



2025 NORTH FLORIDA  
**SAFE STREETS  
SUMMIT**

**EMPOWERING  
COLLABORATION**





WELCOME

**Jeff Sheffield**  
North Florida TPO





# SPONSORS



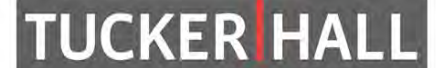
**BLUE ZONES PROJECT®**  
JACKSONVILLE



American Planning Association  
**Florida Chapter**  
First Coast



CITY OF  
**ST AUGUSTINE.**  
EST. 1565







# KEYNOTE PRESENTATION

**John Simmerman**

Active Towns





# CREATING A CULTURE OF ACTIVITY

A vibrant street scene in a European-style town. In the foreground, a woman in a black leather jacket and grey pants is riding a bicycle. Behind her, another woman is riding a bicycle with a basket. To the right, a man in a white blazer and blue shirt is walking. Further right, a woman in a green jacket is walking, and a man in a blue jacket is walking. In the background, there are more people, including a child on a bicycle. The street is lined with buildings, some with awnings and signs. A sign for 'BANH MI' is visible on the left. The overall atmosphere is active and lively.

2025 North FL Safe Streets Summit



# MY JOURNEY

A green bicycle with a black pannier bag and an orange seat is parked on a sidewalk next to a tree. A blue sign with icons for a wheelchair, a person, and a house is visible behind the tree. Another bicycle is parked in the background.

From health promotion to urban design



# MY JOURNEY



Inspire ~ Promote ~ Advocate



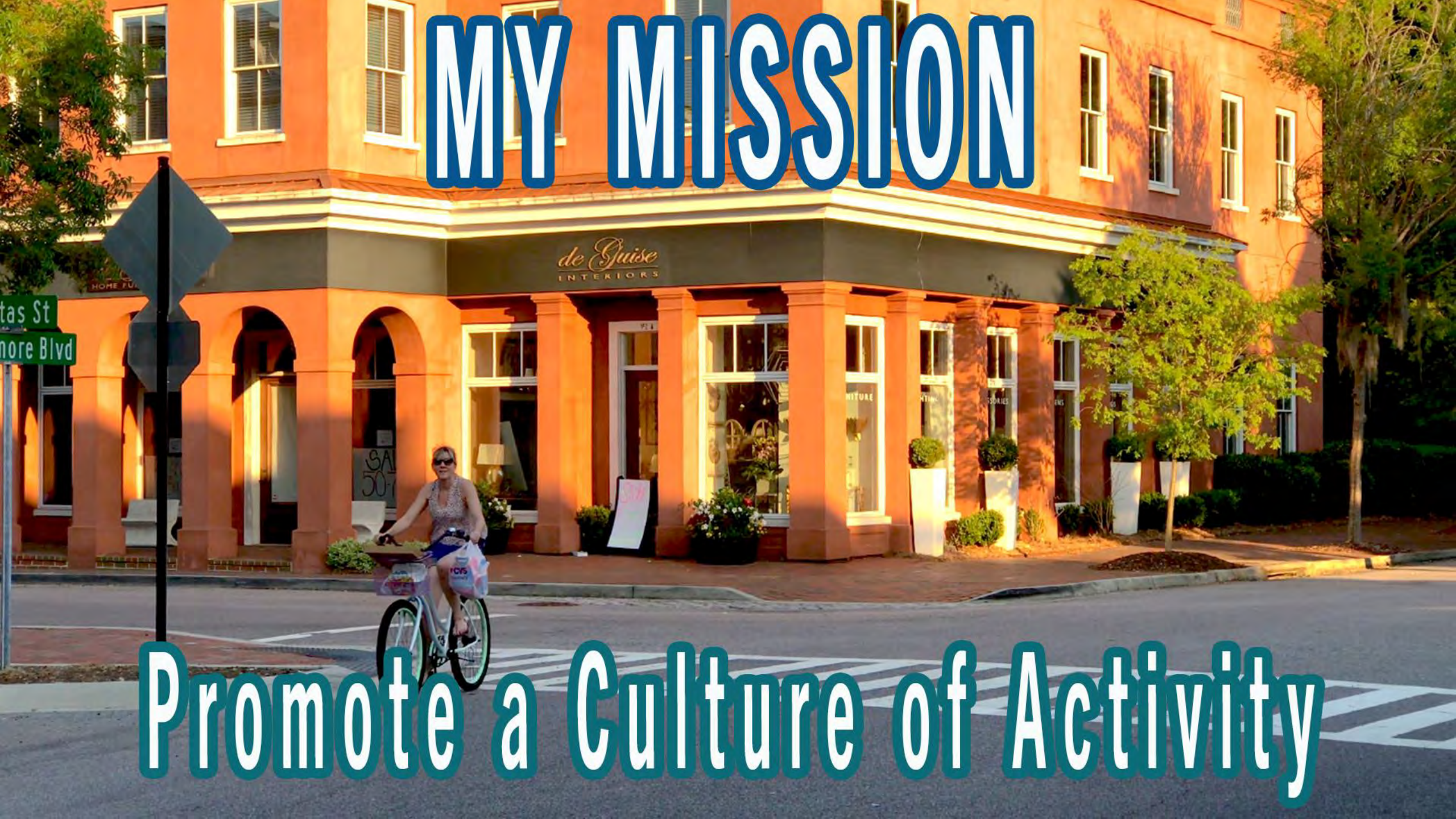
# WHERE YOU CAN FIND ME

ACTIVE  
TOWNS

[activetowns.org](https://activetowns.org) & [youtube.com/activetowns](https://youtube.com/activetowns)



# MY MISSION



Promote a Culture of Activity





**A Culture of Activity Defined**



# TYPES OF ACTIVITY



Exercise or “Working Out”



# TYPES OF ACTIVITY

A photograph showing three cyclists riding on a dirt trail. The cyclist in the foreground is wearing a red shirt and a black helmet. The cyclist in the middle is wearing a green and white jersey with 'CRUCKIN' on it and a red helmet. The cyclist in the background is wearing a black jersey and a white helmet. They are riding on a dirt path that winds through a grassy area. In the background, there are houses, a large building, and mountains under a clear blue sky.

Recreation or Play



# TYPES OF ACTIVITY

A group of about ten hikers is walking along a dirt trail in a vast, open landscape. The terrain is covered in tall, golden-brown grasses and some low-lying shrubs. In the background, there are rolling hills under a clear blue sky. The hikers are dressed in various outdoor gear, including hats, backpacks, and jackets, suggesting a cool or sunny day. The overall scene conveys a sense of active recreation in nature.

Active Hobbies



# TYPES OF ACTIVITY



Meditation in Motion ~ Accessing Nature



# TYPES OF ACTIVITY

Active Mobility





# OUR RELATIONSHIP TO ACTIVITY



It's the most natural thing we can do. Yet...



# OUR RELATIONSHIP TO ACTIVITY

A photograph of a fitness center entrance. In the foreground, a set of stairs leads up to the entrance. Two escalators are visible, one on each side of the stairs. A person in a white tank top and black shorts is walking up the right escalator. Another person in a purple shirt and grey shorts is walking down the right escalator. The building has large windows and a sign that says "FITNESS" above the entrance. There are palm trees in the foreground. The text "OUR RELATIONSHIP TO ACTIVITY" is overlaid at the top in a large, blue, outlined font.

We are hardwired to conserve energy



# OUR RELATIONSHIP TO ACTIVITY



An updated version from TRB in 2024

Photo by Darren Buck





**WE'VE DESIGNED ACTIVITY OUT**

**From little conveniences to "Dis-ease"**



# WE CAN DESIGN FOR ACTIVITY

A photograph of a city street intersection. In the foreground, a cyclist wearing a red shirt and blue shorts is riding a bicycle with a black stroller attached to the back. Another cyclist in a white shirt is riding away in the distance. The street has green-painted crosswalks. In the background, there are multi-story brick buildings, parked cars, and pedestrians. A sign on the left says "NO BICYCLES EXCEPTED".

Activity Assets invite & encourage movement



# ACTIVITY ASSETS: SOFTWARE

Policies ~ Plans ~ Programs



**Bicycle and Pedestrian  
Master Plan Update**



# SOFTWARE ACTIVITY ASSETS



Awareness & Activation Events/Programs



# SOFTWARE ACTIVITY ASSETS

A large group of children and adults are riding bicycles on a street. The children are wearing colorful helmets and some are wearing backpacks. Two adults in the foreground are wearing high-visibility yellow vests. The street is lined with parked cars, and there are trees and bushes in the background. The overall scene suggests a community event or a group ride.

Community Engagement Initiatives



# HARDWARE ACTIVITY ASSETS



Parks



# HARDWARE ACTIVITY ASSETS



Pools



# HARDWARE ACTIVITY ASSETS



Bike Parking



# HARDWARE ACTIVITY ASSETS



Comfort Facilities



# HARDWARE ACTIVITY ASSETS



# Activity Promoting Businesses



# HARDWARE ACTIVITY ASSETS



Greenways ~ Pathways ~ Trails



# HARDWARE ACTIVITY ASSETS



Protected & Separated Bike Lanes



# HARDWARE ACTIVITY ASSETS

A vibrant, sunlit city street scene, likely in Paris, showing a mix of pedestrians, cyclists, and urban infrastructure. The street is lined with trees and buildings, with a prominent cafe on the right. A pedestrian crossing sign and a 20 km/h speed limit sign are visible on the right. The overall atmosphere is one of active, people-oriented urban life.

People-Oriented Streets



# HARDWARE ACTIVITY ASSETS

An aerial photograph of a vibrant pedestrian street. The street is paved with grey and brown tiles and features several young trees with yellow and green foliage. People are walking, sitting at outdoor tables, and a live band is performing. A building on the right has a sign for 'Kabuki' and a '306' address. The overall atmosphere is lively and community-oriented.

People-Oriented Streets



# ACTIVE TOWNS ARE...

## Walkable





# ACTIVE TOWNS ARE...

## Bikeable





# ACTIVE TOWNS ARE...

Memorable ~ Whimsical ~ Fun





# ACTIVE TOWNS ARE...

## Sociable for everyone





# ACTIVE TOWNS ARE...

# Lovable





# ACTIVE TOWNS ARE...

Desirable ~ Livable ~ Successful





# PRIORITIZE ACTIVE MOBILITY

A woman wearing a grey helmet, sunglasses, a white t-shirt with 'WORLD TRIP' and 'LOWIE' printed on it, and a black backpack is riding a teal bicycle on a city street. She is in the center of the frame, moving towards the camera. The background shows a city street with parked cars, a traffic light, and buildings under a clear blue sky. In the foreground on the left, the front wheel and basket of another bicycle are visible.

Design ~ Build ~ Maintain



# INTEGRATE ACTIVE MOBILITY

# Safe School Street Transformations





# FREEDOM LANES



Leaning in on mobility choice



# LEVERAGE EXISTING RESOURCES



Network Opportunities



# BUILD A LEGACY OF MOVEMENT

A photograph of a city scene at dusk or dawn. In the foreground, a woman in a purple tank top and black leggings is walking a black dog on a leash. To her right, a man with a backpack is riding a bicycle. Further right, another man is jogging. In the background, a bridge with a sign that reads "NEW JERSEY STYLE KUNG FU BRIDGE" spans across a body of water. The city skyline with various skyscrapers is visible in the distance under a clear sky.

Bold Projects & Policies





# BUILD A LEGACY OF MOVEMENT

## Bold Projects & Policies



# IF WE BUILD IT, WILL THEY COME?



## Yes, if...





# ENGAGING ALL AGES & ABILITIES

Photo by Chris Bruntlett



# ALL AGES & ABILITIES



Welcoming for all abilities



# CREATURES OF HABIT

Comfort & Convenience





# REDUCING FRICTION



An invitation, not a dare



# REDUCING FRICTION

A scenic landscape featuring a winding concrete path that curves along a grassy bank next to a large body of water. The sky is filled with the warm, orange and yellow hues of a sunset or sunrise. On the left, a large, mature tree with thick branches frames the scene. Several palm trees are planted along the path, and the water reflects the colors of the sky.

An invitation, not a dare



# REDUCING FRICTION

A child wearing a dark winter jacket and a black helmet is riding a bicycle on a snow-covered path. The path is flanked by wooden fences and snow-covered bushes. In the background, a car is visible on a road. The scene is brightly lit, suggesting a sunny day.

“Bad” Weather



# REDUCING FRICTION

Getting a boost from e-assist





# REDUCING FRICTION

Bridging Barriers





# REDUCING FRICTION



Bridging Barriers



A scenic view of a paved road and a paved path leading through a green field under a blue sky with clouds. The road is on the left, and the path is on the right. There are trees on both sides of the road and path. The sky is blue with some white clouds. The overall scene is bright and sunny.

# REDUCING FRICTION

## Connecting Communities



# REDUCING FRICTION

Connecting Communities



# REDUCING FRICTION



Design for People at Human Scale



# NOT A WAR ON CARS

Mobility independence for everyone





# SAFE STREETS PARADOX

A photograph of two cyclists riding on a modern urban street. The cyclist on the left is wearing a blue t-shirt and khaki shorts, riding a black road bike. The cyclist on the right is wearing a red and blue cycling jersey and black shorts, riding a blue bicycle. The street features landscaped medians with green plants and a brick building in the background. A sign for 'thestrand apartments' is visible on the right.

Designs that encourage slower speeds



# SAFETY IN NUMBERS

A photograph of a busy urban street with many cyclists and pedestrians. In the foreground, a man in a blue beanie and camouflage jacket rides a bicycle towards the camera. Behind him, several other cyclists are riding in the same direction. On the right side of the street, a woman in a purple jacket is pushing a stroller with two children. A blue delivery van is parked on the right. The street is lined with brick buildings and parked cars. A pedestrian is walking on the sidewalk on the left. The overall scene depicts a high density of people using the street, which is a key factor in the 'Safety in Numbers' concept.

Everyone Benefits ~ School Street



# NOW IT'S YOUR TURN



# Food for thought for the panel sessions



**ACTIVE  
TOWNS**

**THANK YOU!**

**ACTIVE  
TOWNS  
PODCAST**



**activetowns.org ~ youtube.com/activetowns**

**Bluesky @activetowns ~ LinkedIn johndsimmerman**





2025 NORTH FLORIDA  
SAFE STREETS  
SUMMIT

**BREAK**

EMPOWERING COLLABORATION





# LOCAL PANEL



**Beth Carson**  
Clay County



**Robert Companion**  
Nassau County



**David Tyler**  
FDOT



**Matt Fall**  
City of  
Jacksonville



**Reuben Franklin**  
City of St. Augustine





2025 NORTH FLORIDA  
SAFE STREETS  
SUMMIT

**BREAK**

EMPOWERING COLLABORATION





# BEST PRACTICES



**Emily Bush**

Bike/Walk Central Florida



**Jesús Fuentes**

EXP



**Lara Bouck**

MetroPlan Orlando







# Who We Are: Bike/Walk Central Florida



Bike/Walk Central Florida is a 501c3 **NONPROFIT** organization dedicated to **EDUCATING** and **ADVOCATING** to make communities more **WALKABLE, BIKEABLE** and **ROLLABLE**.

We strive towards a connected **EQUITABLE TRANSPORTATION** system that is **SAFE** and **COMFORTABLE** for all.

