

CITY OF JACKSONVILLE

VISION ZERO ACTION PLAN

FINAL
July 2025



CONTENTS

1. VISION ZERO	8
1.2 What is Vision Zero?.....	12
1.3 Getting to Zero	13
2. JACKSONVILLE TODAY.....	14
2.1 Citywide Crash Trends.....	14
2.2 Existing Plans.....	20
2.3 Prior & Ongoing Safety Efforts	22
2.4 Collaboration with Jacksonville Transportation Authority	23
3. VOICES OF JACKSONVILLE.....	24
3.1 Developing the Action Plan.....	24
3.2 Vision Zero Task Force & Stakeholder Group.....	26
3.3 Community Engagement & Outreach.....	28
3.4 World Day of Remembrance.....	30
3.5 Stories	31
4. HIGH INJURY NETWORK.....	33
5. ACTION PLAN STRATEGIES.....	42
5.1 A Safe System Approach.....	42
5.2 Themes & Safety Problems.....	43
5.3 Recommended Themes, Safety Problems, Strategies, & Actions.....	44
5.4 Measuring Progress.....	56
6. VISION ZERO PROJECTS	59
6.1 Capital Projects	59
6.2 Vision Zero Demonstration Projects.....	61
7. ACKNOWLEDGMENTS	62
8. APPENDICES.....	63
Appendix A. Local Road High Injury Network.....	A1
Appendix B. State Road High Injury Network.....	B1
Appendix C. Themes and Safety Problems Long-List.....	C1
Appendix D. Recommended Strategies and Actions.....	D1
Appendix E. Final Capital Projects List.....	E1
Appendix F. Proposed Demonstration Projects.....	F1

A MESSAGE FROM THE MAYOR



Dear Friends,

It's with great pride that the City of Jacksonville is introducing this Vision Zero Action Plan—a bold and necessary step toward a safer, more connected future for every resident who travels our roadways. This action plan is not merely a policy document—it is a life-saving commitment, aligning with our administration's core priorities of infrastructure, public safety, and health. Our goal to eliminate all traffic fatalities and reduce serious injuries by 50% by 2035 is a reflection of our values and our belief that every resident deserves to move safely through this City, regardless of how they travel.

Jacksonville is ranked among the most dangerous U.S. cities for pedestrians. Between 2018 and 2023, there were nearly 200,000 crashes, with 921 fatalities and 2,770 serious injuries. Vulnerable road users like bicyclists, pedestrians, and motorcyclists continue to face disproportionate risk. These are not just statistics—they are our neighbors, friends, and loved ones. We must act with urgency and resolve.

The Vision Zero Action Plan prioritizes safety and smart investments. Guided by a Safe System Approach, the plan reflects the input of over 50 task force members, 80 recommended strategies, and extensive community engagement. It identifies a High Injury Network—the corridors and intersections where the most severe crashes occur—and recommends capital investments and projects in those areas for maximum impact. These investments are designed to reduce crashes through infrastructure upgrades, better lighting, safer street designs, and multimodal enhancements.

I am grateful for the dedication of the City's transportation professionals, community stakeholders, and national partners who have contributed to this plan. Let this be the decade of transformation for our City. Let's move forward—safely and boldly.

