

ZER@ING IN

KEEPING YOU IN THE KNOW ABOUT VISION ZERO



FORT LAUDERDALE POLICE DEPARTMENT NAMED TRANSPORTATION PARTNER OF THE YEAR FOR VISION ZERO EFFORTS



Strategic partnerships are the key to Vision Zero's progress and success. The partnerships established for the City's Vision Zero initiative provide access to needed resources, knowledge, and in-kind support; elevate awareness and unlock access to new Vision Zero supporters; help develop policies and impact leadership objectives; offer credibility and value to the principles and strategies outlined in our Vision Zero plan; and engineer solutions that help achieve our key goal of moving the needle closer to zero traffic deaths and serious injuries on the City's streets.



With strong partnerships, we are able to achieve more together. A partnership that is a testament to the important role partners play in achieving Vision Zero is the one established with the Fort Lauderdale Police Department (FLPD).

Since Vision Zero was adopted in 2015, the FLPD has been involved in many Vision Zero initiatives focused on the safety and well-being of our neighbors, including how they get around safely when walking, biking, driving, and taking transit. As a result of their efforts, FLPD was named the City's Transportation Partner of the Year during the 7th Annual Transportation Summit this May. A few of FPLD's many contributions include:

- ➔ Serving as a lead partner on the Vision Zero Internal Task Force and as a Vision Implementation Partner;
- ➔ Assisting in multiple education and enforcement programs for new Complete Streets projects;
- ➔ Distributing bike lights and pedestrian light up bracelets for improved safety;
- ➔ Educating neighbors at neighborhood meetings; and
- ➔ Supporting encouragement activities, including safely leading Family Fun Rides and participating in special events such as Open Streets Fort Lauderdale.

The Police Department has also regularly received annual funding from the Florida Department of Transportation (FDOT) to conduct High Visibility Enforcement (HVE) Campaigns. The HVE campaigns are designed to improve traffic and pedestrian safety through high visibility enforcement, with an emphasis on education. Part of the educational component of the HVE campaigns includes distributing information that supports Vision Zero.

The Fort Lauderdale Police Department is committed to ensuring safer streets for people driving, walking, and bicycling. The Department's exemplary efforts show that strategic partnerships instill a culture of safety throughout the City and help make Vision Zero achievable.

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◎ ZEROING IN ON SUCCESSES

Safe Streets Summit Panelists Highlight Vision Zero



Education



In early 2018, the Palm Beach Transportation Planning Agency (TPA) hosted the 5th Annual Safe Streets Summit in downtown West Palm Beach, FL.

The theme for Summit was “Love Your Streets,” and the schedule was packed with the latest best practices for creating emotionally engaging places, as well as safe, equitable, and healthy streets that people love.

The Summit kicked-off with a Vision Zero-focused panel, “At the Heart of it All: Safe, Multimodal Transportation for All Users.” The panelists included Leah Shahum, the Director of the Vision Zero Network; Jim Curtin, Traffic Safety Coordinator from the Seattle Department of Transportation Traffic Management Division; and Carmen Monroy, Director of FDOT’s Office of Policy Planning.

This panel of experts brought national, state, and city-level perspectives on how to implement Vision Zero, from achieving buy-in to evaluating success. The real-life, practical examples and resources discussed in the session served as an example for local municipalities to build off their plans for improving safety in their communities.

(Valerie Neilson, Deputy Director of Multimodal Development, Palm Beach Transportation Planning Agency, contributed to this story.)

Kids Learn About Bicycle Safety During Florida Bike Month



Education



In honor of Florida Bike Month this past March, the Parks and Recreation Department partnered with Transportation and Mobility, Recyclable Bicycle Exchange, University of Miami BikeSafe Program, FLIPANY, and Heal the Planet to teach kids about bike safety. The event included a full day of programmed activities centered on health, sustainability, and bicycle safety. The kids received free helmets, learned bike safety tips to keep them safer on our streets, and had a blast.

City Proclaimed April as Distracted Driving Month



Encouragement



The Vision Zero Task Force has been working together, across departments and divisions, to achieve Vision Zero and strategically eliminate all deadly traffic crashes and serious bodily injury crashes in Fort Lauderdale. Each day in the U.S., approximately nine people are killed and more than 1,000 are injured in crashes that involve a distracted driver.

Distracted driving has increasingly contributed to crashes in Fort Lauderdale every year. In 2017, 844 crashes in Fort Lauderdale listed distracted driving as a contributor, which is a 302 percent increase since 2012. Many distractions exist while driving, but cell phones are a top distraction because so many drivers use them for long periods of time each day.

Almost everyone has seen a driver distracted by a cell phone, but when you are the one distracted, you often do not realize that driver is you. In order to increase awareness about the dangers of distracted driving, the Fort Lauderdale City Commission proclaimed April Distracted Driving Awareness Month.

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Safety & Training Office Spearheads Cycle Savvy Bicycle Safety Training



From a risk management perspective, most surveys show that the perceived danger of riding in traffic is a major deterrent to more widespread bicycling; however, when individuals are introduced to the “Cycle Savvy” way of biking they quickly gain the knowledge and confidence needed to become safer and more strategic bicyclists.

