

# VISION ZERO



# CLAY COUNTY



**ZERO TRAFFIC DEATHS BY 2050**

S | S  
4 | A

**SAFE  
STREETS  
FOR ALL**

**VISION ZERO**  
Traffic deaths are PREVENTABLE  
Humans make MISTAKES  
Prevent FATAL & SEVERE CRASHES  
SYSTEMS approach  
Saving lives is NOT EXPENSIVE

FORESITE  
group



October 22, 2025

## **SS4A STAKEHOLDER MEETING 3: POLICY & EDUCATION**



# AGENDA

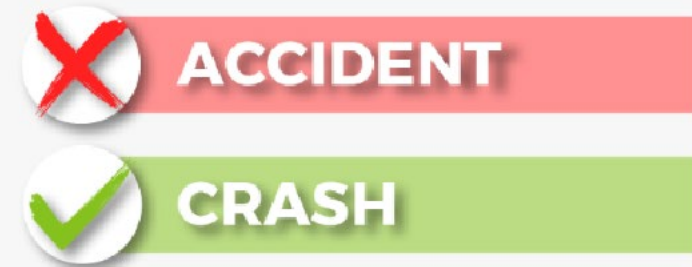
- 1 Setting Our Goal: Vision Zero
- 2 Addressing the Problem: the 3-legged Stool
- 3 Policies
- 4 Education/ Enforcement
- 5 Projects (preview)
- 6 Next Steps



## “Crash” Not “Accident”

Using the word “accident” implies that nothing could have been done to prevent a crash. But that’s not accurate: lots of decisions were made before that crash occurred that could have reduced its severity or even prevented it.

**Let’s proactively address this safety issue and track our community’s progress toward Zero Roadway Deaths by 2050.**

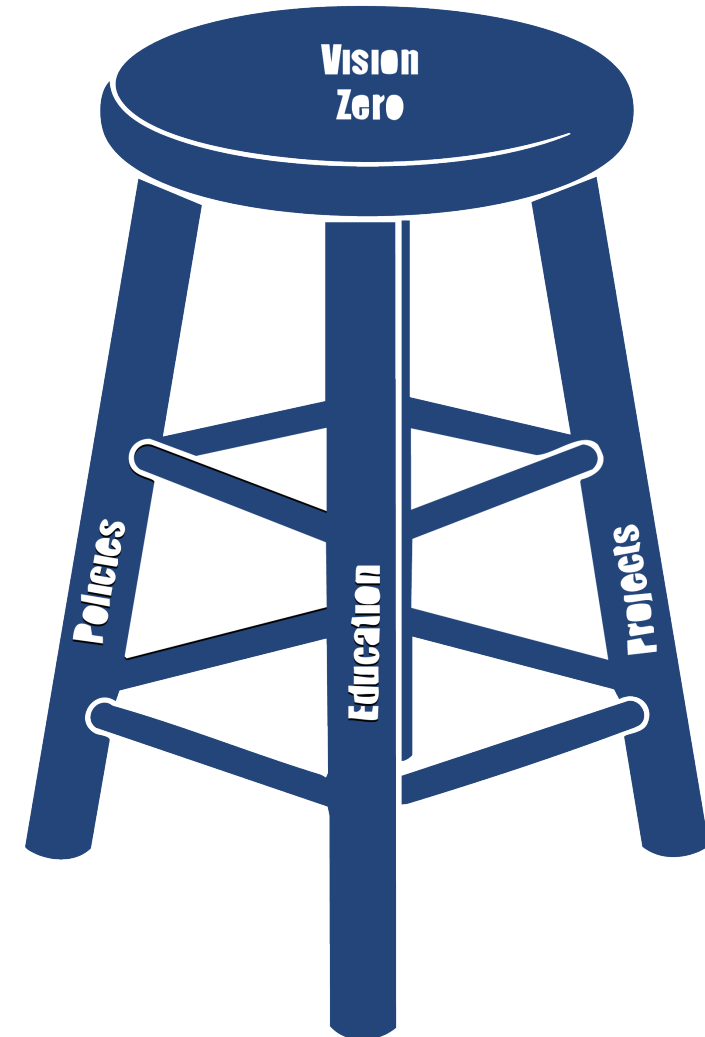


# ADDRESSING THE PROBLEM



3-legged stool approach to Vision Zero:

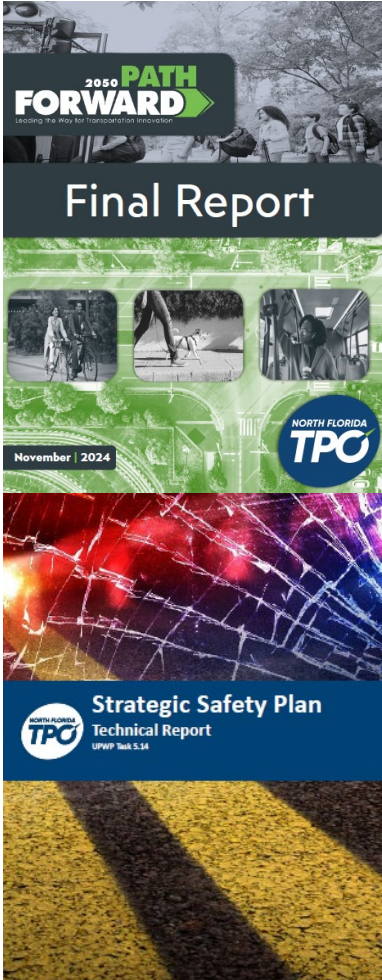
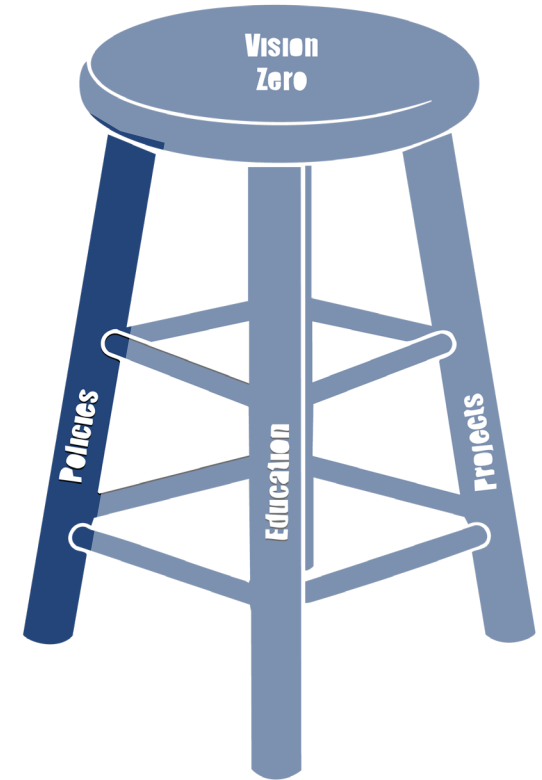
- **Policies** set priorities
  - Leadership level decisions (funding)
  - Staff level implementation
- **Education / Enforcement** inform citizens & affect future behaviors
- **Projects** improve the roadway system for all users



# POLICY REVIEW: ADOPTED PLANS & STUDIES



- 2050 North Florida TPO Long Range Transportation Plan Update
- North Florida TPO Regional Strategic Safety Plan
- Clay County Comprehensive Plan
- Clay County Transit Study
- Town of Orange Park Comprehensive Plan
- Orange Park Traffic Circulation Study
- Town of Orange Park Mobility Study
- Town of Orange Park Complete Street Policy
- Town of Orange Park Traffic Calming Policy
- City of Green Cove Springs Comp Plan
- Town of Penney Farms Comp Plan
- City of Keystone Heights Comp Plan
- Keystone Heights 2024 City Improvement Plan