Sincerely,

Donna Deegan

Donna Deegan

Mayor, City of Jacksonville

Photo Sources: City of Jacksonville

IN MEMORIAM

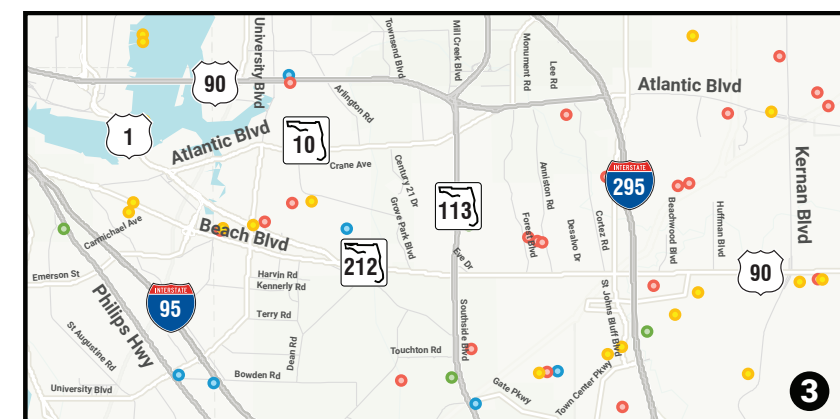
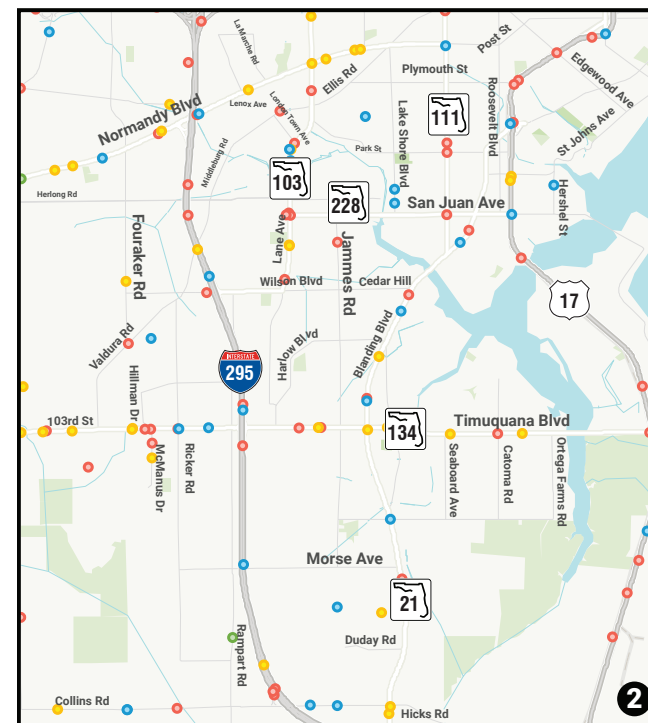
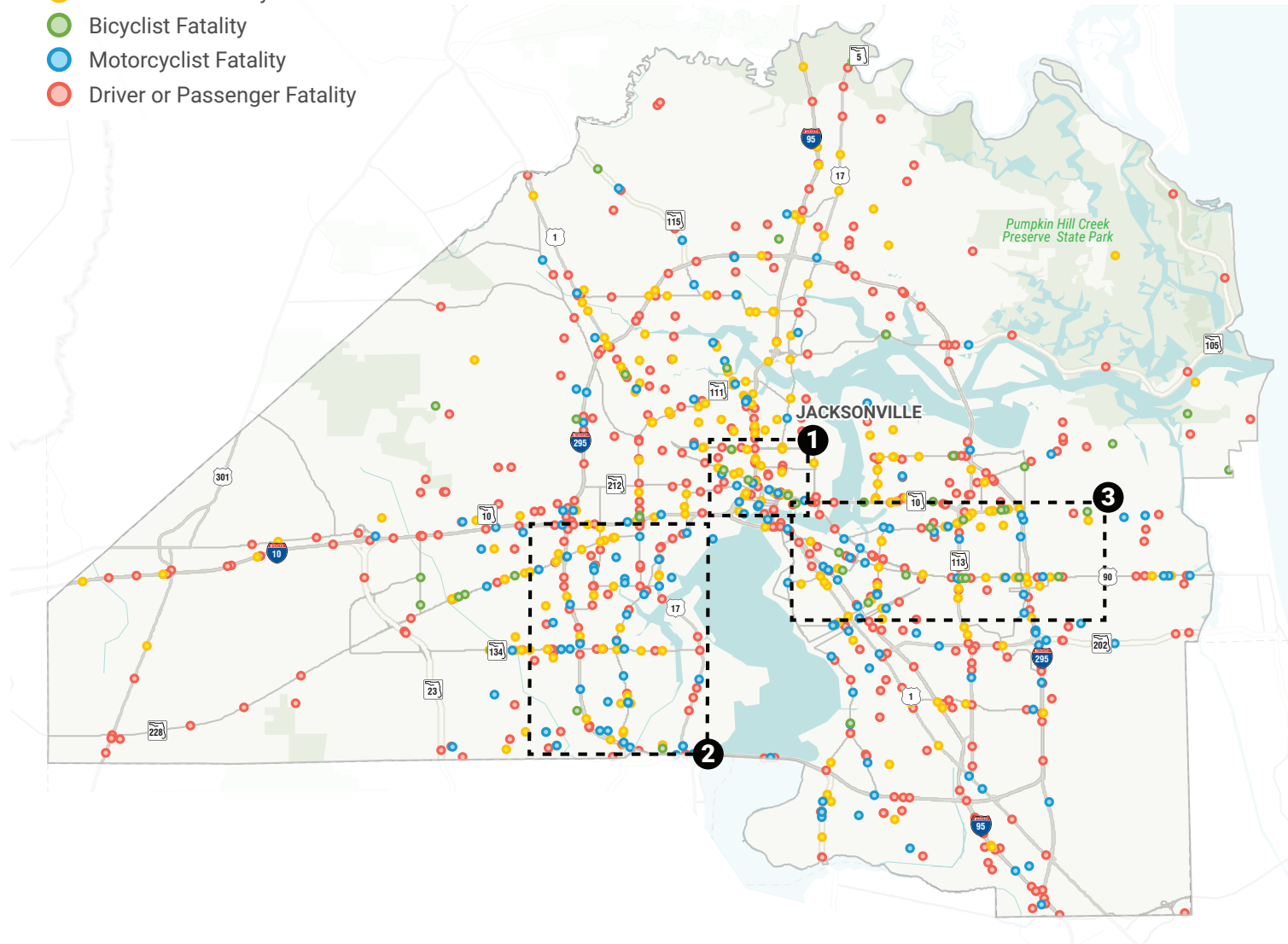
EVEN ONE IS TOO MANY.