## *Programs Administrated by BWCF:*







**Best Foot Forward**  
for pedestrian safety

# THE BEST FOOT FORWARD PROGRAM





# One of the Most Dangerous Regions in U.S.



## 2024 Most Deadly Metro Areas in the US

Rank	Metro area	Average ped deaths/100k per year	Rank	Metro area	Average ped deaths/100k per year
1	Memphis, TN-MS-AR	5.14	12(t)	Riverside-San Bernardino-Ontario, CA	3.46
2	Albuquerque, NM	4.83	14	Miami-Fort Lauderdale-Pompano Beach, FL	3.44
3	Tucson, AZ	4.16	15	Jacksonville, FL	3.40
4	Bakersfield, CA	3.99	16	Cape Coral-Fort Myers, FL	3.29
5(t)	Deltona-Daytona Beach-Ormond Beach, FL	3.96	17	North Port-Sarasota-Bradenton, FL	3.27
5(t)	Baton Rouge, LA	3.96	18	Orlando-Kissimmee-Sanford, FL	3.26
7	Fresno, CA	3.89	19	Stockton, CA	3.23
8	Tampa-St. Petersburg-Clearwater, FL	3.75	20	Sacramento-Roseville-Folsom, CA	3.15
9	Charleston-North Charleston, SC	3.66	21(t)	Lakeland-Winter Haven, FL	3.12
10	Little Rock-North Little Rock-Conway, AR	3.63	21(t)	New Orleans-Metairie, LA	3.12
11	Palm Bay-Melbourne-Titusville, FL	3.47	23	Phoenix-Mesa-Chandler, AZ	3.10
12(t)	Columbia, SC	3.46	24	Jackson, MS	2.98

Florida metro areas are ranked among the most dangerous for pedestrians in the nation according to Smart Growth America's Dangerous by Design reports



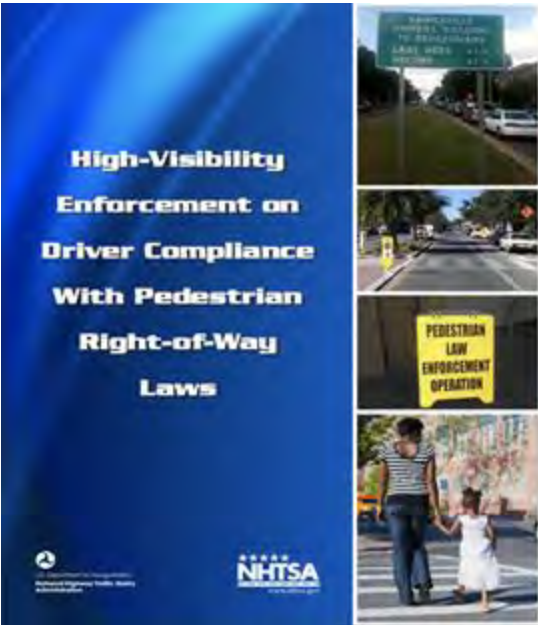
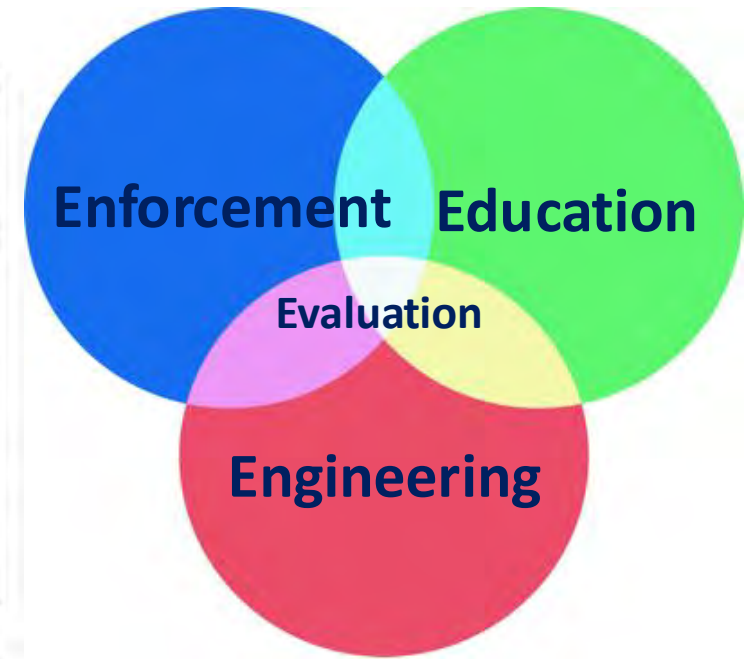
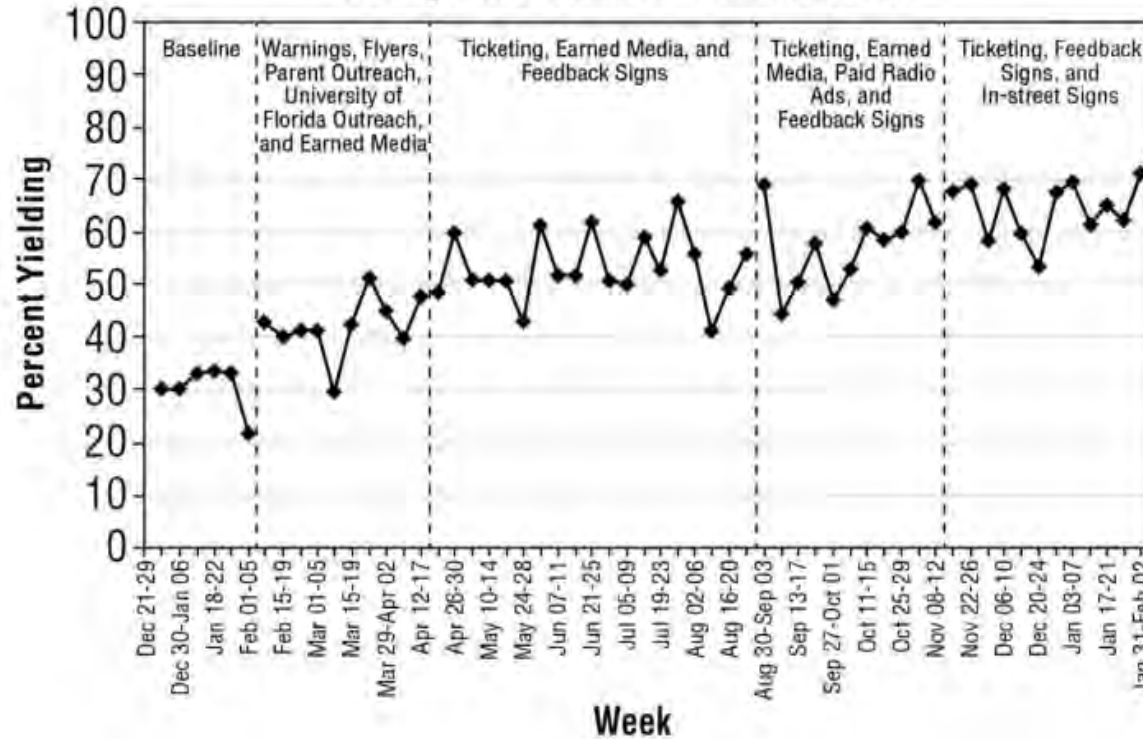


# Changing the Culture of Drivers vs. Walkers



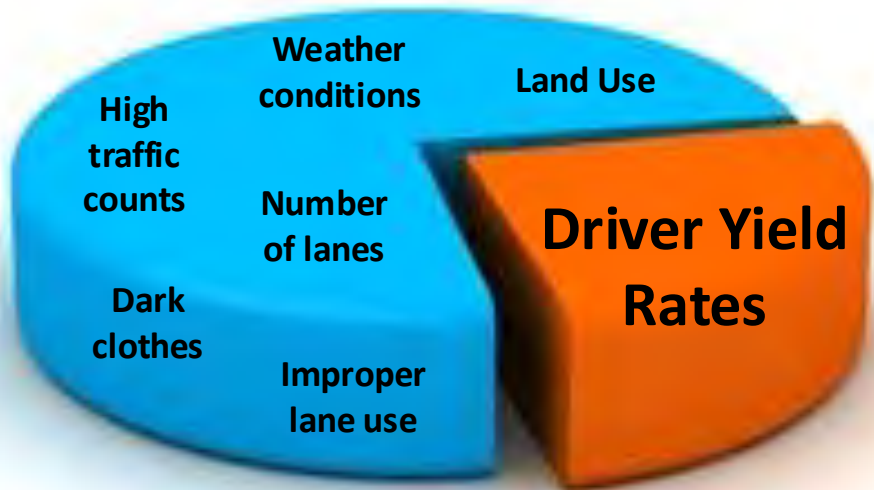
2013 NHSTA Study: Percent of Drivers Yielding to Pedestrians

Averages Across All 6 Enforcement Sites





# Changing the Culture of Drivers vs. Walkers



Focus on one behavior to monitor, measure, & change

## *BFF Program Hypothesis:*

**IF**

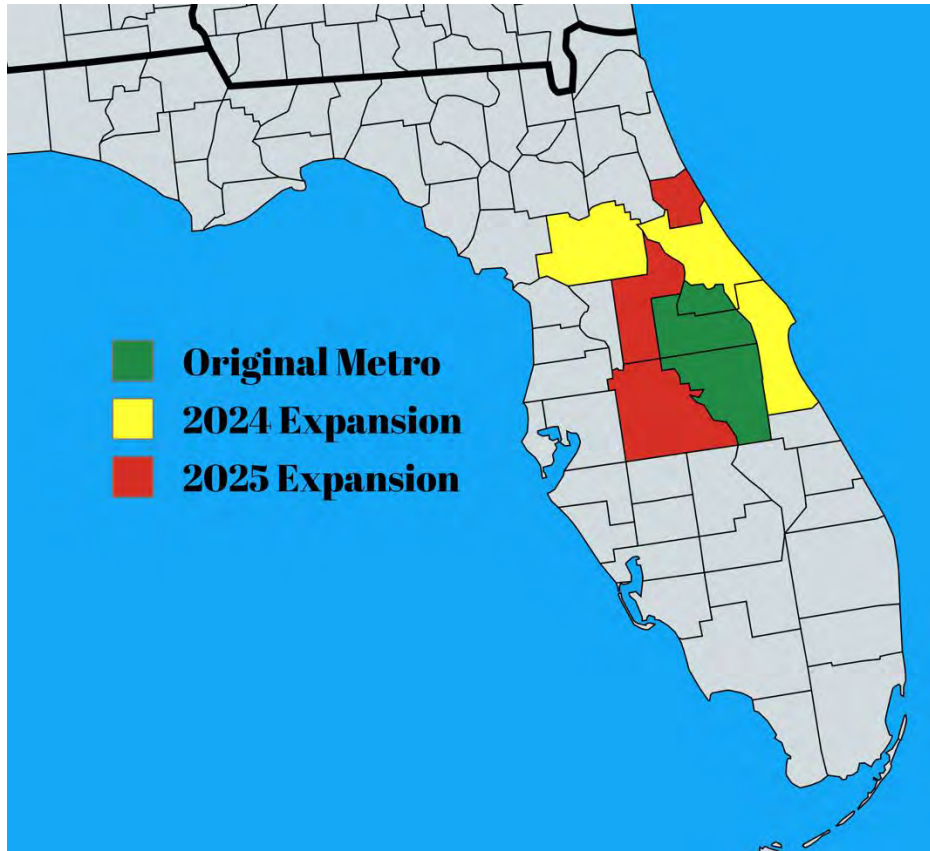
we increase the rate of drivers that stop for pedestrians in crosswalks...

**THEN**

...more pedestrians will cross in crosswalks.



# Growing a Multi-County Footprint



## Best Foot Forward Partners







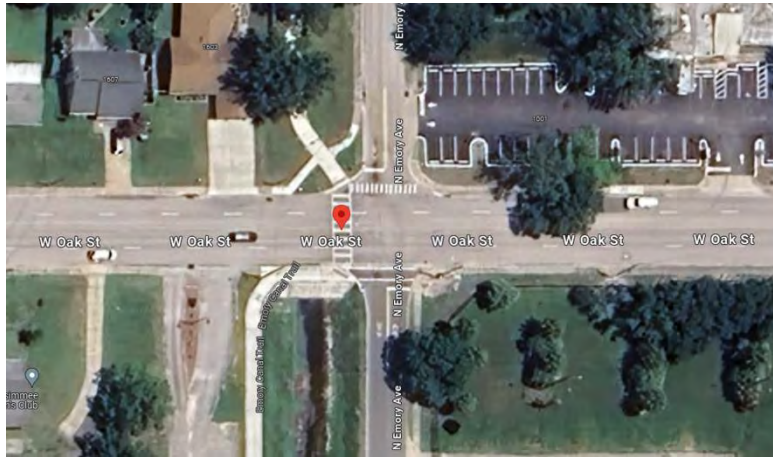
**Best Foot Forward**  
for pedestrian safety

# THE 4-E APPROACH





# Evaluate: Identifying the Crosswalks



- Enforceable
- Planned enhancements or future development
- Speeds under 45 MPH
- Proximity to schools, trails, transit stops, activity centers, etc.
- Located within high injury networks
- Geographically dispersed



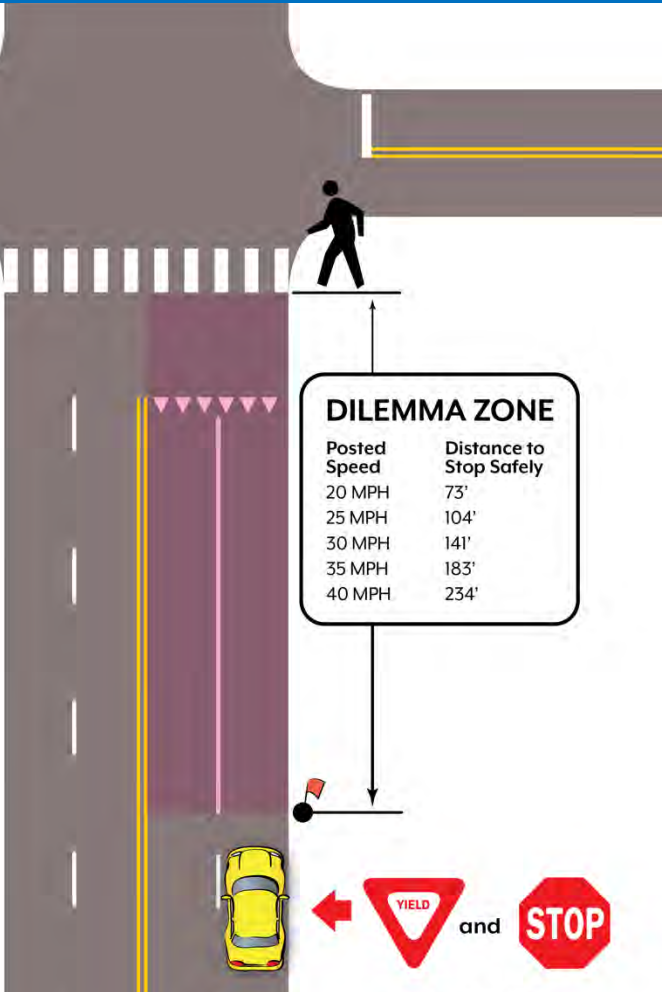


# Evaluate: Collecting Data on Driver Yield Rate



## BFF Data Collectors

- Take **photos** of the crosswalk and record observations
- Set up **flag markers** at a safe stopping distance for drivers
- Conduct **20 staged crossings** at two different times of day
- Return throughout the year to **monitor changes**





# Enforcement: Creating High Visibility



High visibility enforcements are an **evidence-based** way to help educate drivers about Florida's driver yield laws.

## *How we create high visibility:*

- Creating **press releases** and contacting local broadcast, radio, & print **media**
- Inviting **elected officials** to attend
- Posting full list of locations, dates, and times across Central FL on our **website**
- Promoting the operation through **social media** & our **weekly newsletter**



**1000+** media placements  
**22.9 M** viewers reached  
**\$7.4 M** media value  
**9.6 M** social media impressions  
**241 K** social media engagements





# Enforcement: Operation Best Foot Forward



Over a Decade of Operations



6 Participating Counties



20+ Law Enforcement Agencies



700+ Enforcement Details

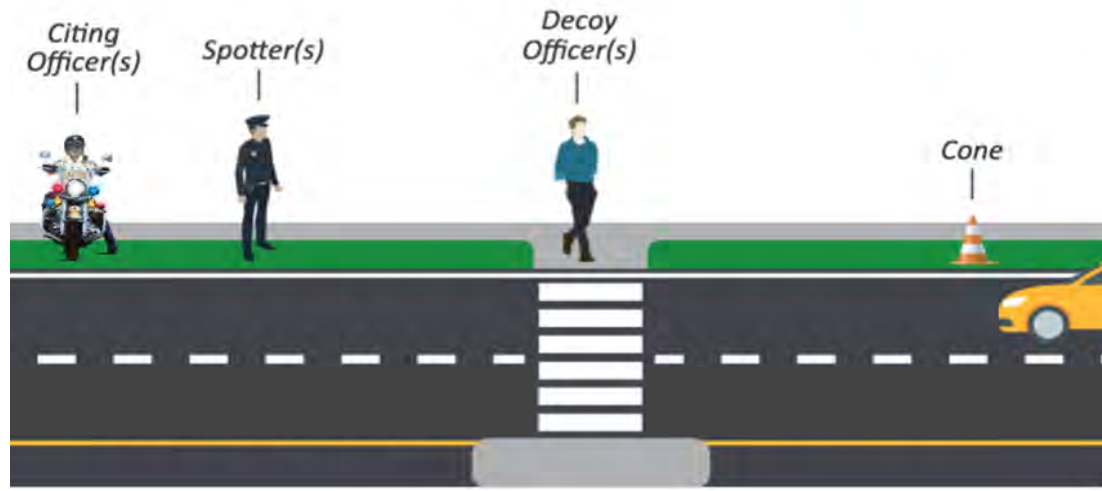


12,000+ Citations and Warnings

\*Through 23.11.30



EXAMPLE OPERATIONS LAYOUT:





# Evaluating the Effect of Enforcement - 2023



## Eagle Circle & Eagle Blvd.

Seminole County Sheriff's Office distributed **24 warnings** and **11 citations** during three 2023 enforcements, improving the driver yield rate from **46%** to **58%**.



February '23 Enforcement



July '23 Enforcement

# Seminole County



# Evaluating the Effect of Enforcement - 2023



## Budinger Ave. & Peghorn Way

St. Cloud Police Department distributed **18 warnings and 8 citations** during three 2023 enforcements, improving the yield rate from **24%** to **57%**.



April '23 Enforcement



July '23 Enforcement

## St. Cloud



# Evaluating the Effect of Enforcement - 2024



**Jason Dwelley**  
**Pkwy & Brush Dr**

Apopka Police Department distributed **15 warnings and citations** during two 2024 enforcements, improving the yield rate from **36%** to **42%**.



**Nov. '24 Enforcement**



**April '24 Enforcement**

## Apopka



# Evaluating the Effect of Enforcement - 2024



## Dean Rd & Timber Oaks Ct.

Orange County Sheriff's Office distributed **78 warnings and citations** during two 2024 enforcements, improving the yield rate from **10%** to **20%**.



Nov. '24 Enforcement



April '24 Enforcement

## Orange County



# Evaluating the Effect of Enforcement - 2023



## W. Oak St. & N. Emory Ave.

Kissimmee Police Department distributed **172 warnings and citations** over a two-year window, improving the yield rate from **16%** to **31%**.



