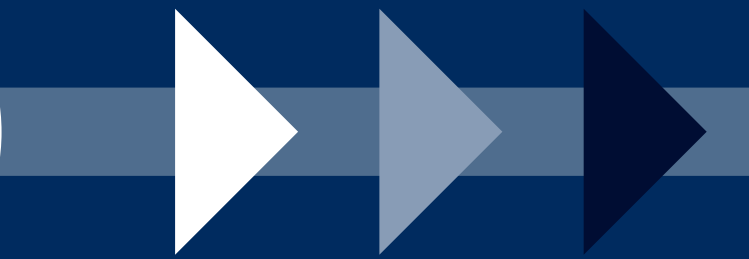


DEPARTMENT OF TRANSPORTATION
QUARTER 2 • 2023

City of Gainesville

VISION ZERO

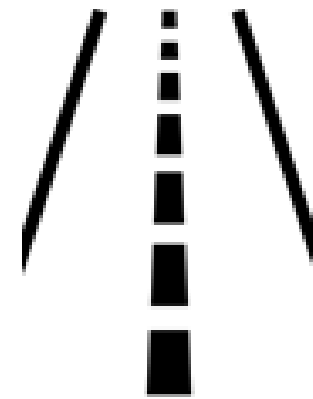


Information &
Project Update

WHAT IS VISION ZERO?

Vision Zero recognizes that no loss of life or serious injury is acceptable on our roads and seeks to change the approach to road safety by prioritizing safety and equity for all road users.

The City of Gainesville is committed to setting strategic actions to avoid traffic fatalities and severe injuries. Such actions are based on analysis of safety data and input from the Vision Zero workgroup, following a safe systems approach.



Safer roads: Increasing the number of safe crossings and sidewalks, improving pedestrian scale lighting, design retrofit to improve safe conditions .



Safer and Equitable Community: Address the safety of all road users with action, focused outreach programs and a culture of safe mobility.



Safer data and reporting: Enhancing communication between departments and systems. Examples include improved data accuracy, roadmaps and data sharing protocols.



Safer Mobility: The City of Gainesville provides mobility options with walking, biking and transit as the top priority.



Post-Crash Care: The City of Gainesville's public safety agencies – Gainesville Fire Rescue and Gainesville Police Department respond to those in need. Tracking and evaluating actions help inform what is working and where additional focus on safety is needed.

VISION ZERO IN GAINESVILLE

In 2018, the City Commission adopted a Vision Zero Resolution to eliminate traffic-related deaths and serious injuries in the City of Gainesville by 2040.