Every traffic-related death is a tragic loss, one that cuts a life short, devastates loved ones, and impacts the entire community. Countless others have survived severe traffic injuries, often facing life-altering consequences. This Action Plan is dedicated to those who have lost their lives while traveling on City of Jacksonville streets.

THE VISION ZERO ACTION PLAN IS THE FIRST STEP TOWARDS **ELIMINATING ALL TRAFFIC FATALITIES** AND **REDUCING SERIOUS INJURIES BY 50%**, A GOAL THE CITY STRIVES TO ACHIEVE BY 2035

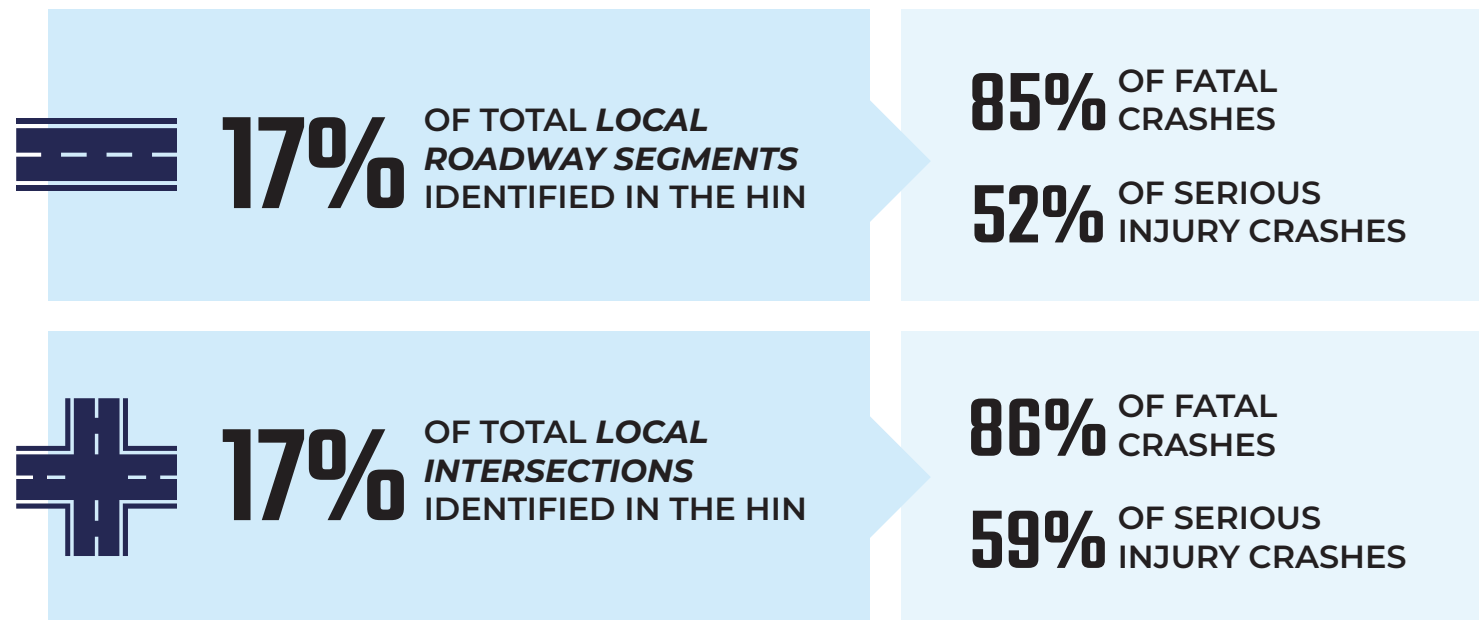
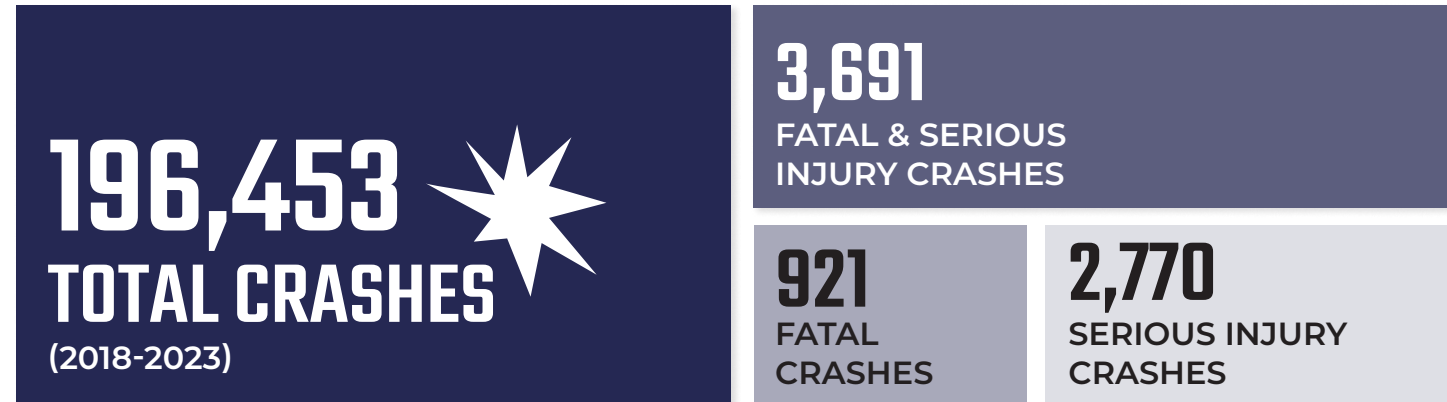
2018-2023 Crash Data