Nov. '23 Enforcement

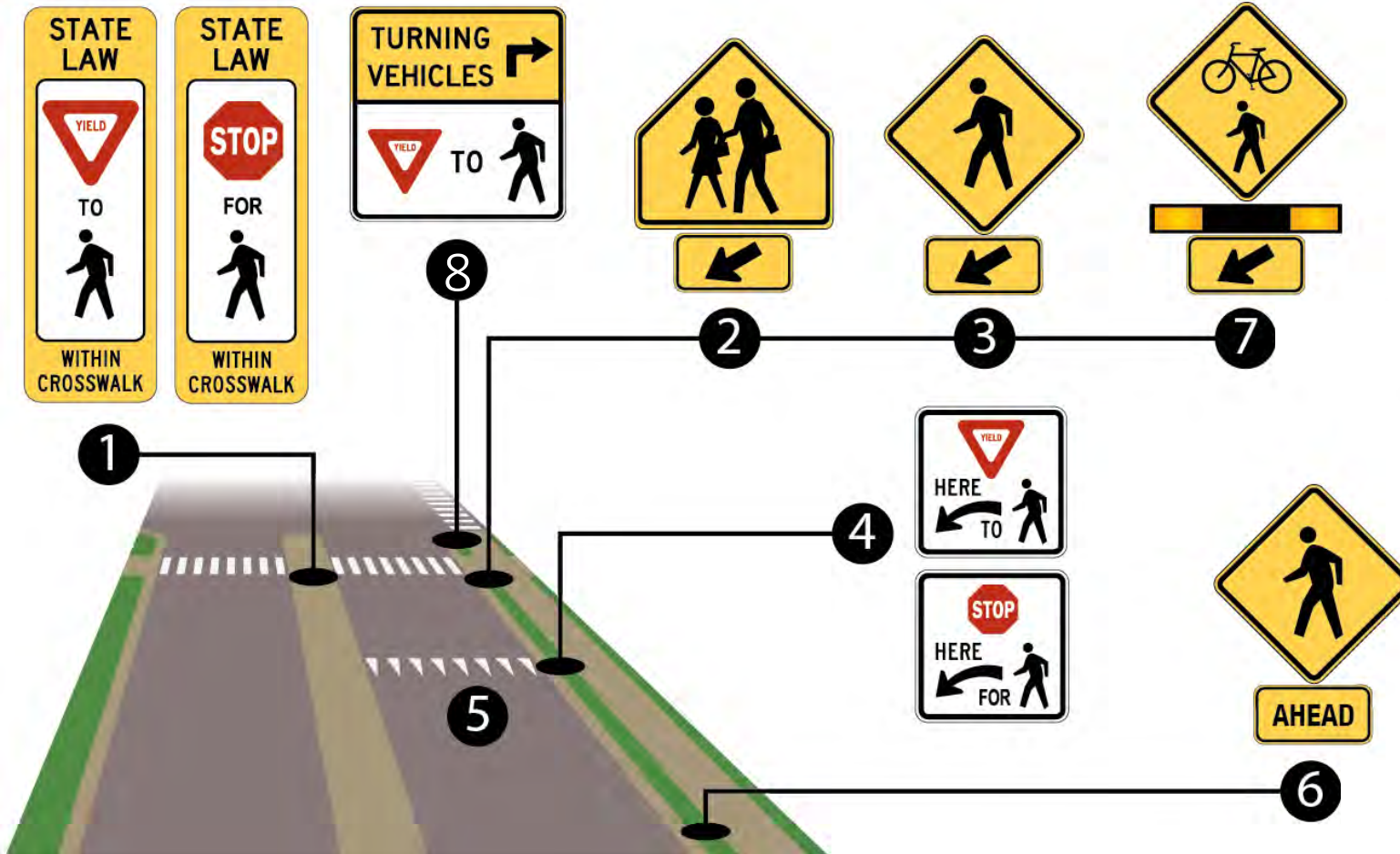


July '24 Enforcement

## Kissimmee



# Engineer: Recommend Countermeasures



## Crosswalk Improvement Plans

- Evaluate existing countermeasures and make recommendations based on guiding documents
- Use our historical data to analyze what has worked at similar crosswalks across the region
- Track the effectiveness of new signage, markings, and signals over time



# Evaluating the Effect of Engineering - 2023



## W. Melody Ln. & S. Cypress Way

City of Casselberry improved the driver yield rate from **36%** to **75%** by adding a center stripe, stop bars, and in-street “State Law: Stop for Peds” vertical signs.



**Before – 36%**



**After – 75%**

# Casselberry



# Evaluating the Effect of Engineering - 2023



## Mill Run Blvd. & Mill Slough Rd.

City of Kissimmee improved the driver yield rate from **26%** to **69%** after installing “Stop Here for Peds” signs, advance yield markings, and a rectangular rapid flashing beacon.



**Before – 26%**



**After – 69%**

## Kissimmee



# Educate: Through Outreach



Sign Waving Campaigns



Pop Up Events



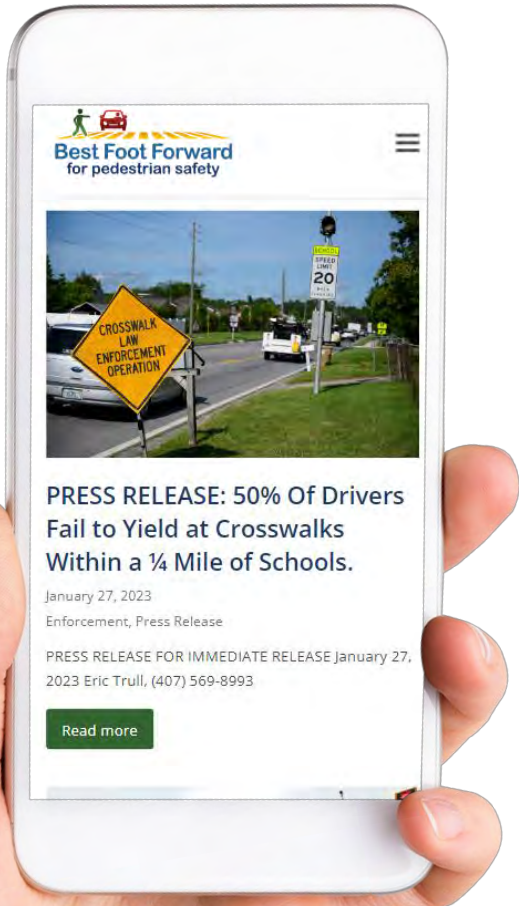
Community Events



Program Presentations



# Educate: Through Digital Channels





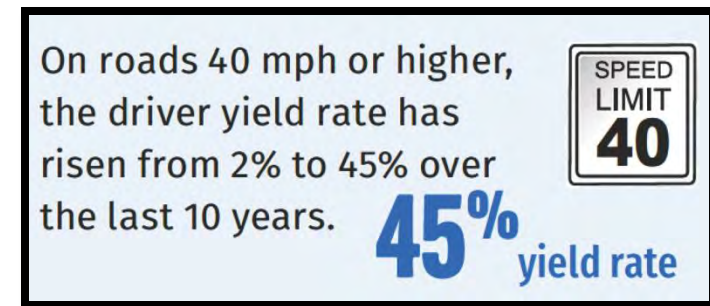
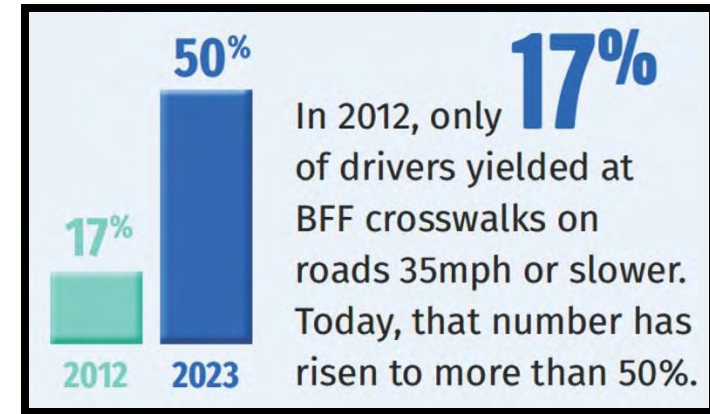


# BFF PROGRAM PROGRESS





# Program Progress to Date (2012-Present)



**12,000+**

TOTAL CITATIONS AND WARNINGS

**700+**

ENFORCEMENT DETAILS

**300+**

MONITORED CROSSWALKS

**800+**

PRESENTATIONS AND EVENTS

Enforcement

Engineering

Education



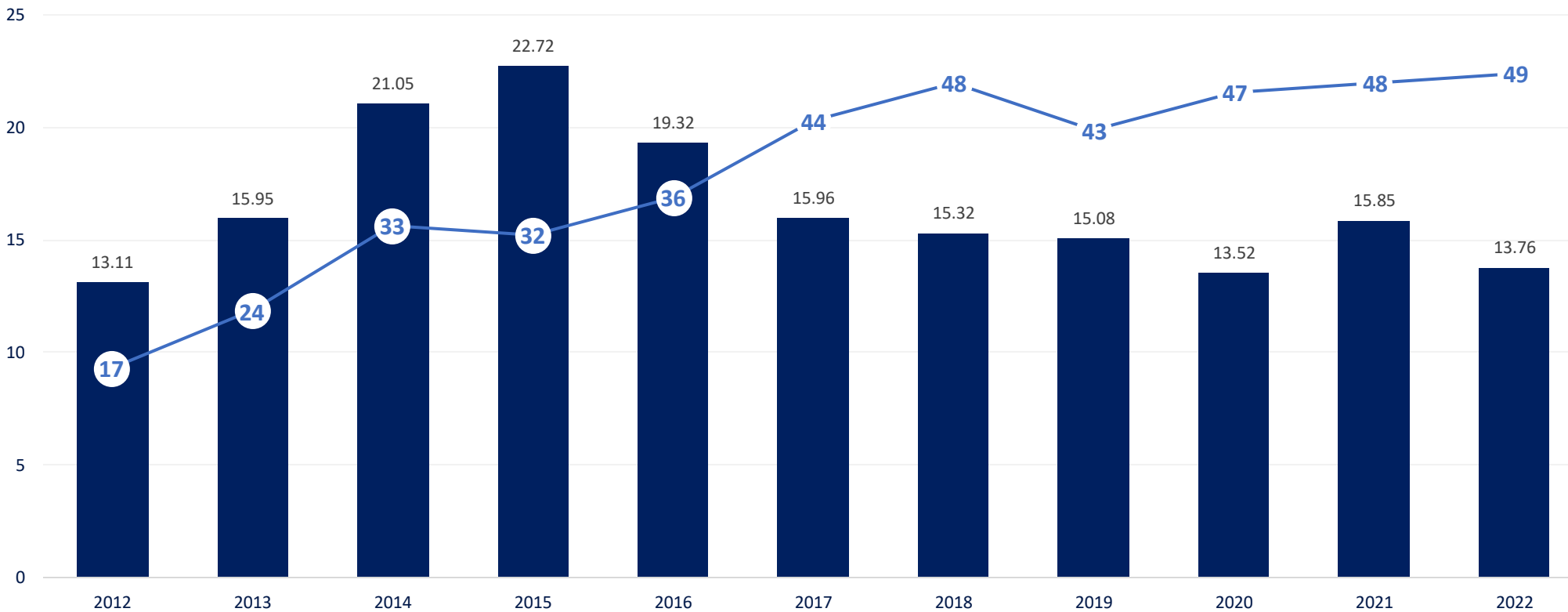
# Tracking Progress: Serious Injuries vs. DYR



## Bike/Ped Deaths & Incapacitating Injuries Per 100,000 Population

3-County Orlando Metro Area, 2012-2022

Sources: Signal Four Analytics, U.S. Census



— Percent of drivers yielding to pedestrians at program crosswalks

■ Bike/Ped Deaths & Incapacitating Injuries per 100,000 People





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**@BestFootCFL**

**Thank you**

**Contact our team  
or visit our social  
media pages and  
websites!**



**@BikeWalkCFL**



# North Florida Safe Streets Summit

BEST PRACTICES

# Using Walking, Biking, or Riding Transit as a Tool for Public Engagement

Unlocking opportunities for a better understanding of cycling, walking, and transit needs.

Jesús Fuentes, PE







**Engage people where they live, work, and gather to ensure that they can contribute from the perspective of a pedestrian, cyclist, or a transit rider.**

Organizing walking and biking audits alongside pop-up bicycle repair stations and bus rides fosters meaningful community engagement, ensuring that diverse voices are heard.



# Benefits of walking, biking, or riding transit as an engagement tool



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## Understanding issues from the perspective of others

Bike tours, walking audits, bus rides, and workshops allow city staff and all stakeholders to experience infrastructure gaps and safety concerns firsthand while fostering real-time dialogue with other road users.

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## Building trust with the community being served

Using walking, biking, or taking transit as an engagement tool builds trust, inclusivity, and empowers the community to shape policies that reflect their experiences, highlighting bicycles and mass transit as both transportation and advocacy tools.

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## Fostering open dialogue in real time

Cycling, walking, or riding mass transit as public engagement provide an opportunity for open dialogue, as participants can share insights in real-time while navigating streets, trails, and intersections or taking the bus.



Pop-up bicycle repair stations at commuter train stations encourage multi-modal travel by supporting first- and last-mile connectivity, boosting cyclists' confidence with on-the-spot repairs.

They engage the community, gather feedback on transportation needs, and promote cycling as a sustainable option, fostering a bike-friendly culture. These stations also enhance transit ridership by encouraging bike-train combinations and serve as cost-effective outreach, strengthening partnerships with local bike shops and advocacy groups.

# Pop-up Bicycle Repair Stations



1





Hosting bus rides to evaluate mass transit services provides firsthand insights into riders' experiences, helping planners identify service gaps, accessibility issues, and opportunities for improvement.

These rides foster direct engagement with the community, gathering valuable feedback on routes, schedules, and amenities while building trust. They also allow decision-makers to experience transit challenges themselves, leading to informed, rider-centered solutions that enhance efficiency, connectivity, and overall satisfaction.



# Bus Rides





Hosting walking audits is an effective way to evaluate pedestrian infrastructure by providing firsthand insights into safety, accessibility, and connectivity issues. These audits engage community members, planners, and stakeholders to identify challenges such as inadequate crossings, sidewalk conditions, or poor lighting.

By walking through neighborhoods, participants can assess the user experience, prioritize improvements, and ensure designs meet diverse needs. Walking audits also foster collaboration, raise awareness of pedestrian needs, and promote data-driven solutions to create safer, more inclusive, and walkable environments.

# Walking Audits



3





Hosting bike rides or audits is a valuable method for evaluating cycling infrastructure, identifying gaps, and addressing safety concerns. These hands-on assessments allow participants, including planners, advocates, and community members, to experience routes firsthand, highlighting issues such as missing connections, unsafe crossings, or inadequate signage.

By riding through the network, stakeholders can better understand the needs of cyclists, prioritize improvements, and gather community input. This collaborative approach not only informs planning but also fosters support for safer, more connected, and user-friendly cycling infrastructure.

