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CITY OF GAINESVILLE
VISION ZERO
FRAMEWORK

April 2020

Message from Mayor / CM?

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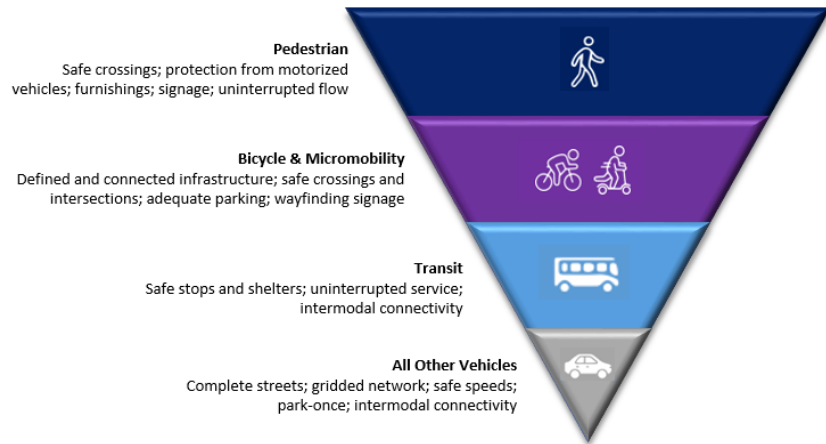
Introduction

The Gainesville Vision Zero Framework developed in accordance with best practices outlined by the Vision Zero Network, highlights the commitment to eliminate traffic deaths and serious injuries within the City by 2040 by seeking to:

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

This framework establishes a new paradigm that transitions the focus from moving cars efficiently to repurposing existing street space for people. This plan emphasizes a hierarchy that prioritizes the safety of the most vulnerable road users, guides transportation planning efforts and focuses capital investment.

