

ACTION PLAN

What happens next?

The SCTPO has prioritized a set of strategies and actions to make progress toward the goal of eliminating fatal and severe injury crashes. They are organized into four areas: Leadership, Education, Safer Roadways, Safer Speeds, and Data-Driven Approach. The SCTPO is uniquely suited to take on a

leadership role as they are positioned to identify regional actions and policies that local governments, FDOT, and other regional partners can implement to reach zero traffic-related deaths and severe injuries for people walking, bicycling, riding motorcycles, and driving.



Why are traffic safety initiatives such as Vision Zero so important to your community?

“An average of 3,700 people die every day on the roads; that’s 1.35 million over the course of a year.⁴ For those aged five to twenty-nine, motor vehicle accidents are the #1 leading cause of death.⁵ In addition to those killed, tens of millions suffer non-lethal injuries. For comparison’s sake, as of April 20, COVID-19 was responsible for approximately 167,000 deaths worldwide – not quite one-eighth the number killed every year by cars”

Bryan Lober
County Commissioner,
Brevard County
SCTPO Governing Board Member

4 | <https://www.cdc.gov/injury/features/global-road-safety/index.html> citing <https://www.who.int/publications-detail/global-status-report-on-road-safety-2018>

5 | <https://www.asirt.org/safe-travel/road-safety-facts/>

Leadership

Leadership across agencies consistently prioritizes safety via a collaborative working group and other resource-sharing efforts. Decision-makers and system designers advance projects and policies for safe, equitable multi-modal travel by securing funding and implementing projects, prioritizing roadways with the most pressing safety issues.

Action	Purpose	Performance Metric	Level of Resources	Lead
Form a Vision Zero Steering Committee that meets regularly.	Cross-departmental and jurisdictional collaboration is core tenet of Vision Zero to bring together those who have responsibility and expertise in the key areas that impact safety. Institutionalizing change and seeing positive impacts will take multiple years. The Task Force should continue to review new data and work with the SCTPO to revise and introduce action items, initiatives, and strategies that focus on saving lives and reducing severe injuries.	Convene group quarterly	Medium 	SCTPO
Conduct Vision Zero workshops for engineering, planning and public health staff.	Vision Zero will be more readily implemented when understood by the government staff asked to implement the policies.	1 training/year	Medium 	SCTPO
Encourage local agencies to adopt Vision Zero Resolutions and/or Action Plan.	Shared goals and collaboration will strengthen the safety culture and accountability necessary for successful Vision Zero outcomes.	On going coordination	High 	SCTPO, Municipalities
Develop and maintain a list of community resources and partner safety coalitions for posting on the SCTPO website and distributing to municipalities and partnering agencies.	There are numerous partners in the county who can support Vision Zero and have resources to help implement the Action Plan.	List completed and distributed/posted	Low 	SCTPO
Present Vision Zero initiatives and updates to the Community Traffic Safety Team (CTST). Encourage member participation during outreach events.	To continue the Vision Zero conversation during implementation, use the existing CTST meeting as a platform for sharing and receiving updates from relevant agencies.	2 meetings/year	Low 	SCTPO
Identify funding sources and help municipalities obtain funds.	Sustain momentum and longevity of Vision Zero. Potential funding sources: Governor's Highway Safety Representative (NHTSA) Grant, Highway Safety Improvement Program from state DOTs, Transportation Alternative Program through the MPO/Federal Highway Administration (FHWA), Safe Routes to Schools program, and miscellaneous public health grants. An example of innovative funding from another Vision Zero city is One Percent For Safety (Columbia, MO)—1% of estimated project costs (for projects costing \$500,000+) is dedicated to implementing the Vision Zero Action Plan.	Funding sources updated annually	Low 	SCTPO, Municipalities

Action	Purpose	Performance Metric	Level of Resources	Lead
Through partnership with Alert Today Florida, monitor and support policies related to continuing education for drivers as a requirement to renew licenses.	Keep drivers informed of latest traffic laws and how to behave when it comes to interactions with bicyclists and pedestrians.	Demonstrated progress	Low 	SCTPO, Municipalities
The SCTPO will continue to look for ways to incentivize projects that fit Vision Zero principles.	As a funding and regional planning agency, there is an opportunity to leverage funding and policies to incentivize safety-first projects.	Demonstrated progress	Low 	SCTPO, Municipalities

Safer Speeds: Engineering & Enforcement

Encourage a safe, well-connected transportation network for people using all modes of transportation. This prioritizes safe travel of people over expeditious travel of motor vehicles.