# Bike Rides





**Do you  
want to  
be part of  
a bike  
ride  
event?**



**Stay tuned for  
more  
information!**



**QUESTIONS?**



# THANKS!



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# Vision Zero Action Planning: A Regionally Localized Approach

2025 North Florida Safe Streets Summit  
January 23, 2025





# MetroPlan Orlando by the Numbers

**3**  
counties

**22**  
cities

**2.2M**  
people

**75M**  
visitors





# Why Vision Zero?

From 2018-2022:

**325,775**  
total crashes

**9,160**  
serious injuries

**1,477**  
deaths

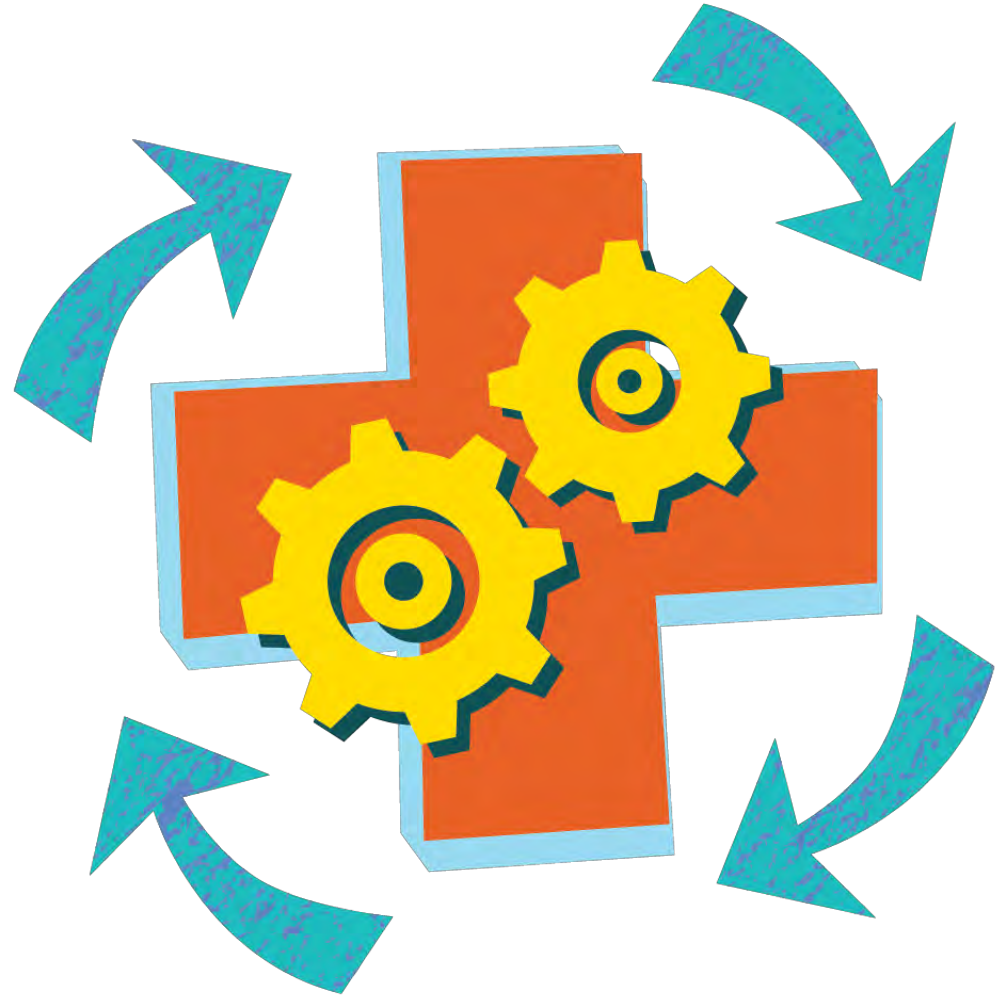




**\$3.79 Million**

## **Safe Streets & Roads for All**

Develop Vision Zero Safety Action Plans throughout Orange, Osceola & Seminole counties





# Partnership

## Scale of Effort

### Orange County

Apopka

Belle Isle

Eatonville

Edgewood

Maitland

Oakland

Windermere

Winter Garden

Winter Park

### Osceola County

Kissimmee

St. Cloud

### Seminole County

Altamonte Springs

Casselberry

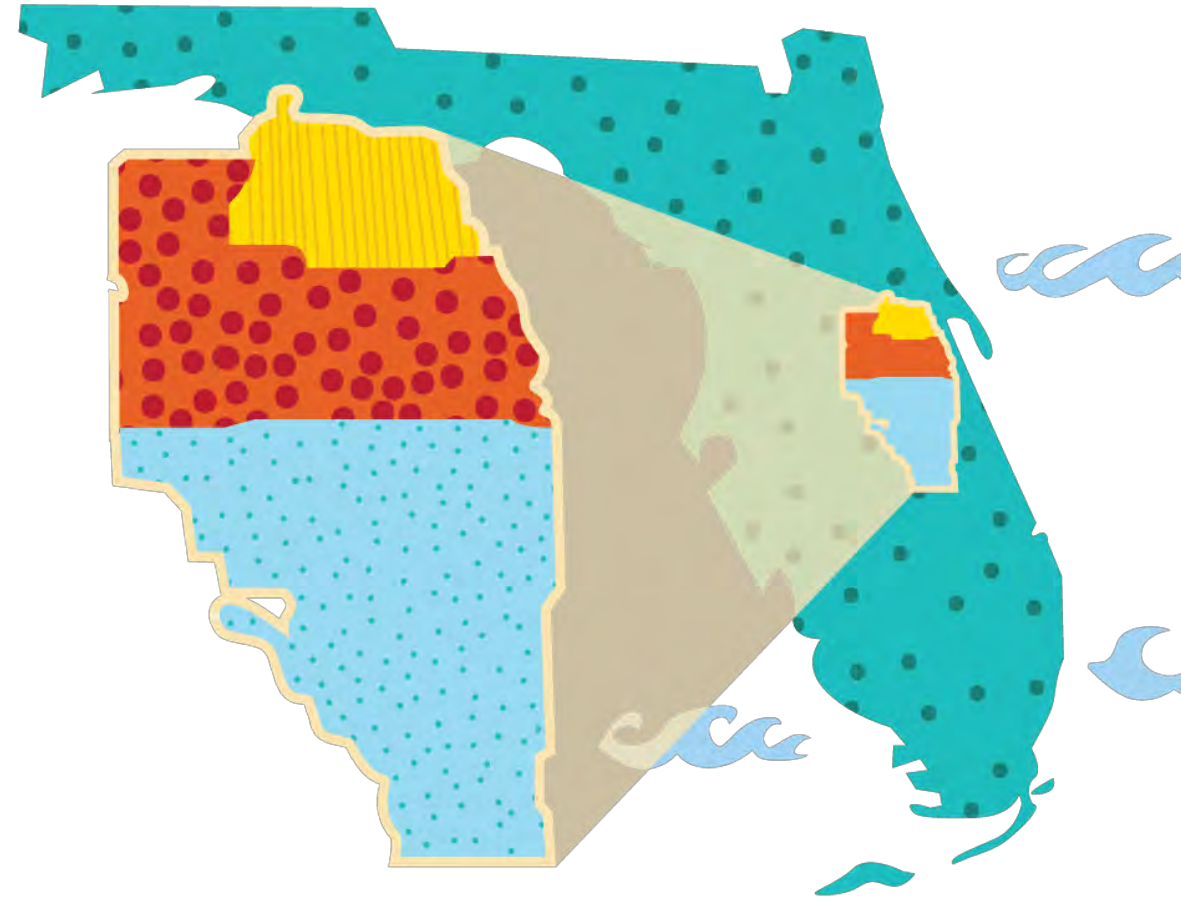
Lake Mary

Longwood

Oviedo

Sanford

Winter Springs





# Method & Approach

## Scope of Effort

- Public Participation / Stakeholder Engagement
- Technical Approach
  - Develop Safety Data Dashboard
  - High Injury Network Identification
  - Policy Review
  - Projects, Programs, and Strategies
  - Progress Tracking
  - Action Plan Documentation





# Structure & Staffing

## Top-Down & Bottom-Up



- Each jurisdiction appointed a Local Agency Project Manager
- MPO provided Consultants and a Project Coordinator (MPO staff)
- Tailored scope of services was developed in partnership with each jurisdiction





# Guiding the Process

- 1 Regional Task Force
- 3 County Steering Committees
- 19 Local Working Groups

## Regional Task Force Composition

- Local Government Planners & Engineers
- State Department of Transportation
- Regional Transit Authority (LYNX)
- Bike/Ped Advocacy (Non-Profit)
- National Safety Council
- Regional Chamber of Commerce
- Public Schools
- Law Enforcement / Investigation
- Emergency Response
- Regional Hospitals (Post Crash Care)
- State Department of Health
- AARP / Elderly Population
- Citizen Advocates





# Consistency, Synergies & Efficiencies

- MPO developed materials for use by all VZ teams:
  - Documented Best Practices / Methods
  - Draft High Injury Networks
  - Preliminary Crash Profiles
  - Toolkits and Templates (technical and communications)
- Hosting Online Hub Site
- Consultant Office Hours







# Vision Zero Hub Site

### About the Data:

Years: 2018 - 2022 from Signal 4 Analytics (as of July 2023)  
The term **KSI** is used to describe collisions that result in a fatality or serious injury.

Click here to learn more about crash trends in the region

Select any combination of collision filters below:

#### County Filter

- Orange
- Osceola
- Seminole

#### Jurisdiction Filter

- Altamonte Springs
- Apopka
- Bay Lake
- Belle Isle
- Casselberry
- Eatonville
- Edgewood
- Kissimmee
- Lake Buena Vista
- Lake Mary
- Longwood
- Maitland

#### Crash Severity Filter

All Crash Severities

#### Crash Mode Filter

All Crash Modes

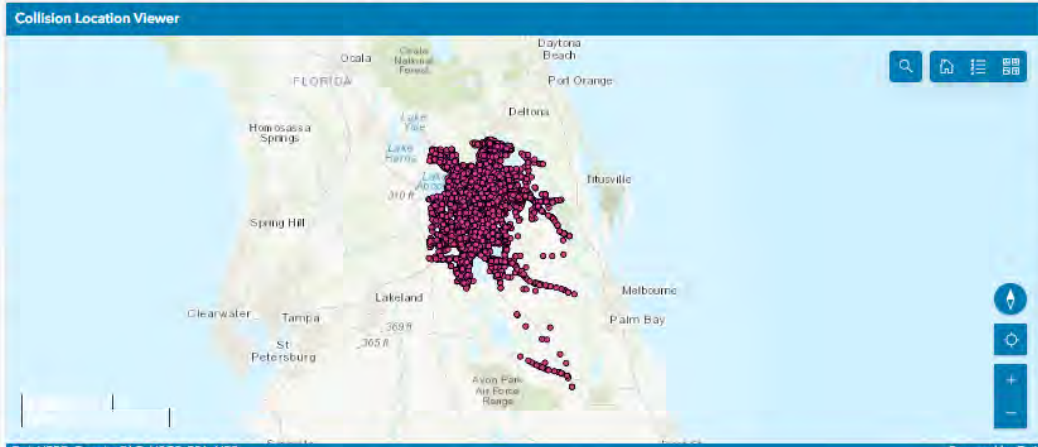
#### Crash Year Filter

2018 - 2022

Insights within the dashboard will refresh when a new filter is selected

Click here to learn more about crash trends in the region

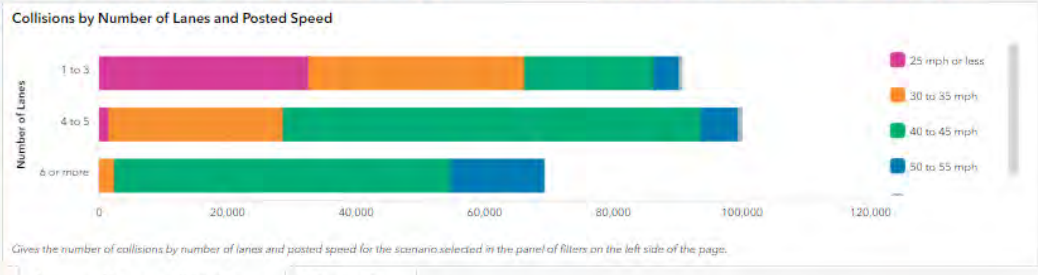
<p><b>Total KSI</b></p> <p><b>7,244</b></p> <p>81.85% of all KSIs in Region</p>	<p><b>Bike KSI</b></p> <p><b>339</b></p> <p>99.41% of all Bike KSIs in Region</p>	<p><b>Pedestrian KSI</b></p> <p><b>1,016</b></p> <p>96.39% of all Pedestrian KSIs in Region</p>	<p><b>Motorcycle KSI</b></p> <p><b>952</b></p> <p>85.3% of all Motorcycle KSIs in Region</p>
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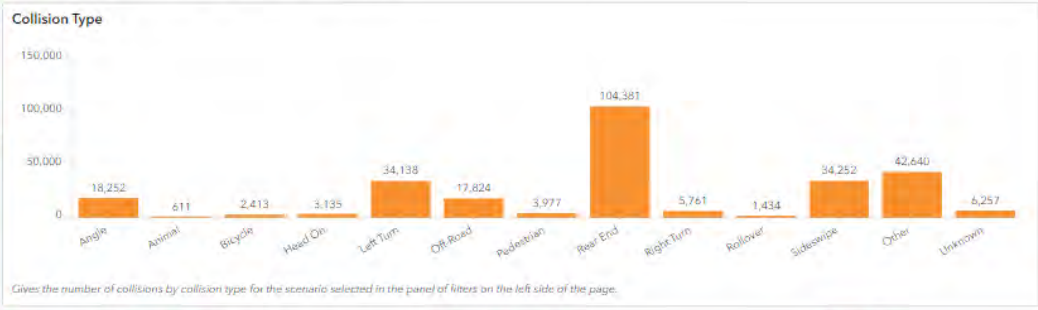
Enr, HERE, Garmin, FAO, USGS, EPA, NPS

**About this map:**  
Use the Search feature (top right corner) to find a specific location of interest. Change the basemap using the Basemap Gallery tool (top right corner). Click the Expand icon in the top right corner to view the map in full screen.

The initial map extent will only show locations of Killed or Seriously Injured (KSI) collision (pink circles). Zoom in closer to see locations of non-KSI collisions (white circles).  
Dashboard elements will only refresh when a filter is selected/unselected on the left panel.



Number of Lanes and Posted Speed | Day and Time

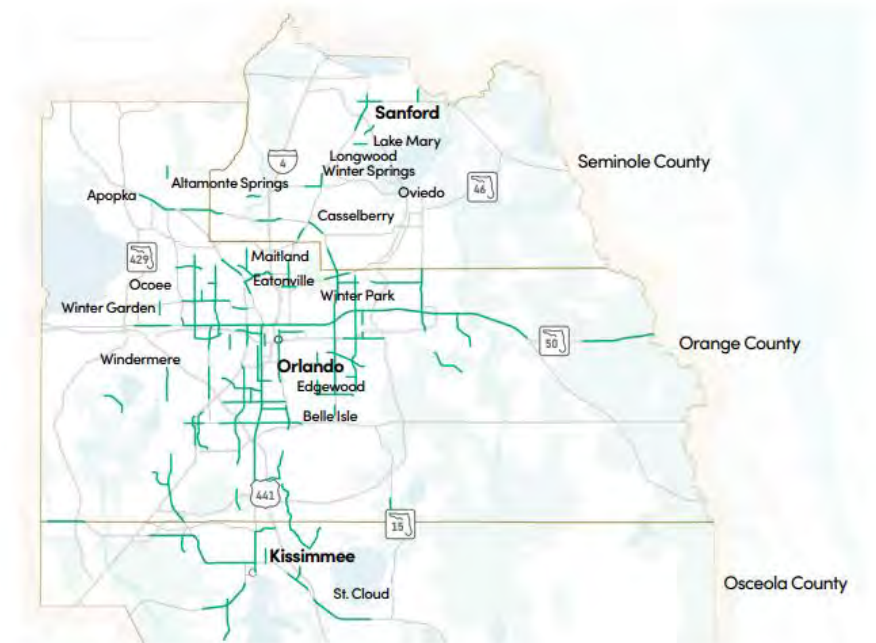


<b>375</b> Aggressive Driving KSIs	<b>410</b> Alcohol-Related KSIs	<b>2,029</b> Distracted Driving KSIs	<b>676</b> Hit and Run KSIs	<b>1,075</b> Aging Driver-Involved KSIs	<b>831</b> Teenage Driver-Involved KSIs
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# High Resolution Network Evaluation

- Leveraged prior MetroPlan Orlando Accessibility Analyses and Speed Management Study efforts
- Collision profiles were contextualized with detailed roadway and adjacent land use information



Note: The High Injury Network does not extend to southern Osceola County.

Roads where KSI crashes **DISPROPORTIONATELY OCCUR** tend to have:



**More than 4 travel lanes**

Wider roads can facilitate faster driving and are harder for people walking and biking to cross.



**A posted speed of 40-50mph**

Higher speeds contribute to more fatal and serious crashes.



**Active land uses**

Places like shopping centers and apartments generate lots of trips by people walking, riding bikes, and taking transit.