Figure 1: Hierarchy of Modes

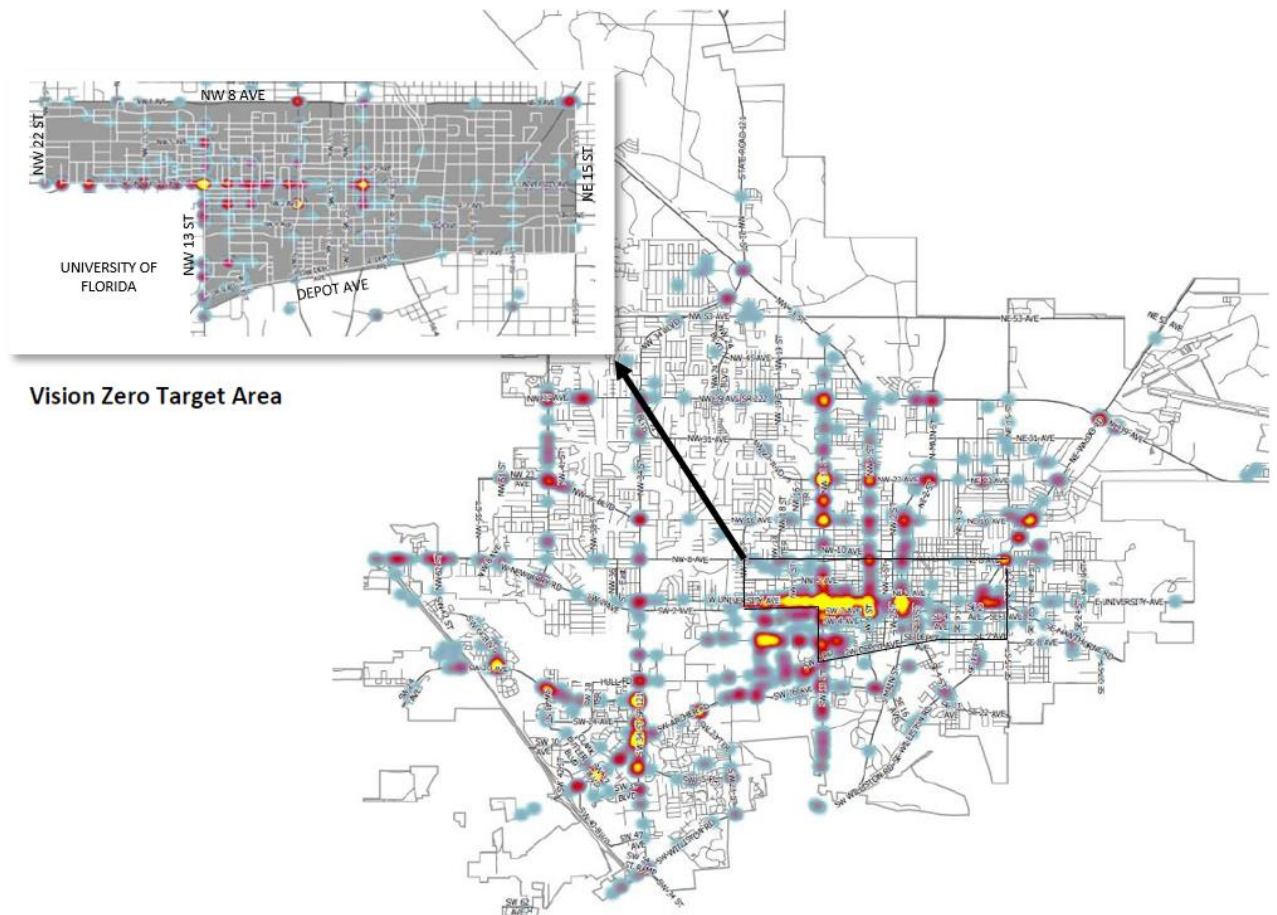


Gainesville will continue to employ the “5Es” framework to systematically develop and implement solutions and analyze the results. Focusing on Engineering, Encouragement, Education, Enforcement, and Evaluation, this plan outlines the proposed short- and long-term actions advance the City’s Vision Zero goals. A 6th “E”, Equity, is embedded throughout the framework for prioritization criteria, engagement efforts and deployment of solutions tailored to a project’s context.

This is a collaborative effort led by the City's Department of Transportation and Mobility, with participation from the Gainesville Police Department, Public Works Department, Gainesville Fire Department, GCRA and the Department of Sustainable Development. Other external agencies also directly involved include the University of Florida (UF) and the Florida Department of Transportation (FDOT).

Initial efforts will be concentrated in the established target area focusing on the safety of vulnerable road users and equitable distribution of resources. The area was initially defined and adopted due to the high incidence of crashes involving cyclists and pedestrians and unique characteristics associated with high densities and mixed land uses that promote cycling and walking, as well as equity considerations recognizing the impacts on transit dependent areas. Decreasing the number of conflicts with motorized vehicles and the severity of crashes is a priority. Figure 2 depicts the overall incidence of crashes within city limits and the target area.

Figure 2: Bicycle and Pedestrian Crashes (2015-2019)



Before and after conditions will be documented for each of the projects and initiatives listed. Project effectiveness will be evaluated based on metrics applicable to each project type to determine effectiveness of the solutions implemented and applicability for deployment in other areas of the City.

Safety Framework

In September 2017 the City Commission directed staff to focus road user safety efforts for pedestrians and bicyclists around the urban core and the University of Florida campus. Staff was also directed to:

- Create a citywide Vision Zero policy
- Establish a Vision Zero work group
- Develop a Vision Zero plan
- Dedicate recurring funding to implement Vision Zero strategies

Policy

The City Commission adopted a Vision Zero Policy in 2018 with the goal of eliminating traffic deaths and serious injuries in the City of Gainesville by 2040. The City further reaffirmed its commitment to this initiative by making it a high priority in its FY20/FY21 Strategic Plan.

Based on data and to ensure effectiveness of resource utilization, the Vision Zero Framework will focus initially on a defined area to prioritize serving primarily vulnerable road users. Building on initial efforts, the application of safety solutions will expand to include appropriate measures in other areas of the City.

The City of Gainesville has had measurable success creating Complete Streets that support land use and zoning. Implementing a Vision Zero plan can leverage these prior investments to significantly reduce traffic fatalities and serious injuries with the established goal to eliminate all serious traffic crashes. The basic Vision Zero approach is data-driven and integrates education, equity, engineering, evaluation, encouragement and road user compliance into a comprehensive strategy.

Focusing in high density population areas of Gainesville where many streets were built **to move cars efficiently**, those streets shall be repurposed **to move people safely**.

Work Group

At the beginning of 2020, a Vision Zero Workgroup was established to create the Vision Zero plan. The core City team is represented by the City Departments of Transportation & Mobility, Public Works, Police, Fire, GCRA, Sustainable Development, and the City Manager's Office. Other agencies included in this effort as advisors and contributors are the Florida Department of Transportation and University of Florida.

Action Strategy

A primary responsibility of the City of Gainesville government is to ensure the safety and health of all users of the transportation system. The Vision Zero philosophy asserts that traffic deaths and serious injuries are preventable and therefore, ethically unacceptable. **The main goal of a Vision Zero Action Strategy is to eliminate traffic fatalities and serious injuries, while increasing safe and equitable mobility for all neighbors.** Employing a data-driven approach, crash data was analyzed to identify the location, behaviors, and circumstances, including street design purpose, related to serious and deadly crashes.

According to traffic safety data published by the Florida Department of Transportation, the **City of Gainesville ranks in the top 9 out of 33 cities in Florida with population over 75,000 in several categories based on number of fatalities and serious injuries.** Gainesville is: #5 in distracted driving crashes; #7 in impaired driving crashes; #8 in occupant protection crashes; and, #9 in crashes involving bicyclists, pedestrians and motorcycles¹. Crashes resulting in fatalities and serious injuries represent a significant economic and societal burden to the community. According to the latest estimates from the National Safety Council² the average comprehensive economic costs associated with a fatality and a serious injury can exceed \$10.8 million and \$1.1 million respectively.