- Pedestrian Fatality
- Bicyclist Fatality
- Motorcyclist Fatality
- Driver or Passenger Fatality



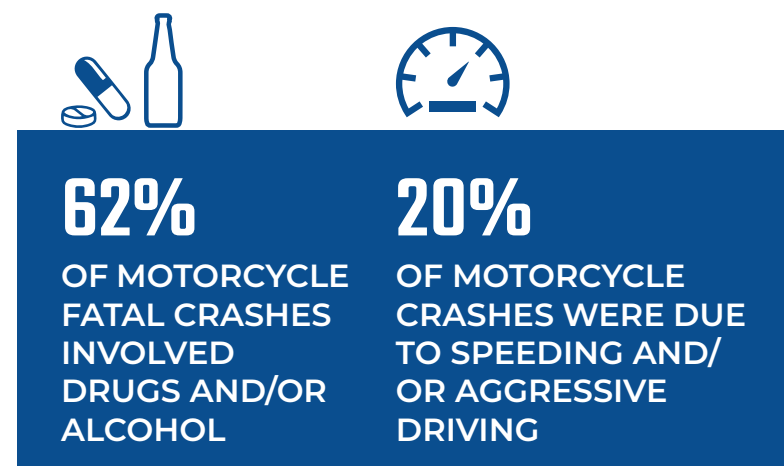
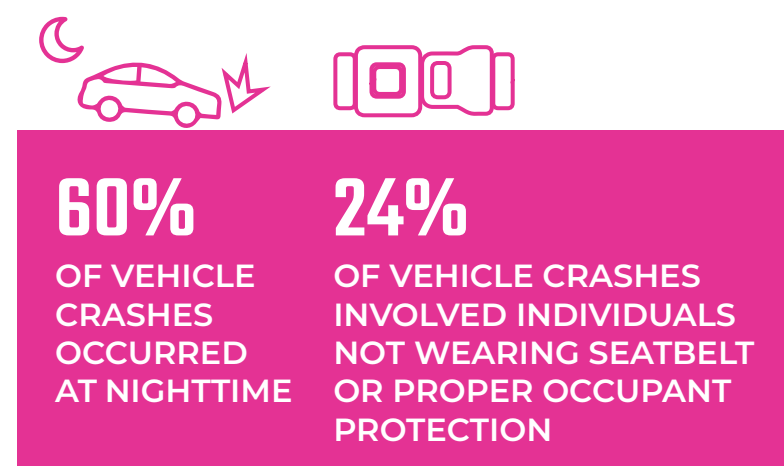
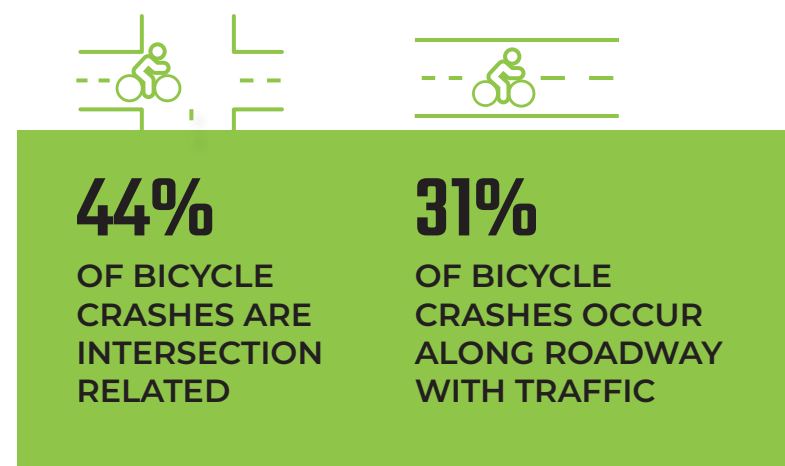
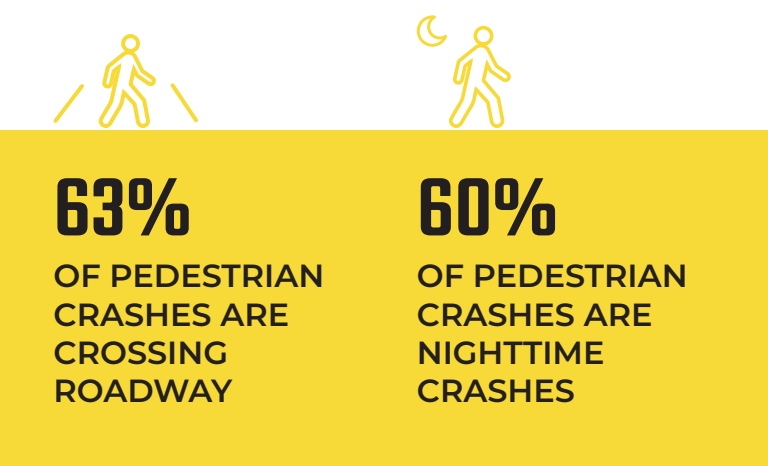
CITY OF JACKSONVILLE VISION ZERO OVERVIEW