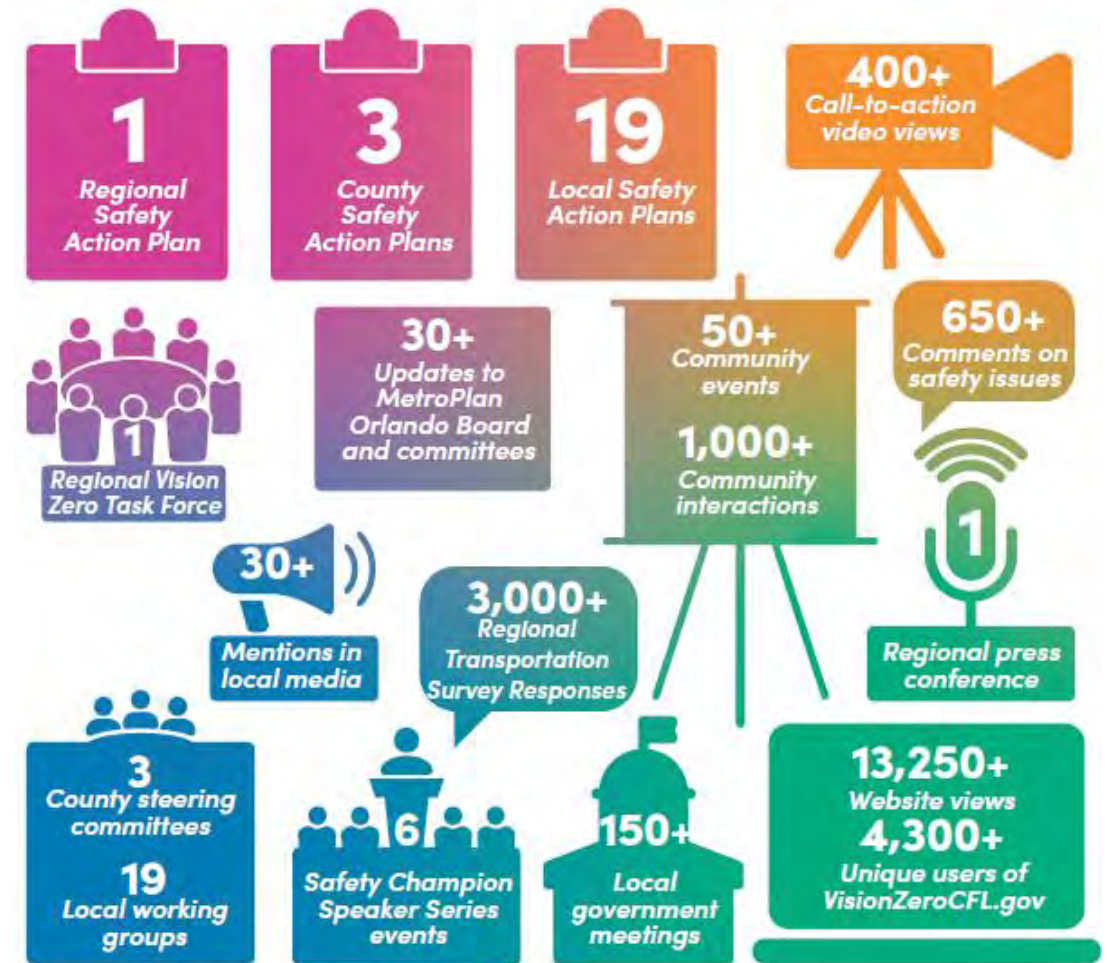




# Public Participation

## Meaningful Engagement

- Local and Regional Engagement
- Products
  - Social Media Kit
  - Elected Official Guide
  - Kids Activity Book
  - Safety Video
  - Speaker Series
  - Community Events





# Safety Speaker Series

<https://bit.ly/VZplaylist>

November 15, 2023

## World Day of Remembrance for Road Traffic Victims

MetroPlan Orlando Vision Zero project managers

April 4, 2024

## Moving the Needle of Pedestrian and Bicyclist Safety

Rebecca Sanders, PhD

May 23, 2024

## Centering Safety and Equity

Charles Brown

June 4, 2024

## From the Perspective of Those Left Behind

Melissa Wandall

June 13, 2024

## A Plan for Action for Walking & Cycling

Dan Burden

November 19, 2024

## Stories of Speed Management

FDOT D5 • LADOT • Forward Pinellas





# Planning Demonstrations

1. Testing New Technologies in **Seminole County** – Near-miss crash data analytics leveraging existing resources
2. Developing Middle School Bicycle Safety Education program in **Orange County** – a pre-Driver Education experience
3. Evaluating Pedestrian Safety Countermeasures in **Osceola County** – Making the case for mid-block crossings





# We have a Plan...

## Regional Safety Action Plan

Executive Summary

Chapter 1: Need for a Transportation Safety Plan

Chapter 2: Understanding the Crash Trends

Chapter 3: Listening to the Community

Chapter 4: Toolkit of Strategies

Chapter 5: Project Development

Chapter 6: Plan of Action

Chapter 7: Monitoring and Implementation





# Technical Appendices

- High Injury Network Development
- Crash Analysis
- Jurisdictional HIN Fact Sheets
- Top 30 Regional HIN Corridor Factsheets and Countermeasures
- Public Engagement Strategies
- Elected Officials Guide
- Engineering and Non-Engineering Countermeasure Toolkit
- Policy Benchmarking Guide
- Regional Policy Benchmarking
- Vision Zero Resolution Guidance
- Prioritization Criteria
- Data Management Plan



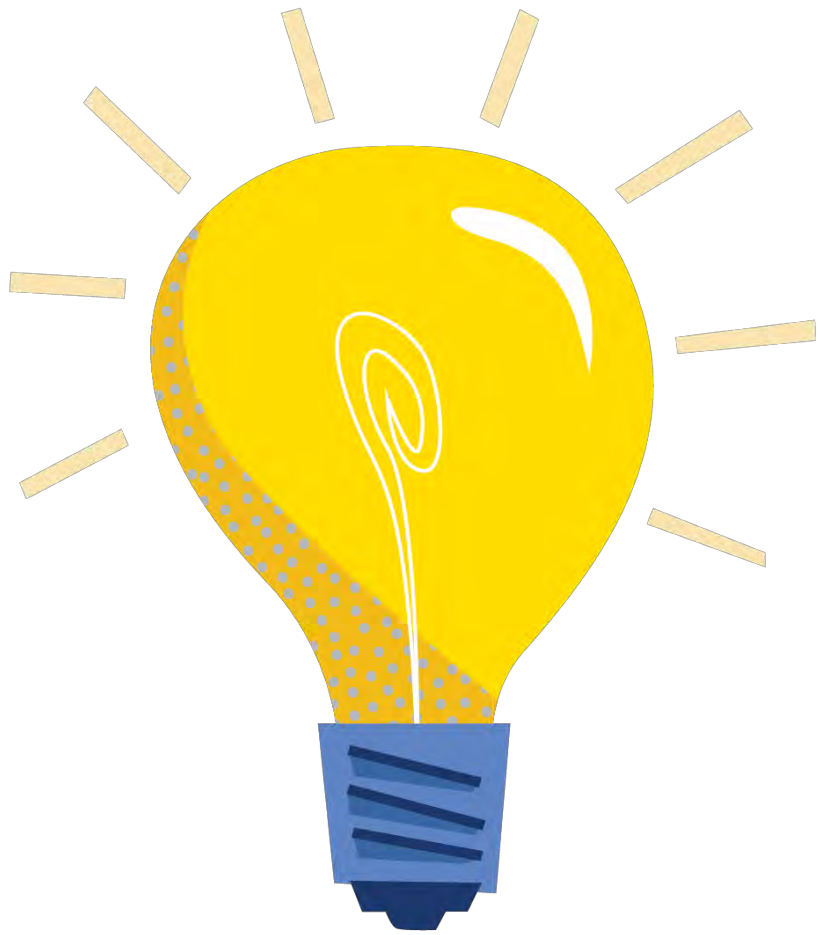


# Path Forward

- MetroPlan Orlando VZSAP approved on September 11, 2024
- Awarded FY24 SS4A Supplemental Planning and Demo Grants
- Incorporation into our 2050 Metropolitan Transportation Plan
- Working the Plan(s)







# Reflections

Key lessons emerged in preparing this plan that serve to focus our safety efforts and set expectations





# Questions? Thank you!

MetroPlanOrlando.gov | 407-481-5672

[www.VisionZeroCFL.gov](http://www.VisionZeroCFL.gov)





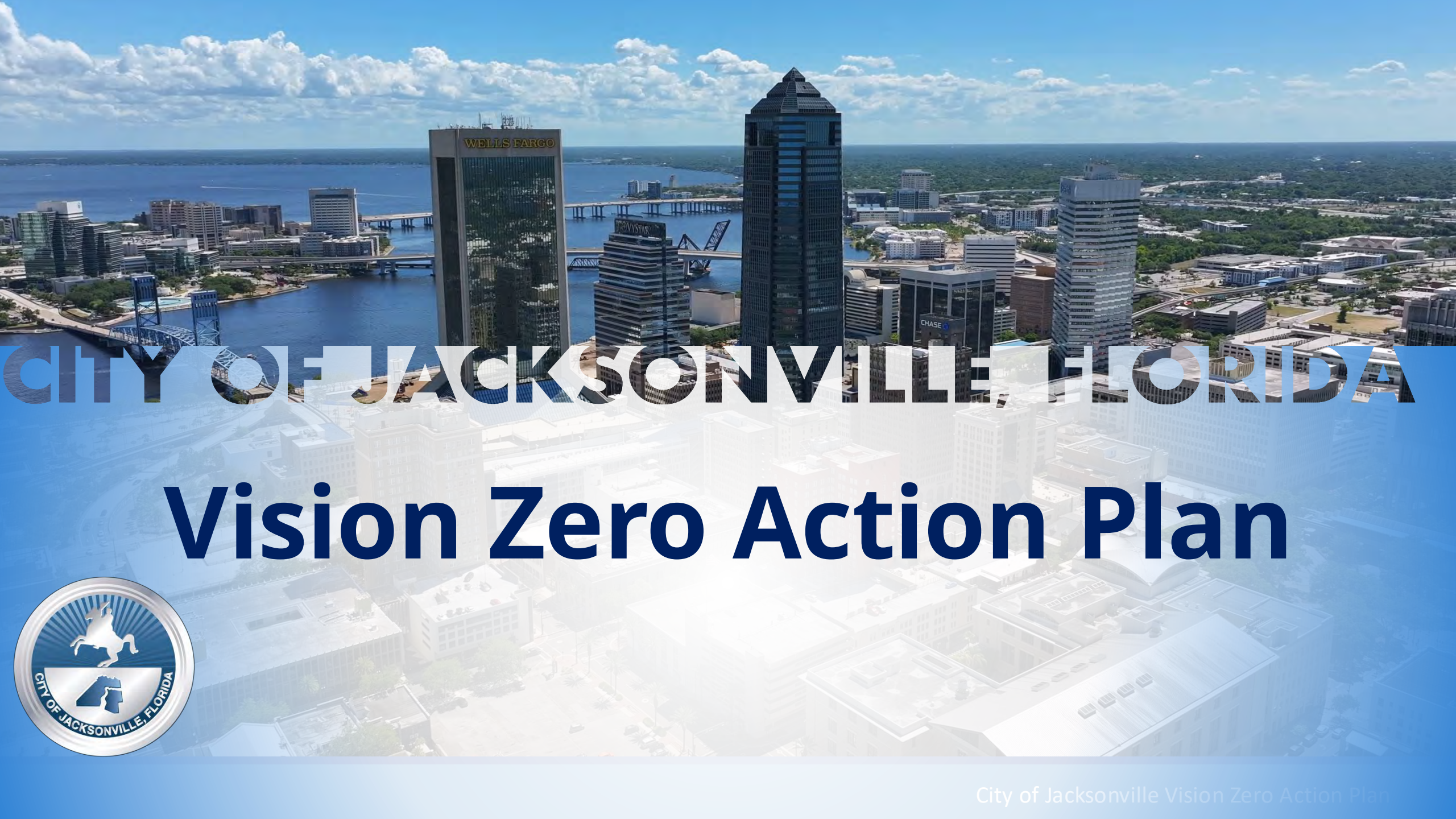


# VISION ZERO JACKSONVILLE

**Fred Jones**  
Haskell







CITY OF JACKSONVILLE, FLORIDA

# Vision Zero Action Plan

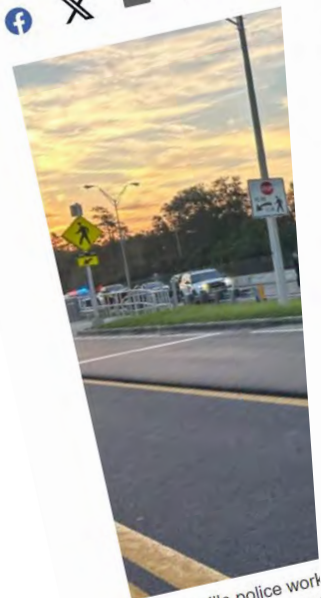




CRIME

# Pedestrian fatal: Man was run over again by Jacksonville officer flagged down for help

**Scott Butler**  
Jacksonville Florida Times-Union  
Published 10:17 a.m. ET Oct. 8, 2024



Jacksonville police work stumbled into traffic and was avoid him. Provided By First Coast News

LOCAL

# Pedestrian hit, killed crossing downtown Jacksonville street



October 24, 2024 at 7:17 am EDT

JACKSONVILLE, Fla. — A woman was killed Wednesday night cross the 900 block of N. Main Street, according to the Jacksonville She when he struck the pedestrian. “The driver remained at the scer impairment,” a JSO news release states.

Nationally, “the number of people hit by a vehicle and killed while walking has surged by 57% in a decade. It’s a 40-year high and has gone from bad to worse in most places,” said [Beth Osborne](#), a vice president for Smart Growth America, a development-focused nonprofit that promotes factoring safety for pedestrians and cyclists into the way roads are designed.