This Vision Zero Action Strategy places a strong emphasis on equity and will address any disproportionate burden of traffic fatalities and serious injuries on people of color, low-income households, older adults and youth, people with disabilities, and households with limited vehicle access. To employ an equity lens means cars will not always be prioritized. Equity data, including demographics, risk factors, traffic enforcement data, and infrastructure gaps linked to crashes, will be used to ensure the needs of communities of concern are prioritized.

¹ Based on the Florida Department of Transportation Highway Safety Matrix, available online at <https://www.fdot.gov/safety/3-Grants/Grants-forms.shtm>

² Based on Average Economic Cost by Injury Severity, 2018. Available online at <https://injuryfacts.nsc.org/allinjuries/costs/guide-to-calculating-costs/data-details>

The National Association of City Transportation Officials (NACTO) recommends allocating curb space equitably so that all transportation can move smoothly and traffic can be improved. The right of way adjacent to the curb, in denser areas, should be a flexible space with different uses assigned to accommodate the varied demand. The efficient use of curb space for access by multiple modes benefits all users. **The Vision Zero Action Strategy prioritizes filling gaps in infrastructure where those gaps contribute to cyclist and pedestrian exposure, or limit the transportation options of communities of concern.**

Vision Zero Target Area

The proposed target area was identified based on crash incidence, near-misses, demographics and land use as part of a collaborative effort between the City, the University of Florida and the Florida Department of Transportation.

The area is generally comprised of East Gainesville, extending over the downtown and Innovation District to include the area abutting the University of Florida campus. The Vision Zero Target Area encompasses areas of high density and mixed land uses where transit, cycling and walking are critical to meet community needs.

The area depicted in Figure 3 is generally bound by NE 15th St to the east, N 8th Ave to the north, SW 9th St/Depot Ave/SE 7th Ave to the south, and NW 22nd St/SW 13th St to the west immediately adjacent to the university campus.

Local Safety Efforts and Data

Efforts over the past several years have focused on engineering strategies to close transportation network gaps, reduce speed limits, provide better lighting and incorporate pedestrian signals for safer crossing. As shown in Figure 3, significant investments have been applied to create complete streets within or immediately adjacent to the target area recognizing the need to provide a safer environment to all users including the reconstruction of Depot Ave/SE 7th Ave, NW 8th Ave, Main St, SW 6th St, SE 4th St and portions of Archer Rd and SW 16th Ave, as well as investments in completing the off-street trail network including the Depot trail and the Sixth St trail.

To encourage safe travel behavior, local advocacy groups are frequently engaged to distribute safety messaging and traffic safety education campaigns are presented in partnership with GPD, Santa Fe College and the University of Florida regularly throughout the year.

Coordination and leveraging of resources through the development review process have also enabled the application of funding to enhance the overall transportation system through the implementation of infrastructure modifications.

In order to be a livable city, Gainesville must be a safe city. As Gainesville grows, it is clear that protecting the health of our neighbors as users of the transportation system means addressing inequitable infrastructure gaps as well as behavior to create streets that are safe for all Gainesville neighbors.

Data analysis performed using crash data from 2015 to 2019 shows that cyclists and pedestrians are disproportionately affected when involved in a traffic crash. During this period, citywide crashes involving a cyclist or a pedestrian represented less than 3% of total crashes but resulted in 28% of fatalities and 15% of severe injuries. Within the Vision Zero target area, over the same period 6% of all crashes involved a cyclist or a pedestrian, resulting in 30% of all severe injuries. Speeding, lighting conditions and behaviors such as failure to yield the right-of-way were major contributing factors in the incidence of severe crashes.

Comprehensive data analysis and infrastructure assessments are a key component of this strategy; efforts will be emphasized to identify trends and corrective measures. Initial needs identified are shown in Table 1. Overall the projected cost for implementation of safety modifications within the Vision Zero target area are estimated at over \$2.3 million, excluding modifications to W University Ave and W 13th St which are currently under evaluation.