Action	Purpose	Performance Metric	Level of Resources	Lead
Work with FDOT and individual cities to implement best practices in setting target speeds and speed limits.	Speed is a fundamental predictor of crash survival. Lower speed limits are effective when they are supported by street design, enforcement and education that influences people to drive slower.	New target speed on one roadway/year	Medium 	SCTPO, Municipalities, FDOT
Advocate for stronger laws related to distracted driving.	Distracted driving is underreported in Brevard County but is a known problem. Each day in the United States, approximately nine people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver.	Demonstrated progress	Low 	SCTPO, Municipalities
Evaluate resurfacing projects to identify opportunities to incorporate Complete Street elements and other safety countermeasures targeted towards vulnerable users.	This is a cost-effective way to incorporate countermeasures as part of a funded project.	2 projects/year incorporate elements	High 	SCTPO, FDOT, Municipalities
Encourage enforcement efforts on the High Injury Network. Provide data to Law Enforcement to help focus them on the most dangerous behaviors (speeding, distraction, impairment).	Focusing limited resources on the HIN will lead to greater benefits related to traffic safety. Partner with Best Foot Forward to conduct high visibility enforcement (HVE) campaigns.	1 HVE /year	Medium 	SCTPO, FDOT, Sheriff, local police departments

Action	Purpose	Performance Metric	Level of Resources	Lead
Encourage use of speed feedback signs on high injury corridors.	Focusing limited resources on the HIN will lead to greater benefits related to traffic safety. When appropriately complemented by police enforcement, these can be an effective method for reducing speed at a desired location.	Two new signs/year	Low ■	SCPTO, FDOT, Municipalities
Target Vulnerable Road User High Injury Network to gather count data.	Counts will provide better data for designing the most effective countermeasures, such as leading pedestrian intervals (LPI).	Counts at 2 intersections/corridors	Medium ■ ■	SCPTO
Explore corridors where a speed management pilot would be applicable and could be deployed.	Speed is a fundamental predictor of crash survival. Lower speed limits are effective when they are supported by street design, enforcement and education that influences people to drive slower. Pilot studies can help identify low-cost strategies such as coordinated signal timing to encourage certain speeds and use of LPI to improve safety at intersections and their effectiveness.	1 corridors /year	Medium ■ ■	SCPTO, FDOT, Municipalities
Utilizing the High Injury Network, prioritize lighting projects to reduce crashes where dark/unlit conditions are an observed crash factor.	Darkness (or the absence of lighting) results in a disproportionately high number of crashes and fatalities relative to exposure, and in particular, those involving pedestrians. Focuses funding where it is most needed.	Prioritized list of lighting projects	Medium ■ ■	SCPTO, FDOT, Municipalities
Consider additional ways to prioritize identified safety concerns as part of the project prioritization process.	Focuses funding where it is most needed. Example prioritization criteria might include: <ul style="list-style-type: none"> - Located on a High Injury Network for the targeted mode or provides a comparable alternate route to a High Injury Network - Statistically determined over-representation of severe crashes and/or targeted crash types - High frequency of crashes involving vulnerable road users - Proven cost effectiveness - Special priority for low-cost systemic treatments 	Number of segments/intersections receiving improvements compared to prior years.	Low ■	SCTPO, Municipalities, FDOT
Work with municipalities to implement ADA recommendations at transit stops and along the first and last mile routes to facilitate and encourage ridership.	Investment in public transit facilities is one of the most cost effective ways to enhance traffic safety and encourage ridership. The American Public Transportation Association reports that public transportation has less than a tenth the per-mile traffic casualty (injury or death) rate as automobile travel.	Implement recommendations for 2 transit stops/year	Medium ■ ■	SCPTO, FDOT, Municipalities
Encourage local agencies to review land use plans and development projects through the lens of Vision Zero	Decisions around such issues as land use zoning, development planning, and parking policies significantly impact the likelihood and severity of crashes and must be better coordinated with a focus on safety to protect the most vulnerable users.	As needed	Low ■	SCTPO, Municipalities

Action	Purpose	Performance Metric	Level of Resources	Lead
Explore aesthetic treatment of crosswalks in high-pedestrian areas.	Crosswalk treatments can communicate a message to drivers that they are entering a pedestrian area and need to pay attention, which calms traffic and improves safety. These treatments can also provide a sense of place and cultural identity. A review on compliance with the Manual on Uniform Traffic Control Devices (MUTCD) requirements must be completed.	A list of approved treatments.	Medium ■ ■	SCPTO, FDOT, Municipalities

Education

Working together to save lives.