# Back-to-back-to-back deadly pedestrian crashes highlight city’s need to increase safety, resident says





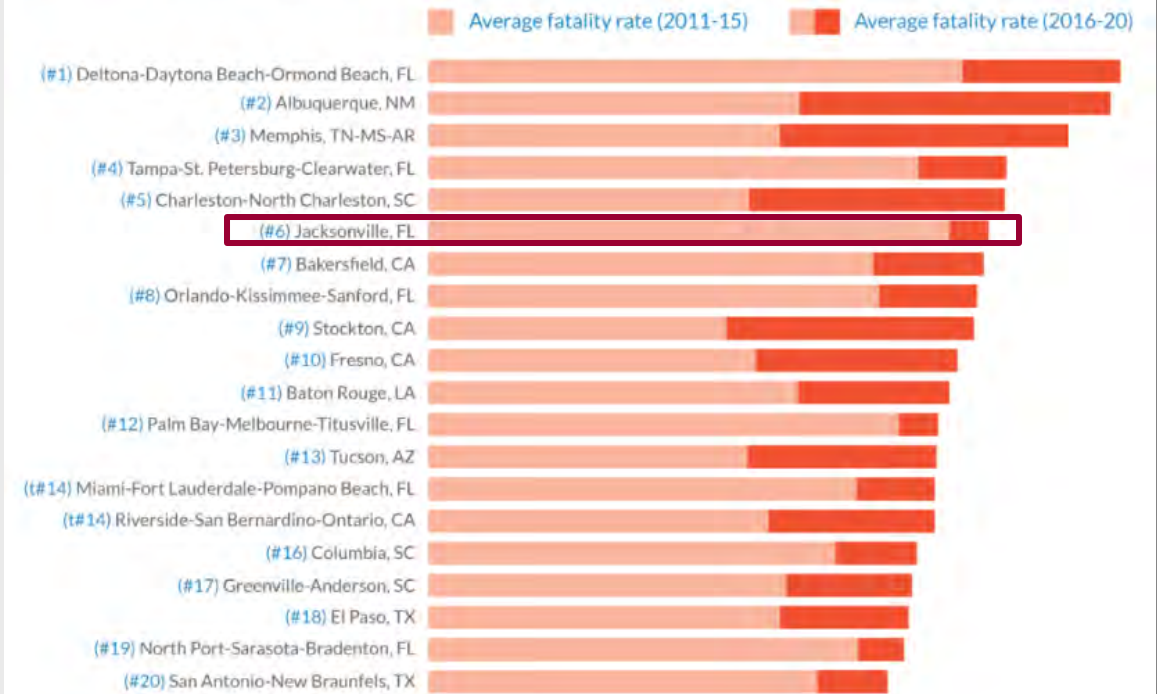


**THE TOP 20**  
Most dangerous metropolitan areas for pedestrians (2016-2020)

● Top 1-10 ● Top 11-20



**No metros in the top 20 are improving**  
*All have gotten significantly more deadly*



*\*Dangerous by Design 2022 rank in parentheses*

SOURCE: SMART GROWTH AMERICA, DANGEROUS BY DESIGN 2022





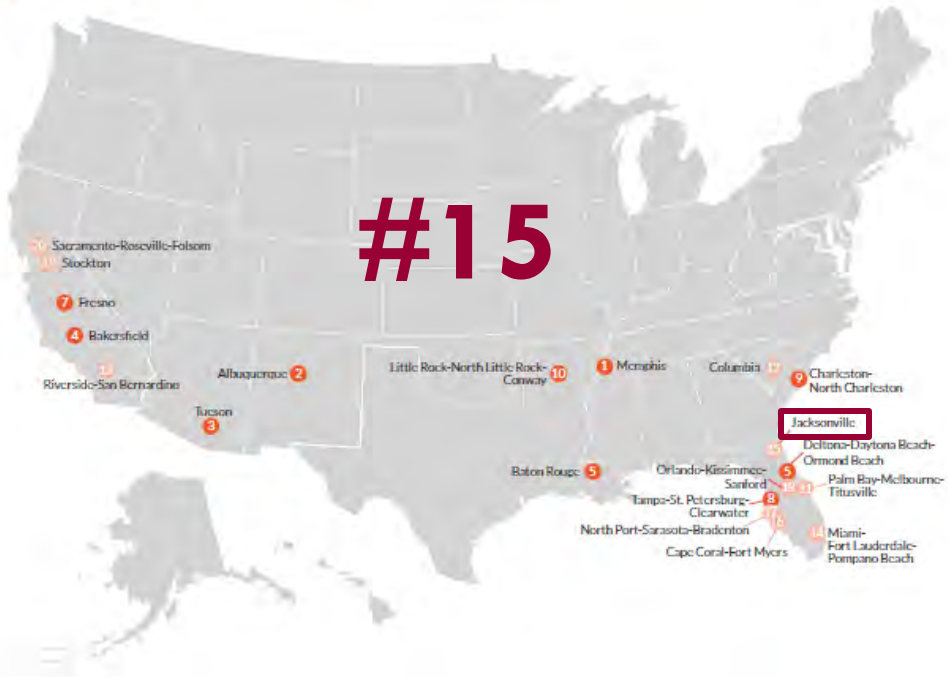


## The top 20 most deadly metro areas for pedestrians

By number of deaths per 100,000 people, 2018-2022

● Top 1-10 ● Top 11-20

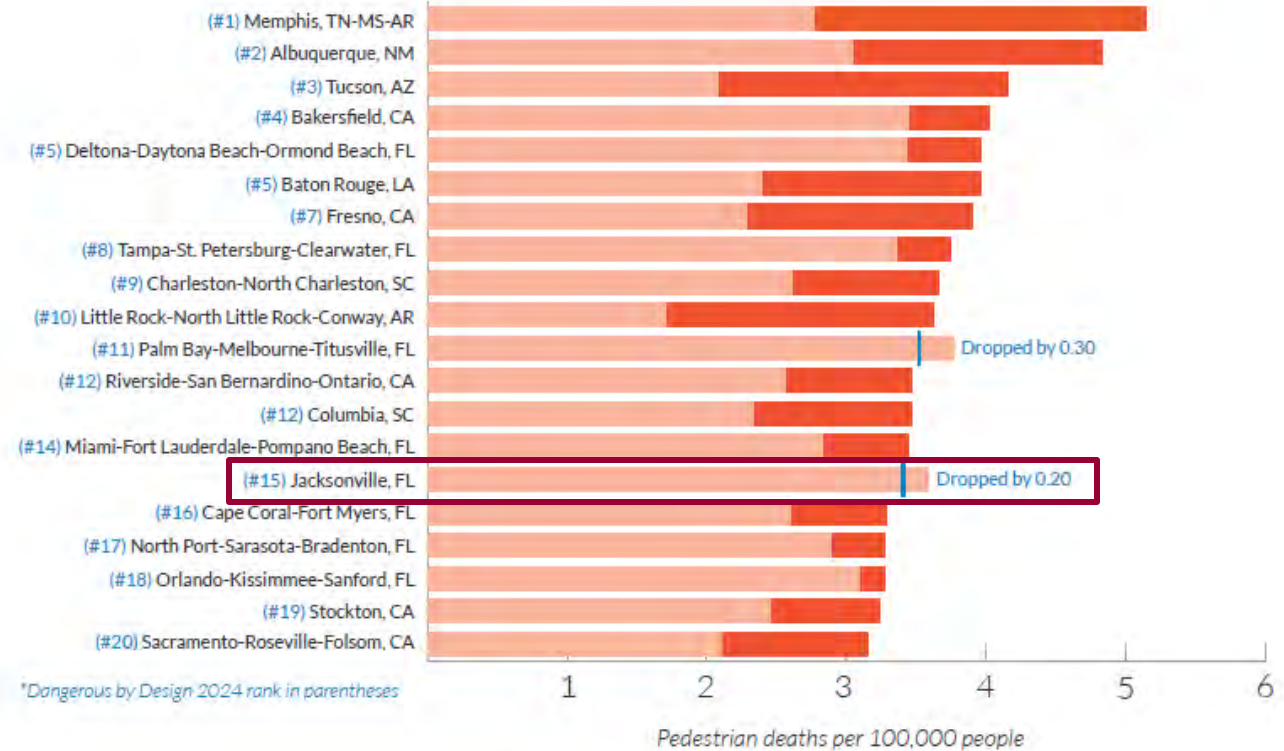
#15



## All but two of the top 20 are getting more deadly

The most dangerous metro areas are getting more deadly

■ Average fatality rate (2013-17) ■ Average fatality rate (2018-22)



\*Dangerous by Design 2024 rank in parentheses

SOURCE: SMART GROWTH AMERICA, DANGEROUS BY DESIGN 2024





# Deaths are preventable

- Driving went down around the world in 2020, but **the US is one of the only developed countries with more deaths.**
- Walking increased everywhere in the US, **but only led to a major increase in deaths in certain metro areas**
- Fatality rates increased the most on average in metro areas that were **already more deadly** and had **lower shares of people walking to work** before the pandemic.
- **Arterial roads** make up 15% of all roads but are where a whopping **60% of pedestrian deaths** occur, **60% in urban areas.**





# Roadway design can introduce danger

1

Design can be more influential on behavior than speed limits

2

Other streets regularly intersect major arterials, but lack crosswalks or signals, because keeping vehicles from stopping (SPEED) is prioritized ahead of providing frequent crossings (SAFETY).

3

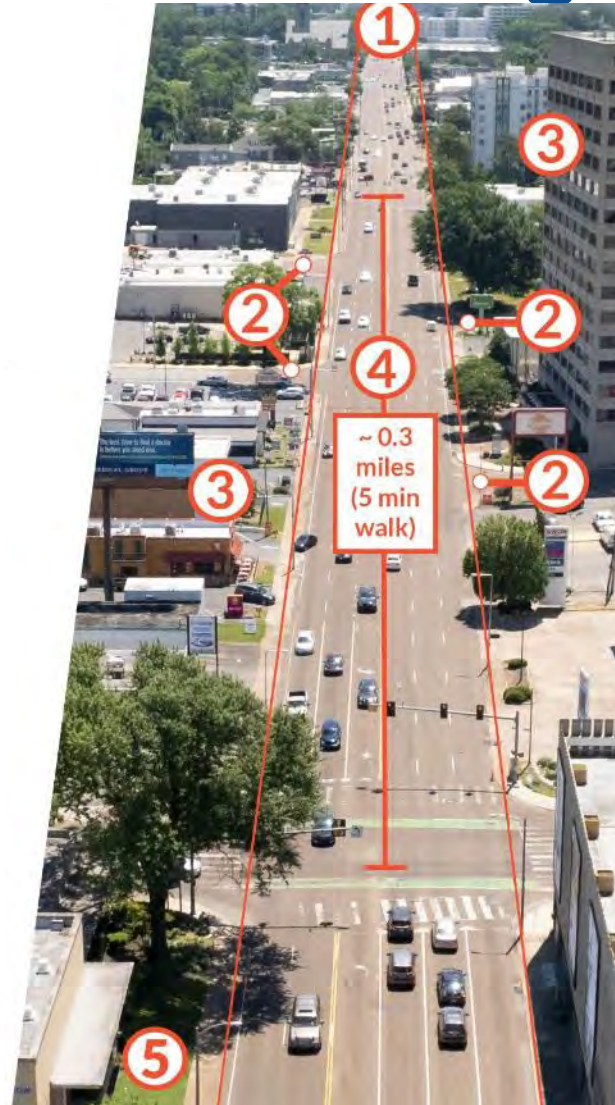
Key destinations (retail, employment, MF housing) means that more people will be present

4

Marked, signalized crosswalks are located often 0.5 miles apart, potentially requiring a 10-minute round trip to reach a destination that is directly across the street.

5

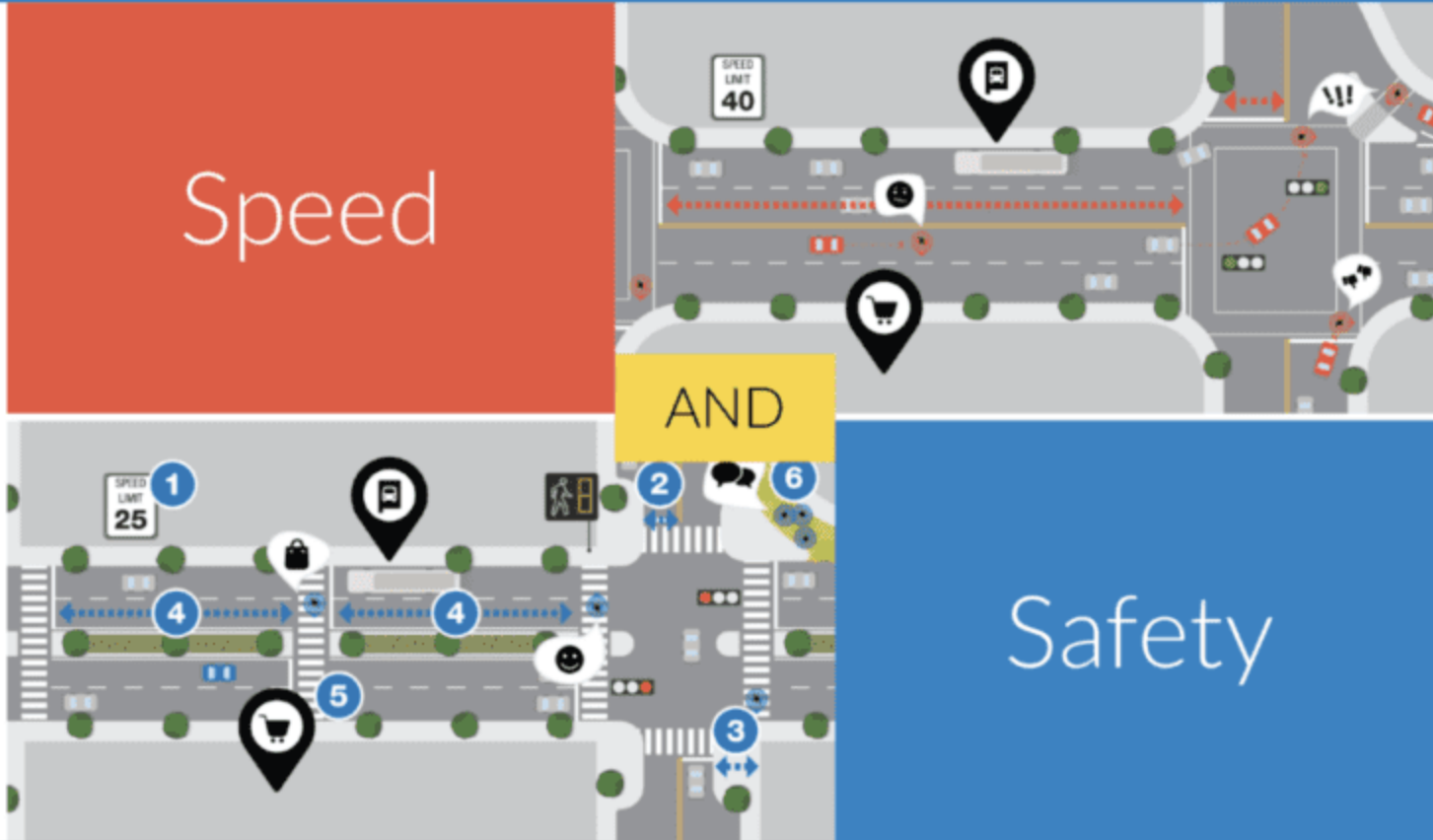
Sidewalks exist, but often as an afterthought with no regard for exposure or comfort.



60 percent of all 2020 deaths occurred on non-interstate arterial highways like this one in Memphis, TN.





It's impossible to prioritize both...





# What is Vision Zero?



## VISION ZERO NETWORK

TRADITIONAL APPROACH	VISION ZERO
Traffic deaths are <b>INEVITABLE</b>	Traffic deaths are <b>PREVENTABLE</b>
<b>PERFECT</b> human behavior	Integrate <b>HUMAN FAILING</b> in approach
Prevent <b>COLLISIONS</b>	Prevent <b>FATAL AND SEVERE CRASHES</b>
<b>INDIVIDUAL</b> responsibility	<b>SYSTEMS</b> approach
Saving lives is <b>EXPENSIVE</b>	Saving lives is <b>NOT EXPENSIVE</b>

**VS**

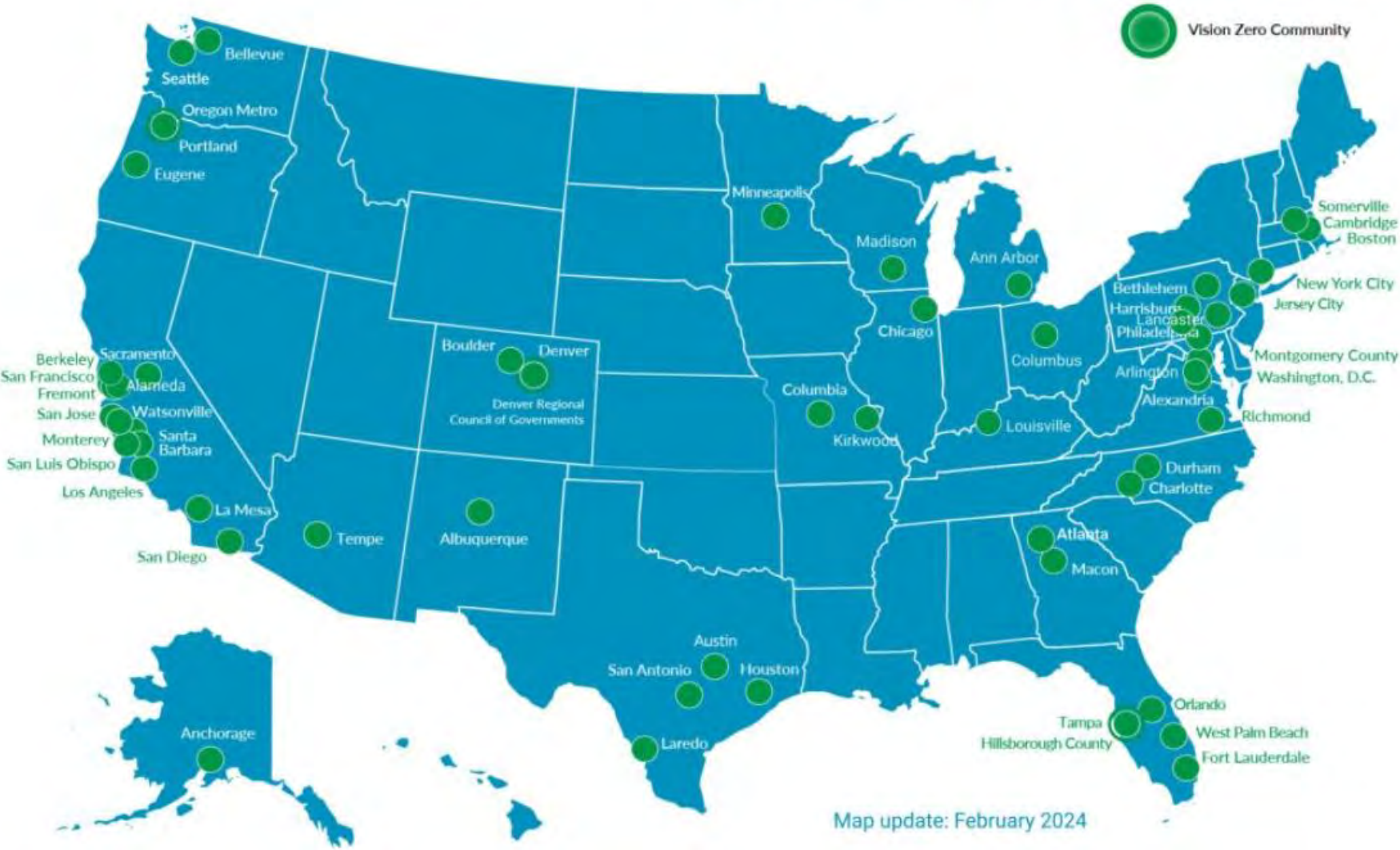
is not a slogan...  
not a tagline...  
not even a program.

**Vision Zero is  
fundamentally different**

**It is a paradigm shift.**



# VISION ZERO NETWORK



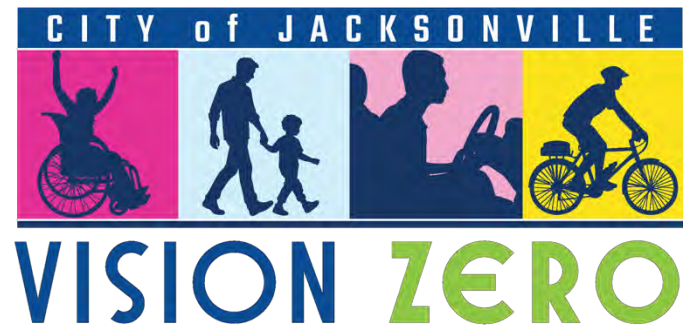


# THE SAFE SYSTEM APPROACH



Source: [Zero Deaths and Safe System | FHWA \(dot.gov\)](https://www.fhwa.dot.gov/zero-deaths/)





- Identifies High Injury Networks & Locations (Corridors & Hot Spots)
- Recommended Policies & Actionable Items
- Performance Targets & Performance Measures
- Identifies **Demonstration Projects!!!**