Figure 3: Vision Zero Target Area Limits and Projects

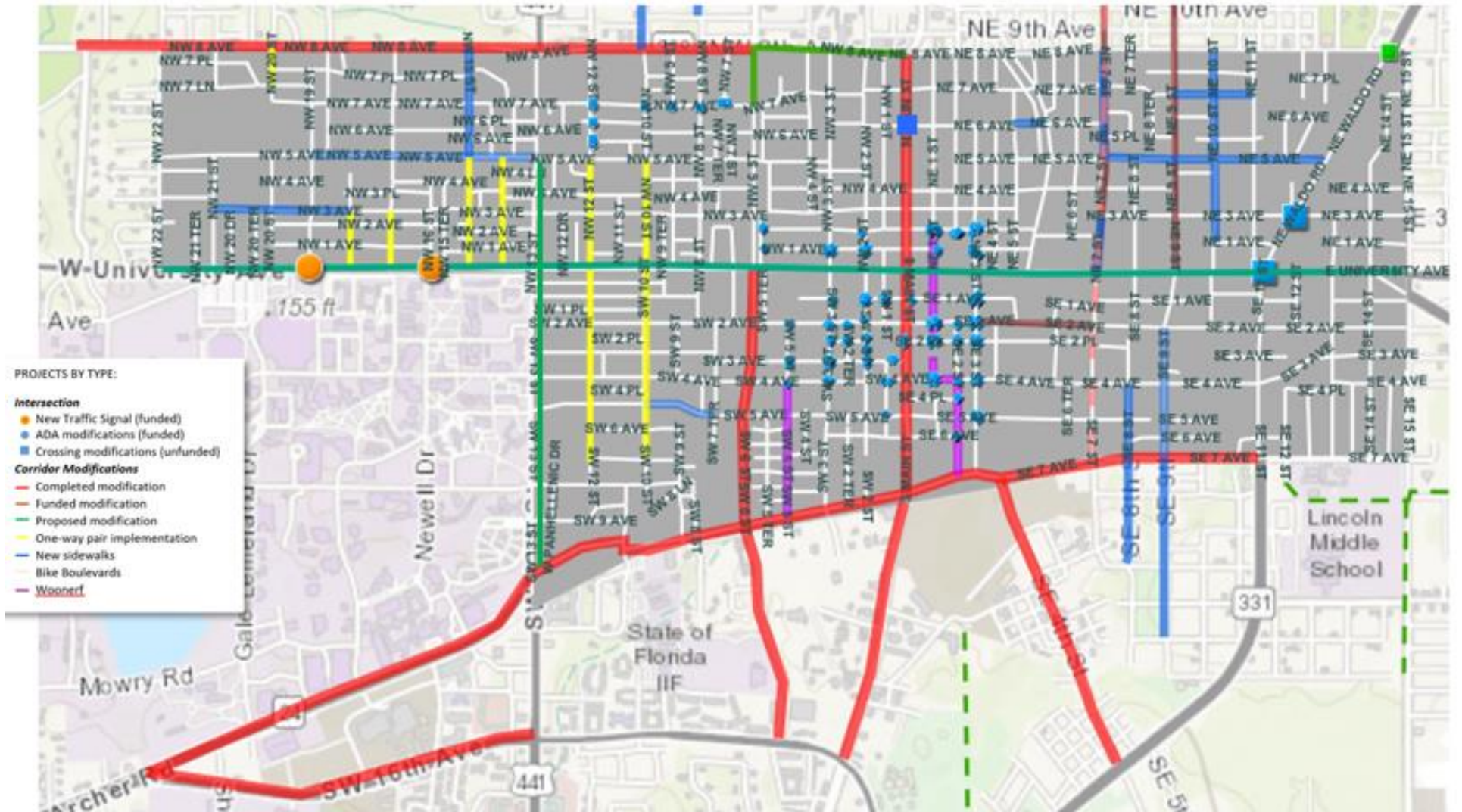


Table 1: Identified Needs and Projected Costs

Corridor Modifications⁽¹⁾			
NW 14th St / NW 15th St	W University Ave to NW 5th Ave	One-way pair implementation. Design underway; expected implementation in FY20/FY21; may benefit from additional funding to install full configuration as a demonstration project	Funded
NW 17th St / NW 18th St	W University Ave to NW 3rd Ave	One-way pair implementation	Funded
W 10th St / W 12th St	SW 8th Ave to NW 5th Ave	One-way pair analysis and implementation	\$ 50,000
NW 20th St	NW 8th Ave to NW 7th Ln	Pedestrian enhancements to facilitate access to JJ Finley	\$ 40,000
University Ave**	Waldo Rd to NW 22nd St	Implementation of multimodal enhancements and lighting	-
NW 3rd Ave Bike Blvd	NW 22nd St to Waldo Rd	Modifications to facilitate access and flow	\$ 10,000
Intersection Modifications			
N Main St at N 6th Ave	-	Installation of new pedestrian signal and high visibility crosswalk to enhance pedestrian crossings	\$ 150,000
E University Ave at Waldo Rd	-	Implement modifications outlined in the University Ave Multimodal Emphasis Corridor Study funded by the MTPO; requires coordination with FDOT	\$ 370,000
W University Ave at NW 16th St		Installation of new traffic signals to enhance pedestrian crossings; outlined in the University Ave Multimodal Emphasis Corridor Study; projects are funded by FDOT with programmed implementation Summer/Fall 21	Funded
W University Ave at NW 19th St			
NE 3rd Ave at Waldo Rd	-	Intersection modification to enhance crossing of bike blvd; requires coordination with FDOT.	\$ 150,000
NE 8th Ave at Waldo Rd	-	Intersection modification to enhance crossing safety; requires coordination with FDOT.	\$ 150,000
NW 8th Ave at NW 12th St	-	Intersection modification to enhance crossing of bike blvd; requires coordination with FDOT.	\$ 25,000
Sidewalks and Curb ramps (2)			
Curb ramps	-	Add / retrofit curb ramps to current standards	\$ 290,000
SW 5th Ave gap	900-700 block	Add sidewalk and curb ramp retrofits as needed	\$ 45,000
NW 5th Ave gaps	NW 13th St to NW 19th St	Add sidewalk and curb ramp retrofits as needed	\$ 40,000
SE 9 th St	SE 2nd Ave to SE 7th Ave	Add sidewalk and curb ramp retrofits as needed	\$ 65,000
SE 8 th St	SE 4th Ave to SE 7th Ave	Add sidewalk and curb ramp retrofits as needed	\$ 45,000
NE 7 th St gaps	E University Ave to NE 3rd Ave	Add sidewalk and curb ramp retrofits as needed	\$ 35,000
NE 11 th St	NE 1st Ave to NE 8th Ave/Reserve Park	Add sidewalk and curb ramp retrofits as needed	\$ 90,000
NE 5 th Ave	NE 9th St to Waldo Rd	Add sidewalk and curb ramp retrofits as needed	\$ 85,000
NW 3 rd Ave gaps	NW 18th St to NW 21st St	Add sidewalk and curb ramp retrofits as needed	\$ 60,000
NW 7 th Ave	at NW 7th St, NW 8th St, NW 10th St, and NW 12th St	Curb ramps and crosswalks	\$ 50,000
NW 12 th St	at NW 6th Pl and NW 6th Ave	Curb ramps and crosswalks	
NW 5 th Ave	at NW 10th St	Curb ramps and crosswalks	
Areawide			
Speed reduction		Implement speed reduction along local roads to 20 mph to increase safety and reduce severity of crashes.	\$ 50,000
Lighting enhancement		Local crash data indicates that the most severe crashes involving bikes and pedestrians occurred at nighttime; addition of lighting would improve visibility and awareness.	\$ 500,000
Woonerfs		Multimodal corridors to enhance safety	varies
Outreach		Develop and implement campaign in coordination with RTS	\$ 50,000
Total			\$ 2,350,000