## CLAY COUNTY

- Adopt a Vision Zero Policy & Oversight Committee
- Create a Clay County Comprehensive Transportation Plan
  - Include a goal to reduce roadway fatalities
- Adopt a Complete Streets Policy
- Adopt Maintenance Policy
  - Collect regular and consistent data
  - Set a transparent funding priority formula based on facility condition and need
  - Establish a regular maintenance schedule

## MUNICIPALITIES

- Adopt a Vision Zero Policy & Oversight Committee
- Create Municipal-Level Transportation Plans:
  - Green Cove Springs Comprehensive Transportation Plan
  - Town of Orange Park Multimodal Mobility Plan
  - Keystone Heights Mobility Improvement Plan
  - Town of Penney Farms transportation action
- Adopt Maintenance Policy
  - Collect regular and consistent data
  - Set a transparent funding priority formula based on facility condition and need
  - Establish a regular maintenance schedule

# PRACTICE REVIEW METHODOLOGY



- Code of ordinance documents for Clay County and its jurisdictions were reviewed for their incorporation of a pre-determined list of street safety elements. Each jurisdiction was given an average score of strong, solid, needs improvement, or not achieved (street safety standards not met) based upon this review.

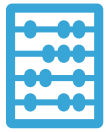
<b>Strong</b>	Minimum standards meet best practice standards and are clearly articulated in the ordinance/policy guide
<b>Solid</b>	Minimum standards could possibly meet best practices at the discretion of city/county staff, but are not clearly articulated in the ordinance/policy
<b>Needs Improvement</b>	Minimum standards could be improved to meet best practices OR minimum standards contradict best practices
<b>Not Achieved</b>	No mention of this best practice is made in the ordinance/policy guide



## Clay County

- Adopt/Update Policies:
  - Update Traffic Calming Policy
  - Adopt Speed Survey / Safety Audit Policy
  - Adopt Lighting Improvement Program w/ dedicated funding emphasizing the HIN
  
- Adopt/Update Ordinances:
  - Roadway lighting standards
  - Bicycle parking and facility requirements
  - Adopt Complete Streets design standards and reference in ordinances
  - Maximum speed on residential streets & near public parks
  - Truck Routes / restricted truck routes

Standard/Policy	Rate
Street Lighting Standards	Not Achieved
Driveway Setbacks from Intersections	Strong
Access Control	Solid
Street Connectivity	Solid
Bicycle Facilities Required	Needs Improvement
Sidewalks Required	Strong
ADA Facilities Required	Solid
Crosswalks Required	Solid
Pedestrian Signals	Not Achieved
School Speed Zones	Not Achieved
Residential Street Speed Zones	Not Achieved
Public Park Speed Zones	Not Achieved
Sight Distance Requirements	Strong
Traffic Calming Policy	Needs Improvement
Truck Routes	Not Achieved
Road Design	Strong
Roadway Shoulders	Strong
Traffic Studies	Solid
Complete Streets Policy	Not Achieved
Speed Survey Policy	Not Achieved
<b>Average Rating:</b>	<b>Needs Improvement</b>



# TRACKING PROGRESS: POLICY RECS.



## STEP 1

Revise and adopt  
recommended policies  
& ordinances

## STEP 2

Track Progress by:

- Adoption of recommended policies
- Adoption of revised/ new ordinances
- Funding established in annual budget for recommended plans and programs

## HOW?

- Establish a Vision Zero Oversight Committee to meet regularly and track progress
- Create a Vision Zero website / dashboard for the public



**COMMENTS/ DISCUSSION**



# EDUCATION/ ENFORCEMENT: FOCUS ON CLAY COUNTY ISSUES



## Impaired Driving

*contributed to 71 fatalities between 2020 and 2024—more than any other category.*



## Vulnerable Road Users

*pedestrians, bicyclists, and motorcyclists appear repeatedly in serious injury and fatality data.*