GOAL TO **ELIMINATE ALL TRAFFIC FATALITIES**
AND **REDUCE SERIOUS INJURIES BY 50% BY 2035**



AND NOW...
IMPLEMENTATION &
ACCOUNTABILITY

DURING ACTION PLAN
DEVELOPMENT





1. VISION ZERO

1.1 ACTION PLAN EXECUTIVE SUMMARY

Nationally, more than 42,000 people are killed in traffic “accidents” every year, and thousands more are injured¹. That’s 42,000 lives lost, and thousands of loved ones left grieving. In Jacksonville alone, there were approximately 145 crash-related deaths in 2024². The City of Jacksonville now has a vision for reducing that number to zero.

City of Jacksonville experience a disproportionate impact of fatal and serious injury traffic crashes on vulnerable road users. Bicyclists (80%), pedestrians (77%), and motorcyclists (77%) face significantly higher injury rates than vehicle occupants (26%). These disparities underscore the urgent need to focus on to protecting those most at risk and advance the City’s Vision Zero’s goals.



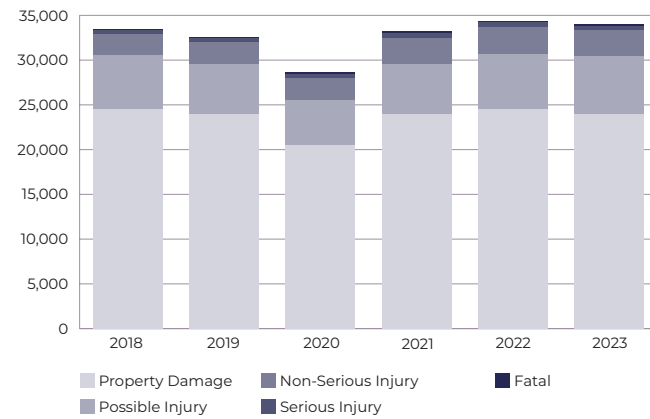
196,453 2018-2023
TOTAL CRASHES

Average of 30-35K Crashes per Year (not including 2020 due to COVID-19)

3,691 FATAL & SERIOUS INJURY CRASHES

921 FATAL CRASHES

2,770 SERIOUS INJURY CRASHES



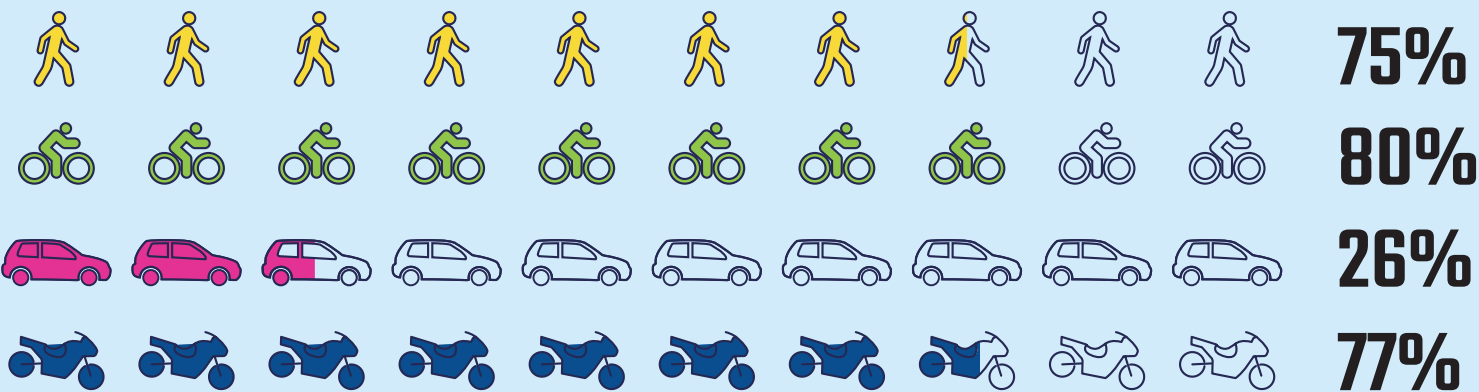
City of Jacksonville’s Vision Zero Action Plan Core Principles

The Safe System Approach is built on the core principles above that guide the City’s Vision Zero Action Plan (VZAP) and safety initiatives. These principles acknowledge human limitations and aim to create a transportation system that prioritizes safety for all users.