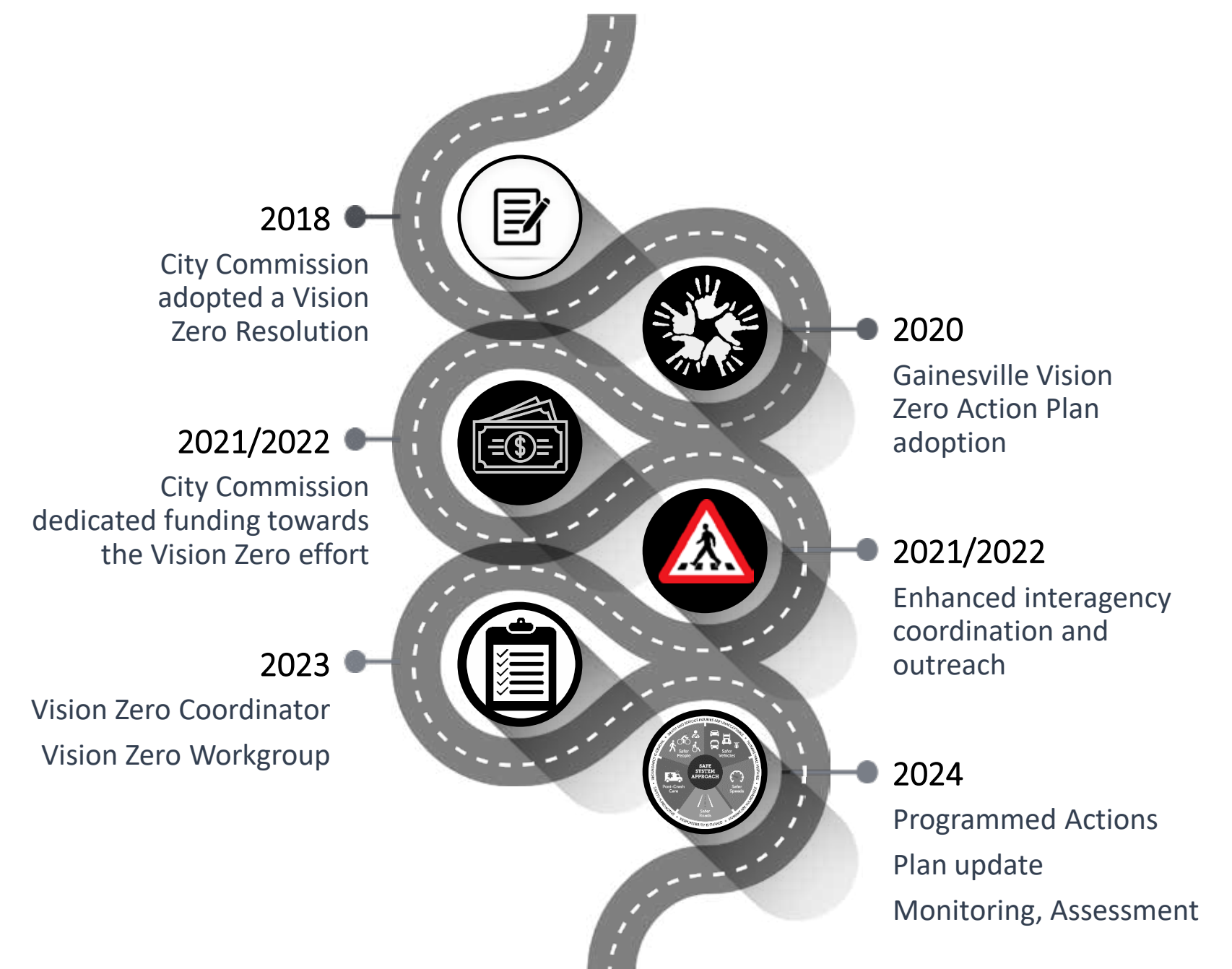
The City's Vision Zero Action Plan, adopted in 2020, seeks to:

- Increase safe and equitable mobility for all neighbors;
- Employ an equity lens that prioritizes people over traffic efficiency - always.
- Fill gaps in infrastructure where those gaps contribute to fatalities and serious injuries or limit the transportation options of communities of concern.

In 2021 and 2022, the City Commission dedicated more than \$2 million to the Vision Zero effort. The funds were allocated to projects within the initial Vision Zero

focus area, closing gaps in the sidewalk network; adding bicycle facilities including protected bike lanes and bike signals; enhancing crossings with markings, signage, and pedestrian-activated signals; enhancing driver awareness and seeking to improve compliance with speed limits at key locations by adding speed feedback signs. The funds also advanced the design efforts for the transformation of University Ave and W 13th St into complete streets.

In 2023, a Vision Zero Coordinator was hired and a multidisciplinary Vision Zero Workgroup was formed to help lead and consolidate the Vision Zero efforts, including the update of the Vision Zero Action Plan and expanded outreach plan, inclusive of this newsletter which is programmed for quarterly editions.





Karla Rodrigues-Silva

Gainesville Transportation Vision Zero Coordinator

Karla Rodrigues-Silva, Ph.D., is the City of Gainesville Vision Zero Coordinator. She has over 15 years of professional experience focusing on quantitative safety analysis methodologies, traffic operations, and urban planning. Most of Dr. Rodrigues-Silva's work has been based on data-driven safety analysis, developing safety performance models, statistical modeling for big databases, systemic approach, local road safety plans, and innovation in safety analysis, as well as the development of draft tools for highway safety manual methods implementation, safe systems, and forgiving roads. She has been recognized for her outstanding performance over the past few years, including several academic awards such as Best Dissertation on Road Safety awarded by international organization Abertis; Honorable Mention in ITE Vision Zero Sandbox Competition in the US as part of the University of Florida professional team.

