

ZER@ING IN

KEEPING YOU IN THE KNOW ABOUT VISION ZERO



Vision Zero Fort Lauderdale is holistically designed to increase awareness for saving lives through a “5Es” approach. The City of Fort Lauderdale has been implementing the 5Es - engineering, education, encouragement, enforcement, and evaluation - through a variety of activities since the City Commission unanimously adopted the Vision Zero Street Safety Action Plan in late 2015.

Last year, the City continued to promote Vision Zero through presentations, special events, collaborations with our partners and neighbors, and citywide communications to create a “safety first” culture and to change the mindset of the traveling public’s behavior. It is exciting to share that these efforts helped move the needle.

The City closed out 2017 with a 30% decrease in deadly crashes, a 50% decrease in deadly motor vehicle crashes, a 67% decrease in under the influence deadly crashes, and a 7% decrease in deadly pedestrian crashes.* This issue of Zeroing In highlights some of the 2017 successes that are helping to advance the City’s Vision Zero goal of reducing traffic deaths and serious injuries to zero.

As we kick off a new year, the City and its Community Builders will continue to work with our partners and neighbors to address preventable traffic crashes and engage in conversations that shift the dialogue from “accident” to “crash” when referring to preventable, deadly incidents. Through Vision Zero, the City will also continue to work toward introducing innovative, proactive solutions to save lives and make our streets safer for everyone.

*Source: 2016 and 2017 Fort Lauderdale Police Department Data



30% decrease
in deadly crashes
in **2017**



50% decrease
in deadly
motor vehicle
crashes



67% decrease
in under the influence
deadly
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7% decrease
in deadly
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ZEROING IN ON SUCCESSES



2017 | Total Infrastructure Improvements – The City of Fort Lauderdale installed 15 linear miles of bike lanes, 49 crosswalks, and 2.5 miles of sidewalks in 2017.



2017 | Truck Side Guards – Fleet Services installed side guards on 12 new trucks recently purchased for bulk waste collections. The side guards help reduce deaths resulting from “right-hook” crashes by preventing bicyclists from being pulled under the vehicle and also reduce the severity of vehicular crash side collisions.

Spring 2017 | High Visibility Enforcement (HVE) Campaign

– Last year, through a Florida Department of Transportation grant, the Fort Lauderdale Police Department implemented a High Visibility Enforcement (HVE) campaign to improve pedestrian and bicycle safety. Police officers educated 458 people on safe traffic behaviors (Phase 1) and issued 122 traffic warning citations. The final results of the campaign found an 80% decrease in the rate of traffic citations issued when comparing the citations phase (Phase 3) to the warnings phase (Phase 2) of the HVE campaign. The HVE campaign represents the value public education and encouragement has in preventing traffic citations and deadly crashes.



September 2017 | Vision Zero Internal Task Force Meeting – The Vision Zero Internal Task Force met to discuss the latest crashes, provide Vision Zero updates, and 2018 actions.

December 2017 | Vision Zero Internal Task Force Meeting – The Internal Task Force met again in early December 2017 to develop the action items for the Zeroing In 2022 strategies that will be implemented in 2018.



December 2017 | N.E. 13th Street Complete Streets Project – This project was designed with safety improvements centered around the Vision Zero 5Es (outlined below). The City unveiled the project in December 2017 at the Reimagine N.E. 13th Street Ribbon Cutting and Street Festival.

Engineering: New lighting, roundabout, dedicated bike lanes, shorter crossings for pedestrians, pedestrian buffer of on-street parking

Education: How to use a roundabout to reduce crashes

Enforcement: Emphasis on speeding and semi-trucks on the corridor

Encouragement: No thru semi-trucks on street to improve quality of life and safety

Evaluation: installing a speed radar sign and project evaluation in late 2018

Vision Zero Presentations

March 2017 | Tarpon River Civic Association

April 2017 | Vision Zero Champions Meeting

May 2017 | Broward County Bicycle Pedestrian Advisory Committee





May 2017 | Federal Highway Administration Vision Zero Peer Review Exchange – Fort Lauderdale was one of 10 cities selected to participate in a Peer Review Exchange and presented on the City’s Vision Zero communication efforts.

October 2017 | Florida Public Transit Association – City Community Builders participated in a panel presentation on how to incorporate Vision Zero into transit operations.

AWARDS/DESIGNATIONS

2017 | Bronze Level Walk Friendly Communities Designation – The Pedestrian and Bicycle Information Center designated Fort Lauderdale as a Bronze Level Walk Friendly Community. This City was selected for its commitment to improving and sustaining walkability and pedestrian safety through comprehensive programs, plans, and policies such as Vision Zero Fort Lauderdale, the Connecting the Blocks program, and our award-winning Complete Streets policy. Fort Lauderdale is just one of four Florida cities with a WFC designation.