## BONUS

- Road Safety Audits
- Funding Sources

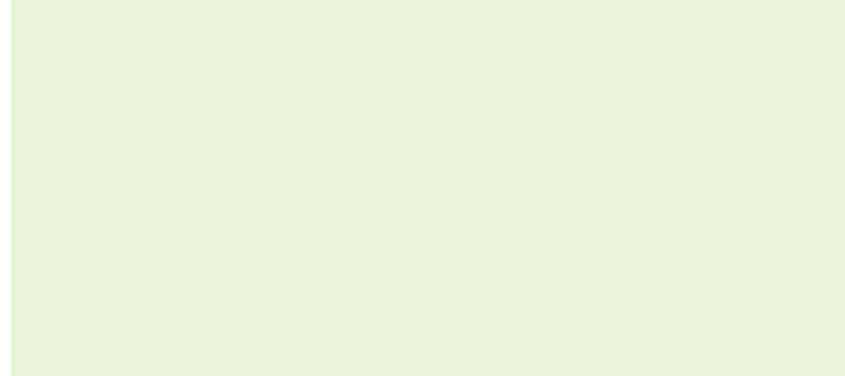






**VISION ZERO**

# Citywide Safety Data





# City of Jacksonville – All Crashes (2018-2023)

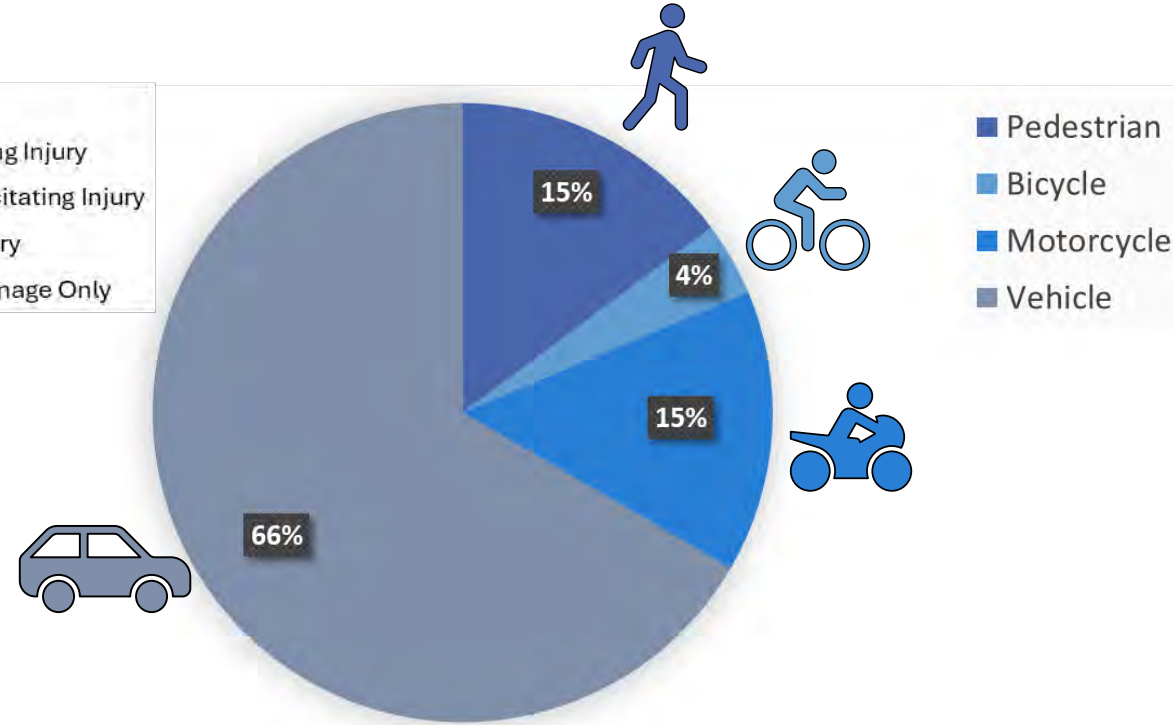
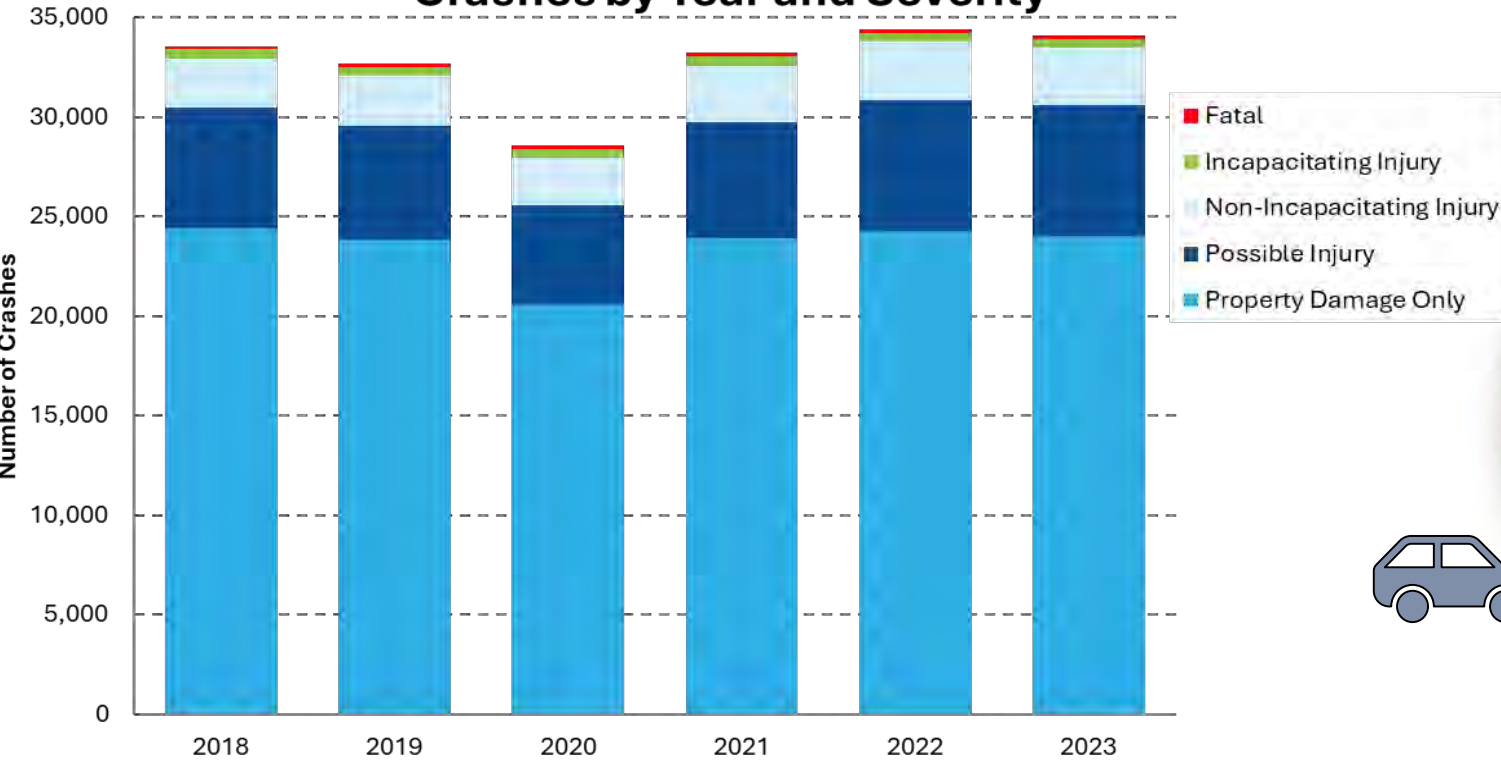
**196,453** Total Crashes

Average of 30-35K Crashes per Year (not including 2020 due to COVID-19)

**2,770** Serious Injury Crashes

**921** Fatal Crashes

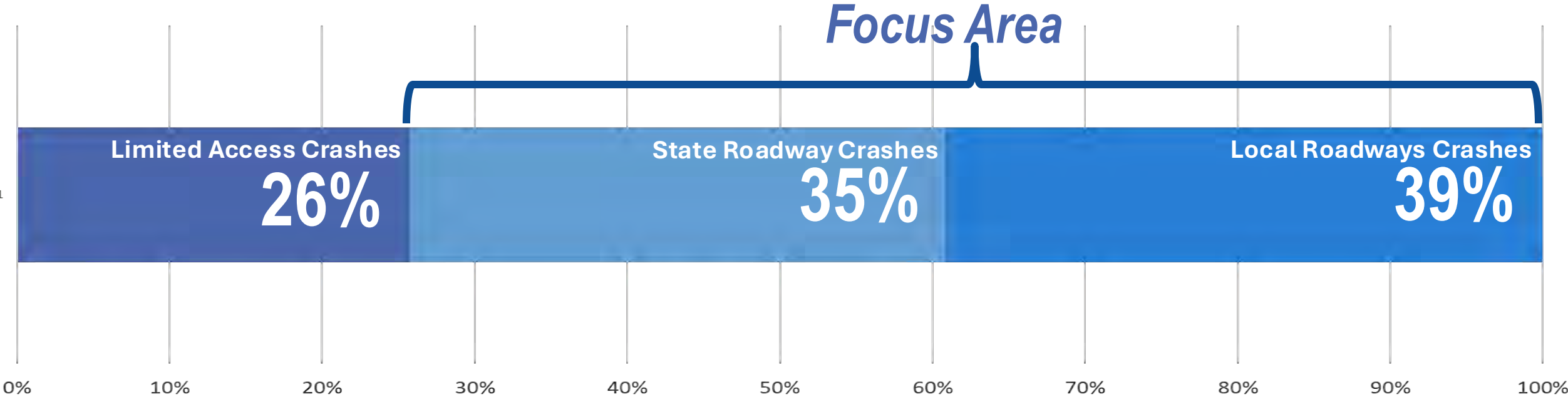
**Crashes by Year and Severity**





# Fatal & Serious Injury Crashes (2018-2023)

**3,691** Fatal & Serious Injury Crashes





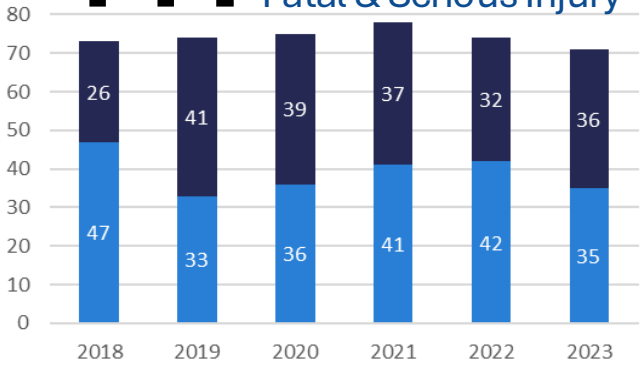
# Pedestrian & Bicycle Crashes

## Fatal & Serious Injury (2018-2023)

# 254 Fatal Crashes

## 441 Pedestrian Crashes

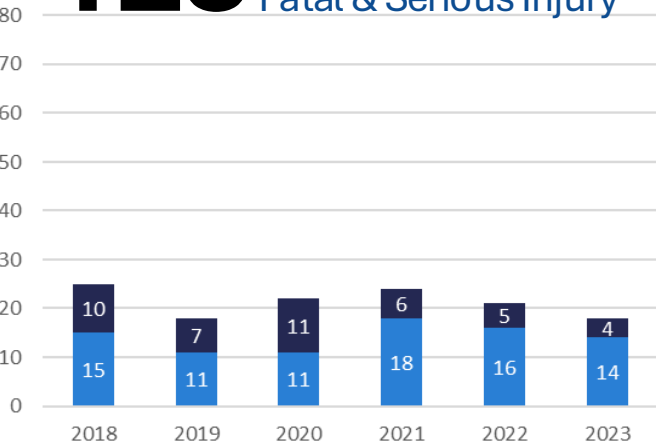
### Fatal & Serious Injury



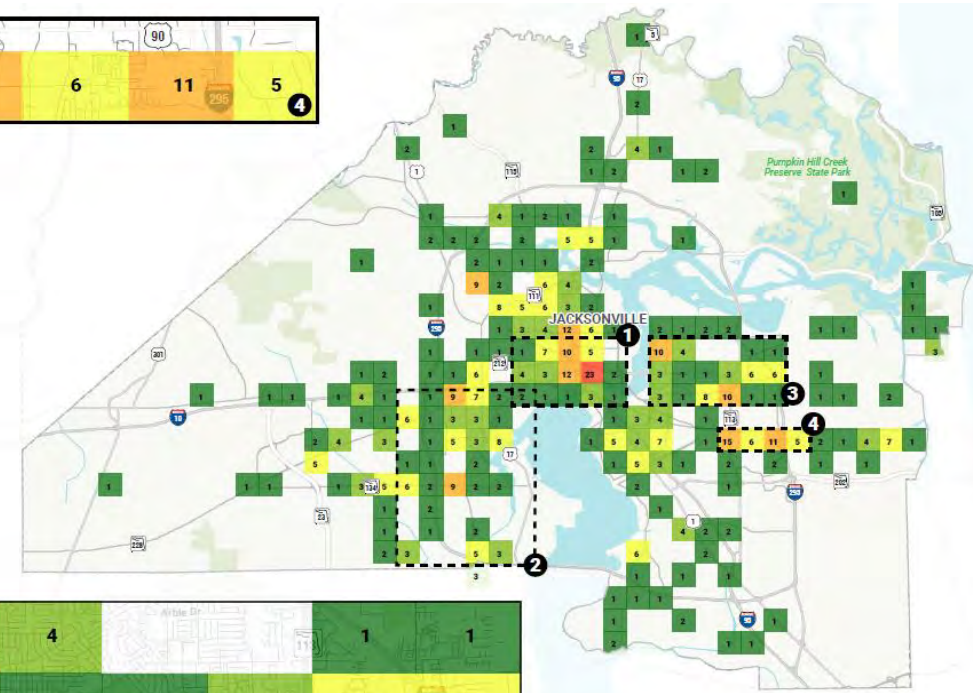
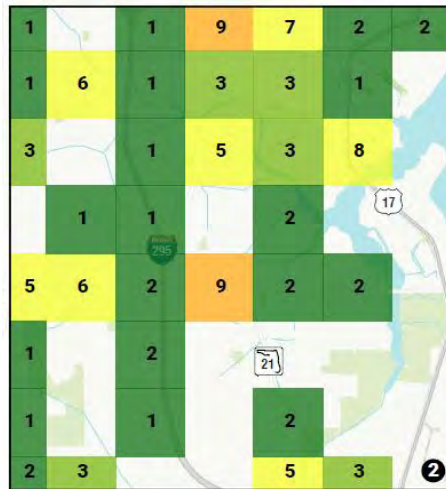
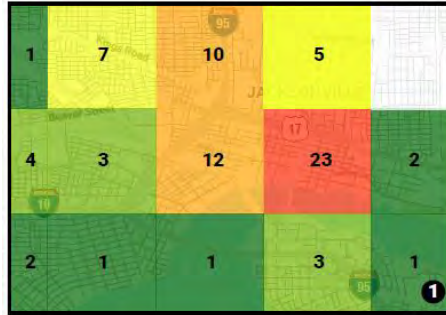
■ Fatal  
■ Incapacitating Injury

## 128 Bicycle Crashes

### Fatal & Serious Injury



■ Fatal  
■ Incapacitating Injury



**Legend**  
Number of Fatal and Serious Injury Crashes per Square Mile

- 1 - 6 Crashes
- 7 - 16 Crashes
- 17 - 33 Crashes
- 34 - 71 Crashes
- 72 - 174 Crashes



Not including Limited Access Facilities



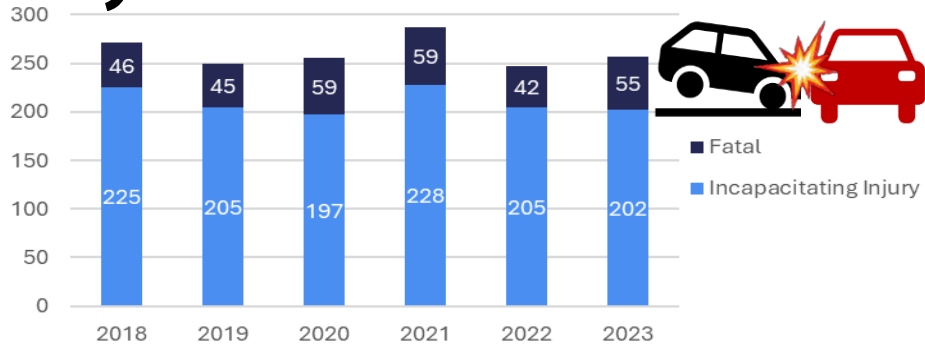
# Vehicle & Motorcycle Crashes

## Fatal & Serious Injury (2018-2023)

# 431 Fatal Crashes

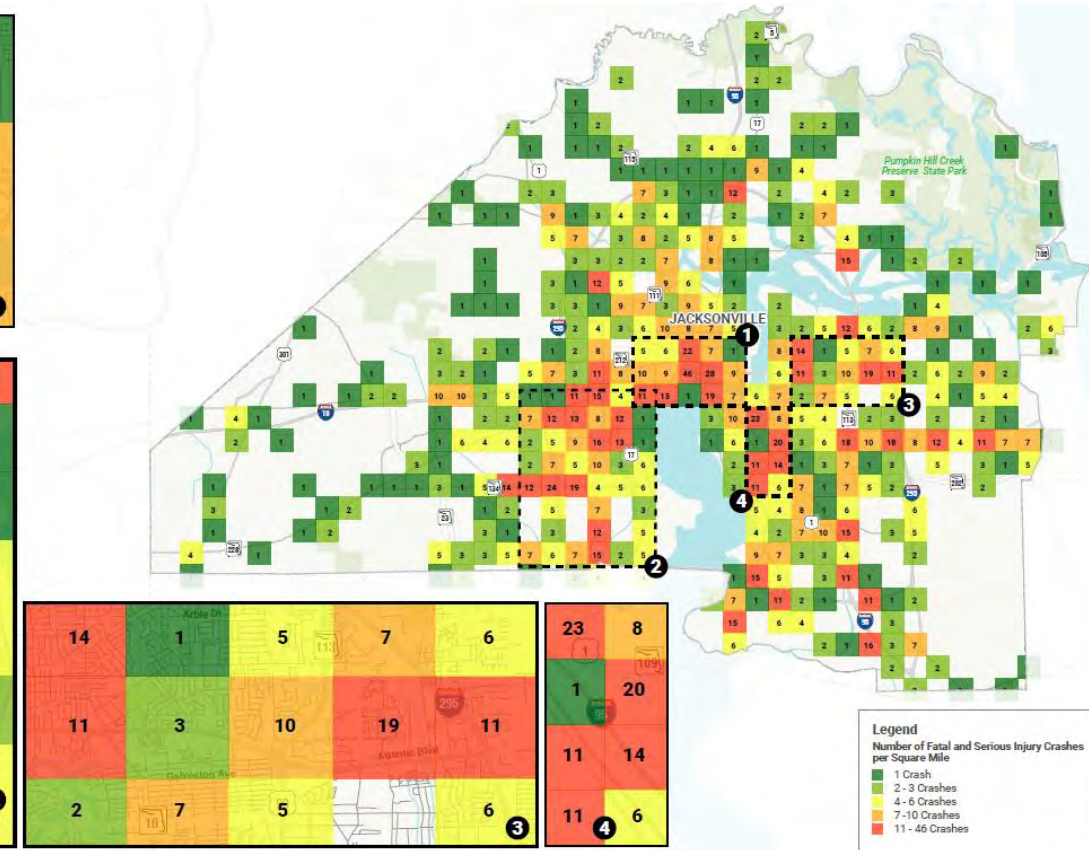
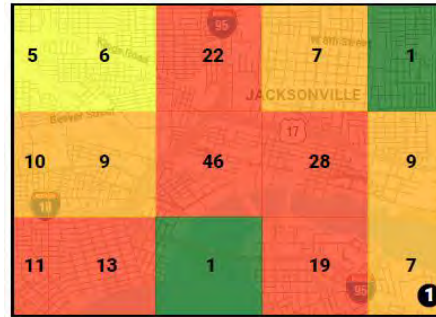
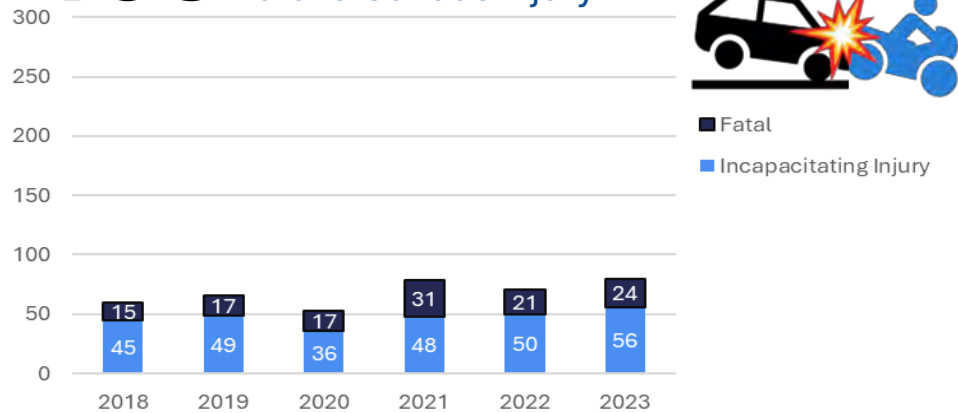
## 1,568 Vehicle Crashes