Several of our Community Builders volunteered to take part in the newly offered Bike Safety training class offered by the Fort Lauderdale’s Safety & Training Office. The day-and-a-half course included in-class lessons on best practices and hands-on skills training that offered new perspectives and valuable insights into biking safely on City streets. In addition, the class includes a half-day bike ride throughout the City to implement safety skills learned.

The Bike Safety class supported the City’s Vision Zero goals and objectives by teaching participants how to navigate City streets safely and comfortably on a bike.

See Tracks, Think Train Safety Outreach Continues with Sidewalk Decals



As part of the City’s Vision Zero initiative, the City continues to promote train safety following the arrival of Brightline’s higher-speed rail service between West Palm Beach, Fort Lauderdale, and Miami.

The City partnered with Operation Lifesaver to piggyback on their “See Tracks, Think Train” campaign by installing large,

non-slip sidewalk decals to sidewalks to remind people walking and biking to make safety a priority when crossing the railroad tracks.

Operation Lifesaver is a nonprofit public safety education and awareness organization dedicated to reducing collisions, fatalities, and injuries at highway-rail crossings and trespassing on or near railroad tracks. Learn more about Operation Lifesaver at <http://www.oli.org/>.

Old Dixie Highway Project Incorporates Vision Zero Es



The City of Fort Lauderdale celebrated the completion of the Old Dixie Highway Complete Streets Project with a ribbon-cutting ceremony and neighborhood celebration in June.

The project, which spans from N.E. 13th Street to Middle River, was a community-driven, grassroots effort that represents the City’s and our neighbors’ vision to implement Complete Streets enhancements to create a safer, more connected community for people walking, biking, and driving.

This resurfacing, restoration, and rehabilitation project prioritized safety by incorporating Vision Zero Es – engineering, education, and evaluation – to address speeding along the corridor and transform the street into a biking and walking haven for the community. Traffic calming and safety improvements include new green bike lanes, a roundabout at N.E. 16th Court, raised crosswalks, new sidewalks on both sides of the street, improved drainage, reduced speed limits, Florida-friendly landscaping, and enhanced pedestrian lighting.

The City was able to complete this amazing project through a partnership with neighbors, the Broward Metropolitan Planning Organization, and FDOT. The neighbors created the vision, the MPO funded it, and FDOT designed it and managed the construction. As a result of this project, people walking and biking now have a direct connection between Fort Lauderdale and the City of Wilton Manors.



City Partners with FDOT South Florida Commuter Services on Traffic Safety Awareness Campaign



The City of Fort Lauderdale partnered with FDOT South Florida Commuter Services to implement a summer traffic safety awareness campaign. As part of this campaign, FDOT installed life-size, 3D cutouts of people walking or biking with safety messages and rotated them throughout different neighborhoods in the City. The goal of the campaign was to encourage people to drive more carefully this summer.

The campaign kicked off on Bayview Drive in Coral Ridge and effectively spurred a discussion on Nextdoor about the importance of being responsible drivers and included responses such as “put the phone down while driving,” “stop applying makeup while driving,” and “we need to drive assertively.” Neighbors also provided suggestions for additional messaging and requested the signs in their neighborhoods.

Overall, the feedback about the campaign was mixed; some neighbors felt it was distracting and others felt it offered important safety messages. One supporting neighbor from Coral Ridge proclaimed, “If drivers are more careful, if people are more attentive, if lives are spared...I, if only one, applaud the effort.” Another neighbor on Nextdoor stated, “Lots of haters and keyboard ninjas this morning. The campaign caught your attention and THAT in itself is the purpose. So was it effective? Looks like it! :)”

There was no cost to the City to implement the campaign, which unfortunately ended early due to theft and vandalism.

Spring Break Campers Learn About Train Safety



As part of the “See Tracks, Think Train” safety campaign, Fort Lauderdale partnered with Brightline to host a “Train Safety for Kids Day” in March to encourage railway safety. Approximately 160 children from the City’s Parks & Recreation Department’s Spring Break Camps participated in a tour of the Fort Lauderdale Brightline Station, learned about train safety, and took a train ride to West Palm Beach, which was a first for many of the campers.

Safety was the focus of the event, and the Fort Lauderdale Police Department and McGruff the Crime Dog, along with the Fire Rescue Department and Sparky the Fire Dog were on site to educate the campers on what they should and should not do around train tracks. In addition, the City’s Vision Zero Coordinator, Josette Severyn, also taught the campers about Vision Zero, and Ali Soule, Brightline’s Public Affairs Director, led the campers in the “Stay off the Tracks” pledge. It was a great day that ended with a bunch of happy campers.

◎ ZEROING IN ON WHAT’S AHEAD

- ➔ The Zeroing In 2022 Vision Zero Five-Year Action Plan is expected to go before City Commission with a resolution to adopt in the near future.
- ➔ The Vision Zero Champions and Vision Implementation Partners will meet again following the adoption of Zeroing in 2022.
- ➔ Broward County Schools are back in session. Remember to drive safely and always be alert within school zones.



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