Dr. Rodrigues Silva's passion for transportation safety comes from a genuine desire to change

people's lives. As Vision Zero coordinator, her goal is to help the City of Gainesville reduce fatal and serious injuries through a Safe System approach that provides a holistic view of the road system to anticipate human error and accommodate human injury tolerances. She coordinates the vision zero activities across the City of Gainesville to advance evidence-based solutions focused on safe systems and equity, implementing cutting-edge knowledge and state-of-practice in road safety supported by the Gainesville Vision Zero workgroup.

After hours, she is a volunteer panel member for the National Academic Science in National Cooperative Highway Research Programs (NCHRP) and an active member of the ITE Data-Driven Safety Analysis Committee and TRB AED10 Safety Data Subcommittee. Karla enjoys spending time with her family. She loves biking, swimming, and doing outdoor activities with her kids. Also, she is an avid reader and very interested in science and art.

VISION ZERO WORKGROUP

The **VZ Workgroup** is comprised of diverse disciplines including transportation planners, traffic engineers, emergency response personnel from police, fire and rescue, and public health and communications experts.

Multiple agencies collaborate in this effort including the

- [City of Gainesville](#)
- [Alachua County](#)
- [Florida Dept of Transportation](#)
- [University of Florida](#)
- [Gainesville Police Department](#)

The collaborative focus seeks to advance a common goal and interest in enhancing the safety of the transportation system and all of its users.

COG TRANSPORTATION



Debbie Leistner
Planning & Parking Manager



Emmanuel Posadas
Traffic Ops Manager



Tom Idoyaga
RTS Transit Community Specialist

COG PARTNER DEPARTMENTS



Jesus Gomez
Director



Sgt. Lynne Valdes
Police Department



Brian Singleton
Director Public Works



Juan Castillo
Planner III Sustainable Development

ALACHUA COUNTY PARTNERS



Chris Dawson
Transp. Planning Manager Growth Management



Tom Strom
Transp. Engineering Manager Public Works



Mark Sexton
Director Communications



Alison Moss
Sr. Planner Growth Management



Shanghong Ding
Engineer Growth Management



Kourtney Oliver
Program Administrator Florida Department of Health



Scott Fox
Director UF Transportation & Parking



Adam Doyle
Operations Program Engineer FDOT



ACTION PLAN HIGHLIGHTS

1. Identify built environment design retrofits to prioritize pedestrians and safely accommodate bicyclists and other emerging transportation modes;
2. Establish and maintain a list and map of project priorities;
3. Implement speed limit reduction to 20 mph where feasible based on data;
4. Incorporate Vision Zero-focused policies into the City's Comprehensive Plan, City's Engineering and Construction Design Manual, Downtown Master Plan, UF Campus Master Plan, and MTPo regional bike/pedestrian plan;
5. Emphasize the application of Vision Zero aspects through the development review process to leverage resources;
6. Create a transportation policy to build a network that complements land use in Urban Transect zoning U5 and greater;
7. Enhance communication sharing and data analysis protocols, both between City departments and with outside agencies;
8. Increase the number of law enforcement personnel and enforcement efforts related to traffic safety;
9. Continue outreach efforts and identify opportunities for enhancements of community engagement through the use of various social media platforms;
10. Implement projects as funding becomes available;
11. Develop and implement evaluation metrics;
12. Develop and implement Vision Zero website and dashboard