### Fatal & Serious Injury



## 409 Motorcycle Crashes

### Fatal & Serious Injury



Not including Limited Access Facilities





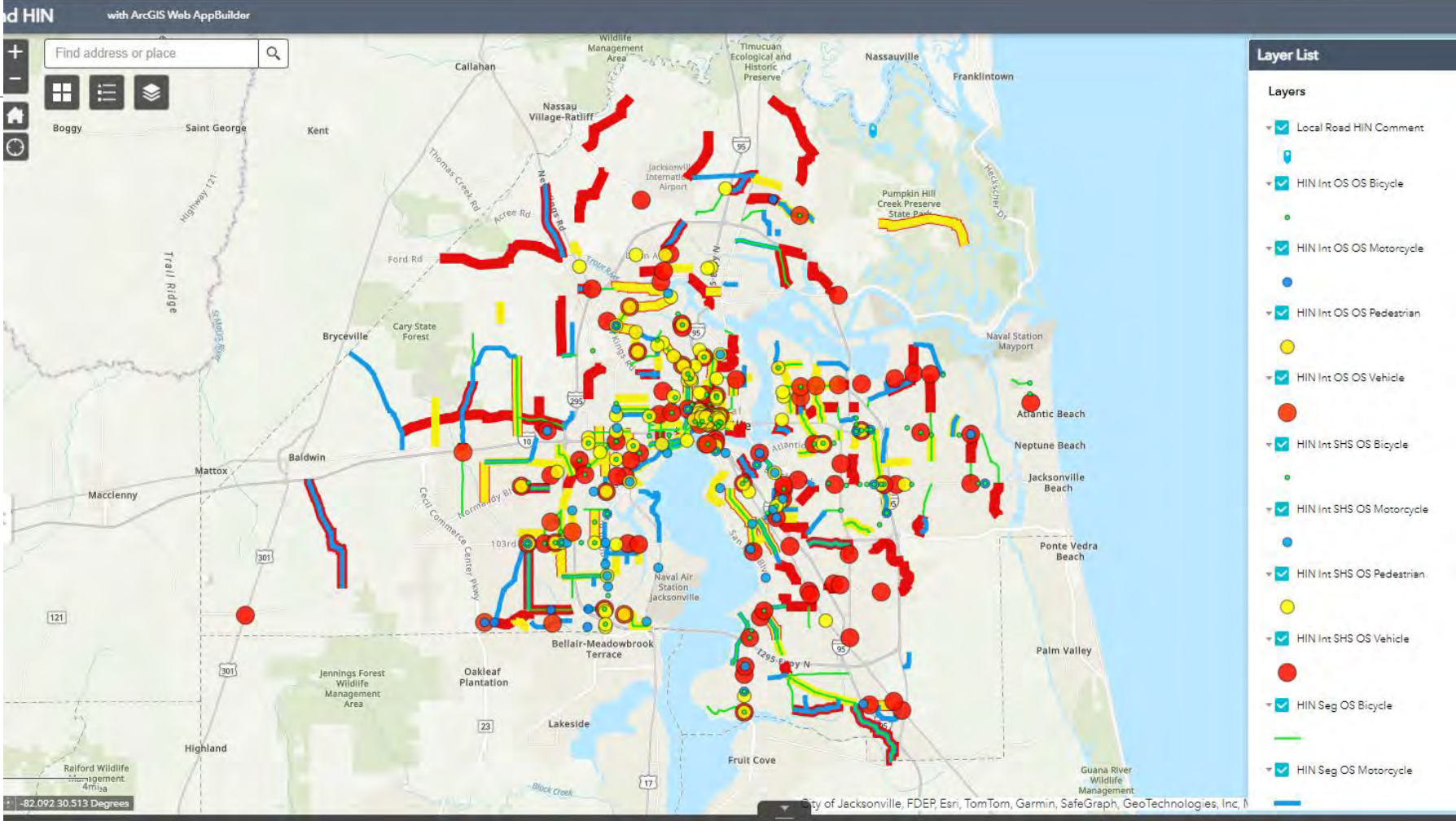
# High Injury Network



# City of Jacksonville HIN Map

- ArcGIS Online Map

- State High Injury Network
- Local High Injury Network

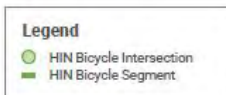




# Local Road HIN – Bicycle

Local Road Bicycle HIN accounts for:

- **100 HIN Intersections**
  - **100% Fatal Crashes**
  - **87% Serious Injury Crashes**
  - **15% of Intersections**
  
- **89 HIN Segments**
  - **93% Fatal Crashes**
  - **88% Serious Injury Crashes**
  - **19% of Network**

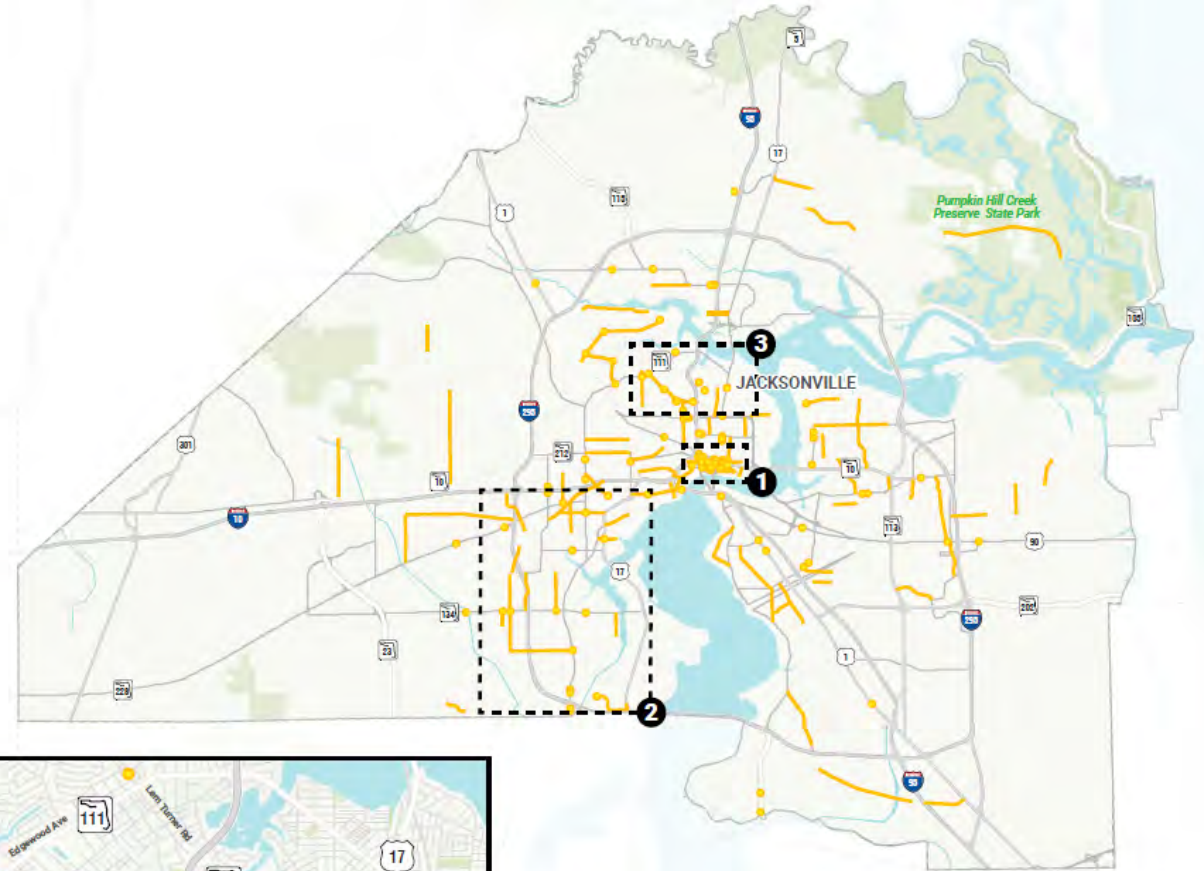
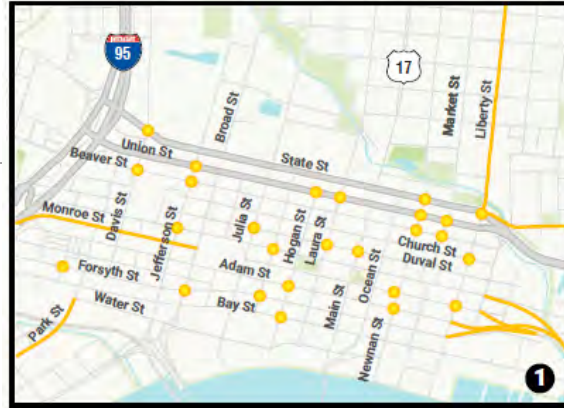




# Local Road HIN – Pedestrian

Local Road Pedestrian HIN accounts for:

- **112 HIN Intersections**
  - **76% Fatal Crashes**
  - **76% Serious Injury Crashes**
  - **17% of Intersections**
- **88 HIN Segments**
  - **85% Fatal Crashes**
  - **61% Serious Injury Crashes**
  - **14% of Network**



**Legend**

- HIN Pedestrian Intersection
- HIN Pedestrian Segment





- Evaluated ~2500 JTA Assets
- Improve Pedestrian Safety
- Need for Accessible Sidewalks
- Concerns over Speeding
- Supports Protected Bike Lanes
- Request for Enhanced Lighting

# CREATING SAFE SPACES







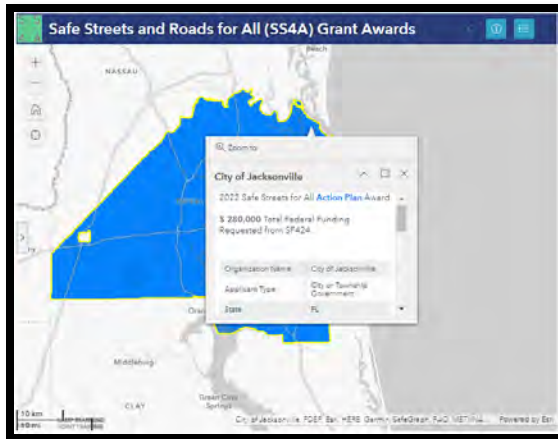
# Funding & Collaboration



BIPARTISAN  
INFRASTRUCTURE  
LAW



# Safe Streets and Roads for All



**CITY OF JACKSONVILLE  
AWARDED \$280,000  
WITH LOCAL MATCH OF  
\$70,000**

**TOTAL AVAILABLE FOR  
COJ**

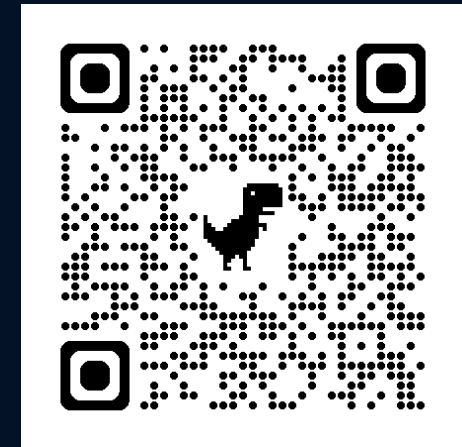
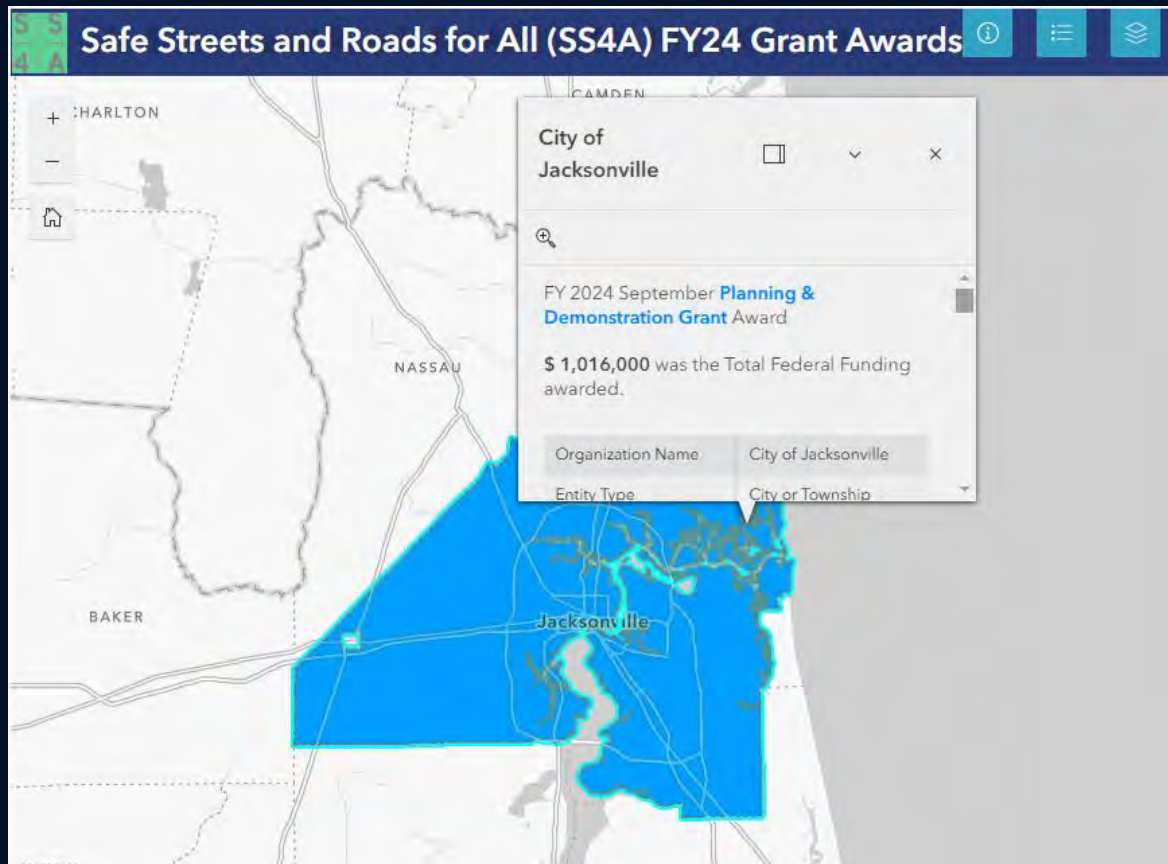
**VISION ZERO ACTION  
PLAN:**

**\$350,000**



# SS4A-24

## \$1.27M





# More than a Plan...

---

1. Leadership Commitment & Goal Setting
2. ID stakeholders (committee, task force, implementation group) charged with Action Plan Development, implementation, and monitoring
3. Use the data to tell the story (Progress and Transparency)
4. Interagency collaboration (City/County/MPO/FDOT/Business/Non-Profits)
5. Prioritize low-hanging fruit and demonstration projects





# Wrap-up





# SPONSORS



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American Planning Association  
**Florida Chapter**  
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