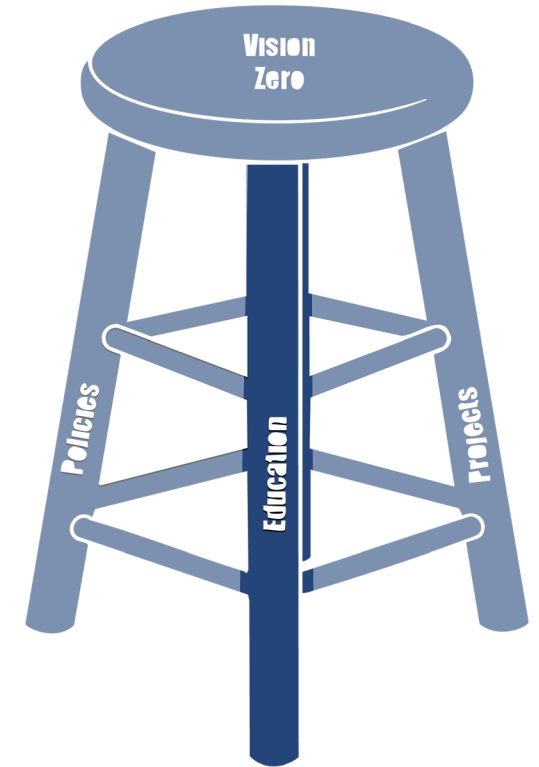
## Young Drivers Ages 15-19

*appear repeatedly in serious injury and fatality data.  
In 2024*



## Older Driver (65+ )

*serious injuries and fatalities among those 65+ have steadily increased.*





Utilize **existing safety education programs** to decrease all crashes – especially those involving impaired drivers, young drivers, aging drivers, and individuals not using proper safety restraints.



## Impaired Driving

### DUI School & Driver Improvement Courses

**What?** Driver improvement courses to prevent accidents and safety hazards on the road and in the community

**Who?** Northeast Florida Safety Council



### Ride Sober or Get Pulled Over

**What?** High-visibility enforcement campaign focuses specifically on the consequences of drunk riding while urging riders to get a safe, sober ride home



**Who?** National Highway Traffic Safety Administration



## Older Drivers

### Safe Mobility for Life (FDOT):

**What?** Educational workshops, "You Hold the Keys", help older adults understand the impact of aging on driving

**Who?** FDOT

### CarFit (GOHS):

**What?** Offers older adults the opportunity to check how well their personal vehicles "fit" them.

**Who?** American Society on Aging



## Young Drivers

### Coalition's Teen Traffic Safety Projects:

**What?** The projects are organized into four levels of difficulty – Easy, Medium, Hard, and Legendary – so groups can choose efforts that match their resources.

**Who?** FDOT, Florida Teen Safe Driving Coalition



### Model Driver Education Curriculum:

**What?** Comprises lessons, activities, slides, videos, and research that enable teachers and schools to deliver high-quality instruction.

**Who?** FDOT, Florida Teen Safe Driving Coalition

### The Parent's Supervised Driving Program:

**What?** Curriculum developed to maximize the value of the supervised driving component of state GDL laws.

**Who?** FDOT, Florida Teen Safe Driving Coalition

### RoadReady iOS:

**What?** A phone app provides parents and teens with an automated way to log their state-required supervised driving time.

**Who?** FDOT, Florida Teen Safe Driving Coalition



LOCAL  
PARTNER



SCHOOL



COUNTY



FIRE/ EMS



POLICE



Utilize **existing safety education programs** to decrease all crashes – especially those involving impaired drivers, young drivers, aging drivers, and individuals not using proper safety restraints.



## Safe Routes to School

### Safe Routes to School(FDOT):

**What?** Encourage school children to bike or walk to school. May include safety education and promoting new routes

**Who?** FDOT and local partners. Safe Routes to School grants available for education programs and infrastructure improvements



## Pedestrians and Bicyclists

### Alert Today Alive Tomorrow:

**What?** Combining high-visibility education and enforcement with strategic community-level communications for pedestrian and bicyclist safety.