High Injury Networks Created for Local Roads and State Roadways by Mode

The most severe crashes are concentrated along certain corridors and intersections. To focus safety efforts where they are needed most, fatal and serious injury crashes across pedestrian, bicycle, motorcycle, and vehicle modes were mapped and analyzed. High injury corridors and intersections were identified and combined to create a High Injury Network which will guide the strategies in the VZAP.

PERCENT OF CRASHES INVOLVING FATAL AND SERIOUS INJURY BY MODE



PEDESTRIAN

101 HIN Intersections **93** HIN Segments

76% Fatal Crashes **94%** Fatal Crashes
65% Serious Injury Crashes **70%** Serious Injury Crashes

15% of Total Intersections **18%** of Total Network Miles / **116** Miles

BICYCLE

100 HIN Intersections **93** HIN Segments

100% Fatal Crashes **64%** Fatal Crashes
87% Serious Injury Crashes **100%** Serious Injury Crashes

15% of Total Intersections **19%** of Total Network Miles / **122** Miles

VEHICLE

104 HIN Intersections **92** HIN Segments

89% Fatal Crashes **85%** Fatal Crashes
53% Serious Injury Crashes **44%** Serious Injury Crashes

16% of Total Intersections **24%** of Total Network Miles / **150** Miles

MOTORCYCLE

50 HIN Intersections **87** HIN Segments

97% Fatal Crashes **100%** Fatal Crashes
55% Serious Injury Crashes **74%** Serious Injury Crashes

8% of Total Intersections **20%** of Total Network Miles / **126** Miles

1 U.S. Department of Transportation. National Roadway Safety Strategy: Safety Problem. Available at: <https://www.transportation.gov/NRSS/SafetyProblem>.
2 Florida Department of Transportation Signal 4 Analytics. Retrieved on March 1, 2025 from <https://signal4analytics.com/>

VOICES OF JACKSONVILLE

52 TASK FORCE MEMBERS

54 STAKEHOLDERS

TWO PUBLIC OPEN HOUSES

TWO ONLINE SURVEYS

VISION ZERO WEBSITE & DASHBOARD

Action Plan Strategies

In the Vision Zero framework, themes serve as overarching categories that organize related safety challenges and strategies into focused areas of action. Within each theme, safety problems identify specific risk factors and issues that contribute to severe crashes. A Themes and Safety Problems long list were developed and through feedback from the Task Force and Stakeholders, a Recommended Strategy List was developed.