OUTREACH EVENTS

2017 | Family Fun Rides & Moonlight Movie in the Park events – Last year, the City of Fort Lauderdale, in partnership with local homeowners associations and organizations, hosted Family Fun Ride events in the Harbordale and Rock Island neighborhoods to educate neighbors and their families about bike safety and encourage them to explore the City on a bike. Since 2015, the City has hosted six events that averaged about 100 attendees of all ages who participated in safety and education activities.



May 2017 | KAPOW – Community Builders educated elementary school-aged children on how to be safe while walking, biking, or driving with family and friends.

May 2017 | Hurricane Andrew Exhibit at Museum of Discovery and Science – Community Builders educated attendees on transportation resiliency and walking and biking safety after storms, as well as Vision Zero.

July 2017 | Fort Lauderdale Black Police Officers Association Teen Summit – Community Builders educated students at Stranahan High School on Vision Zero.



August 2017 | Megaphone Back to School Event – The City partnered with University of Miami’s WalkSafe program to educate attendees on pedestrian safety and provide safety giveaways to keep children safe while walking to school or in their neighborhood.

October 2017 | Walk to School Day – The City joined Bayview Elementary and 5,500 other schools across the U.S. to celebrate Walk to School Day with a group walk from George English Park to Bayview Elementary.

October 2017 | Imperial Point Fall Harvest Festival – Community Builders educated neighbors on Vision Zero and how to be safe when walking or biking.

October 2017 | Reimagine N.E. 13th Street Ribbon Cutting and Street Festival – Community Builders set up a Vision Zero display to educate event attendees on how to be safe while walking or biking and how to use roundabouts.



December 2017 | Let’s Go Walking – The City partnered with the Broward Metropolitan Planning Organization on this event to promote Vision Zero and best practices for safe walking between Joseph C. Carter Park and N.W. 4th Street and to highlight projects.



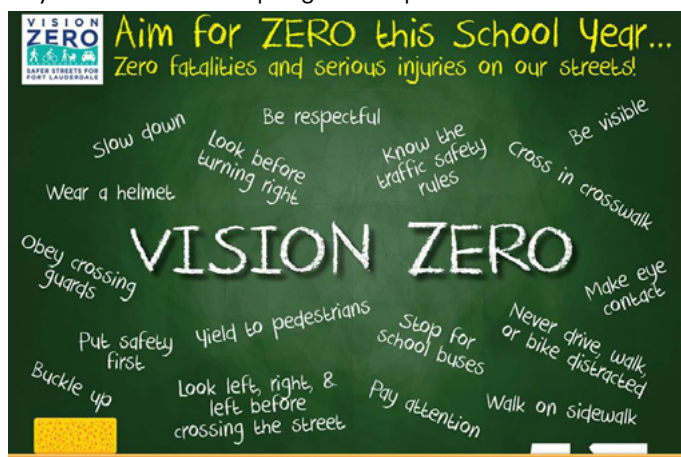
PUBLICATIONS & MESSAGING

January 2017 to December 2017 | Go Riverwalk Monthly Articles – Community Builders submitted monthly Vision Zero-oriented columns covering topics such as roundabout usage and protected bike lanes.



February 2017 | “One is Too Many” Bus Bench Campaign – Nine Vision Zero messages were developed and placed on bus benches in high-crash corridors. These messages continue to be rotated on bus benches located throughout the City.

March – December 2017 | Zeroing In 2022 Five-Year Plan – City Community Builders and Vision Zero partners worked together to develop *Zeroing In 2022*, the City’s first Vision Zero five-year action plan. *Zeroing In 2022* will outline the efforts the City and its implementation partners will focus on over the next five years. The plan will be presented to the City Commission this spring for adoption.



August 2017 | Aim for Zero this School Year – The City shared back-to-school street safety tips through various communication outlets.

October 2017 | Halloween Safety Tips – The City shared safety tips created by the University of Miami via social media and other outlets to encourage children to remember to be safe and be seen while trick-or-treating.

December 2017 | Make Safe Driving Choices that Save Lives this Holiday Season – The City implemented a campaign and produced a video to promote alternative transportation choices to discourage driving under the influence.

ZEROING IN WHAT’S AHEAD



Street Safety Projects and the 5Es | The City of Fort Lauderdale will continue to incorporate the five Es when designing and implementing street safety projects. Each engineering project will be designed with safety improvements such as bike lanes, roundabouts, etc., and before and after studies will be conducted for evaluation purposes. The City will educate neighbors on how to use the newly designed streets, regardless of transportation mode, and encourage them to use all available infrastructure appropriately to safely navigate through the city. Finally, an enforcement period will be implemented to protect our neighbors and ensure everyone is using our streets safely.

Five-Year Action Plan | Community Builders will present *Zeroing In 2022*, the City’s first Vision Zero five-year action plan, to the City Commission for adoption.



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