Action	Purpose	Performance Metric	Level of Resources	Lead
Implement a Vision Zero messaging campaign and evaluate effectiveness.	Working with the public to increase awareness, the SCTPO can help inspire a culture of safety. Social marketing has a history of success in influencing behavioral change for societal good, and is considered a proven safety countermeasure by the National Highway Traffic Safety Administration.	Campaign launched and evaluated yearly	Low ■	SCPTO, FDOT, Municipalities
Continue traffic safety programs targeting diverse populations.	Equitable and diverse programs should consider funding, ranges of abilities, and access to multimodal and safe travel options. Severe injury and fatal crashes are more likely for people living in poverty, people of color, the elderly, and people with disabilities. Additional vulnerable populations include young people and people who ride bicycles and walk.	Equitable distribution of safety programs	Low ■	SCTPO
Continue to meet with Safe School Access Team.	Improve safe access to schools for all modes of travel. Schools typically serve a diverse population and are an effective partner in sharing information on Vision Zero and roadway safety. School officials and teachers are trusted sources of information for parents and students and can be conduits of information that may otherwise be difficult to disseminate.	On-going participation in regular meetings	Low ■	SCTPO, Safe School Access Team
Provide support for outreach events.	Sharing information will raise awareness about the Vision Zero program and help to foster collaboration to achieve goals and influence policies.	As needed	Low ■	SCTPO
Establish and train a Speakers Bureau to present to community groups on Vision Zero.	A broader group of people will be able advocate for Vision Zero and share the message. It also lessens the burden for the MPO in speaking to community groups.	Members identified and trained	Low ■	Speakers Bureau, SCTPO
Encourage major employers in the County to support safe driving initiatives.	Employers are able to influence their employees through workplace policies, education, and incentives.	3 employers /year	Low ■	SCTPO

Action	Purpose	Performance Metric	Level of Resources	Lead
Deliver education messages for new roadway designs or traffic control devices with a focus on pedestrian and bicycle safety infrastructure to teach all users how to navigate the network.	Education/training programs bring driver awareness and help increase compliance with new infrastructure.	One training per year with newly implemented project	Low ■	SCTPO, Municipalities
Identify and partner with public health professionals to promote active transportation, mode choice to get to everyday destinations, and health benefits.	More people out walking and biking can improve safety, as everyone begins to pay more attention.	Participate in 1 joint event/year	Low ■	SCTPO, Public Health agencies
Sponsor a student contest to design wraps or banners for traffic control boxes, buses, benches, bus shelters, etc. related to Vision Zero messaging and traffic safety.	To inform students about Vision Zero and create a visual educational element for all modes of travel.	Contest sponsored and 1 project completed	Medium ■ ■	SCTPO
Through partnership with Alert Today Florida advocate for additional traffic safety education in Driver's Education Programs.	Driver behavior is a factor in a majority of fatal and serious injury crashes. Affecting driver decisions is a key part of improving traffic safety. Improved driver training can help prevent crashes or reduce the severity of injuries if they occur. For example, nationally, novice teen drivers are twice as likely as adult drivers to be in a fatal crash. Oregon statistics based on four years of data show that teens ages 15 to 20 without driver education are responsible for 91 percent of teen driver crashes.	Progress demonstrated	Low ■	SCPTO, FDOT, Municipalities
Work with state and local jurisdictions to include transportation safety training for drivers of taxicabs, limousines, and vehicles for hire.	Those who drive vehicles professionally have a special responsibility to prioritize safety on the roadway, especially where they must share the road with people walking and biking.	Progress demonstrated	Low ■	SCPTO, FDOT, Municipalities
With the impending arrival of passenger rail, deliver rail safety messages for all road users.	Education and messaging targeted at the new passenger rail services will establish a common set of behavioral expectations and proactively help people of all modes travel responsibly and safely when near the passenger rail facilities.	Quarterly Campaigns beginning in 2022 Annually thereafter	Medium ■ ■	SCPTO, FDOT, Virgin Train Service, Municipalities

Data-Driven Approach, Transparency & Accountability

Action	Purpose	Performance Metric	Level of Resources	Lead
Maintain Safety Dashboard, Safety Program and Vision Zero web pages.	Data is necessary to inform decision-making, project prioritization, pilot treatment evaluation, and resource allocation.	Updated annually	Low 	SCTPO
Produce annual Vision Zero report to track progress and update actions.	Ongoing monitoring is necessary to inform decision-making, project prioritization, pilot treatment evaluation, and resource allocation.	Updated annually	Low 	SCTPO
Incorporate High Injury Network into Annual State of the System Report. Produce annual Safety Report.	Collaboration across plans and agencies unites stakeholders and further prioritizes shared goals.	Annual State of System Report includes HIN	Medium  	SCTPO
Participate in the Florida Traffic Records Coordinating Committee (TRCC) to improve traffic and crash data collection, reporting, and decision-making.	Variations in law enforcement reporting of crashes is leading to gaps in crash data needed to consistently track crashes over time.	Liaison joins the TRCC	Low 	SCTPO
Hold focus groups with hospitals and trauma centers to identify ways to incorporate their data on severe injuries and fatalities related to traffic crashes while maintaining patient confidentiality.	Hospitals have additional demographic data related to traffic violence that can help identify trends and address equity issues.	2 focus group meetings held	Low 	SCTPO

