

## E. Hillsborough Avenue Middleton High School



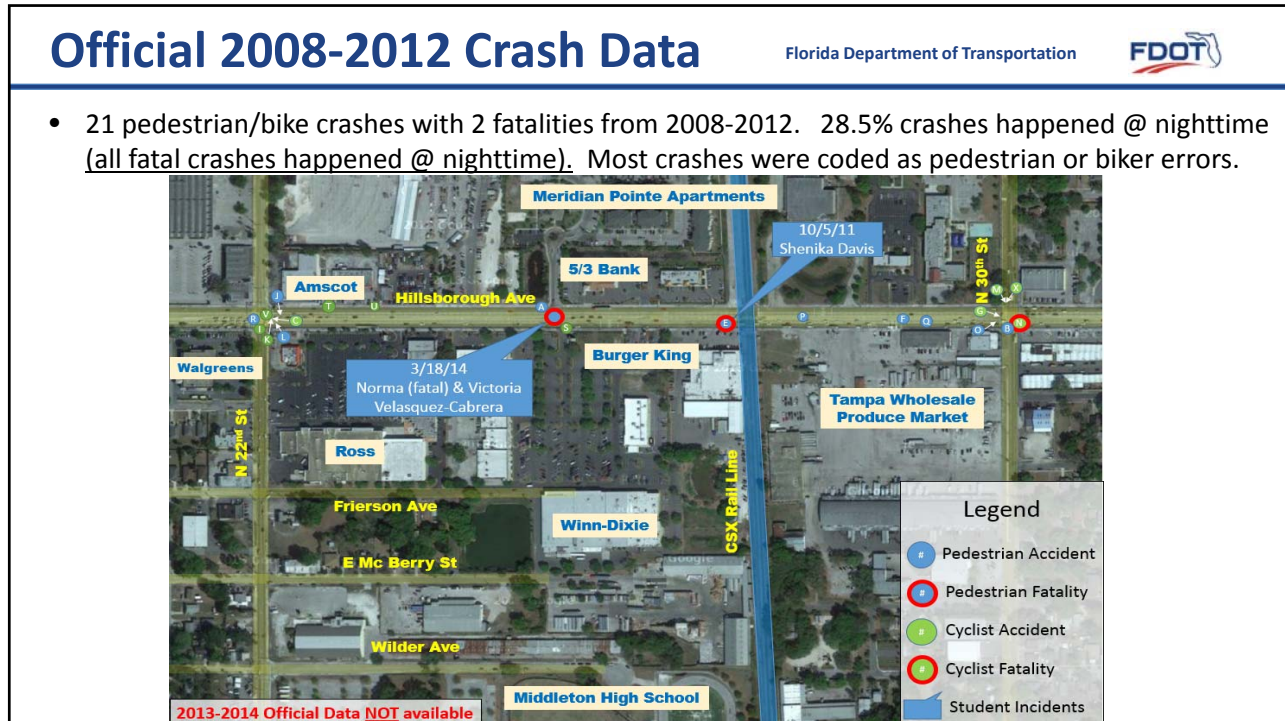
### History

Florida Department of Transportation




- On 10/5/2011 (Wed) before sunrise, Middleton high school student , Shenicka Davis (15 years old) was killed crossing E. Hillsborough Avenue just [west of the CSX railroad track](#).
- On 3/18/14 (Wed) before sunrise, Middleton high school [Norma Velasquez-Cabrera](#) (15 years old) was killed crossing E. Hillsborough Avenue @ Meridian Pointe apartment driveway intersection.
- Per the police reports, both students dressed dark clothes and crossed away from marked crosswalks.
- FDOT hosted two (2) Road Safety Audits (RSAs) – 11/2/11 and 2/15/12 which 3E (Education, Enforcement & Engineering) safety actions were assigned for students, Middleton high school, City of Tampa, Tampa Police and FDOT.
- [NAACP, School District education](#) push in 2014.









## FDOT Actions -- Education

Florida Department of Transportation 

- Created the [Walk Wise Tampa Bay](#) program starting year 2011 and talked to business & community along E. Hillsborough Avenue about how to cross highways safely. -- \$500K
- Created the [Teen Traffic Safety Education](#) program starting 2012 – visited Middleton high school 3 times from years 2012 to 2014 and talked to hundreds of students -- \$100K
- Created Tampa Bay wide [“See the Blind Spots”](#) media campaign in year 2012 -- \$200K
- Created the Statewide [“Alert Today, Alive Tomorrow”](#) media campaign in year 2013 – Million \$
- Working with School District, HCSO, TPD, NAACP for enhanced ped/bike safety education

**Teen Traffic Safety Education**

## FDOT Actions -- Enforcement

Florida Department of Transportation



- Created the Tampa Bay Pedestrian Enforcement Overtime Pay program in years 2012 & 2013 to reduce pedestrian / driver conflict -- \$1.3M
- Created the statewide High Visibility Enforcement program starting late 2013 – Million \$
- On-going Roll Call education video for law enforcement agencies about how to conduct pedestrian enforcement -- \$100K budget
- Created D7 Law enforcement traffic safety liaison in year 2013 to help D7 safety office to communicate with law enforcement agencies promptly for ped/bike safety issues



## FDOT Actions -- Engineering

Florida Department of Transportation



- High Emphasis Crosswalks, Flashing Beacons, Yield to Ped signs, Raised Medians (in year 2007) along E Hillsborough Ave -- \$1M since year 2011
- Countdown ped signals, Street Lighting Level enhancement studies, Transit pedestrian safety studies, High Emphasis Crosswalks, RRRBs, Flashing Beacons, R10-15 signs ... -- \$7+M
- On-going review of MPO E. Hillsborough Ave corridor study -- \$120+K
- On-going review for enhancement @ Meridian Pointe apartment intersection -- \$20K
- Working with Tampa & TECO to enhance existing street lightings along E. Hillsborough Ave
- Working with developer for a planned Walmart @ 19<sup>th</sup> & E. Hillsborough Avenue
- .....



## FDOT Actions – Signals @ Private Development ?

### Signal Installation Process:

- [Warrants](#) – Vehicle/Pedestrian/Biker volumes, Crash Data.
- Feasibility – Right of Way, Utility Conflicts, Access Spacing.
- Funding – City, Private Development (Walmart @ 19<sup>th</sup>), Federal Aid Safety program.
- Implementation Time Frame – 16+ months.



## Findings from students

Florida Department of Transportation



- Middleton High School Observed/Projected Student Path to Hillsborough Avenue.
- Public buses drop off / pick up lots of Middleton HS students along 22<sup>nd</sup> St.



## Findings from Media

Florida Department of Transportation 

- [Channel 8](#) – Superintendent & school officials talk, many students still do not practice to obey good pedestrian crossing actions.
- [Channel 10](#) -- Despite repeated warnings from police and an educational campaign at nearby schools, students are still crossing away from marked crosswalks. Broken fence to be fixed by property owner soon; however, residents will likely reopen (cut) it again.





## Findings from Media

Florida Department of Transportation 

- [ABC Actions News](#) – Police said the mother was crossing the street illegally – 4/6 @ Florida and Busch Blvd.
- [Channel 10](#) – Motorists told 10 News how they constantly dodge pedestrians who ignore crosswalks when trying to get to the other side of Hillsborough Avenue – 4/9 @ 40<sup>th</sup> Street and Hillsborough Avenue.
- [ABC Actions News](#) – Residents in area when teen was struck said pedestrians are out of control. This tragedy acts as a wake-up call for parents and the people who think they should dart across a road and ignore the crosswalk – 4/9 @ E. Hillsborough Avenue