**Who?** FDOT



### Share the Road:

**What?** Street safety campaign, events, license plates, webinars

**Who?** American Trucking Associations, the League of American Bicyclists.

### Bike Law University:

**What?** Reading resources/ comparative charts about state bike laws

**Who?** The League of American Bicyclists



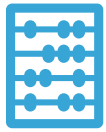
## Motorcyclists

### RideSMART Florida

**What?** Comprehensive resource for motorcyclists, offering education and training, safety strategies, motorcycle data, and more.

**Who?** FDOT, University of South Florida





## STEP 1

Promote and host educational tools and programs to teach residents how to drive, bike, and walk safely in Clay County

## STEP 2

Evaluate education outcomes by:

- Comparing number of pre and post fatal & serious injury crashes involving safety emphasis issues
- Track the number of crashes pre and post implementation in local school zones
- Track attendance & participation in programs

## HOW?

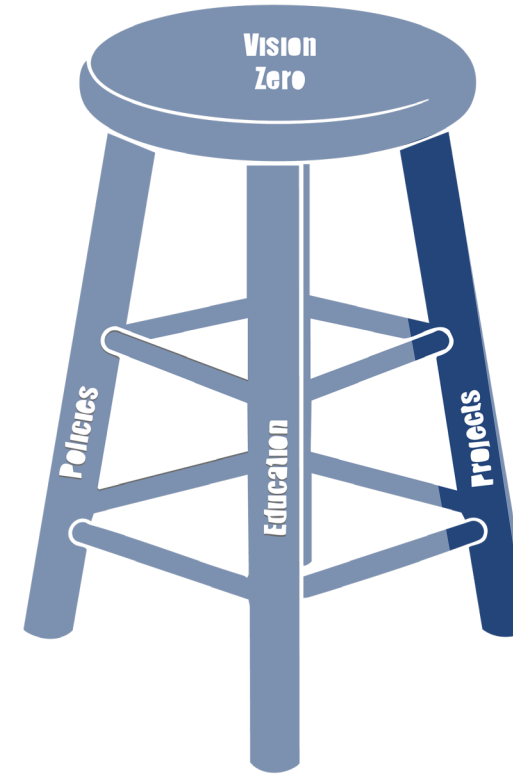
- Establish a Vision Zero Oversight Committee to meet regularly and track progress
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**COMMENTS/ DISCUSSION**



- **Projects** are physical improvements (countermeasures) that improve the roadway system for all road users
- These countermeasures are statistically proven to reduce fatal and serious injury crashes
- **Next meeting:** will discuss projects for intersections and corridors on the HIN





- Next Stakeholder Meeting: November 18, 11 AM-12 PM
  - BCC Board Room, 477 Houston Street, Green Cove Springs
- November Agenda: Countermeasures & Tracking
  - Second Public Survey (November-January): public input on recommendations
- Public meetings (Open House format)
  - est. December 18-19