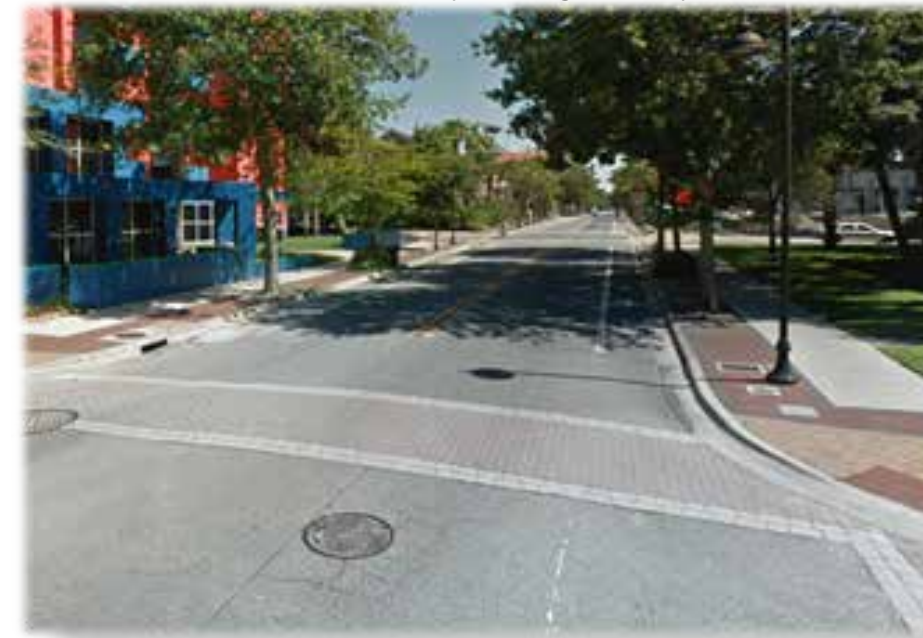
PROJECT HIGHLIGHTS

NW 17th Street / NW 18th Street One-Way Pair

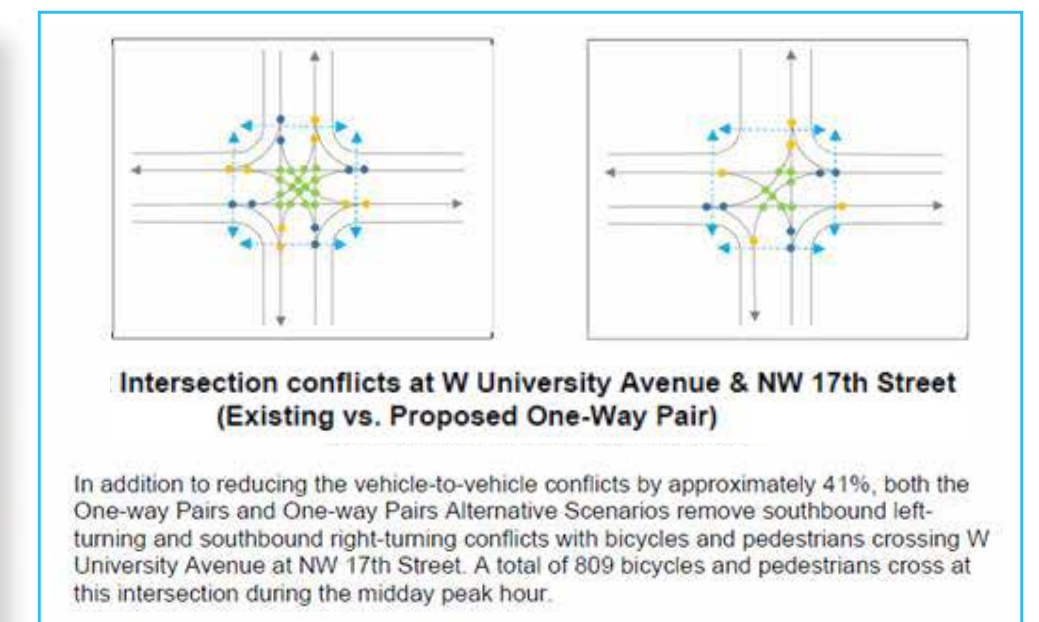
A challenging task in a university town is maneuvering multimodal transportation safely in and around campus without jeopardizing overall mobility along major corridors. In Gainesville, W University Avenue, a major constrained corridor that carries over 20,000 vehicles per day abuts the University of Florida campus.

Over a 3 year period (2016-2018) 150 crashes occurred at 4 intersections accessing campus, of which 79 resulted in severe injuries and 1 death; up to 864 pedestrians cross each of these intersections daily during midday peak times. The City of Gainesville Transportation Department in collaboration with UF and the Florida Department of Transportation converted the 4 corridors along University Ave into one-way pairs with protected bike facilities, bike signals, and leading pedestrian intervals; the project also removed turn movements along University Ave reducing the number of conflicts between the different modes as part of the City's Vision Zero strategy. The safety effort continues with the application of video detection and research into predictive crash analysis.