DESIGN SAFER STREETS

PROMOTE A CULTURE OF SAFETY

PROTECTING PEDESTRIANS

CYCLING WITH CONFIDENCE

DATA DRIVEN DECISIONS & TRANSPARENCY

NIGHTTIME VISIBILITY FOR SAFETY

48 STRATEGIES

THEMES AND SAFETY PROBLEMS LONG-LIST

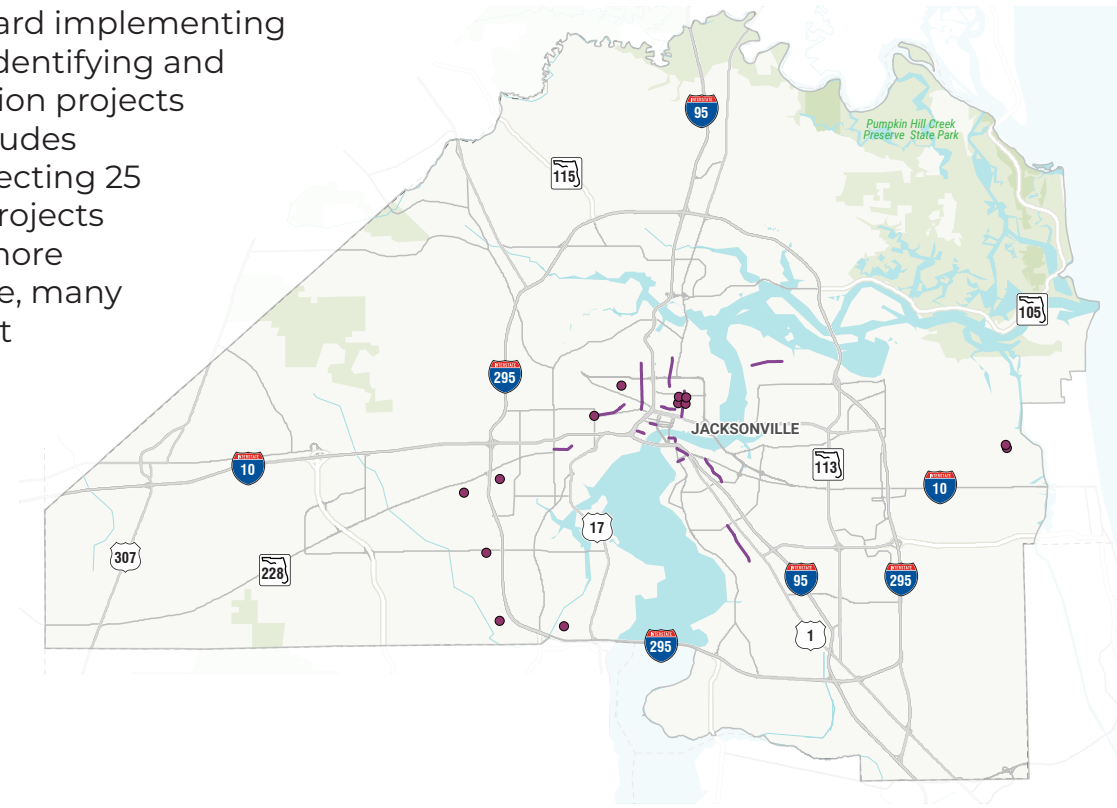
21 STRATEGIES

RECOMMENDED STRATEGY LIST

Demonstration Projects

An important step toward implementing Jacksonville's VZAP is identifying and advancing demonstration projects along the HIN. This includes prioritizing projects selecting 25 initial demonstration projects that can be delivered more rapidly and cost feasible, many of which align with past planning efforts.