**QUESTIONS/ DISCUSSION**



# PROJECT TEAM



Erik Steavens  
*Project Manager*



Robin Cailloux, AICP  
*Deputy PM*



Conroy Jacobs  
*Data Collection*



Doug Stoner  
*Engagement Lead*



Sai Palepu  
*Transportation Planner*



Allie Chezem  
*GIS & Planner*



Xiayu Gao  
*GIS & Planner*

## SME Team



Stevie Berryman, PE  
*Traffic Engineer*



Alan Neal, PE  
*QA/QC*



Pamela Richmond  
*Engagement*

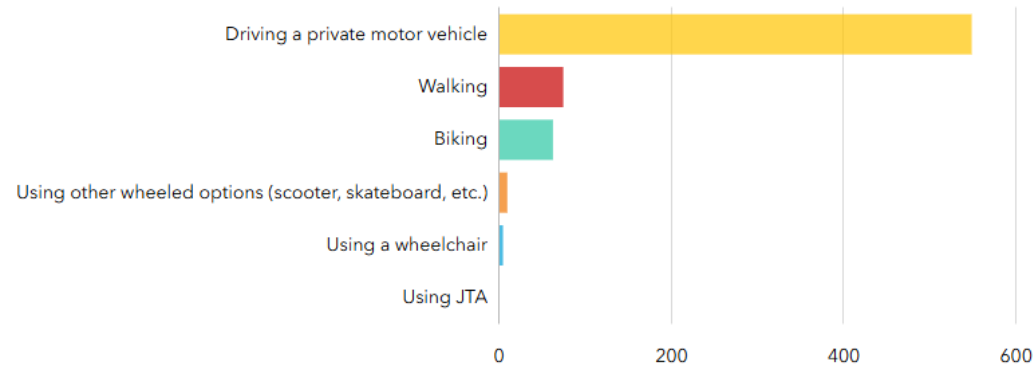


# IMPORTANT LINKS



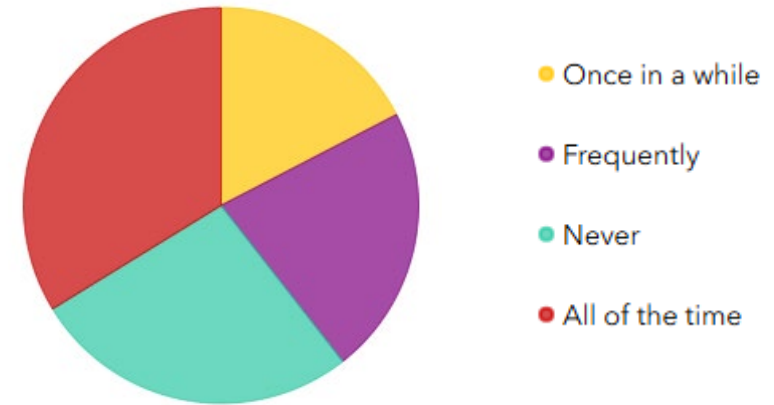
- Alert Today Alive Tomorrow: <https://alerttodayflorida.com/>
- RideSMART Florida: <https://ridesmartflorida.com/>
- Northeast Florida Safety Council: <https://nefsc.org/>
- Florida Teen Safe Driving Coalition: <https://flteensafedriver.org/>
- NHTSA Older Driver Safety Awareness Week: <https://www.nhtsa.gov/older-drivers/keeping-our-older-drivers-safe-road>
- Ride Sober or Get Pulled Over: <https://www.trafficsafetymarketing.gov/safety-topics/drunk-driving/ride-sober-or-get-pulled-over>
- CarFit: <https://car-fit.org/>
- Florida's Safe Routes to School: <https://www.fdot.gov/Safety/programs/safe-routes.shtm>
- American Trucking Associations Share the Road: <https://www.trucking.org/share-road>
- The League of American Bicyclists events and webinars: <https://bikeleague.org/events/webinars/>
- The League of American Bicyclists Bike Law University: <https://bikeleague.org/bike-laws/bike-law-university/>

What is your primary mode of travel in the county?



- **Most respondents drive a private motor vehicle to get around (97%)**
- 13% of respondents indicate that they also walk as a primary mode of travel, much fewer bike
- Less than 1% of respondents use a wheelchair or other wheeled option
- No respondent uses JTA

How often does street safety in the county factor into your decision on which mode of transportation to use?



- 33% of respondents stated that street safety in the County factors into their decision on which mode of transportation to use "all of the time"
- Several respondents explained that there are not enough sidewalks and lighting to accommodate pedestrians safely
- Speeding and aggressive driving is another common theme in written responses



# CURRENT SURVEY RESULTS



## Feelings of Safety

**30%**

Of respondents reported feeling "somewhat safe" driving in a personal vehicle in Clay County

**6%**

Of respondents reported feeling "safe" while riding a bicycle or scooter in the County

**22%**

Of respondents reported feeling "safe" while walking/using sidewalks in the County

**3%**

Of respondents reported feeling "safe" while waiting for/using JTA in the County

- Other options include "Very Safe", "Somewhat Safe", "Not Safe", and "N/A"
- Many respondents do not bike or use JTA at all (20% and 82% respectively)



# VISION ZERO



# CLAY COUNTY



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**DISCUSSION**