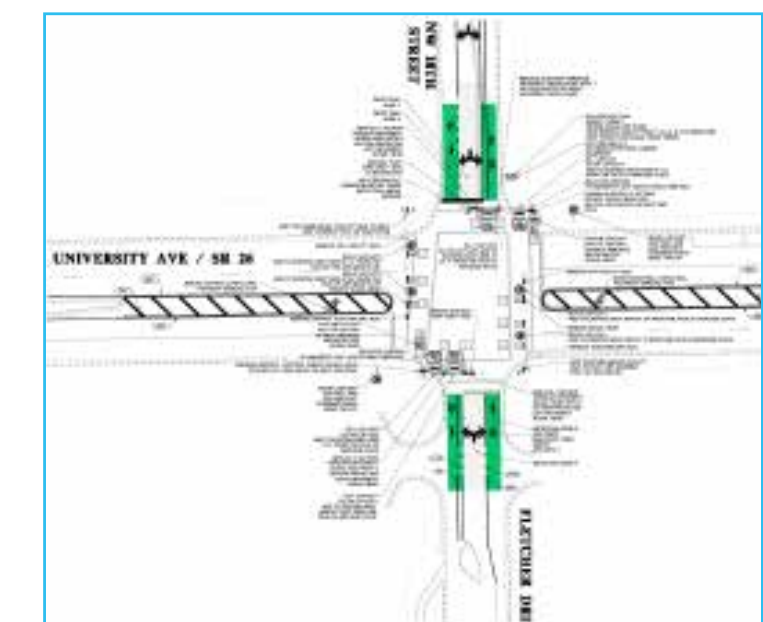
NW 17th St at NW 3rd Ave (looking South)



Fletcher Dr at W University Ave (looking North)



Source: One-Way Pairs Study, prepared by CHW Inc., October 2019



VISION ZERO IN THE NEWS



FDOT, Stay Safe and the Gators Reach Out

FDOT Stay Safe, Gators and Target Zero Outreach will take place Aug 23 11a-1pm at 13th and West University Ave/ Aug 24 11a-1p 1600 West University Avenue @ the new crosswalk from Library West to Wawa/Aug 25 11a-1p 1700 West University Avenue @ Midtown crosswalks.



Gainesville Fire Rescue has provided car seat safety services for over 20 years to our local community.

Gainesville Fire Rescue has certified 42 car seat technicians since March 2022 and 2 car seat certification instructors. The department looks forward to continuing this important work to increase the safety of our neighbors!

The Child Passenger Safety Technician (Car Seat) certification is a national certification with a standardized curriculum developed through a partnership of organizations. The National Highway Traffic Safety Administration (NHTSA) developed the original curriculum and remains committed to providing regular updates to the curriculum. The National Child Passenger Safety Board (NCPSB) maintains the quality and integrity of the National CPST Certification Training curriculum.

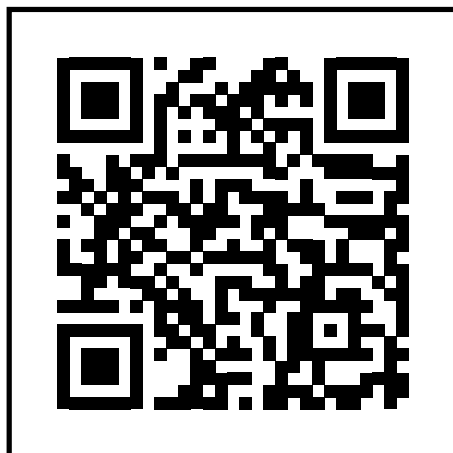
Safe Kids Worldwide is the certifying body responsible for administering all aspects of the CPST Certification program. The course is three to four days long with three written quizzes and four hands on skills evaluations. Recertification is required every two years and includes continuing education hours, participating in community events, and having a CPS Instructor sign off on car seat installations and education provided by the Technician to caregivers. By understanding the correct use of car seats, booster seats, and seat belts, CPS Technicians provide caregivers important information, resources, and education about the best practices for the safe transportation of children. This equips the caregiver to make educated decisions on transportation options.

VISION ZERO RESOURCES



Vision Zero

<https://www.gainesvillefl.gov/Government-Pages/Government/Departments/Transportation/Vision-Zero>



Vision Zero Network

<https://visionzeronetwork.org/>



Florida Department of Transportation

<https://www.fdot.gov/agencyresources/target-zero>