NOTES:

- (1) One-way pair conversion is partially funded at \$95,306 in FY20/FY21; additional funds needed for full implementation of project components
- (2) ADA projects listed are funded and planned for construction in FY21; partial funding is available for sidewalk projects which rely on recurring allocation of \$100,000 per year in the CIP. There are 900 non-compliant ADA ramps within the area boundary; approximately 76 will be retrofitted in FY21.
- (3) High level estimates based on cost to fabricate and install signs and posts; lighting estimates based on previous efforts to enhance pedestrian lighting levels in the downtown area.
- * NE 15th St project is outside of the boundary but advances efforts in the eastside and ties with other programmed investments.
- ** Project cost estimate is over \$4.6 MI not including other projects listed along the corridor. Estimates based on MTPO corridor study, available at http://www.ncfrpc.org/mtpo/publications/UnivAveMultimodal/SR26_Phase_2_Report_final_submittal.pdf

Short-Term Initiatives

1. Identify built environment design retrofits to:
 - prioritize pedestrians including bulbouts at intersections, ADA compliant curb ramps, fill key sidewalk network gaps, implement mid-block crossings, high visibility crossings, and pedestrian refuge islands; and,
 - safely accommodate bicyclists and other emerging transportation modes that travel at similar speeds with facilities such as cycle tracks, trails, and buffered bicycle lanes that connect the network;
2. Establish and maintain a list and map of project priorities;
3. Implement speed limit reduction to 20 mph where feasible based on data;
4. Incorporate Vision Zero focused policies into the City's Comprehensive Plan, Downtown Master Plan, UF Campus Master Plan, and MTPO regional bike/pedestrian plan;
5. Emphasize application of Vision Zero aspects through the development review process to leverage resources;
6. Create transportation policy to build a network that complements land use in Urban Transect zoning U5 and greater;
7. Enhance communication sharing and data analysis protocols, both between City departments and with outside agencies;
8. Increase the number of law enforcement personnel and enforcement efforts related to traffic safety;
9. Continue outreach efforts and identify opportunities for enhancements of community engagement through the use of various social media platforms;
10. Implement projects as funding becomes available;
11. Develop and implement evaluation metrics;
12. Develop and implement Vision Zero website and dashboard.

Proposed short-term actions expected to be accomplished within 1 to 3 years are outlined below under different categories as follows: Engineering and Planning, Encouragement and Education, and Enforcement.

ENGINEERING AND PLANNING

Lead: Department of Transportation & Mobility

Action: **One-Way Pair Corridors**

Funding: \$95,306

Source: City CIP

This project originated from a collaborative effort between the City, UF and FDOT in recognition of the many safety issues associated with the changes in land use and growth in cycling and walking in proximity to the UF campus. The project reallocates available pavement width to incorporate cycling facilities and reduce conflicts at intersection crossings.

The first phase is comprised of NW 14th St and NW 15th St between W University Ave and NW 5th Ave. Implementation is funded and programmed for late Spring/early Summer 2021.

Phase two includes NW 17th St and NW 18th St between W University Ave and NW 3rd Ave. Preliminary design was completed; 100% design is funded in 2021.

Phase three includes W 12th St and W 10th St between SW 8th Ave and NW 5th Ave. This phase remains unfunded.

Phase four includes SW 2nd Ave and SW 4th Ave between downtown and the University of Florida campus. This project was conceptualized via a partnership between the City, UF and private interests seeking to better utilize the space with a two-prong approach of safety and economic revitalization. This phase is under review to refine the concepts for design. This phase is unfunded.

Lead: Department of Transportation & Mobility

Action: **NE 15th St bike lanes**

Funding: \$56,000

Source: City CIP

The project reallocates available pavement width to incorporate bike lanes along NE 15th St between NE 16th Ave to NE 39th Ave closing a gap in the network. The initial phase is programmed for implementation during Winter 2021 and includes retrofit of ADA ramps to facilitate pedestrian movement and accessibility, and modifications to the intersection of NE 16th Ave. Additional enhancements such as enhanced crosswalks, bicycle counters, and bus stop enhancements are planned but not funded. A community engagement effort is proposed for a future date to be determined to solicit input to help prioritize future investments along the corridor.

Lead: Department of Transportation & Mobility

Action: **Curb Ramps – New installations and retrofits**

Funding: \$1.27 Million **Source:** City CIP; FDOT Grant

Upgrades to curb ramps were included under the Vision Zero strategy to ensure connectivity of the transportation network.

ADA compliant curb ramps decrease pedestrian exposure to vehicular traffic while guiding people with visual and/or mobility-related impairments, as well as remove potential barriers to access the sidewalk network. Cities across the US such as Austin, Texas and Columbus, Ohio also include ADA accessibility as part of their Vision Zero strategies.

The project envisions the implementation and/or retrofit of ADA compliant curb ramps to enhance accessibility and mobility of pedestrians of all levels of ability, decreasing conflicts with motor vehicles.

The City's ADA Transition Plan³, dated November 2018, used a systematic approach to identify, analyze, and prioritize needs related to ADA accessibility gaps. In total the study found that of the 5,905 locations where ADA curb ramps should be provided along public sidewalks, 2,506 (42%) needed to be addressed by either retrofit or addition of ramps to meet current ADA standards.

The Department of Transportation & Mobility partnered with the Department of Public Works to develop an implementation plan that will apply approximately \$290,000 in construction of 74 curb ramps in 2021/2022 in conjunction with road resurfacing efforts.

The City of Gainesville partnered with Alachua County on a grant submittal that addresses curb ramp retrofits and accessibility to transit stops. A total of \$677,000 was granted for construction in FY22.

Project plans will be developed in 2021 and construction is expected to occur in 2022. Approximately 200 curb ramps and 3 bus stops will be retrofitted within City limits, and another 40 ramps and 30 bus stops will be addressed in the unincorporated area. CIP funds will be used for the design effort.

³[ADA Transition Plan \(cityofgainesville.org\)](https://www.cityofgainesville.org/ada-transition-plan)

Lead: Florida Department of Transportation
Action: **New Traffic Signals – W University Ave**
Funding: -- **Source:** FDOT

Installation of new traffic signals at the intersections of W University Ave and NW 16th St and at NW 19th St. The need for pedestrian crossing improvements at these locations was identified in the *SR26/University Ave Multimodal Emphasis Corridor Study*⁴, dated 2015, funded by the Metropolitan Transportation Planning Organization (MTPo) and considered as priority projects. Construction is programmed for Summer/Fall 2021 and will include high visibility pedestrian crosswalks on all legs of the intersections.

Lead: Department of Transportation & Mobility
Action: **New marked crosswalk – N Main St at N 6th Ave**
Funding: -- **Source:** --

A new marked crosswalk is proposed for installation at the intersection of N Main St and N 6th Ave. Currently marked crosswalks are present only at signalized intersections along the N Main St corridor, which are spaced at approximately 0.4 miles apart. The project envisions installation of high visibility markings and a pedestrian refuge island in the center turn lane to enhance safety of the crossings.

The uncontrolled mainline approaches to the intersection are considered midblock locations under Section 3.8.4 of the FDOT Traffic Engineering Manual (TEM). Engineering evaluation is required to determine if this midblock location meets all of the criteria in Sections 3.8.5(3) and 3.8.5(4) of the TEM. This segment is under FDOT ownership; City will prepare a study and plans as needed for FDOT consideration and approval.

Lead: Department of Transportation & Mobility
Action: **University Ave and W 13th St corridors Concept Study**
Funding: \$168,275 **Source:** City Campus Development Plan

Both University Avenue and W 13th Street are state-owned corridors that carry up to 29,000 vehicles per day on some segments, including heavy vehicles, traversing the core of Gainesville adjacent to the UF campus and through downtown.

⁴ http://www.ncfrpc.org/mtpo/FullPackets/SR26_Phase_2_Draft_Report_051215me.pdf

The right-of-way along the corridors is constrained and given the State Road designation the corridors are designed primarily to move vehicles to the detriment of other modes.

The road configuration along both corridors is inconsistent with the surrounding land uses, especially in view of successful land use and zoning efforts and public/private partnerships which combined led to the development of a vibrant mixed use environment traversed by a large number of cyclists and pedestrians throughout the day and night.

Over the past several years a number of fatalities and severe injuries were documented along the corridors increasing the urgency of improvements.

In 2021 the City has committed to work with the FDOT and UF to devise a plan to address safety concerns, including short-term and long-term solutions. A task force has been established and planning efforts are on-going. The City is in process to engage a consultant to create the ultimate design concepts for both corridors.

Lead: Department of Transportation & Mobility

Action: **N 3rd Ave Bike Blvd enhancements**

Funding: \$10,000 **Source:** City funds

The project envisions minor changes along the corridor including: (1) evaluation of intersections to determine the need for signalization changes seeking to enhance the flow of cyclists and (2) minor pavement modifications to eliminate potential barriers and to facilitate the movement of e-scooters in anticipation of the upcoming micromobility program.

The project will be accomplished with operational funds in the Department of Transportation and Mobility. Work will be implemented in coordination with the Public Works Department.

Lead: Department of Transportation & Mobility

Action: **NW 8th Ave modifications (N Main St to NW 6th St)**

Funding: -- **Source:** --

The project envisions the conversion of NW 8th Ave between N Main St and NW 6th St from its current 5-lane configuration to a 3-lane with bicycle lanes, enhancing modal connectivity. The corridor is currently owned and maintained by FDOT.

The City conducted an evaluation of the proposed intersection modifications and is currently working with FDOT to devise concepts and determine feasibility of implementation. Project is currently unfunded.

Additionally, a concurrent project is ready for implementation of marked crossings and pedestrian activated signals programmed at the intersections of NW 4th St and NW 2nd St. The project is funded by FDOT and expected for construction by Summer 2021.

Lead: Department of Transportation & Mobility
Action: **NW 6th St bike lane (NW 8th Ave to NW 7th Ave)**
Funding: -- **Source:** --

The project envisions the implementation of bike lanes between NW 8th Ave and NW 7th Ave to facilitate connectivity to the Sixth Street trail. A traffic study was conducted in the Fall of 2020 determined that there are no negative impacts associated with the lane conversion. Design phase is expected in Fall 2021; implementation is currently unfunded.

Lead: Department of Transportation & Mobility
Action: **New sidewalks**
Funding: \$170,000 **Source:** CIP

The implementation of a continuous and accessible sidewalk system is a priority as it reduces potential pedestrian exposure and minimizes conflicts with motor vehicles. In addition, the presence of a safe and continuous sidewalk network can be linked to overall community health and environmental benefits tied to physical activity and active transportation choices⁵. The City will continue to identify and prioritize sidewalk installations. In addition to the yearly funding allocation in the City's Capital Improvement Plan, sidewalk improvements are implemented in association with road reconstruction projects and land development/redevelopment projects. The City's Comprehensive Plan has a goal of installation of one mile of new sidewalks per year. Approximately 0.5 miles of sidewalks are programmed for installation within the Vision Zero target area in 2021/2022. The following projects are programmed:

- SW 5th Ave (700 – 900 block)
- NE 7th St (unit block to 300 block)
- NE 11th St (100 – 800 block)

⁵ <https://www.cdc.gov/nccdphp/dnpao/features/walk-friendly-communities/index.html>

ENCOURAGEMENT & EDUCATION

Lead: Department of Transportation & Mobility

Action: **Policy development**

Funding: -- **Source:** --

The City is currently undergoing an effort to update its Comprehensive Plan, led by the Department of Sustainable Development. There is an opportunity to revise current policies and priorities emphasizing the safety of transportation system. This can be accomplished by reinforcing the application of complete streets policies; introducing Crime Prevention Through Environmental Design (CPTED) solutions; and, reconfiguring current Transportation Mobility Program Area (TMPA) boundaries to allow for better distribution of funding among others.

Lead: Department of Transportation & Mobility

Action: **Vision Zero elements in development review**

Funding: -- **Source:** --

The department will work collaboratively with the Department of Sustainable Development to develop and implement Vision Zero criteria to be applied through the development review process, in particular in areas with high volume of bicycle, pedestrian and transit use to minimize the potential incidence of conflicts and increase safety.

Lead: Department of Transportation & Mobility

Action: **Mobility Hubs**

Funding: -- **Source:** --

Identify locations for development and implementation of mobility hubs within the Vision Zero target area seeking to facilitate intermodal connections and reduction in congestion.

As the City reimagines the provision of more nimble and accessible transit services, while deploying micromobility services to facilitate first mile/last mile access, it is important to identify locations where neighbors can exchange transportation modes safely and predictably. The first mobility hub outside of the current RTS transfer stations would be located downtown at SE 3rd St near E University Ave within existing City right of way. Implementation is expected in 2021. The use will be monitored and evaluated to determine feasibility of installation in other areas. Types of transportation include fixed route bus, micromobility parking, bicycle parking and enhanced crosswalks for pedestrian visibility.

Lead: Department of Transportation & Mobility
Action: **Wayfinding signage**
Funding: -- **Source:** --

Wayfinding signage enhances overall accessibility of the transportation system and adds predictability throughout trips helping users reach their destination, through one or more modes. Staff will develop a wayfinding plan during FY 21/22 and seek funding options.

Lead: Gainesville Police Department
Action: **Elementary and middle school outreach**
Funding: -- **Source:** --

Coordinate with the Department of Transportation and Mobility to enhance the Safe Routes to Schools Education and Encouragement Program for elementary and middle school students by identifying preferred walking and biking routes; conducting walking and biking skills training; working with parents, students, school personnel, and others to understand the benefits of walking; and engaging in encouragement activities to increase the frequency and numbers of children walking and biking to school.

Lead: Gainesville Police Department
Action: **Safe Walks program**
Funding: -- **Source:** --

Create the “Safe Walks” program in schools to train high school students who would educate second graders about safe walking skills. Programs that teach street-crossing skills to children can help them more successfully cope with complex crossing decisions and reduce their chances of being involved in a crash. The high school students also learn valuable traffic safety lessons that they convey to their friends and family and affect their behavior as newly licensed drivers.

Lead: Gainesville Police Department
Action: **Walk to School Day**
Funding: -- **Source:** --

Increase the number of schools participating annually in “Walk to School Day.” Conduct annual citywide survey of residents, employees and visitors to gauge perceptions of safety and walkability.

ENFORCEMENT

Lead: Gainesville Police Department

Action: **Safe Motorcycle/Scooter Rider Program**

Funding: \$65,000 **Source:** FDOT

This grant is directed at motorcycle and scooter riders. There is a two prong approach--safety through education and then education and enforcement through high visibility enforcement.

This is a collaborative effort between the Gainesville Police Department (GPD), Alachua County Sherriff's Office (ASO) and the University Police Department (UPD). Current and former motorcycle officers from GPD, ASO and UPD teach a motorcycle safety class two Saturdays a month from January to July. The classes focus on low speed, real life scenarios that motorcycle riders encounter on a daily basis. The exercises focus on strengthening fundamental riding skills with an emphasis on safety.

The second prong is high visibility traffic enforcement. This is done by GPD officers in areas of the City where there is a high level of scooter traffic and or high occurrence of traffic crashes involving scooters or motorcycles.

Lead: Gainesville Police Department

Action: **Safe Gator Program**

Funding: \$50,000 **Source:** FDOT

This grant is directed at impaired driving. This uses a two-prong approach of education and enforcement. GPD officers conduct education at community events using the "*beer goggles*". These are goggles that simulate different levels of impairment for the participant. The officers also do education details in the hospitality districts using PBT's (Portable Breath Test). There is a series of questions that the officers will ask participants (age, sex, number of drinks consumes, effects of impairment, etc). The participant is then asked if they will blow into a PBT to determine their level of impairment. This is for education only and no charges or arrests are made.

The second prong is high visibility saturation details or DUI checkpoints. Often other agencies participate however only GPD personnel are paid through the grant. This is a zero tolerance enforcement detail targeting impaired drivers.

Lead: Gainesville Police Department
Action: **Distracted Driver Program**
Funding: \$25,000 **Source:** FDOT

This grant is directed at distracted drivers. This uses a two-prong approach of education and enforcement. GPD officers conduct education at community events using the distracted driving goggles. Using an app, the facilitator is able to "black out" the goggles worn by the participant while they are doing an activity to mimic what it like to take your eyes off the road as if you were texting while driving. The second prong is high visibility traffic enforcement.

Lead: Gainesville Police Department
Action: **Crash Analysis**
Funding: -- **Source:** --

Data analysis is a fundamental aspect of the Vision Zero initiative, helping to identify trends and to inform the development and implementation of actions. This is an on-going collaborative effort between GPD and the City's Department of Transportation & Mobility.

Lead: Gainesville Police Department
Action: **Targeted enforcement – University Area Focus**
Funding: -- **Source:** --

In coordination with the University Police Department, GPD will commence a Special Target Enforcement Program (Gator STEP) which will be recurring and commence with the start of Fall and Spring semesters. The length of future operational efforts will be determined after evaluation of crash and traffic analysis. This program consists of high visibility traffic enforcement along roadways contingent to the University of Florida including W University Ave, SW Archer Rd, SW 34th St and SW 13th St, focusing on crosswalk, pedestrian, speeding, and scooter safety violations.

Lead: Department of Transportation and Mobility
Action: **Parking enforcement of safety regulations**
Funding: -- **Source:** --

This effort seeks to enhance compliance with parking regulations, particularly as related to safety, in high density areas with high volumes of bicycles and pedestrians. Emphasis will be placed on line of sight infringements to reduce conflicts and enhance safety at intersections.

Long-Term Initiatives

1. Identify a sustainable and dedicated funding source such as, \$0.05 of the Micromobility User Fee, to support Vision Zero projects and actions;
2. Measure and track solutions implemented to increase effectiveness of actions and investments;
3. Dedicate staff resources for planning and enforcement;
4. Expand interventions citywide based on results achieved in the target area;
5. Continue to maintain the list and map of projects;
6. Continue outreach efforts;
7. Implement projects as funding becomes available.