO to another?

The approach the Hillsborough MPO has taken can easily be followed by other MPO's. We have already been asked by other MPO's to share how we developed the Vision Zero Action Plan and are willing and eager to share with others.

What could have been done differently to improve this effort?

We're continuing to grow the coalition, noting the need to find local leaders in communities of concern, to share that the injuries and deaths on streets in their neighborhoods are unacceptable.

What went wrong? – Lessons learned?

Nothing has gone wrong. The only slight change would be to have backup personnel committed to step in if the main coalition member can no longer participate. One example is that we had a very dedicated and dependable Major in the Sheriff's Department who retired, and finding a similarly interested or available replacement has been challenging.

What went right? – Lessons learned?

Quick successes. Demonstration projects to show examples of strategies in each of the 4 action tracks helped the community see how everyone could be involved and how easy it could be to enact change.

Key parts of the effort

Speakers bureau, social media, holding events, storytelling.

Level of support needed from Board Members and/or Elected Officials?

The beauty of the Vision Zero initiative is it's a win-win for board members and elected officials. No one can disagree that eliminating injuries and fatalities is worthy and noble. Attending an occasional street mural painting event or joining in a march to honor victims is politically astute and personally satisfying. Other support is needed when the data identifies high crash roadways that staff can be directed to evaluate treatments through speed management, reconfiguration, appropriate crossing distances, etc.

Images

Insert any photos or PDFs of the document produced if available as well as Power Point presentation slides.

[The Vision Zero Action Plan](#)

[Power Point Presentation](#)

[Let Their Voices be Heard Video](#)

Additional photos:





