

VISION ZERO



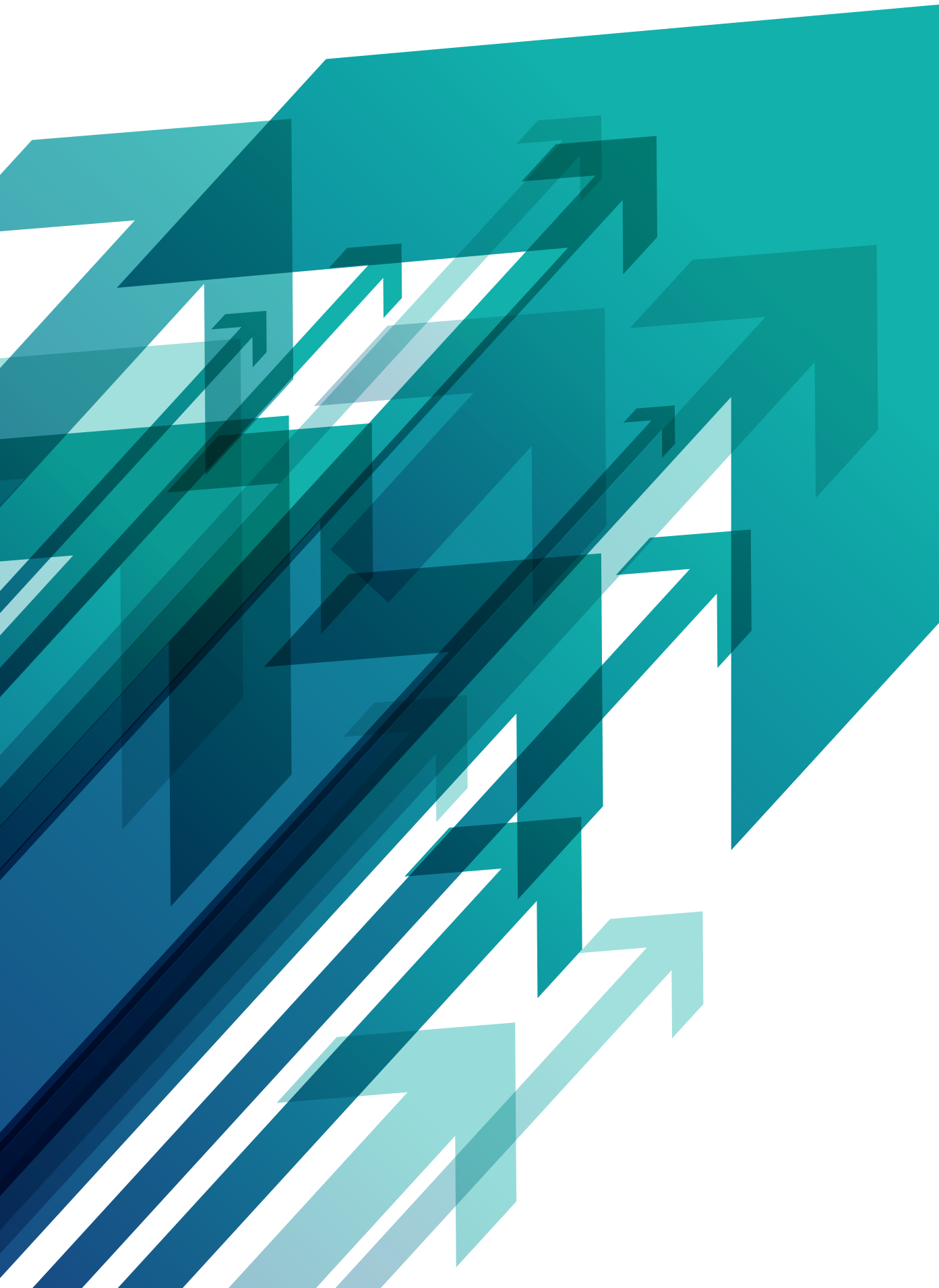
**SAFER STREETS FOR
FORT LAUDERDALE**

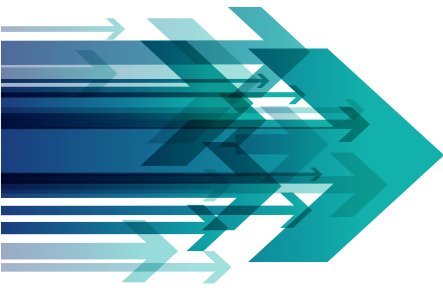
A Street Safety Action Plan

Adopted by the Fort Lauderdale
City Commission November 3, 2015

CITY OF FORT LAUDERDALE
Transportation and Mobility Department
www.fortlauderdale.gov/visionzero







VISION ZERO FORT LAUDERDALE: OVERVIEW

BACKGROUND

Vision Zero Fort Lauderdale is a response to neighbors' concerns about safety for the traveling public via walking, biking, riding a bus or train, or driving a car.

Fort Lauderdale's neighbors prioritized a connected multimodal transportation network where the pedestrian is first in the City's *Fast Forward Fort Lauderdale 2035 Vision Plan*, completed in 2013. Since that time, Fort Lauderdale's neighbors have placed a priority on improving the safety and connectivity of the City's transportation network.

In the 2014 Neighbor Survey, respondents ranked the safety of biking as the highest priority within the transportation and mobility category. As a result, the most important capital improvement projects for leaders to fund were identified as walkable/bikeable streets, greenways, and pathways. The need for improvements was also evident in the 2013 Neighbor Survey where a desire for more sidewalks, bikeable streets, and improved multimodal options were identified.

PROBLEM

The community concerns expressed in the 2012-2014 Neighbor Surveys, shown in Table 1, are supported by crash data for the City. The most alarming statistic shows that Fort Lauderdale has the second highest pedestrian fatality rate in the country (5.86 per 100,000 people) according to 2012 data from the U.S. Department of Transportation's Fatality Analysis Reporting System (FARS). Fort Lauderdale also ranked the highest in Florida and fifth in the nation in 2012 for overall traffic fatalities (16.98 per 100,000 people) according to FARS.

Over the past five years, there has been an average of 20 fatalities on Fort Lauderdale streets each year, which includes an average of nine pedestrian and two bicycle fatalities annually.

On average, bicycle and pedestrian incidents involve a much higher fatality rate. In 2014, according to Florida's Integrated Report Exchange System (FIRES) crash report data, approximately 3% of all crashes involving bicycles or pedestrians resulted in a fatality, while only 0.04% of vehicle crashes resulted in a fatality.

Table 1. Neighbor Survey Results, 2012-2014

Questions related to walking and biking infrastructure and safety

Percentage of respondents that are very satisfied and satisfied with:	2012	2013	2014
Availability of sidewalks	60%	52%	53%
Condition of sidewalks	49%	42%	43%
Safety of walking	43%	39%	37%
Availability of biking paths and amenities	34%	24%	26%
Safety of biking	30%	24%	25%
Management of traffic flow and congestion	41%	22%	21%

(The City's first Neighbor Survey was issued in 2012. There is no previous data available.)

BENEFITS

Crashes are tragic to those involved and the family members of the victims. Creating a safer transportation network through Vision Zero has a variety of benefits for Fort Lauderdale's neighbors and visitors regardless of their transportation mode.

One benefit of creating safer streets for everyone is that it results in a predictable transportation system for all users. Adding safe accommodations to our streets, such as crosswalks and bike lanes, offers additional benefits that will alleviate vehicle congestion by encouraging neighbors to make some trips by modes other than a vehicle. These amenities will also help improve the overall health of our community by providing the ability to choose active transportation modes, such as biking, walking, or skating.

Connecting walkable, bikable corridors also elevates the economic vitality of the City through placemaking, or creating places where people want to stop and explore, and provides access to critical services, local businesses, and employment.

Fort Lauderdale's vehicle transportation system is built out in terms of available right-of-way. As the City continues to grow, realizing the benefits of improving its multimodal transportation network needs to be a focus to support sustainability and enhance the quality of life for all neighbors.





VISION ZERO FORT LAUDERDALE: OVERVIEW

Vision Zero is a global movement to create transportation systems with zero crash-related fatalities or serious injuries. The City of Fort Lauderdale is dedicated to joining the efforts of other municipalities around the world to change the way we build community to make Fort Lauderdale a wonderful place to live, work, and play and fulfill the vision of being The City You Never Want to Leave.

To achieve this vision, we need to transform Fort Lauderdale into a walkable, bikeable destination. The *Vision Zero Fort Lauderdale* plan outlines action strategies and focuses on three core principles intended to improve safety for everyone:

Principle 1: *There is not an acceptable level of fatality or injury on our streets.*

Principle 2: *Traffic deaths and injuries are not accidents; they are preventable crashes.*

Principle 3: *The public should expect safe behavior on City streets and actively participate in efforts to make them safer.*

ACTION

To achieve a zero-fatality transportation network, this action plan recommends strategies focusing on Five Es – Engineering, Education, Encouragement, Enforcement, and Evaluation – to improve traffic safety, save lives, and eliminate injuries.

Engineering Strategies create safe and convenient environments to drive, bike, and walk through the implementation of complete streets in accordance with the adopted *Complete Streets Policy* and other transportation initiatives. These strategies include actions such as installing appropriate street accommodations for all users (e.g., crosswalks, bike lanes, etc.), access to transit, and access during construction.

Educational Strategies include an array of approaches aimed at teaching neighbors of all ages and abilities best practices to safely use the City’s streets. Outreach topics include educating neighbors about the importance of crossing at crosswalks and yielding to pedestrians who are in them, supporting programs such as Safe Routes to Schools and the WalkSafe/BikeSafe programs, and adhering to the 3-foot passing law, and other laws bicyclists, pedestrians, and motorists need to follow.



Encouragement Strategies promote and encourage behavior change and participation through new and existing resources, public outreach, and special events. These strategies include distributing safety gear to neighbors (e.g., helmets, bike lights, etc.), and hosting special events, such as Open Streets Fort Lauderdale, Bike to Work Day, and Family Fun Ride & Moonlight Movie in the Park.

Enforcement Strategies create awareness to encourage motorists to slow down and observe traffic laws. These strategies emphasize enforcement in targeted high crash corridors and identified speeding zones. Examples of enforcement strategies include public awareness campaigns in school zones and educating the public using enforcement techniques.

Evaluation Strategies will be used to collect data to measure the successes of the multiple Vision Zero strategies being implemented. Measuring, evaluating, and documenting the City’s progress toward achieving Vision Zero is pivotal to the success and value of this initiative.






Sources the City will use to measure Vision Zero progress include data for all transportation modes, crash data, and speed and volume data.

Action Strategies include recruiting “Vision Zero Champions” from a wide array of state, county, local, and neighborhood organizations to create the Vision Zero Steering Committee. This committee will assist with developing a holistic approach to stimulate the needed paradigm shift in the way neighbors address safety on City streets. The champions will also prioritize the Action Strategies and oversee their implementation.





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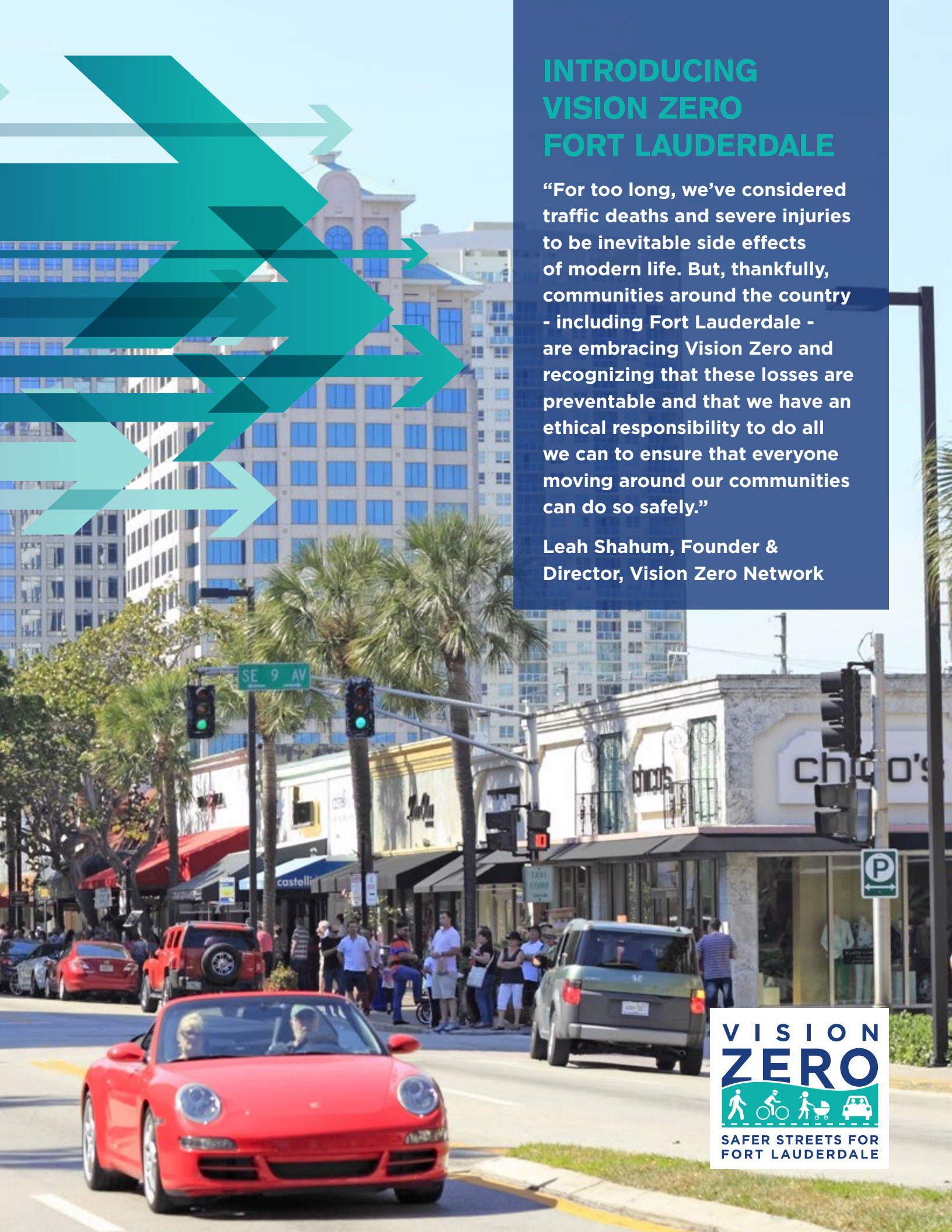
LIST OF ABBREVIATIONS

AARP	American Association of Retired Persons
ADA	Americans with Disabilities Act
ATM	Active Traffic Management System
BC	Broward County
BCT	Broward County Transit
BCPS	Broward County Public Schools
BCPW	Broward County Public Works
BPAC	Bicycle Pedestrian Advisory Committee
Broward MPO	Broward Metropolitan Planning Organization
BSO	Broward Sheriff's Office
CMO	City Manager's Office, City of Fort Lauderdale
CSAC	Complete Streets Advisory Committee, Broward MPO
CTST	Community Safety Traffic Teams
DDA	Fort Lauderdale Downtown Development Authority
DRC	Development Review Committee, City of Fort Lauderdale
DSD	Department of Sustainable Development, City of Fort Lauderdale
DMV	Florida Department of Highway Safety and Motor Vehicles
FARS	Fatality Analysis Reporting System
FDOT	Florida Department of Transportation
FHP	Florida Highway Patrol
FIRES	Florida Integrated Report Exchange System
FLPD	Fort Lauderdale Police Department
FR	Fire-Rescue Department, City of Fort Lauderdale
FTA	Federal Transit Administration
GHG	Greenhouse Gas
HWC	Health and Wellness Center, City of Fort Lauderdale
IESNA	Illuminating Engineering Society of North America
ITE	Institute of Transportation Engineers
MOT	Maintenance of Traffic
NACTO	National Association of City Transportation Officials
NHTSA	National Highway Traffic Safety Administration
NS	Neighbor Support Office, City of Fort Lauderdale
P&R	Parks & Recreation Department, City of Fort Lauderdale
PAO	Public Affairs Office, City of Fort Lauderdale
PW	Public Works, City of Fort Lauderdale
SRTS	Safe Routes to School
TAM	Transportation and Mobility Department, City of Fort Lauderdale
ULI	Urban Land Institute

INTRODUCING VISION ZERO FORT LAUDERDALE

“For too long, we’ve considered traffic deaths and severe injuries to be inevitable side effects of modern life. But, thankfully, communities around the country - including Fort Lauderdale - are embracing Vision Zero and recognizing that these losses are preventable and that we have an ethical responsibility to do all we can to ensure that everyone moving around our communities can do so safely.”

Leah Shahum, Founder &
Director, Vision Zero Network





SECTION 1: INTRODUCING VISION ZERO FORT LAUDERDALE



Vision Zero Fort Lauderdale is divided into four sections. Section 1 describes the background, policy changes, and goals. Section 2 defines the problem and presents analytical evidence describing the need for Vision Zero Fort Lauderdale. Section 3 presents the benefits of moving in a new direction. Section 4 defines the implementation strategies to improve safety while reducing injuries and fatalities. The implementable actions strategies are based on the current best practices, detailed fieldwork, and input from partners and stakeholder groups. These strategies will help to satisfy the realistic, achievable Vision Zero objectives.

The City of Fort Lauderdale is the eighth largest city in Florida and the largest city in Broward County. Fort Lauderdale is home to a culturally diverse population of 172,389 residents (2013 Census Data). According to the Greater Fort Lauderdale Convention & Visitors Bureau, more than 14 million visitors passed through the City in 2014.

In 2013, the City of Fort Lauderdale adopted a comprehensive vision plan, *Fast Forward Fort Lauderdale*, to move the City into the future. *Press Play Fort Lauderdale*, a five-year action plan, includes specific steps toward achieving the City’s vision. Together, both plans provide the foundation for shifting the transportation approach from moving cars to moving people effectively throughout the City. By shifting our approach, all policies, programs, and projects will improve safety and access for everyone regardless of transportation mode.

A paradigm shift from car-centric to people-centric movement is important because Fort Lauderdale has the second highest pedestrian fatality rate in the United States, as reported in *Traffic Safety Facts 2012: A Compilation of Motor Vehicle Crash Data from the Fatality Analysis Reporting System and the General Estimates System* issued by the National Highway Transportation Safety Administration.

To begin the needed paradigm shift, the City of Fort Lauderdale introduced *Vision Zero Fort Lauderdale*, which incorporates the City’s vision into three specific core principles aimed at achieving a zero-fatality transportation network:

Principle 1: *There is not an acceptable level of fatality or injury on our streets.*

Principle 2: *Traffic deaths and injuries are not accidents; they are preventable crashes.*

Principle 3: *The public should expect safe behavior on City streets and actively participate in efforts to make them safer.*



SECTION 1: INTRODUCING VISION ZERO FORT LAUDERDALE



WORKING TOGETHER TO SAVE LIVES

Improving street infrastructure will take time and dedication of resources. Implementation requires efforts from both private and public partners at the city, county, state, and federal government levels. This plan was developed in collaboration with the wide range of partners listed in Table 2. The implementation of the plan will utilize the continued support of these partners, as well as continue to build new partnerships in the future.

Table 2. Vision Zero Fort Lauderdale Partners

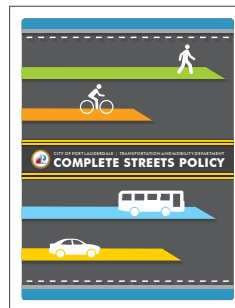
VISION ZERO PARTNERS	
Broward Metropolitan Planning Organization (MPO)	Local non-profits: University of Miami Walksafe and BikeSafe Programs, Broward B-cycle
Broward County	Business Community, Downtown Development Authority, Fort Lauderdale Chamber of Commerce
Florida Department of Transportation, District 4	City of Fort Lauderdale: Police Department, Public Works, Parks & Recreation, Neighbor Support, Sustainable Development, Transportation and Mobility, Public Affairs Office
Future partners	

BUILDING ON OUR VISION



One of the priorities outlined in the City's vision plan, *Fast Forward Fort Lauderdale 2035*, is to transform Fort Lauderdale into a fully connected, pedestrian-friendly, multimodal city that improves pedestrian, bicyclist, and motorist safety through a complete streets approach that offers safe access for all ages and abilities.

Based on input provided by the City's neighbors during the visioning process, the Fort Lauderdale City Commission adopted the *Complete Streets Policy* and *Complete Streets Manual* in 2013 to design, construct, operate, and maintain appropriate facilities for pedestrians, bicyclists, motor vehicles, mass transit vehicles and riders, freight carriers, emergency responders, and adjacent land users. The guidelines are categorized to allow for context sensitive design for the various types of streets, such as a residential street or urban boulevard.



Following the adoption of *Fast Forward Fort Lauderdale* and the *Complete Streets Policy*, the City then developed *Connecting the Blocks*, which is an implementation program that identifies more than 400 needed bicycle, pedestrian, roadway, and infrastructure projects. These needs have been prioritized based on a series of weighted criteria shaped

by City Commission priorities to create context sensitive complete streets.

While complete streets engineering design will improve safety for all users, construction projects take time and do little to change behavior in the near future. A critical behavior shift in how people in Fort Lauderdale utilize streets is needed; therefore, the City is committed to educational outreach that encourages users to share the road, reinforces existing laws, and evaluates results of efforts while using available resources to monitor and track progress.



DEFINING THE PROBLEM

“Fort Lauderdale recognizes that it will take a unified effort at all levels of government to effectively address this complex national issue. To that end, I encourage every state, city, town, and village to join us in this important cause by adopting Complete Streets and Vision Zero policies and develop comprehensive street safety solutions. I also urge every walker, biker, and driver to do their part to eliminate traffic fatalities and severe injuries on our streets by adhering to the rules of the road, following proper safety procedures, and never walking, biking, or driving while texting or under the influence of alcohol or drugs. Through collaboration, communication, education, and participation we must all do our part to make our streets safer, achieve Vision Zero and, ultimately, save lives.”

John P. “Jack” Seiler, Mayor,
City of Fort Lauderdale



SECTION 2: DEFINING THE PROBLEM



The statistics in Table 3 reveal the top 10 cities with the highest pedestrian and fatality rates, which were reported in *Traffic Safety Facts 2012*.

Fort Lauderdale is ranked within the top 5 on both lists with the **second highest pedestrian fatality rate** and the **fifth highest traffic fatality rate** in the nation in 2012.

Table 4 shows the total number of traffic, pedestrian, and bicycle fatalities in the City between 2009 and 2014 based on Signal Four Analytics data for Fort Lauderdale.

Table 3. 2012 Pedestrian and Traffic Fatalities by City

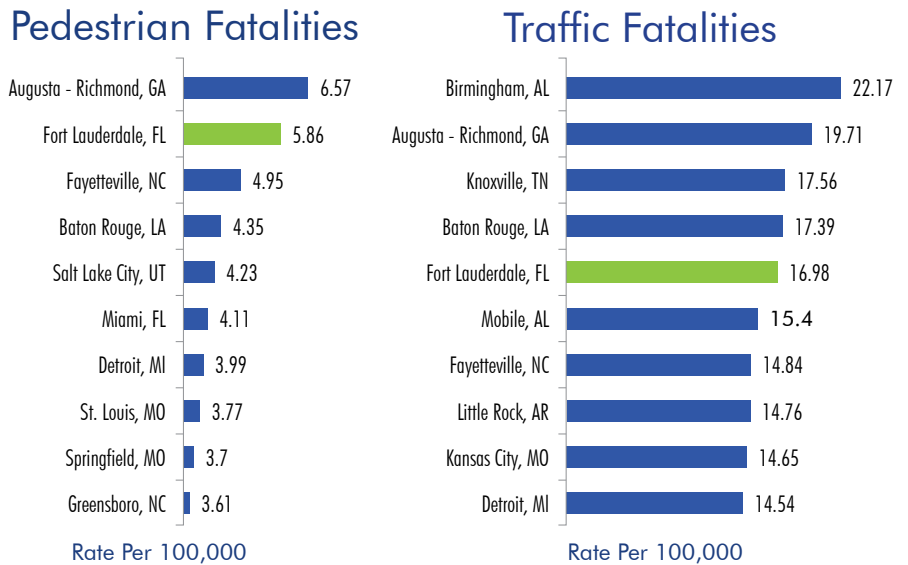


Table 4. Fort Lauderdale Crash Data, Signal Four Analytics, 2009-2014

CITY OF FORT LAUDERDALE (2009-2014)							
	2009	2010	2011	2012	2013	2014	TOTAL
Total Traffic Crashes	4,720	4,910	3,933	6,198	10,133	10,879	40,773
Total Traffic Fatalities	28	20	16	28	18	24	134
Total Pedestrian Fatalities	11	10	4	11	9	12	57
Total Bicycle Fatalities	4	2	1	3	1	3	14
Total Pedestrian Injury Crashes	134	119	133	144	189	162	881
Bicycle Injury Crashes	111	95	55	102	110	95	568

(This table does not include fatalities that are still under investigation.)

Additional Signal Four Analytics statistics reviewed show that:

- More than 1,400 pedestrians and bicyclists suffered serious injuries on Fort Lauderdale’s streets between 2009 and 2014.
- Fifty-four children, ages six to 19, were involved in crashes walking or riding a bike to or from school.
- Eighty-two percent of crashes involving pedestrians occurred at non-intersection areas between 2009 and 2014. Of these recorded incidents, only 18% occurred at an intersection.

Numerous factors contribute to these fatality rates, including a lack of pedestrian and bicycle-friendly infrastructure, a lack of alternative transportation options, dangerous pedestrian, bicyclist, and motorist behavior, mid-block transit/bus stops, and a lack of knowledge on how to safely share the street.



The following four maps provide a demographic breakdown of pedestrian and bicycle crashes and fatalities throughout the City of Fort Lauderdale.

Figure 1. People Who Bike to Work in Fort Lauderdale Compared with Bicycle Crash Locations in 2014

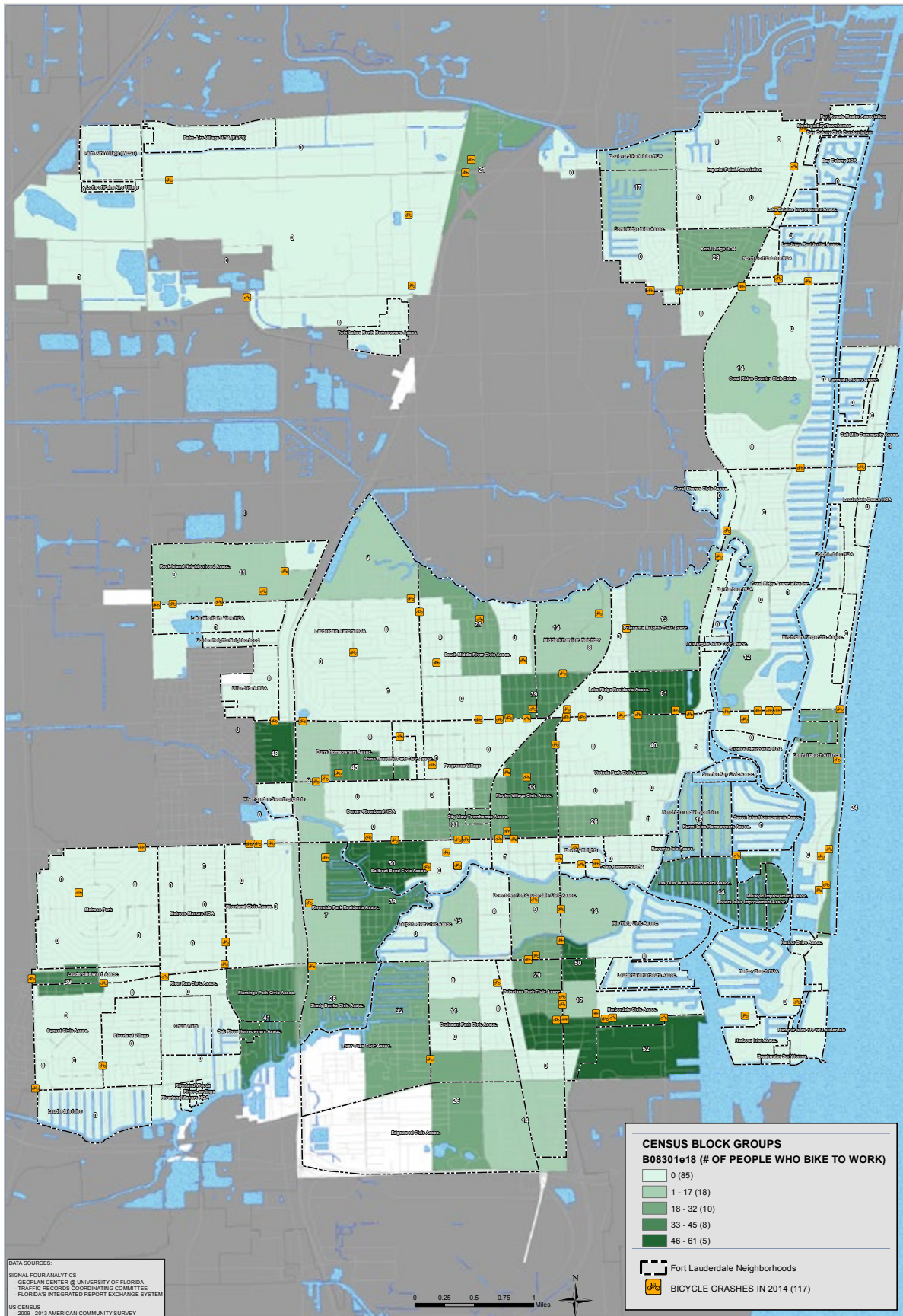


Figure 2. People Who Walk to Work in Fort Lauderdale Compared with Pedestrian Crashes In 2014

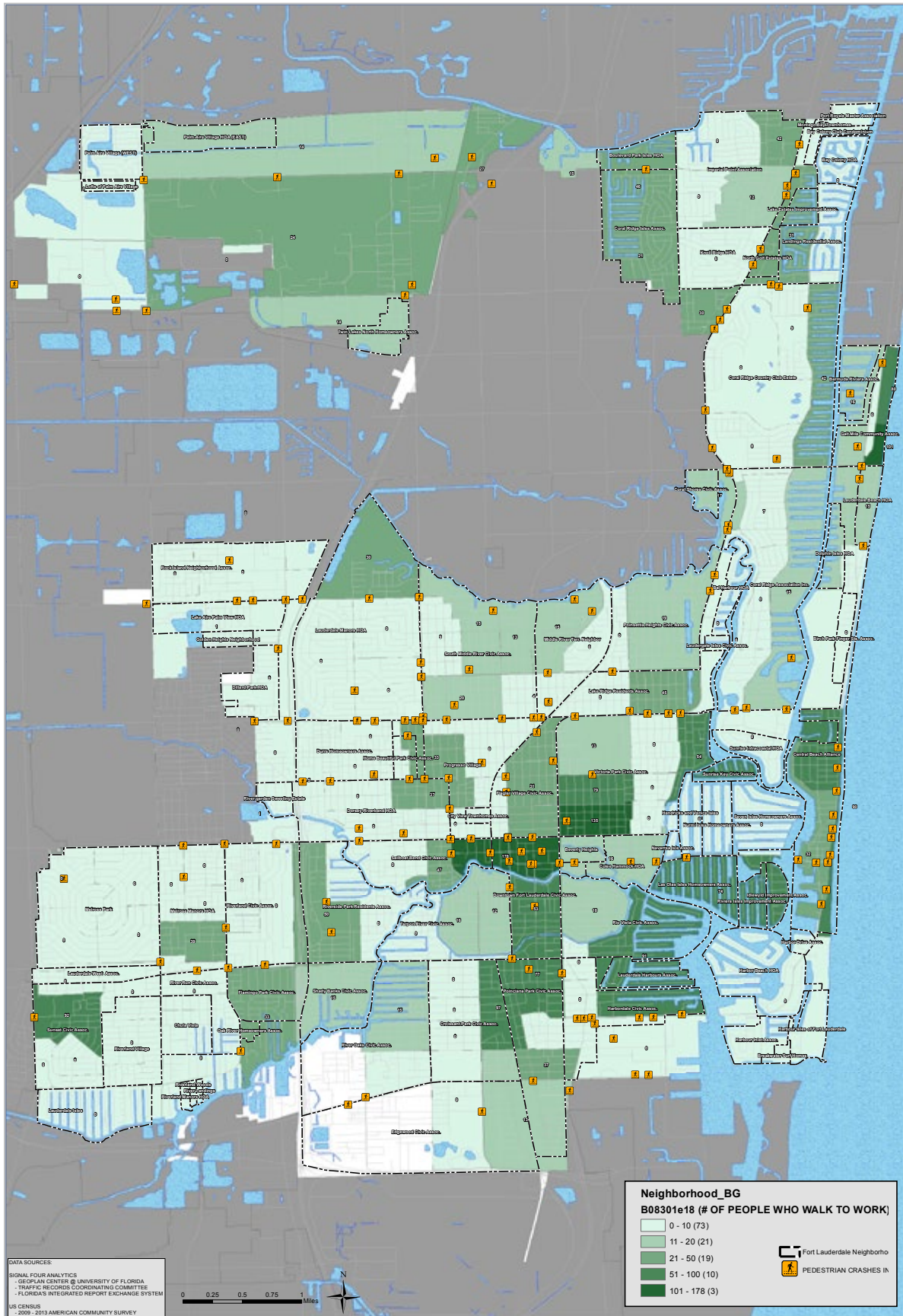


Figure 3. People Who Drive to Work Alone in Fort Lauderdale Compared with Pedestrian and Bicycle Crashes in 2014

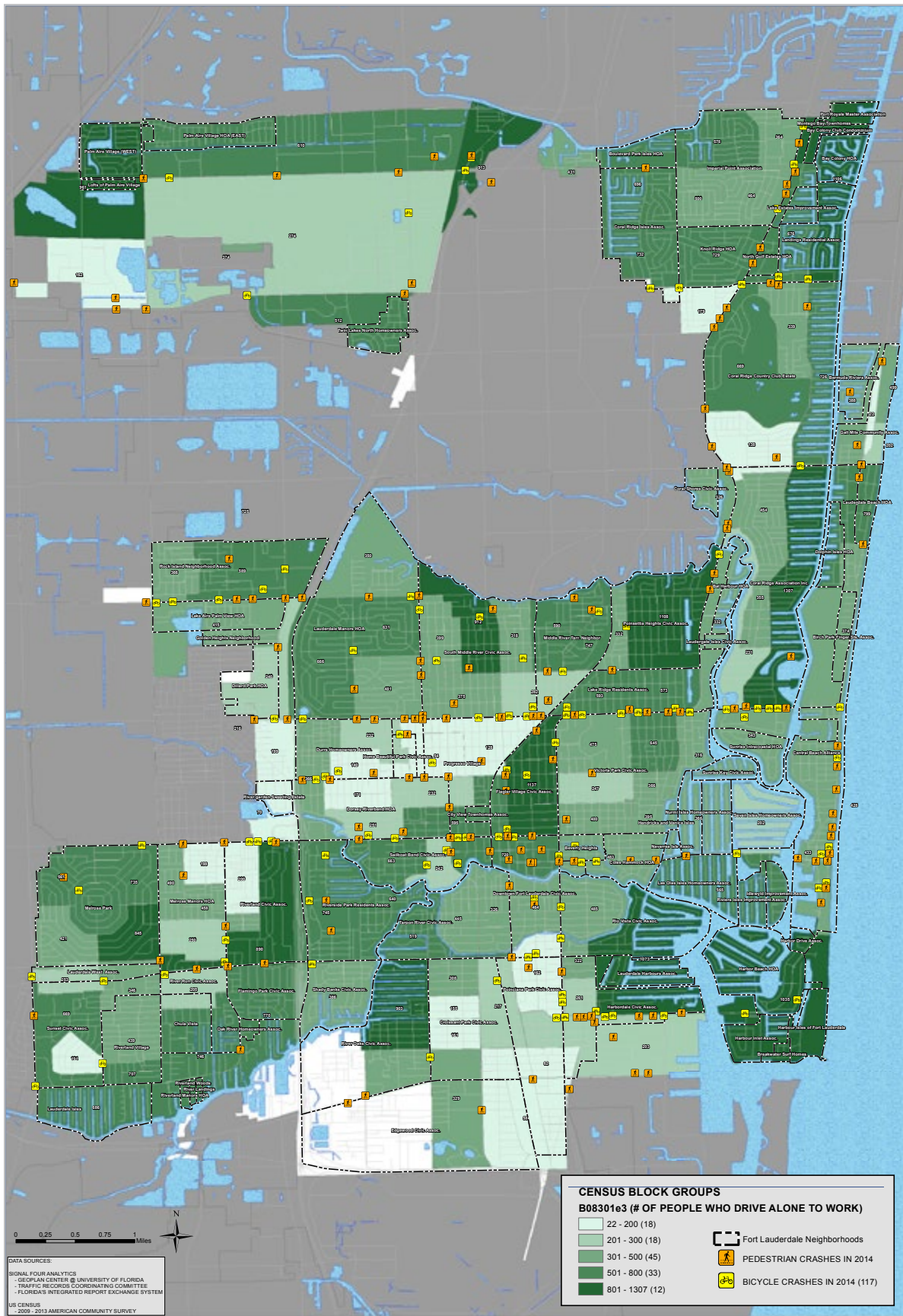
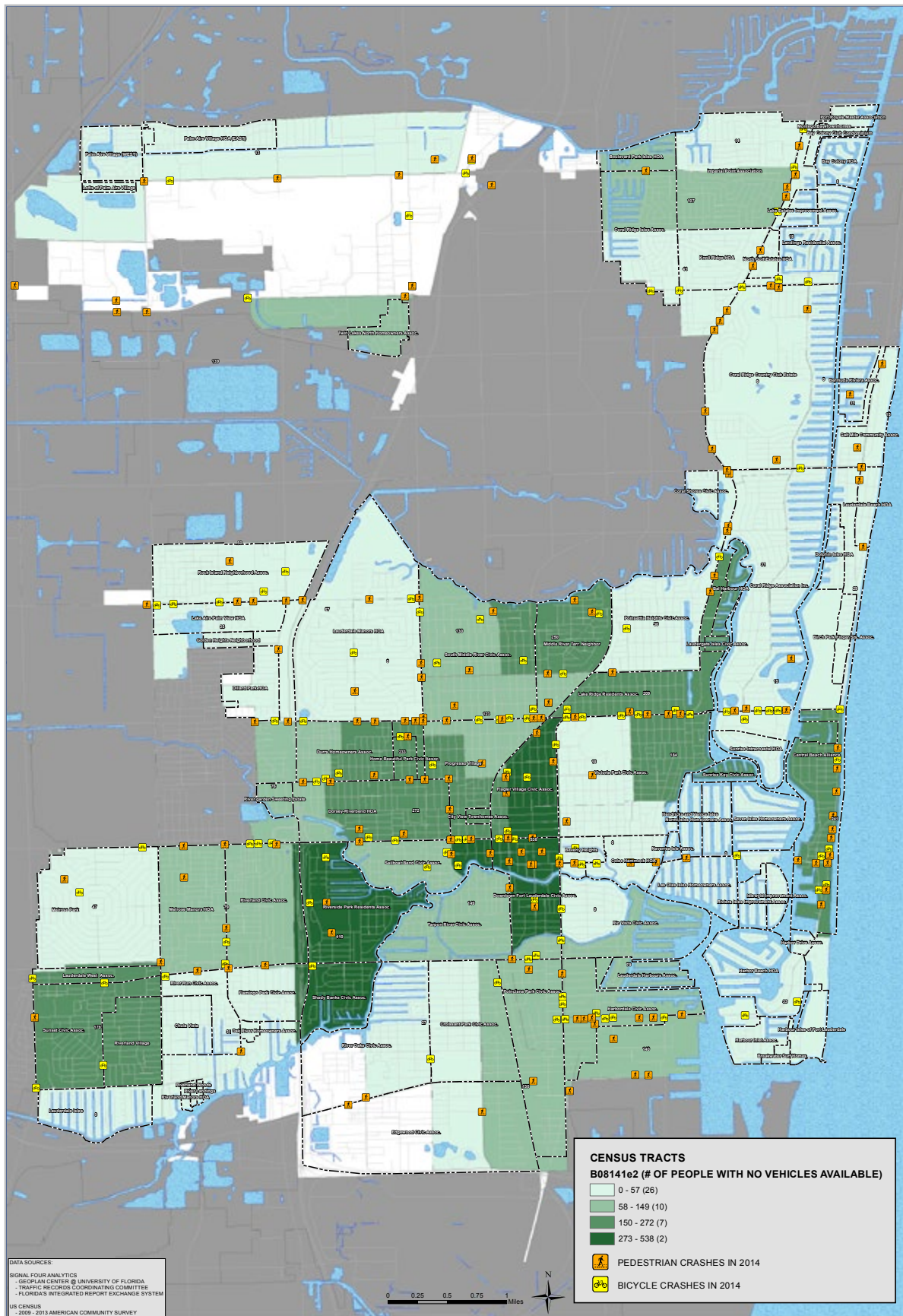


Figure 4. Means of Transportation to Work: No Vehicles Available Compared with Pedestrian and Bicycle Crashes in 2014





SECTION 2: DEFINING THE PROBLEM



Las Olas Boulevard and S.E. 13th Avenue LED Crosswalk

Nationally, dangerous driver choices, such as speeding and failure to yield, are the sole or contributing cause for the majority of pedestrian fatalities. The infographic in Figure 5, which is based on Signal Four Analytics data from 2009 to 2014, identifies factors that contribute to pedestrian and bicyclist crashes in the City of Fort Lauderdale. A few significant statistics highlighted in the infographic are:

- The most dangerous time to walk or ride a bike in Fort Lauderdale is on a Friday between 2 p.m. and 8 p.m. While peak afternoon hours are the most dangerous times for pedestrians and bicyclists, they are often the best times to enjoy the weather and spend time outside.
- On average, alcohol is a factor in 23% of all traffic deaths, including 28% of pedestrian and bicycle related fatalities, but is only a factor in 7% of injuries. Alcohol is a factor for motorists, pedestrians, and bicyclists.
- September through April is when the majority of pedestrians or bicyclists are involved in crashes. This time frame also represents an increase in tourism, schools in session, and improved weather conditions, which results in more walking and biking in the City of Fort Lauderdale.

CRASHES COMMONLY OCCUR



FRIDAYS 2 PM - 8 PM

SEPTEMBER THROUGH APRIL

Numbers represent "total reported injury crashes per month"

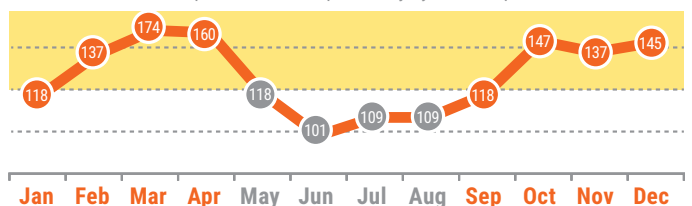
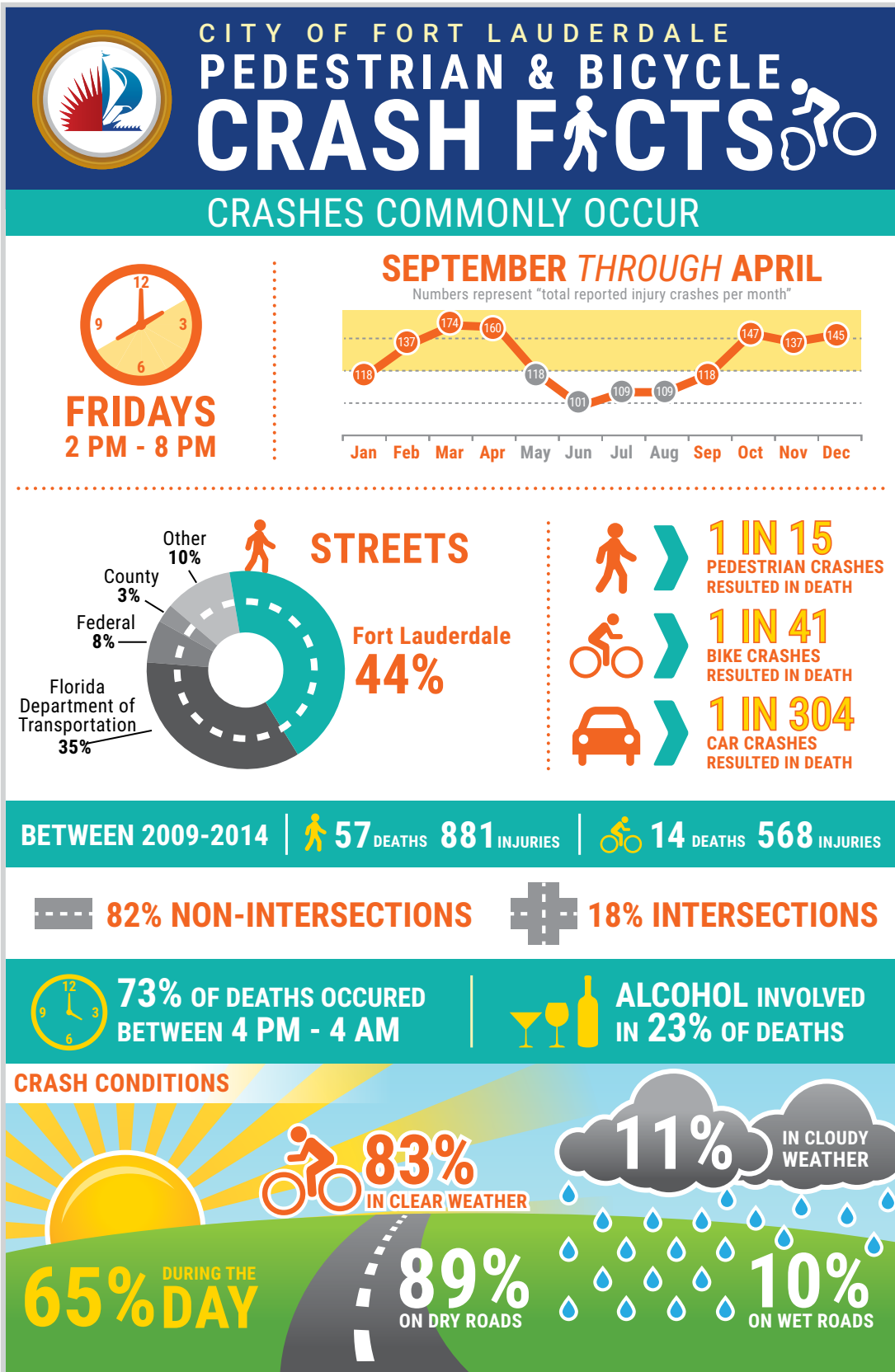


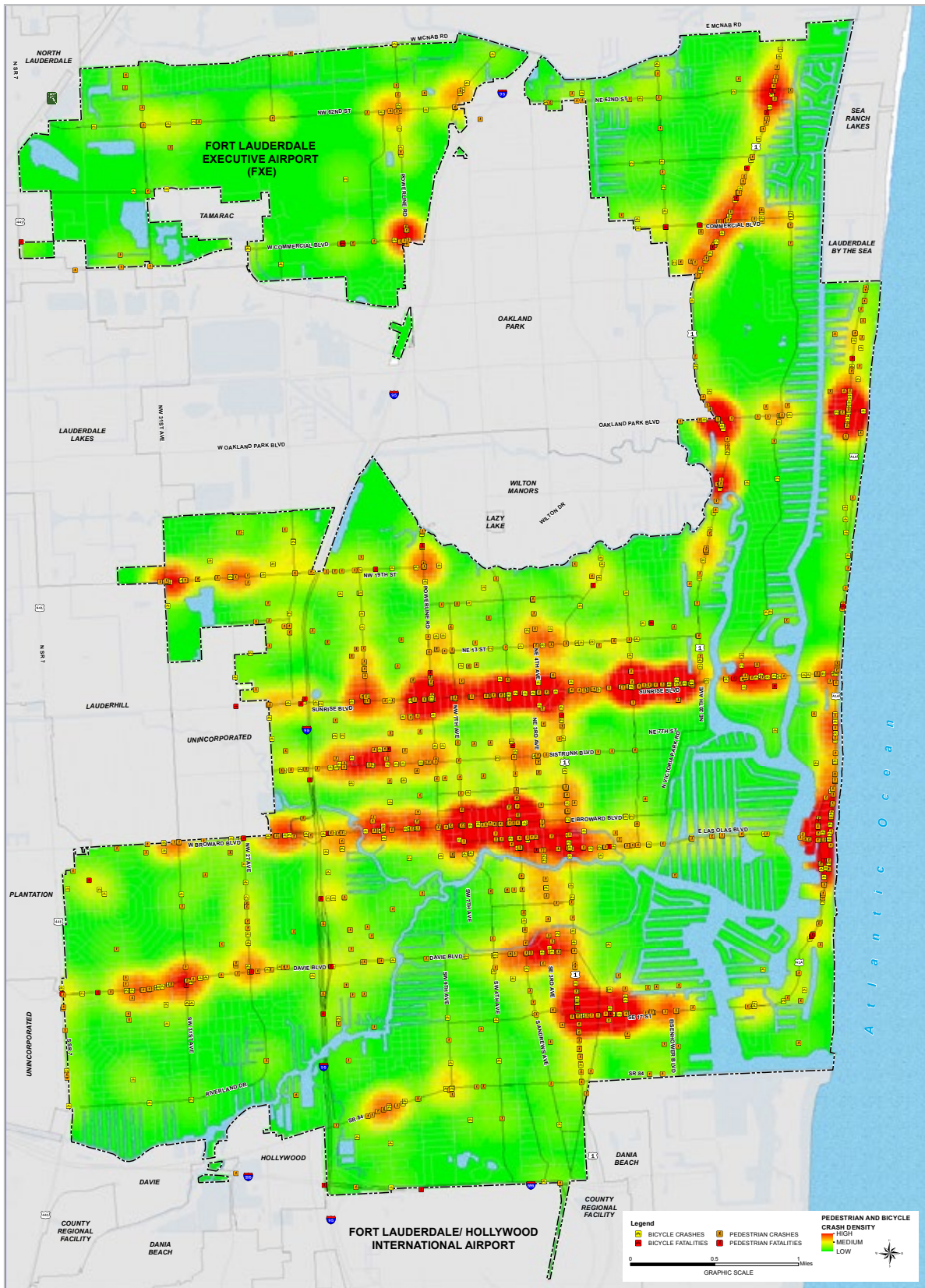


Figure 5. Fort Lauderdale Pedestrian and Bicycle Crash Facts



The map in Figure 6 shows the pedestrian and bicycle fatalities and crashes in the City of Fort Lauderdale between 2009 and 2014. Using density mapping hot spots, the City and its partners can identify the high priority roads and locations where holistic strategies can be implemented to reduce fatalities and crashes.

Figure 6. Fort Lauderdale Pedestrian & Bicycle Crashes, 2009-2014



SECTION 2: DEFINING THE PROBLEM



Table 5 and Table 6 list street corridors and intersections with the highest number of pedestrian and bicyclist crashes and fatalities in the City. These locations have been identified as top priority areas the City will seek to improve within the first five years of implementing the Vision Zero Street Safety Action Plan.

Table 5. City of Fort Lauderdale Top Priority Corridors, 2009-2014

Priority	Street	Begin*	End**	Crashes ***	Fatalities ****	Owner
1	Sunrise Boulevard	I-95	ATA	57	4	FDOT
2	Broward Boulevard	I-95	US1/Federal Highway	23	1	FDOT
3	Las Olas Boulevard	Andrews Avenue	S.E. 15th Avenue	15	1	City of Fort Lauderdale
4	S.E. 17th Street	S.E. 3rd Avenue	E. Clay Shaw Jr./S.E. 17th Street Causeway Bridge	15	0	FDOT
5	ATA	Bahia Mar Drive	Seville Street	13	3	FDOT
6	Andrews Avenue	New River	N.E. 4th Street	10	0	Broward County
7	US1/Federal Highway	S.E. 19th Street	S.E. 14th Court	8	0	FDOT
8	S.E./S.W. 2nd Street	Powerline Road	N.E. 3rd Avenue	7	0	City of Fort Lauderdale
9	US1/Federal Highway	New River	Broward Boulevard	4	0	FDOT
10	Davie Boulevard	S.W. 4th Avenue	US1/Federal Highway	4	0	FDOT

*Begin point shall include entire intersection

***Pedestrian and bike crashes from 2009-2014 (Signal Four Analytics)

**End point shall include entire intersection

****Reported fatalities only (pedestrians and bicyclists)

Table 6. City of Fort Lauderdale Top Priority Intersections, 2009-2014

TOP PRIORITY INTERSECTIONS: CITY OF FORT LAUDERDALE						
Priority	Intersection	Crashes ***	Fatalities ****	Owner	Notes	
1	US1 at Commercial Blvd	12	1	FDOT	Crashes within ¼ mile each leg	
2	ATA at Oakland Park Boulevard	10	0	FDOT	Crashes within ¼ mile each leg	
3	US1 at N.E. 62nd Street	9	1	FDOT	Crashes within ¼ mile each leg	
4	US1 at Oakland Park Boulevard	9	0	FDOT	Crashes within ¼ mile each leg	
5	Powerline Road at Commercial Boulevard	9	0	FDOT		
6	S.W. 31st Avenue at Davie Boulevard	8	1	FDOT	Crashes within ¼ mile each leg	
7	S.W. 35th Avenue at Davie Boulevard	6	0	FDOT		
8	N.W. 27th Avenue at Davie Boulevard	6	1	FDOT		
9	ATA/Seabreeze Boulevard at Harbor Drive/Holiday Drive	4	2	FDOT		
10	State Road 7/441 at Davie Boulevard	3	1	FDOT	Crashes within ¼ mile along SR 7	
11	US1 at N.E. 26th Street	4	0	FDOT		

***Pedestrian and bike crashes from 2009-2014 (Signal Four Analytics)

****Reported fatalities only (pedestrians and bicyclists)





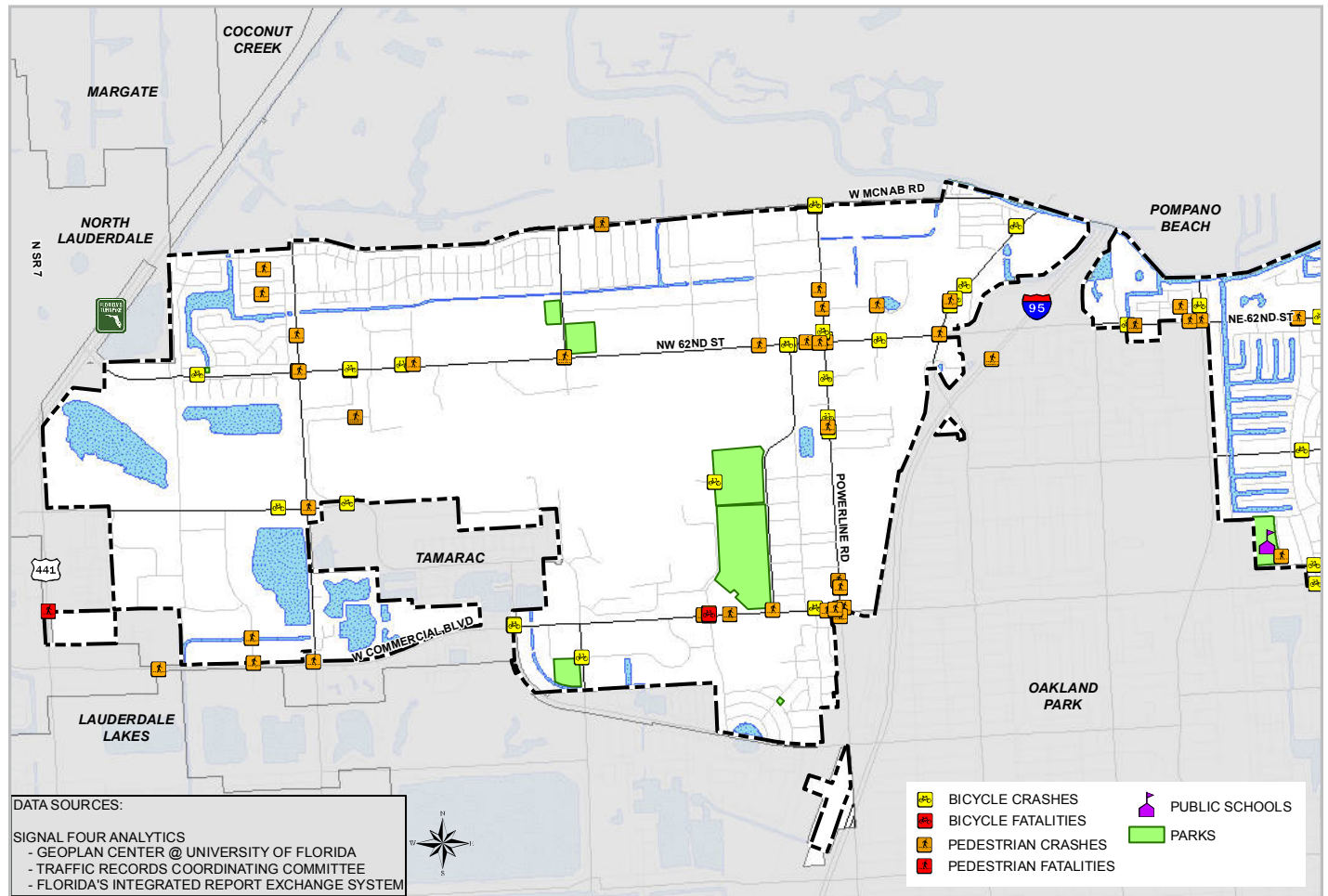
SECTION 2: DEFINING THE PROBLEM

The maps shown in Figures 7 - 12 pinpoint where reported incidents occurred within the last five years, where pedestrians and bicyclists are at risk, and where action is needed to mitigate the dangerous driving conditions in Fort Lauderdale. The maps are broken into six zones to help localize the data and provide insight into major corridors, regional hot spots for crashes, targeted school zones, and bicyclist fatalities and injuries.

NORTHWEST ZONE PROBLEM AREAS

Major transportation corridors in the Northwest Zone include Commercial Boulevard, Powerline Road, and I-95. This zone is a commercial hub and there is minimal residential housing. This area includes the Uptown district that consists of office buildings and commercial and industrial land uses in a vehicle-centric land use pattern. Limited pedestrian and bicycle accommodations, as well as limited access to public transit create regional hot spots along large arterials like Powerline Road/N.W. 9th Avenue.

Figure 7. Northwest Zone Pedestrian & Bicycle Crashes, 2009-2014



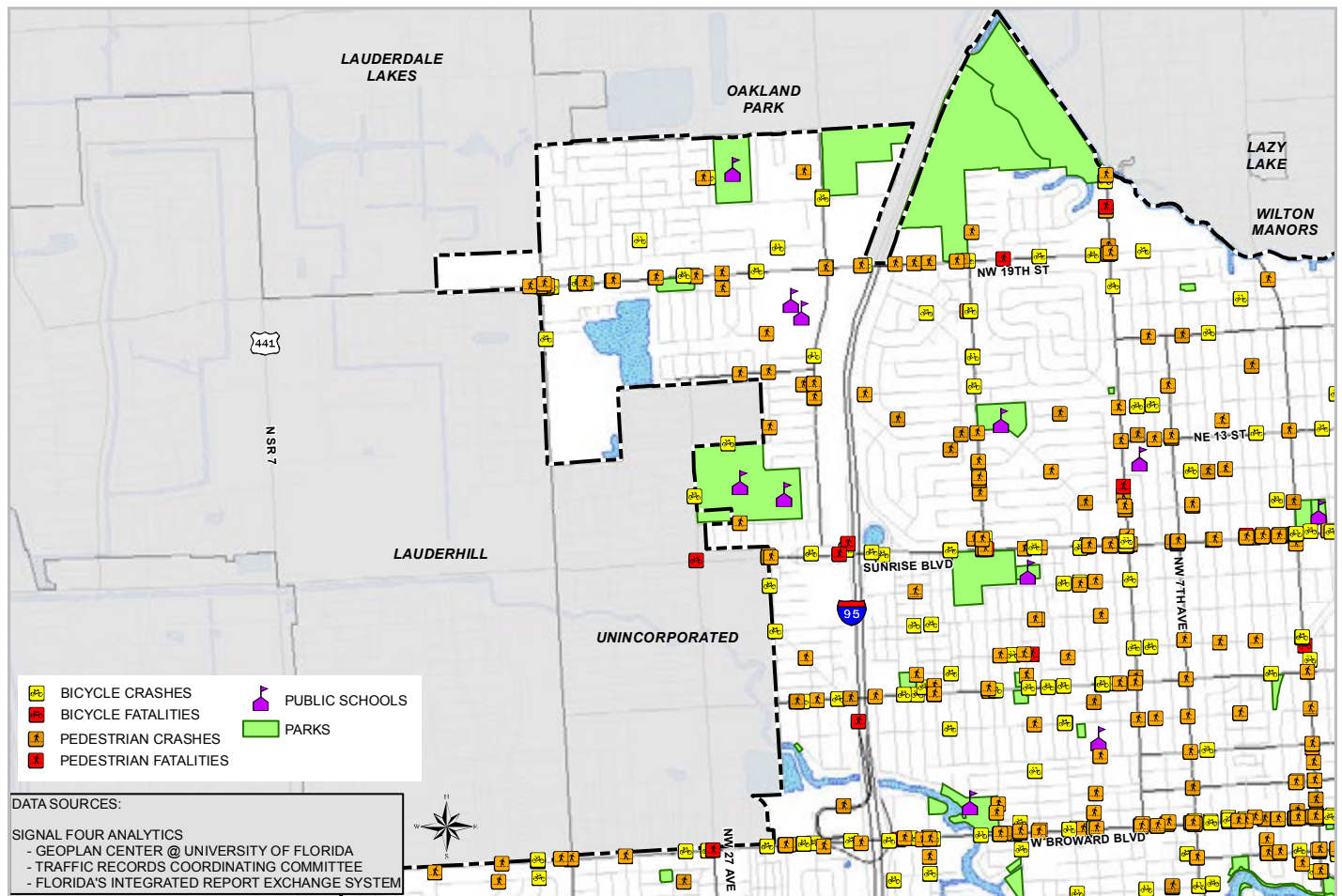
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CENTRAL-WEST ZONE PROBLEM AREAS

Major corridors in the Central-West Zone include Sunrise Boulevard, Sistrunk Boulevard/N.W. 6th Street, N.E. 3rd Avenue, Broward Boulevard, and Andrews Avenue. This mixed-use area includes commercial corridors along the arterial streets, surrounded by multi-family and single-family residential areas. Several large parks in this zone create a demand for walking and biking; however, pedestrians and bicyclists are often put at risk when crossing major intersections and corridors to get to the park because of high traffic volumes and travel speeds in this zone. This zone also includes the largest number of schools, increasing the population of at-risk users commuting to daily activities. Incidents involving pedestrians and bicyclists occur widespread throughout this area. Regional hot spots include N.W. 19th Street, N.W. 15th Avenue, Sunrise Boulevard, and N.W. 7th Street. A corridor approach involving all Five E strategies is necessary to address the widespread traffic safety issues in this zone.

Figure 8. Central-West Zone Pedestrian & Bicycle Crashes, 2009-2014



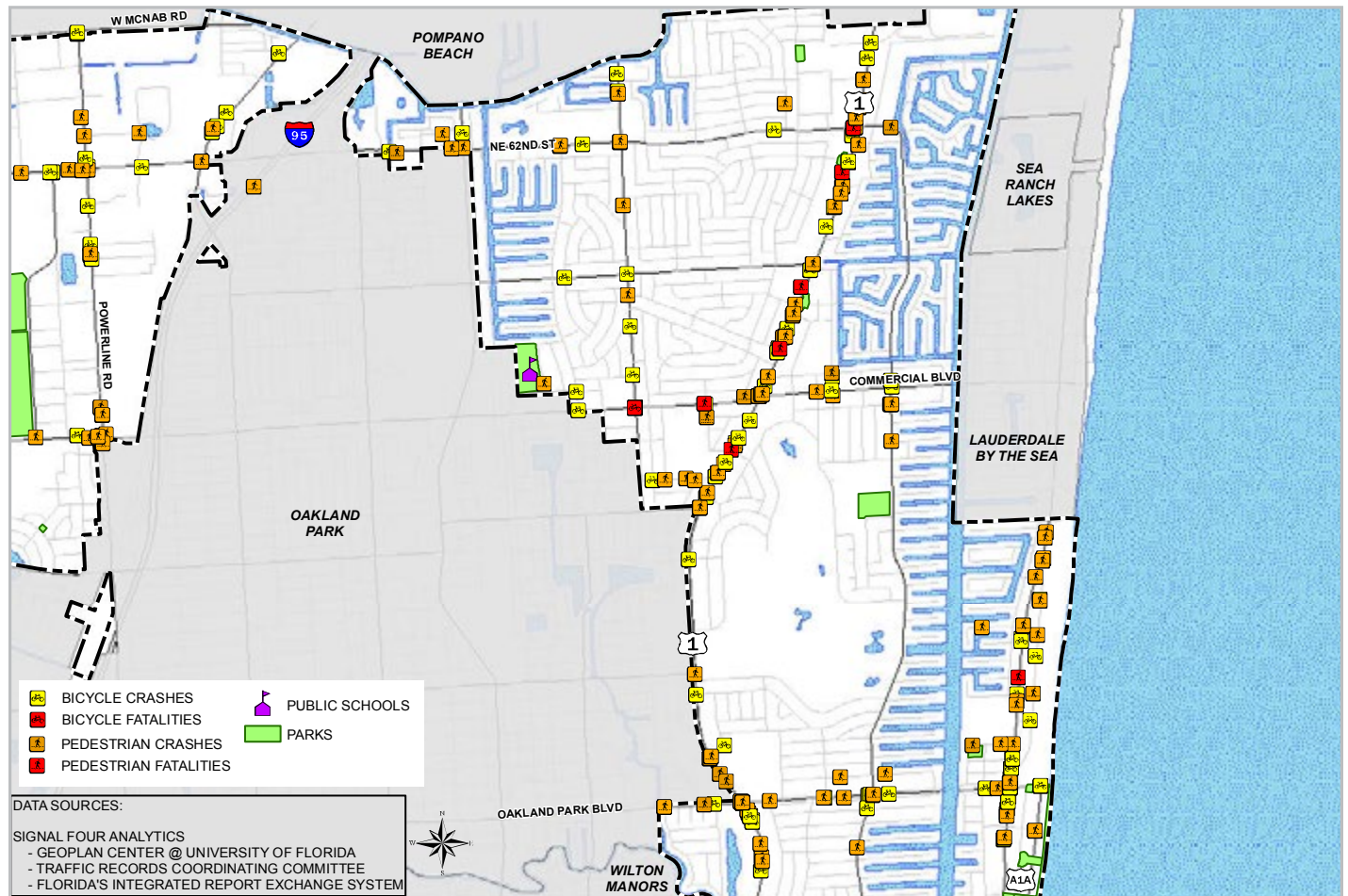


SECTION 2: DEFINING THE PROBLEM

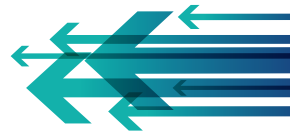
NORTHEAST ZONE PROBLEM AREAS

US1/Federal Highway and State Road A1A are major corridors in this residential and commercial area. North Federal Highway creates high vehicle speeds and lacks safe multimodal infrastructure. Sidewalks include impediments such as power poles, benches, lighting, and signal poles that restrict safe pedestrian activity, as well as restrict mobility for neighbors with disabilities. Additional zone-specific hot spots include State Road A1A, US1/Federal Highway, and E. Oakland Park Boulevard.

Figure 9. Northeast Zone Pedestrian & Bicycle Crashes, 2009-2014



SECTION 2: DEFINING THE PROBLEM

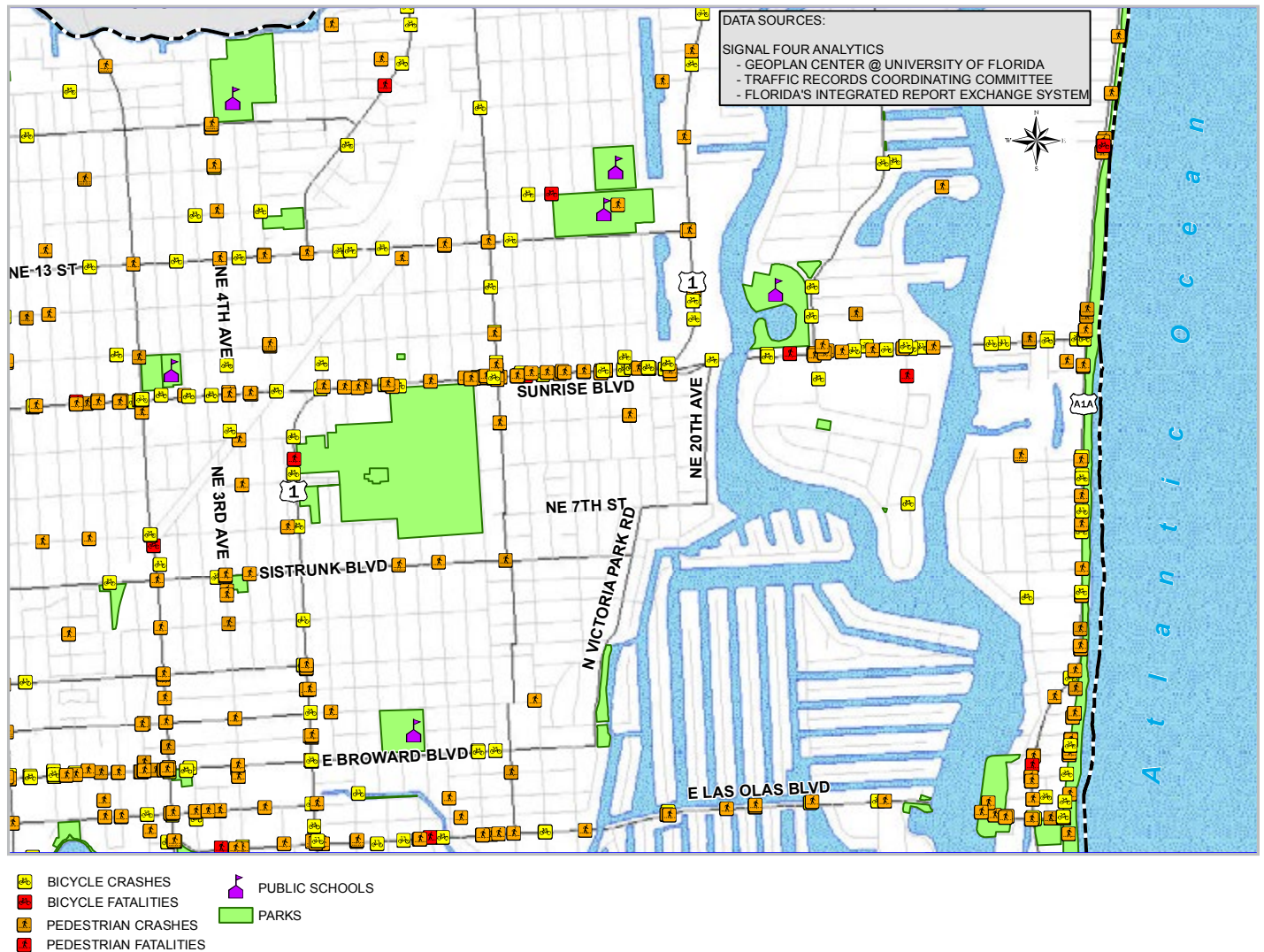


CENTRAL-EAST ZONE PROBLEM AREAS

The Central-East Zone encompasses downtown Fort Lauderdale and includes a mix of land uses with increasing density of residential areas along arterial corridors. Commercial uses are focused along arterials with the highest density between Broward Boulevard and the New River, Andrews Avenue, and US1/Federal Highway.

This zone includes a high number of major accident corridors, partially attributed to the volume of users on the streets. Broward Boulevard and Sunrise Boulevard are major east-west traffic corridors with limited bicycle and pedestrian infrastructure. Las Olas Boulevard is also a heavy vehicular volume street with high pedestrian traffic. Federal Highway is a major traffic corridor with limited bicycle and pedestrian infrastructure. Regional hot spots include intersections along A1A/Seabreeze Boulevard, S.W. 2nd Street, and Sunrise Boulevard. For a variety of reasons, these intersections are dangerous for pedestrians and bicyclists. As identified in the City's Connecting the Blocks multimodal infrastructure plan, the lack of bicycle infrastructure causes major challenges in this zone.

Figure 10. Central-East Zone Pedestrian & Bicycle Crashes, 2009-2014





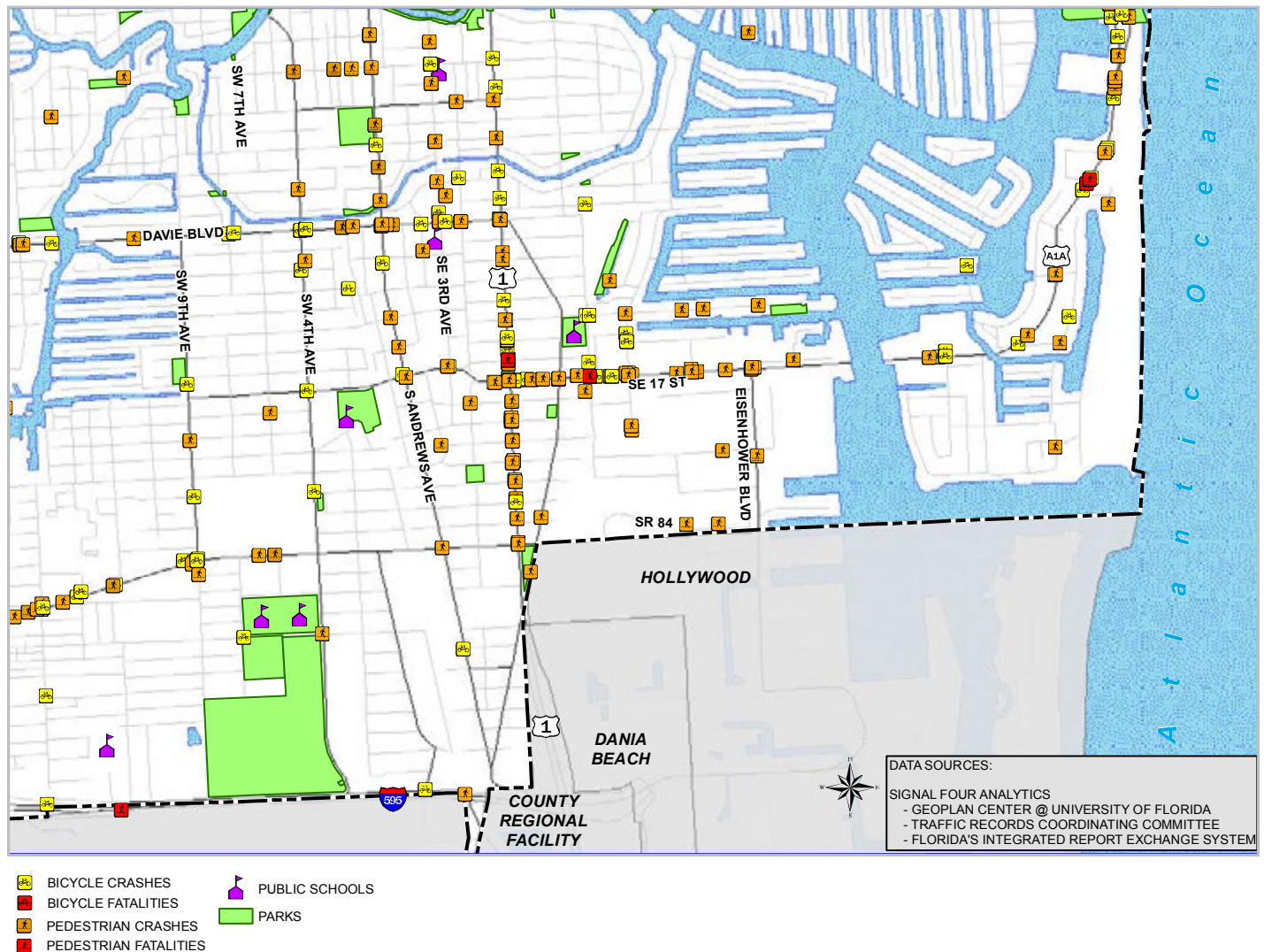
SECTION 2: DEFINING THE PROBLEM

SOUTHEAST ZONE PROBLEM AREAS

Major accident corridors flow north and south through the Southeast Zone. Andrews Avenue, S.E. 3rd Avenue, and Federal Highway are high-risk corridors. These corridors are adjacent to commercial establishments, intermingled with residential uses. This combination of commercial and residential use mixes pedestrians, bicyclists, and cars with large commercial vehicles.

Southeast 17th Street is a heavy traffic corridor due to its commercial uses, the number of hotels and restaurants, and its proximity to Port Everglades, Fort Lauderdale-Hollywood International Airport, and the Greater Fort Lauderdale/Broward County Convention Center. This corridor also serves as the primary connection to Fort Lauderdale Beach and the barrier island. These factors contribute to the zone's high risk and designation as a hot spot corridor.

Figure 11. Southeast Zone Pedestrian & Bicycle Crashes, 2009-2014



SECTION 2: DEFINING THE PROBLEM

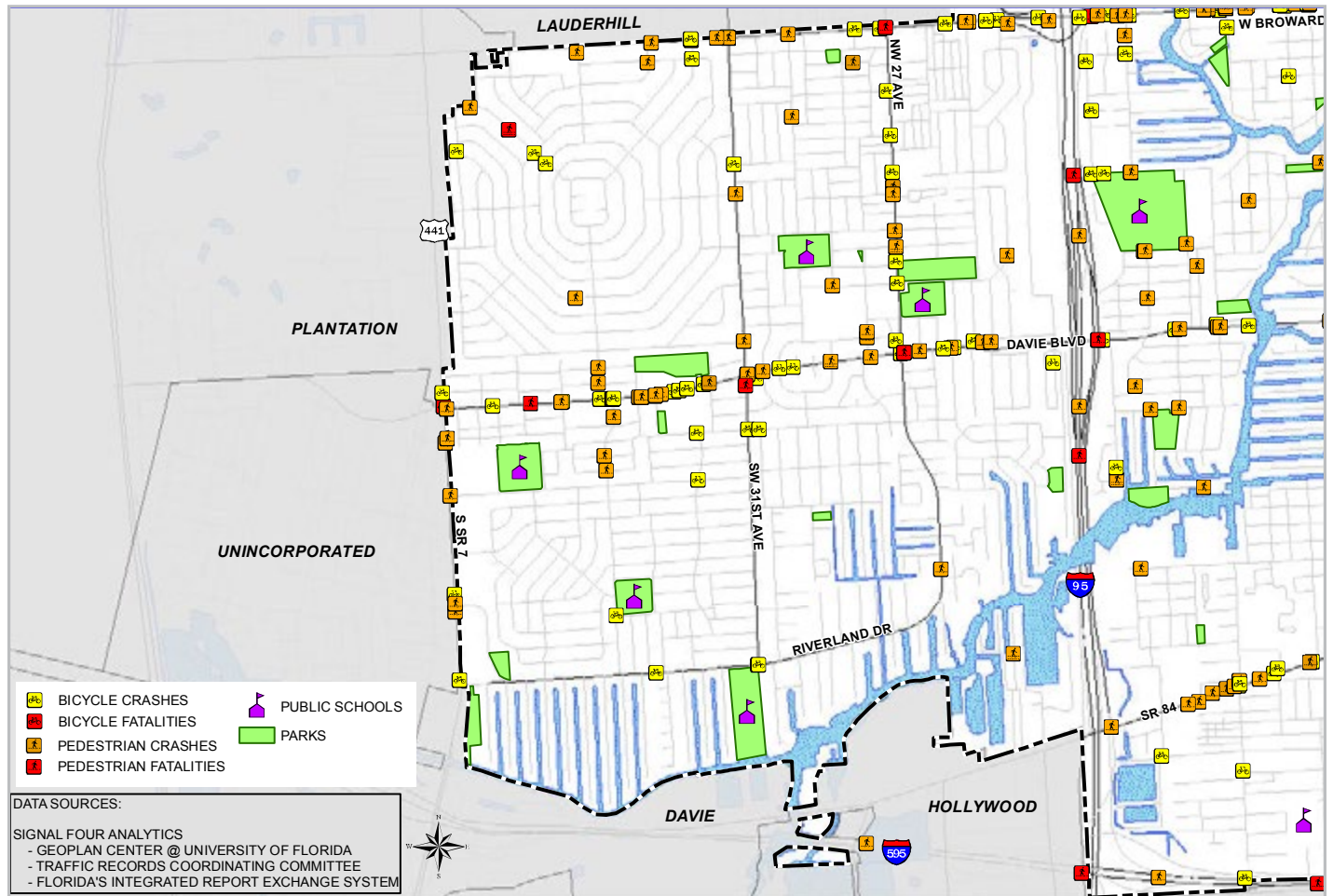


SOUTHWEST ZONE PROBLEM AREAS

The Southwest Zone is primarily residential use with a few major traffic corridors. This zone is defined by Broward Boulevard to the north, State Route 84 to the south, and Davie Boulevard as the east-west divider. Interstate 95 cuts the zone into two halves, with pockets of commercial establishment scattered throughout the zone.

Recorded pedestrian and bicyclist incidents closely parallel major traffic corridors. Intersections along Davie Boulevard are particularly dangerous. Hot spots in the area surround St. Thomas Aquinas High School, Independence High School, Riverland Elementary School, and Stranahan High School.

Figure 12. Southwest Zone Pedestrian & Bicycle Crashes, 2009-2014



BENEFITS OF PEDESTRIAN AND BICYCLIST SAFETY

“Through collaboration and innovation, our ‘Team of Champions’ will work to improve street design, strengthen education, expand enforcement, and evaluate progress, all in an effort to achieve fatality-free streets and save lives. It’s an ambitious challenge, but one we’re ready to tackle head on, alongside our Vision Zero Focus Cities partners.”

Lee R. Feldman, ICMA-CM,
City Manager,
City of Fort Lauderdale



SECTION 3: BENEFITS OF SAFER STREETS



BACKGROUND

PROBLEM

BENEFITS

ACTION



Unsafe conditions for the traveling public contribute to crashes, injuries, and fatalities. As seen in Section 2, each zone has unique challenges requiring specific action. Fort Lauderdale strives to be “The City You Never Want to Leave.” As a result, the City is working to improve street safety to enhance the neighbor and tourist experience.

PROTECTING LIFE AND HEALTH

In the National Highway Traffic Safety Administration’s (NHTSA) 2010 report, *The Economic and Social Impact of Motor Vehicle Crashes*, the lifetime economic cost to society for each traffic-related fatality was estimated at \$1.4 million. Crashes are not only expensive, but lessen neighbors’ and tourists’ experiences and impressions of Fort Lauderdale. Motor vehicle crashes affect all age groups in Fort Lauderdale, impacting victims and their family members.

People residing in areas with safer pedestrian-friendly streets and bike lanes are more likely to engage in a healthy and active lifestyle. Furthermore, safe and pedestrian-friendly streets that connect to schools help alleviate parents’ concerns about child safety and encourage them to view walking and biking to school as a viable transportation option. Children with transportation options can engage in after-school recreational activities, which helps decrease childhood obesity rates. In addition, safe access to outdoor recreation or active transportation to work or school improves overall health.

REDUCING CONGESTION

Developing a connected city that is safe for pedestrians and bicyclists of all ages and abilities encourages individuals to reduce driving trips and engage in biking and walking. This produces the positive effect of moving people from congested traffic lanes to open sidewalks or into other forms of public transportation to reduce the number of vehicles on streets, thereby reducing the number of crashes. Fewer crashes and diverse modes of travel reduces roadway congestion and makes travel more efficient and safe for everyone.

IMPROVING THE ECONOMY

In 2012, the U.S. Department of Transportation examined the total costs of motor vehicle crashes by state. **Florida’s total cost for motor vehicle crashes was an estimated \$15 billion.** Improving street safety can help reduce these costs, as well as revitalize economic corridors, increase private investment, bolster property values, promote tourism, and support the development of a great business climate. In addition, cities that create safer, walkable thoroughfares have higher property values and attract greater economic investment.

BUILDING EQUITY

According to the 2010 U.S. Census Bureau statistics, an estimated one third of the population of a city’s residents does not drive. Reasons include age, disability, cost, and choice.

In a national poll of 1,000 adults aged 50 or older conducted in 2008 by International Communications Research for American Association of Retired Persons, **47% of those polled reported an inability to safely cross the main roads near their residence.** Half of the older adults who responded reported a desire to walk more if conditions improved.

To ensure all segments of the population have access to employment and recreational opportunities, the City’s transportation system must provide safe access to viable transportation options, which can be addressed through *Vision Zero Fort Lauderdale*.

INCREASING SUSTAINABILITY

The transportation sector is the largest single source of regional greenhouse gas emissions (GHG), which is why it is imperative to have a street infrastructure that increases mobility and accommodates those who prefer modes other than a motorized vehicle.





SECTION 3: BENEFITS OF SAFER STREETS



As Fort Lauderdale continues to develop and the demand for other modes grows, the City will need to enhance the current transportation system to reduce GHG. The most sustainable and cost-effective way to address this need is to increase access to sustainable public transit and non-motorized, active transportation modes, such as walking, bicycling, and small-wheeled transport.

Forty-five percent of the City's GHG emissions are contributed by the transportation sector, as compared to 28% nationally. Using transportation modes outside of the personal automobile is a sustainable practice that can reduce the City's contribution to GHG, making this practice paramount to increasing sustainability in the City. However, there are currently safety risks, (e.g., lack of bicycle lanes and pedestrian crossings) that limit the use of non-motorized modes of transportation, especially for children and seniors.

Additionally, sea levels are rising. The immediate concern is flooding and maintaining multimodal transportation infrastructure during those events. Infrastructure projects of today must meet the needs of future generations. Therefore, projects enhancing street safety must incorporate sustainable features, such as raised roadways, bioswales, and improved stormwater drainage to ensure they have longer life cycles and are functional and usable in the distant future.



A major priority for *Vision Zero Fort Lauderdale* is to incorporate sustainable, resilient roadways that address sea level rise, create a healthier, active environment, and improve

air quality. By designing our streets in this manner, the City will be able to meet the transportation needs of our current and future neighbors, as well as **work toward reducing GHG emissions 20% by 2020**, which is one of the goals outlined in the City's Sustainability Action Plan.

ENHANCING QUALITY OF LIFE

Street safety is a major quality of life concern. Implementing traffic calming improvements while reducing vehicular speed and traffic volume are all strongly linked to increasing the value of homes and the vibrancy of street corridors. Creating a safe and walkable city can create a prosperous, attractive, safer community to live, work, and play in.

Creating a safe, connected network of transportation corridors is a top priority for Fort Lauderdale's neighbors. According to the 2014 Neighbor Survey, completed as a part of the Fast Forward 2035 visioning process, only 37% of residents felt safe walking in the City. The survey also revealed that although the number of neighbors who ride a bike increased to 47%, **the number one concern neighbors had was "safety of biking."**

When asked how capital monies should be utilized, neighbors reported that they want investments in more walkable and bikeable streets, greenways, and paths.

People who live in a walkable community are more likely to engage socially and be healthier and happier. By committing to improved street safety through *Vision Zero Fort Lauderdale*, the City can create an environment where people are encouraged to interact while developing a greater sense of community.



ACTIONS TO VISION ZERO

“Vision Zero Fort Lauderdale is not a plan that is driven by City staff; it is a citywide movement that will need the help of every neighbor and visitor to assist with preventing traffic fatalities on our streets. With the help of our neighbors and our Vision Zero partner organizations, we will be able to coordinate efforts to truly progress Vision Zero across the City and ultimately save lives.”

Diana Alarcon, Director, City of Fort Lauderdale Transportation and Mobility Department





SECTION 4: ACTIONS TO VISION ZERO



Figure 13. Example of a Street Transformation Using a Complete Streets Approach



Before photo



Proposed rendering

Vision Zero Fort Lauderdale recommendations identify areas that require improvement and contain key implementation strategies for improving street safety. This section introduces the Five Es – Engineering, Education, Encouragement, Enforcement, and Evaluation – and reveals some of the action strategies aimed at improving Fort Lauderdale’s walkability and bikability.

The street safety improvements within Fort Lauderdale are not specific to any location or geographic region; however, in order to measure change in a succinct way, initial efforts should be targeted where incidents are highest.

CURRENT FIVE E ACTIONS



A. Engineering Control Measures

The City of Fort Lauderdale’s *Complete Streets Manual*, adopted in 2013, guides best practices for street infrastructure projects throughout the City. The Manual identifies specific street safety design measures to illustrate the type of desired implementation strategies to create safer streets.



In addition to the *Complete Streets Policy*, the City’s Community Investment Program process includes criteria for ranking projects to reach the City’s Vision and goals, including enhancing safety. As a result, more than \$10 million in projects is programmed for Fiscal Years 2015-2019 in the Downtown Regional Activity Center alone. Projects include bicycle,

pedestrian, streetscape, landscape, and other improvements that enhance the safety of walking and biking. Several projects are actively under design, and a few have been completed.



B. Education



Education is a key component to achieving a zero-fatality transportation system. Through *Vision Zero Fort Lauderdale*, the City has an opportunity to educate drivers on laws that protect pedestrians and bicyclists and teach everyone how to



SECTION 4: ACTIONS TO VISION ZERO



safely share a roadway. This can be achieved by leveraging partnerships with organizations. For example, through FDOT's Alert Today, Alive Tomorrow campaign, the City can educate neighbors and tourists on roadway safety through various outlets, including media, homeowners associations, and local businesses. Examples of additional educational campaigns are included below.

Safe Routes to School Programs – Safe Routes to School provides educational information for schools and school age children. This program helps increase a child's ability to walk and bike safely to school and connects his or her trip through safety, healthy activity, community relationships, and transportation choices.

Bicycle Education – The City of Fort Lauderdale Parks & Recreation Department offers bicycle safety education during summer programs for all participants.

Driver Education – In order to improve driving behavior, the City will partner with the Florida Department of Highway Safety and Motor Vehicles, Broward County Transit, Fort Lauderdale Police Department, and the City's fleet drivers to educate all drivers on proper road rules when traveling on City streets. Topics include yielding procedures, clear passing requirements, and safe turning/merging behavior.



City of Fort Lauderdale Transportation Summit – The Transportation Summit is an annual event that joins transportation professionals, neighbors, and local political leaders for a discussion on best transportation practices in engineering, education, and evaluation.

In 2015, more than 130 attendees gathered to learn about partnering opportunities with non-profits, innovative engineering/planning principles, and current regional policies regarding transportation funding and design.



C. Encouragement

Encouragement is necessary to promote behavior change and better utilization of existing resources. Encouragement can include evaluating existing laws and regulations to determine how to stimulate better practices or promote biking and walking as alternative modes of transportation through events and programs.

The City provides legislative policy priorities and recommendations at the state and federal level every year and contributes to stakeholder priorities, including the Broward Metropolitan Planning Organization and the Southeast Florida Regional Climate Change Compact. In addition, membership in the National Association of City Transportation Officials, Urban Land Institute, Institute of Transportation Engineers, and other groups provides further opportunities to influence state and federal policy regulations.

The City is also working with local community groups and neighborhoods to encourage neighbors to get out and bike and walk throughout the City. These events, some of which are highlighted below, range from group bike rides to educational programs that inform neighbors how to bike and walk safely and according to the law. Examples of additional educational campaigns are included below.



Family Fun Ride – In 2015, the City hosted its first Family Fun Ride & Moonlight Movie in the Park event to elevate bike safety awareness through activities that teach everyone safe biking behaviors.

Fun Ride events include a safety hour of helmet fittings, bike light and helmet giveaways, bike safety checks, free bike registration, and a Kid's Bike Rodeo to teach children hands-on bike safety skills, and help the City move closer to achieving Vision Zero.





SECTION 4: ACTIONS TO VISION ZERO



City Employee Bike Share – Fort Lauderdale’s government campus is spread across different locations throughout the city. Therefore, the City implemented Fort Lauderdale Bikes, a bike share program that provides an opportunity for employees to ride a bike around the City at no cost. Employees who ride the bikes use a completely emission-free form of transportation, which improves air quality and reduces pollution. Biking also reduces traffic congestion, saves gas, creates a sense of place and community, and contributes to the overall wellness of our employees by promoting healthy activity.

Open Streets Events – Open Streets Fort Lauderdale events temporarily close streets and intersections to vehicle traffic so people may enjoy them for activities such as walking, jogging, bicycling, dancing, exercising, and skateboarding. These events create a sense of community and provide opportunities to educate the public about street safety.



The City held its first Open Streets event on Las Olas Boulevard in November 2014. Street safety was highlighted through activities including a Kid’s Bike Rodeo and a crosswalk simulation.



D. Enforcement

Engineering design, education, and encouragement can help improve traffic safety; however, enforcement is a key element of the overall Vision Zero strategy. Enforcement is needed to create a vigilant presence among motorists to slow down and obey traffic laws.

High speeds play a fatal role in crashes involving pedestrians and bicyclists. While the City actively attempts to enforce speeding violations, a targeted approach is required to create an effective Vision Zero enforcement strategy.

Initiatives such as High Visibility Enforcement and street safety campaigns will assist the City with addressing unsafe behaviors through a comprehensive approach that emphasizes awareness and education, followed by enforcement.

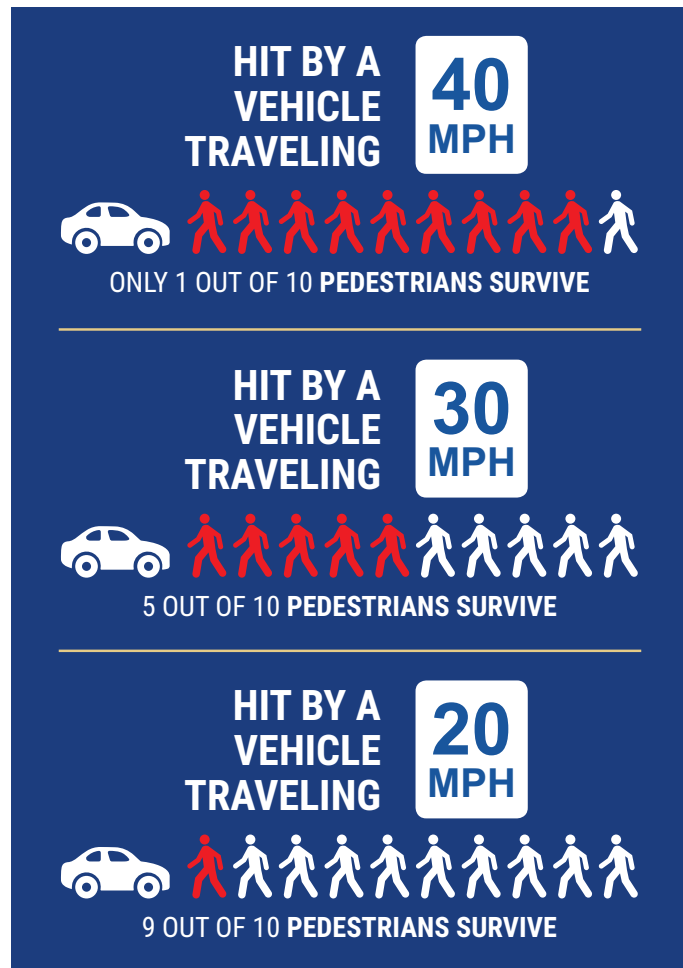


E. Evaluation

Data Analysis Tools – The City collects and analyzes data from Signal Four Analytics, which is an interactive, web-based system that supports crash mapping and analysis needs of law enforcement, traffic engineering, transportation planning agencies, and research institutions. The City has adopted this business practice to collect volume and speed data for pre- and post-improvement projects.

The City also uses its annual Neighbor Survey to gauge community perception of transportation issues. The City also communicates these results in perspective with the City Vision Scorecard and the independent Walk Score results.

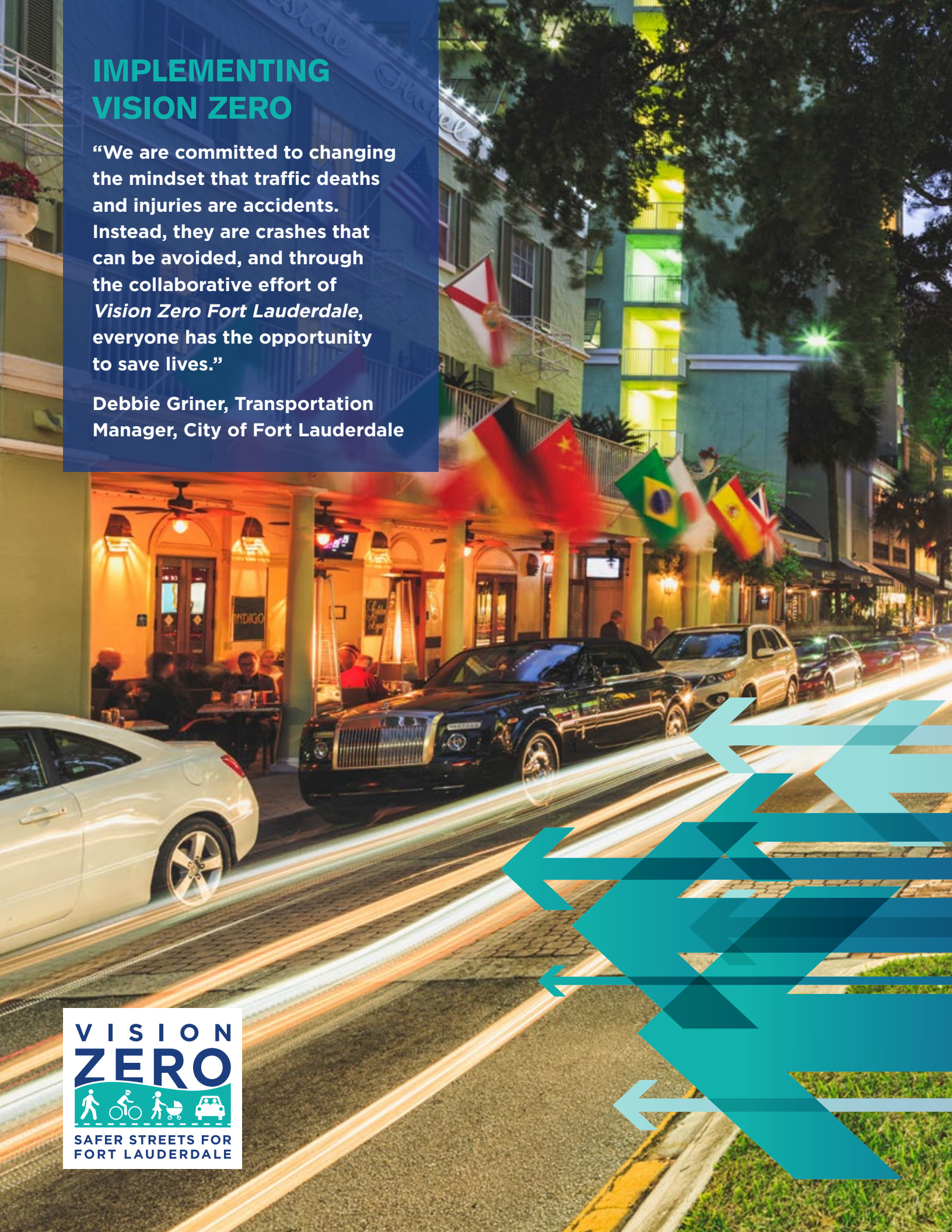
Figure 14. Increase in Pedestrian Survival Rates Based on Car Speed



IMPLEMENTING VISION ZERO

“We are committed to changing the mindset that traffic deaths and injuries are accidents. Instead, they are crashes that can be avoided, and through the collaborative effort of *Vision Zero Fort Lauderdale*, everyone has the opportunity to save lives.”

Debbie Griner, Transportation
Manager, City of Fort Lauderdale



VISION
ZERO



SAFER STREETS FOR
FORT LAUDERDALE



SECTION 5: IMPLEMENTING VISION ZERO

VISION ZERO FORT LAUDERDALE TIMELINE

Beginning in Summer 2016, the City of Fort Lauderdale and Vision Zero partners will begin implementing the Vision Zero Plan. Once the plan is adopted by the Fort Lauderdale City Commission, a Vision Zero Champions Committee and a Vision Zero Technical Committee will be assembled with representatives from participating Vision Zero partners.

The Vision Zero Champions Committee will meet as needed in order to measure progress in the implementation of Vision Zero's Five Es. An annual (or biannual depending on progress and resources) progress report will be released to the public, along with an action plan every five years, that will determine which strategies will be the priority for the Vision Partners. The timeline graphic in Figure 15 provides a visual representation of how the City of Fort Lauderdale and its partners hope to achieve zero fatalities.

Figure 15. Vision Zero Fort Lauderdale Timeline





IMPLEMENTATION METHODS AND PARTNERS

In order to achieve Vision Zero, this plan must be implemented in collaboration with all current and future Vision Zero partners. The collaborative techniques outlined in Table 7 will be used to effectively implement Vision Zero Fort Lauderdale and the Five Es.

Table 7. Vision Zero Fort Lauderdale Collaboration Methods

METHOD	DESCRIPTION
Funding and Resources	By coordinating with our partners, the Vision Zero objectives can be completed through additional funding sources while decreasing the economic burden on any one partner.
Policy Initiatives	To show legislators the importance Fort Lauderdale places on Vision Zero, all Vision Partners must be unified in support of the Vision Zero Plan and the Five Es that comprise it. Sample collaborative policy initiatives include, but are not limited to, no Turn on red in high pedestrian volume intersections, amendment of the current warrant for new pedestrian crossings, pedestrian priority zones, and land use regulations that encourage dense mixed-use development, including mobility hubs, Transit Oriented Development, etc.
Engagement and Outreach	Since Vision Zero is a plan for all of Fort Lauderdale’s neighbors, including visitors and business owners, all partners must engage in community outreach in order to inform neighbors about Vision Zero and how they can do their part to help achieve zero fatalities
Private Sector Involvement	Reaching out to businesses within Fort Lauderdale to inform them about Vision Zero and how they can become involved as a partner can help achieve zero fatalities faster and more comprehensively.

NAVIGATING VISION ZERO

The public and private entities within the City of Fort Lauderdale are all stakeholders in the implementation of a zero-fatality transportation system.

Figure 16. The Five Es of Vision Zero



There are many potential contributors for each action strategy in this plan and other adopted City Commission plans. The purpose of this section is to provide guidance and specific action strategies for implementation.

Recognizing that implementation can be a daunting task, the information presented in Tables 8 - 12 is intended to serve as a starting point. As the City’s community builders and partners collect and synthesize additional data, action strategies may be updated and added as needed. The action strategies are broken down into the respective Five E categories.





Table 8. Vision Zero Fort Lauderdale Engineering Strategies

VISION ZERO ENGINEERING											
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas					Potential Private Sector Partners
						Legislative Action	City	Funding Through Partners	Use of Existing Resources	Potential Private Sector Partners	
1.1	Implement Connecting the Blocks plan	All projects shall fulfill the Connecting the Blocks checklist prior to initiating engineering design	TAM	BC and FDOT	Increase in completed Connecting the Blocks projects	No	Yes	Yes	No	Yes	Yes
1.2	Reduce bicyclist exposure	Implement separate space for bike right-of-way from vehicles and continue bike lane accommodations through intersection, such as bike lane striping, green paint, bike boxes, etc.	TAM	BC, FDOT, and Broward MPO	Increase in number of separate bike right-of-way spaces	No	Yes	Yes	Yes - Implement separate space for bicyclists in existing improvement plans	No	No
1.3	Reduce pedestrian exposure	Ensure pedestrian safety through lead signal phasing, striping high intensity crosswalks, evaluating the need for pedestrian signals, striping all legs of signalized intersections, and implementing pedestrian timed signals	TAM	BC, FDOT, and Broward MPO	Identification of high need pedestrian safety streets and intersections	No	Yes	Yes	Yes - Incorporate into existing improvement plans	No	No
1.4	Improve development through site plan review	a. Reference current City plans during project (both public and private) review b. All public and private projects shall be reviewed by TAM representative for accordance with City Complete Streets Policy and guidelines	DRC	TAM and FDOT	N/A	Yes - Incorporate City plans into DRC Review	No	No	No	Yes - Work with developers to integrate mobility options found in City plans	Yes - work with developers to implement complete streets in project scope
			TAM	FDOT	N/A		No	No	No	Yes - Partner with organizations to incorporate speed calming initiatives into existing plans	No
1.5	Attain vehicle desired speed through design	a. Design City streets to reduce vehicle speed in target areas using the following traffic calming methods: reducing lane widths, execute a lane elimination process, design vertical elements, access management, etc. b. Implement traffic calming elements from City Traffic Calming Toolbox on a case-by-case basis for Q-Alert requests	TAM	BC and FDOT	Increase in diverse traffic calming methods used on City streets	No	Yes	Yes	Yes - Partner with organizations to incorporate speed calming initiatives into existing plans	No	No
			TAM		Change Q Alert reporting system to incorporate Traffic Calming Toolbox	No	Yes	No	No	No	No

Note: See Page vi for List of Abbreviations





Table 8. Vision Zero Fort Lauderdale Engineering Strategies

VISION ZERO ENGINEERING									
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas			
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners
						City	Funding Through Partners		
1.6	Improve Safety through lighting improvements	a. Evaluate all street projects to meet proper street and sidewalk luminance criteria and national IESNA standards	TAM		City pedestrian and street lighting master plan	Yes	No	Yes - Determine if current IESNA evaluation exists	No
		b. Create a City guideline for street and pedestrian lighting standards to be utilized on all public and private projects in the City right-of-way		NS, P&R, and PW			Yes	Yes - Use existing lighting guidelines to create master plan	No
		c. Advocate for pedestrian lighting to be added in high multimodal volume areas		BC, FDOT, private sector public works, P&R, and PW			Yes	Yes	Yes - Investigate existing efforts to improve pedestrian lighting and expand them
1.7	Improve MOT plans for all modes during developments and roadway construction	Create revised MOT plan requirements to require safe accommodations for pedestrians, vehicles, and bicyclist through all work zones	TAM	BC, FDOT, and private developers	Update MOT guidance and application with new requirements	No	No	Yes - MOT guidelines incorporation of safe accommodations	No
1.8	Safe access to schools	a. Partner with schools to identify gaps in sidewalks infrastructure and create prioritized project lists for implementation	BCPS	TAM and FDOT	School sidewalk evaluation	No	Yes	No	No
		b. Implement safe route identification through measures such as "follow the sun" signage			Evaluation of safe route and posting of safe route signage	No	No	No	No

Note: See Page vi for List of Abbreviations





Table 8. Vision Zero Fort Lauderdale Engineering Strategies

VISION ZERO ENGINEERING										
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners	
						City	Funding Through Partners			
1.9	Improve Transit Connectivity	<p>a. All projects shall be reviewed for existing/future needs for pedestrian and bike accommodations at transit locations to ensure the best transit amenities are placed based on the forecasted ridership and right-of-way constraints</p> <p>b. Place transit stops in locations that allow safe access to and from stops, including signalized intersections and bike racks</p> <p>c. Incorporate "last mile" accommodations in all projects</p>	TAM	BCT), Broward MPO, FDOT, FTA	N/A	No	No	No	No	
						No	Yes - Partner with current BCT funding	No	Yes - Have private companies sponsor a bus stop (give funds in exchange for publicity)	
						Yes - Incorporate "last mile" requirement in project plan requirements	No	No	Yes - Work with developers to ensure "last mile" is incorporated in project plan	
1.10	Improve signal operations to promote multimodal priority	<p>a. Introduce leading pedestrian interval, all walk, and bike detection into signals with high pedestrian/bicycle movements</p> <p>b. Implement Transit Signal Priority system so that buses/WAVE streetcar have headway efficiencies</p> <p>c. Support ATMS implementation on arterials with reduced cycle lengths to support pedestrian movements</p> <p>d. Improving safety at crosswalks by retiming signals and reducing cycle length to support pedestrian use</p>	TAM	BC and FDOT	Properly timed signals for safe crossing and movement	No	Yes	No	No	
						No	Yes	No	No	
						No	Yes	No	No	
						No	No	Yes - Use Broward County existing signal system	No	
1.11	Improve ADA accommodations on streets	Improve ADA accommodations through measures such as compliant ramps, audible signals, and brail	TAM	BCT and FDOT	N/A	Yes	Yes	No	No	

Note: See Page vi for List of Abbreviations





Table 9. Vision Zero Fort Lauderdale Education Strategies

Objective Number		Objective		Strategy		Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners													
									Legislative Action	Potential Funding Sources		Use of Existing Resources														
										City	Funding Through Partners															
2.1	Educate vehicle drivers with informative materials	<p>a. Develop an array of educational materials for all audiences in all languages to communicate on important topics</p> <p>b. Partner with FDOT on "Alert Today, Alive Tomorrow" safety campaign for materials and outreach activities</p> <p>c. Evaluate DMV driver test to identify areas of improvements regarding multimodal safety and advocate for policy change if necessary</p> <p>d. Distribute informational materials during City events</p> <p>e. Install educational materials on buses and bus stops (benches/shelters)</p>	TAM	PAO, NS, FLPD, BC, FDOT, BPAC and CTST	<p>Increase in the amount of pedestrian/bicyclist educational materials being distributed</p> <p>Host Alert Today, Alive Tomorrow events within Fort Lauderdale City limits</p> <p>New questions regarding pedestrian/bicyclist safety laws added</p> <p>Increase in number of events where pedestrian/bicyclist safety materials are distributed</p> <p>Increase in number of bus stops with safety materials</p>	No	No	Yes	Yes	No	Yes - Determine if partner organizations currently have educational materials to use	Yes - Use existing materials from private sector to distribute														
													No	Yes	Yes	Yes - Coordinate with FDOT/Alert Today, Alive Tomorrow to host event and/or provide educational materials at high priority intersections	Yes - Coordinate with private sector to sponsor activities during events and/or provide educational materials									
																		Yes	No	Yes	Yes - Distribute existing materials by partner organizations	Yes - Partner with private sector to sponsor activities during events and/or provide educational materials				
																							No	Yes	No	Yes - Have private companies sponsor a bus stop (give funds in exchange for publicity)
No	Yes	Yes	Yes - Advocate for additional questions with partners to be added to DMV exam	Yes - Coordinate with private insurance firms																						
No	Yes	Yes	No	Yes	Yes - Partner with private sector to sponsor activities during events and/or provide educational materials																					
2.2	Educate public on innovative technology	Install signage to educate public on how and why new technology is implemented (Example: ALL WALK pedestrian Phase and pedestrian countdown signals)	TAM	BCPW, BCT, and FDOT	Increase in educational signage among designated streets and intersections	No	Yes	Yes	No	No	No	No														

Note: See Page vi for List of Abbreviations



Table 9. Vision Zero Fort Lauderdale Education Strategies

VISION ZERO EDUCATION										
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners	
2.3	Educate Pedestrians through creative signage and programs	<p>a. Implement innovative educational elements into streetscape that are understandable to all neighbors</p> <p>b. Implement educational programs to increase pedestrian awareness, such as the WalkSafe program in elementary schools, City camps, and Safe Routes to School program</p> <p>c. Pedestrian signage in tourist areas shall communicate to all languages</p>	TAM	BC, PAO, NS, and FDOT	Increase in educational signage in high priority streets and intersections	Yes	Yes	Yes - Use existing creative elements and replicate in addition to new ideas	Yes - Have private sector partners sponsor creative elements by businesses or for promotional credit	
						No	Yes	Yes - Expand existing programs and introduce	Yes - Partner with private sector for potential funding or outreach resources	
						No	Yes	No	Yes - Potential funding partnership	
2.4	Educate Bicyclists through creative signage and programs	<p>a. Implement BikeSafe program into one middle school annually</p> <p>b. Create bike safety educational materials communicating to all languages on subjects such as sidewalk riding, how to signal, proper equipment laws, using sharrows, sharing the road, and how to interact with Wave streetcar/tracks</p> <p>c. Explore the use of 3-foot passing law signage on existing vehicles, including buses and commercial vehicles</p> <p>d. Integrate Bike Rodeo into all City TAM events</p>	Broward County Schools	TAM, BikeSafe	BikeSafe pilot program conducted in one middle school	No	Yes	Yes - expand existing program into City	No	
						Yes - advocate for integration of BikeSafe program in public schools	Yes	Yes - Use any existing multilingual materials for distribution	Yes - Use existing materials from private sector to distribute	
		<p>e. Post educational materials annually in all bike stores, including new bikes sold, bike rental locations, and bikes parked in Fort Lauderdale</p>	TAM	BPAC and PAO	Increase in the amount of pedestrian/bicyclist educational materials being distributed	No	Yes	Yes - Use existing bike educational materials to distribute	Yes - Partner with bike stores to distribute educational materials	
						No	No	Yes - Expand any current signage on vehicles	No	
						No	Yes	Yes - Use existing Bike Rodeo resources	Yes - Have private firms sponsor a Bike Rodeo	

Note: See Page vi for List of Abbreviations





Table 9. Vision Zero Fort Lauderdale Education Strategies

Objective Number		Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners
							Legislative Action	City	Funding Through Partners	Use of Existing Resources	
2.5	Educate pedestrians through creative signage and programs	Implement educational programs to increase pedestrian awareness	P&R	BCPS, FDOT, and TAM	Increase in number of educational programs within the City	No	Yes	Yes	Yes - Expand current educational programs	Yes - Partner with private sector firms currently conducting programs	
2.6	Educate City staff on street safety to lead by example	<p>a. Integrate street safety materials into citywide emails</p> <p>b. Implement a rewards program for City staff who use alternate modes of transportation to get to work</p> <p>c. Conduct training for all fleet vehicle operators</p> <p>d. Participate in continuing education webinars and conferences that provide innovative solutions and lessons learned on Five Es</p> <p>e. Partner with Health and Wellness Center for Walk with Mayor event; do a short presentation before walk on safety, benefits, and laws</p> <p>a. Recommend all law enforcement agencies to participate in the NHTSA's pedestrian training for law enforcement</p> <p>b. Have every officer carry a quick reference guide for all safety laws</p>	PAO	TAM	Increase in number of citywide emails with pedestrian/bicyclist safety tips	No	No	No	Yes - Incorporate safety tips into existing citywide emails	No	
2.7	Increase training for pedestrian and bicycle laws for law enforcement agencies		FLPD	TAM and DMV	Increase in number of law enforcement agencies participating in pedestrian training	No	No	No	No	Yes - Integrate with existing vehicle training	No
			FLPD	FDOT and DMV	Creation of pedestrian/bicyclist reference guide for all officers	No	No	No	Yes - Use any existing reference guides	No	

Note: See Page vi for List of Abbreviations





Table 9. Vision Zero Fort Lauderdale Education Strategies

VISION ZERO EDUCATION									
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas			
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners
						City	Funding Through Partners		
2.8	Partner with Business Community	Organize an education campaign with local businesses for educational materials posted	NS	DDA and TAM	More business led pedestrian/bicyclist educational campaigns for the community	No	Yes	Yes - Use any existing educational campaigns organized by businesses	Yes
2.9	Support efforts to educate on the dangers of texting and driving	Partner with organizations to support efforts to educate through distribution of collateral materials	TAM	FDOT, FLPD, and other partners	Increase in the amount of pedestrian/bicyclist educational materials being distributed	No	Yes	Yes - Distribute existing materials by partner organizations	Yes - Use existing materials from private sector to distribute
2.10	Conduct outreach in Neighborhood Associations	Work with Neighborhood Associations to distribute safety educational materials	NS	TAM, PAQ, and FLPD	Increase in the amount of pedestrian/bicyclist educational materials being distributed	No	Yes	Yes - Distribute existing materials by partner organizations	Yes - Use existing materials from private sector to distribute

Note: See Page vi for List of Abbreviations





Table 10. Vision Zero Fort Lauderdale Encouragement Strategies

VISION ZERO ENCOURAGEMENT										
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners	
3.1	Improve awareness of safety improvements with partner agencies	<p>a. Collaborate with Vision Partners to support existing and future events and campaigns to improve awareness (such as Alert Today, Alive Tomorrow)</p> <p>b. Advise of best practices in design/engineering on all street projects through meeting participation</p>	TAM	Other Vision Partners	Increase in number of events attended and collaborated by Vision Partners	Yes	Yes	Yes - Attend/support existing and future events on pedestrian/bicyclist safety	Yes - Collaborate with private firms to sponsor events	
			TAM	FDOT	Increase use of best practices in design/engineering on all street projects	No	No	No	No	
3.2	Utilize City facilities, programs, and equipment to encourage safer behavior	<p>a. Display educational materials to promote safe behaviors at City parks, police stations, fire rescue stations, fleet vehicles, and other City facilities</p> <p>b. Distribute safety equipment including bike lights, helmets, bells, and reflectors at City events</p> <p>c. Install Changeable Message Boards on City streets with safety messages such as "Don't Text and Drive" and "Share The Road"</p>	TAM	FPLD, Fire-Rescue, PW, Fleet, P&R, FDOT, and	Increase in the amount of pedestrian/bicyclist educational materials being distributed	Yes	Yes	Yes - Distribute existing materials by partner organizations	Yes - Use existing materials from private sector to distribute	
			TAM	Other Vision Partners	Increase in the amount of safety equipment being distributed	No	Yes	Yes	Yes - Distribute existing safety equipment by partner organizations	Yes - Use existing equipment from private sector to distribute
			FPLD	TAM and FDOT	Increase in the amount of pedestrian/bicyclist educational materials being distributed	No	Yes	No	Yes - Use existing message boards	No

Note: See Page vi for List of Abbreviations





Table 10. Vision Zero Fort Lauderdale Encouragement Strategies

VISION ZERO ENCOURAGEMENT											
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners	
						Legislative Action	Potential Funding Sources	Funding Through Partners	Use of Existing Resources		
3.3	Providing encouragement through events	<p>a. Hold multimodal transportation events for neighbors</p> <p>b. Provide bike parking at all City and private events for more than 5,000 people and include bike parking options on marketing materials</p> <p>c. Host an annual Bike to Work event</p> <p>d. Host events to promote biking and walking, including Open Streets Fort Lauderdale and Family Fun bike rides.</p>	TAM	P&R, NS, and FLPD	Increase in amount of multimodal transportation events	No	Yes	Yes	Yes - Partner with existing multimodal transportation events being held by partners	Yes - Collaborate with private firms to sponsor events	
			TAM	Private Sector partners, PAO, and P&R	Increase in the number of events with bike parking available	No	Yes	Yes	Yes - Use existing bike parking resources provided by partners	Yes - Collaborate with private firms to sponsor bike parking	
			TAM	Broward/MPO, BC, all City Departments	Create annual Bike to Work event	No	Yes	No	No	No	No
					Increase in amount of multimodal transportation events	No	Yes	Yes	Yes - Collaborate with partners for sponsorship, materials, and staff resources	Yes - Collaborate with private firms to sponsor events	
3.4	Encourage Alternate Mode Travel	<p>a. Partner with schools for National Walk to School Day and other walking events</p> <p>b. Partner with schools and neighbors to establish walking school buses and bike trains</p>	BCPS	TAM	Increase in number of events attended and collaborated by Vision Partners	No	No	Yes	Yes	No	
					Increase in number of schools with walking school buses and bike trains	Yes - Advocate for program creation with Broward County Schools	No	Yes	Yes - Partner with existing efforts to create walking school buses and bike trains	No	
3.5	Encourage MPO, state, and federal legislative branches to adopt pedestrian- and bike-friendly legislation	<p>a. Keep City/MPO delegates informed about best practices for multimodal improvement projects</p> <p>b. Create letters of support from local partners for state investment in pedestrian/bicycle facilities</p>	TAM	Broward MPO	Incorporate best practices in multimodal improvement projects	Yes - Advocate for best practices with MPO improvement projects	No	Yes	Yes - Use existing best practices and funded/planned projects	No	
			TAM	TAM	Increase in state investment in pedestrian/bicycle facilities	Yes - Advocate for state investment in pedestrian/bicycle facilities in collaboration with Vision Partners	No	No	Yes - Incorporate/participate in existing partner efforts	Yes - Collaborate with partners to show support for state investment in pedestrian/bicycle facilities	

Note: See Page vi for List of Abbreviations





Table 11. Vision Zero Fort Lauderdale Enforcement Strategies

VISION ZERO ENFORCEMENT										
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners	
4.1	Enforcement campaigns to promote safe travel behaviors	<p>a. Provide all officers with educational materials to deliver with tickets/warnings</p> <p>b. Enforce speed in targeted corridors on a monthly basis</p> <p>c. Continue FLPD Aggressive Driving Enforcement Unit for targeted enforcement</p> <p>d. Coordinate through FDOT Safety Coordinator to educate City enforcement officers on pedestrian/bicycle laws and campaigns in adjacent cities and Broward County</p> <p>e. Improve the number of school zones that can be enforced each day</p>	FLPD	BSO and FHP	Increase in the amount of pedestrian/bicyclist educational materials being distributed	No	Yes	Yes - Distribute existing materials by partner organizations	Yes - use Existing materials from private sector to distribute	
			FLPD	BSO and FHP	Increase in amount of citations distributed in indicated corridors	No	No	No	No	No
			FLPD			No	No	No	No	No
4.2	Create laws to improve motorist, pedestrian, and bicyclist safety	Evaluate City laws and ordinances to identify revisions to improve safety for all modes, such as right on red	FLPD	TAM and FDOT Safety Coordinator	Increase in trained officers on pedestrian/bicyclist laws	No	Yes	Yes - Use FDOT and other training materials/ courses	No	
			FLPD	TAM	Increase in Police monitored school zones each day	No	Yes - Resources for additional officers needed	No	No	
4.3	Incorporate training opportunities as corrective actions	<p>a. Evaluate driver safety training program to include safe behaviors for bicyclists and pedestrians</p> <p>b. Create online bicycle/pedestrian training course for violations by non-vehicular offenders</p>	TAM	FLPD	Create additional laws for motorists, pedestrians, and bicyclists	Yes - Advocate and lobby for additional laws needed	No	Yes - Collaborate on additional efforts to add laws	Yes - Provide support when needed	
			TAM	FLPD and FDOT	Additional safety training components regarding pedestrian/bicyclist safety	No	No	No	Yes - Incorporate/participate in existing partner efforts	No
4.4	Continue Fort Lauderdale Bike Registration Program	Advertise Fort Lauderdale Bike Registration program through education and events	TAM		Creation of safe behavior training programs for bicyclists and pedestrians	No	No	Yes - Incorporate/participate in existing partner efforts	No	
			FLPD	TAM and PAO	Increase in amount of registered bikes within the City	No	No	Yes - Expand current registration efforts	Yes - Work with bicycle businesses for encouragement and help with registration	

Note: See Page vi for List of Abbreviations





Table 12. Vision Zero Fort Lauderdale Evaluation Strategies

VISION ZERO EVALUATION												
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners		
						Legislative Action	Potential Funding Sources	City	Funding Through Partners		Use of Existing Resources	
5.1	Improve incident reporting	Review and revise the police reporting document to include more specific information regarding pedestrian and bicycle incidents	FDOT	FLPD, TAM, BPAC, CTST, and CSAC	Comprehensive reporting document for pedestrian and bicycle incidents	Yes - Advocate with state to incorporate reporting document changes	No resources needed	No	Yes - Incorporate/participate in existing partner efforts	Yes - Provide support when needed		
						No	No resources needed	No	No	Yes - Incorporate multimodal traffic counts in all traffic studies		
						No	No resources needed	Yes	Yes - Incorporate/participate in existing partner efforts	No		
5.2	Increase data collection	<p>a. Require all traffic studies for private and public projects to include vehicular, pedestrian, and bicycle counts</p> <p>b. Coordinate with FDOT to install permanent bike and pedestrian count technology to supplement the vehicle average daily trips data</p> <p>c. Collaborate with FLPD to share documents that identify speeding, fatality, and high crash locations, etc.</p>	TAM	Broward MPO, FDOT, BC, and private developers	Incorporate multimodal traffic counts in all traffic studies	No	No resources needed	No	No	Yes - Incorporate/participate in existing partner efforts	No	
			FDOT	TAM and Broward MPO	Additional data for bicycle/pedestrian counts	No	No resources needed	Yes	Yes - Incorporate/participate in existing partner efforts	No	No	No
			FLPD	TAM	Readily available reports on speeding, fatality locations, high crash locations, etc.	No	Yes - More resources needed for staff to process reports/track data	No	No	No	No	No
5.3	Improved multimodal evaluation	<p>d. Collect transit ridership data along targeted corridors</p> <p>e. Add questions to a Annual Neighbor Survey on satisfaction of biking and walking</p>	BCT	Broward MPO and FDOT	More available data on BCT ridership	No	No resources needed	No	No	No	No	No
			CMO	TAM	Additional questions in City Neighbor Survey on satisfaction of biking and walking	No	No resources needed	No	Yes - Add questions to existing neighbor survey	No	No	
			TAM	FDOT, Broward MPO, and DSD	Increase in before and after studies on complete streets projects	No	Yes	No	Yes - Incorporate/participate in existing partner efforts	No	No	

Note: See Page vi for List of Abbreviations





Table 12. Vision Zero Fort Lauderdale Evaluation Strategies

VISION ZERO EVALUATION											
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas				Potential Private Sector Partners	
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners		
						City	Funding Through Partners				
5.4	Monitor and synthesize pedestrian and bike crash data on regular basis	<ul style="list-style-type: none"> a. Ensure all traffic studies include crash data for all modes within last three years b. Identify data sources and agencies responsible for collecting, maintaining, and disseminating related data c. Track annual crash data by mode and create simple chart for public access d. Train additional staff on Signal Four Analytics 	TAM	FDOT	Incorporate multimodal crash data in all traffic studies	No resources needed	No	No	Yes - Incorporate multimodal crash data in all traffic studies		
					Increase in the amount of available data	No resources needed	No	Yes - Use/research existing data collected by partners	No	No	
					Create public chart of multimodal crash data	No resources needed	No	No	No	No	No
					Increase in amount of City staff trained on Signal Four Analytics	No resources needed	No	No	No	No	No
5.5	Increase walk audits	Partner with Broward MPO to implement an annual walk audit with local partners	Broward MPO	TAM and FDOT	Create annual walk audit	No	No	Yes - Incorporate/participate in existing partner efforts	No		
5.6	Create and update GIS maps	Create annual updates to GIS maps to include City bike facilities, bike rack locations, hot spot crash map by mode, demographics and transit ridership	TAM	FDOT	Increase in the amount of new and updated GIS maps	Yes - Additional resources for staff	No	No	Yes - Use/research existing data collected by partners	No	
5.7	Integrate improvements in transportation into other City department plans	<ul style="list-style-type: none"> a. Actively participate in the City General Plan update to evaluate integration of best practices b. Actively participate in Parks Master Plan; update to integrate pedestrian/bicyclist connectivity between parks c. Actively participate in the update to the Sustainability Action Plan to integrate transportation elements into measures for sustainability evaluation 	TAM	CMO	Integrated best practices into City General Plan	No	No	Yes - Advocate for use of best practices in City General Plan	No		
			TAM	P&R	A completed Parks Master Plan integrating pedestrian/bicyclist connectivity between Parks	No	No	Yes - Advocate for integration of connectivity of bikes and pedestrians between Parks	No	No	
			TAM	City Sustainability Division	A completed Sustainability Action Plan with integrated transportation elements into measures for sustainability evaluation	No	No	Yes - Advocate for the integration of transportation elements into measures for sustainability evaluation	No	No	

Note: See Page vi for List of Abbreviations





Table 12. Vision Zero Fort Lauderdale Evaluation Strategies

VISION ZERO EVALUATION									
Objective Number	Objective	Strategy	Lead Vision Partner	Supporting Vision Partner	Strategic Outcome	Collaboration Areas			
						Legislative Action	Potential Funding Sources	Use of Existing Resources	Potential Private Sector Partners
						City	Funding Through Partners		
5.8	Improved access to transit stops	a. Determine effectiveness of transit stops based on proximity to crosswalks, spacing, seating, lighting, headways, ADA accommodations, and shade	BC	TAM and FDOT	Increase number of transit stops in safe locations	No	Yes	Yes	No
		b. Evaluate bus stop locations in relation to pedestrian crashes and crossing locations to identify relocation needs				No	Yes	Yes	No
5.9	Evaluate pedestrian priority	a. Review pedestrian signal crossing timing to provide adequate crossing time	Broward MPO	TAM and FDOT	Increase or decrease in pedestrian crossing time in appropriate locations	No	No	No	Yes - Incorporate/participate in existing partner efforts
		b. Evaluate locations with high pedestrian and vehicle counts for ALL WALK signal installation	TAM	BC and FDOT	Increase in incorporation of ALL WALK signal installation	No	No	Yes	Yes - Incorporate/participate in existing partner efforts
5.10	Evaluate trucks on City streets	a. Determine if current truck routes are serving the current/future needs to reduce conflict with other modes	FDOT	TAM and Broward MPO	Designation of safe freight/truck routes	Yes - Advocate for designation of truck/freight routes and roads	No	No	Yes - Incorporate/participate in existing partner efforts
		b. Coordinate with merchants to understand needs for trucks to evaluate City policy for truck/delivery times to avoid peak hour				No	No	No	Yes - Incorporate/participate in existing partner efforts

Note: See Page vi for List of Abbreviations



MEASURING THE PROGRESS OF VISION ZERO

SUNTRUST

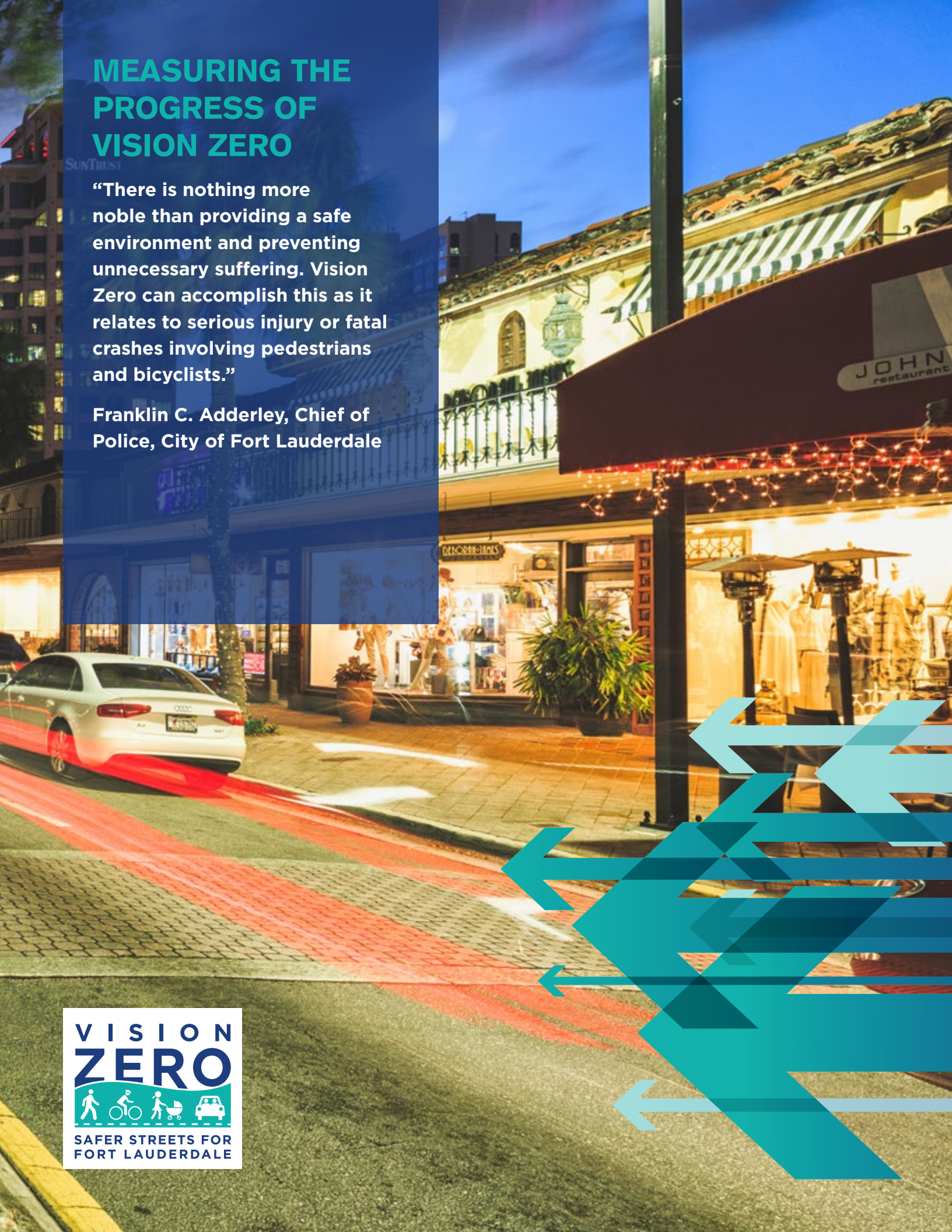
“There is nothing more noble than providing a safe environment and preventing unnecessary suffering. Vision Zero can accomplish this as it relates to serious injury or fatal crashes involving pedestrians and bicyclists.”

Franklin C. Adderley, Chief of Police, City of Fort Lauderdale

VISION
ZERO



SAFER STREETS FOR
FORT LAUDERDALE

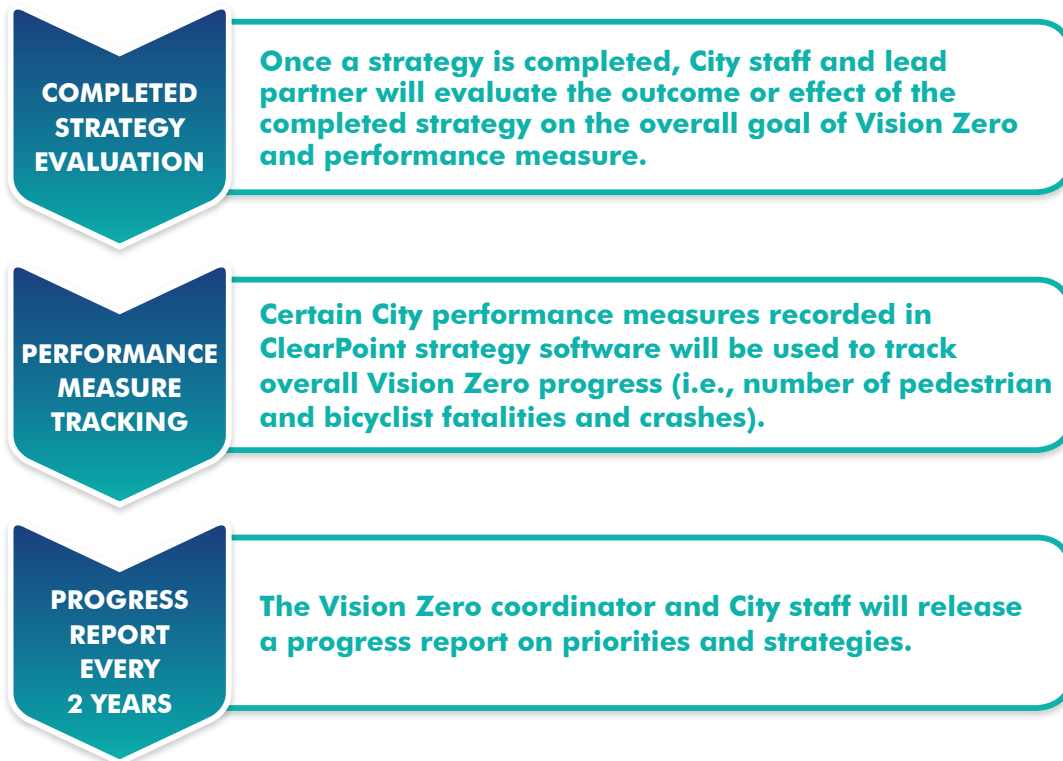




SECTION 6: MEASURING THE PROGRESS OF VISION ZERO

Evaluating and documenting the City's progress toward achieving zero fatalities in Fort Lauderdale is pivotal to the success and value of Vision Zero. Figure 17 outlines the three performance tracking methods that will be used to measure the progress and effectiveness of Vision Zero objectives.

Figure 17. Measuring Vision Zero Fort Lauderdale







CITY OF FORT LAUDERDALE


100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FL 33301

www.fortlauderdale.gov/visionzero



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