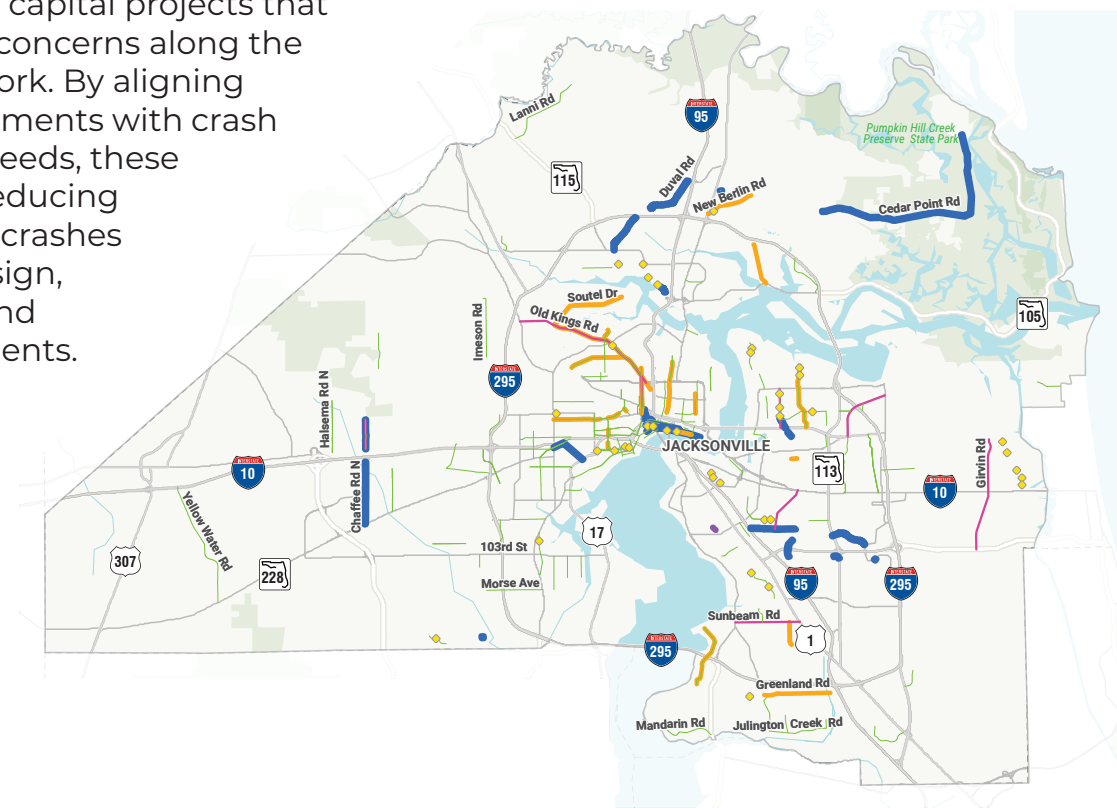
25 DEMONSTRATION PROJECTS



Capital Projects

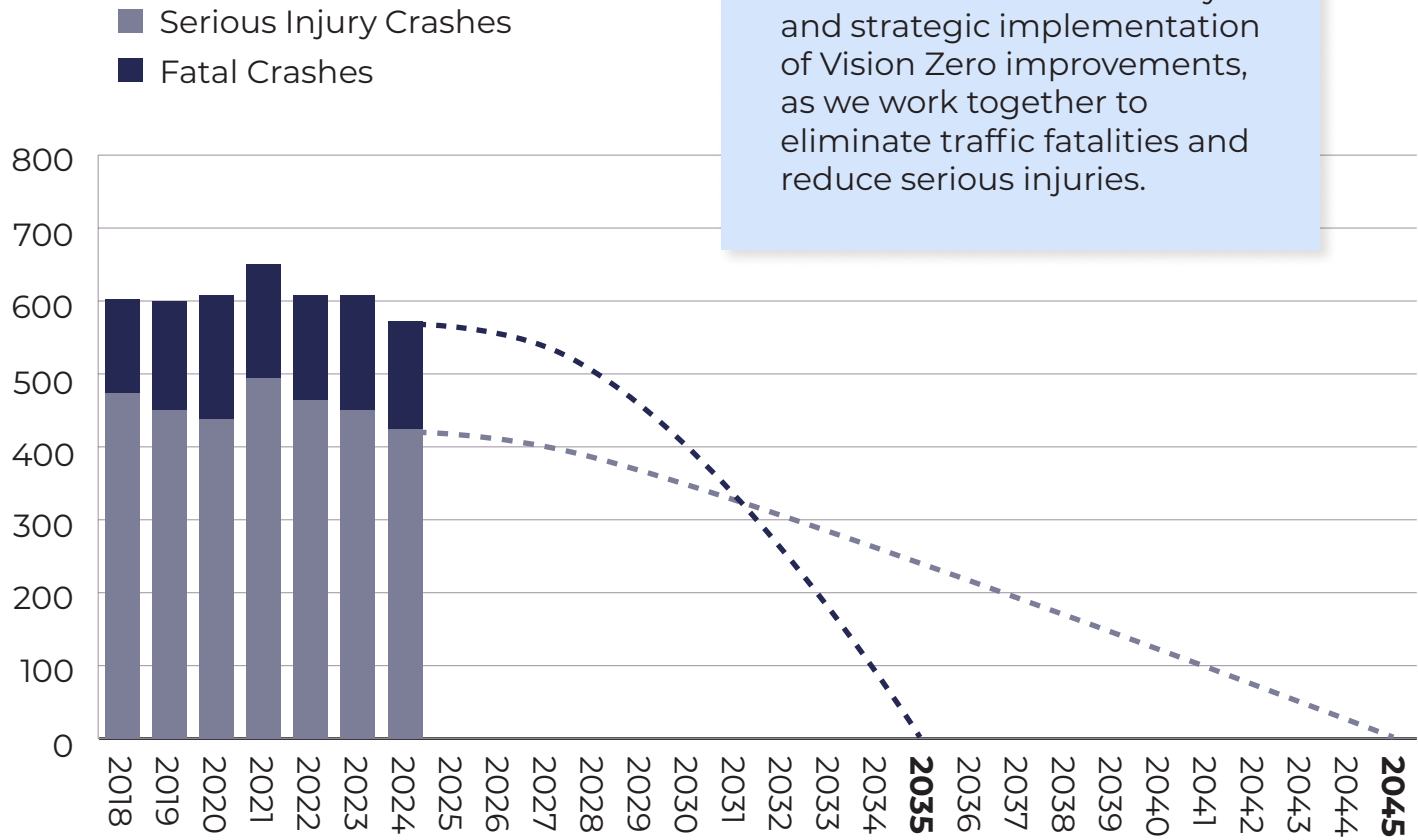
A key component of Jacksonville's VZAP is the strategic investment in capital projects that directly address safety concerns along the City's High Injury Network. By aligning infrastructure improvements with crash data and community needs, these projects will focus on reducing fatal and serious injury crashes through roadway redesign, speed management, and multimodal enhancements.

80 CAPITAL PROJECTS



VISION ZERO GOAL

Reaching Target Zero is possible for the City of Jacksonville through a strong commitment to road safety and strategic implementation of Vision Zero improvements, as we work together to eliminate traffic fatalities and reduce serious injuries.



1.2 WHAT IS VISION ZERO?

First implemented in Sweden in the 1990s in response to the idea that traffic deaths and serious injuries were unavoidable side effects of modern travel, Vision Zero swept across Europe and is now gaining momentum in the United States.

Vision Zero places the focus on designing road systems in a way that anticipates human error and proactively improves them to decrease the number of fatal and serious injury crashes.

By aligning with national and state initiatives, such as Florida Department of Transportation's (FDOT) Target Zero, the City is taking a proactive stance to enhance pedestrian and cyclist safety and reduce traffic fatalities and serious injuries.

1.3 GETTING TO ZERO

To reach the goal of zero traffic fatalities and severe injuries, the City will apply the Safe System Approach. This focuses on human mistakes and human vulnerability, designing streets that accommodate both. The goal of the Safe System Approach is safer people, safer roads, safer vehicles, safer speeds, and better post-crash care. With a holistic, comprehensive, and proactive approach, the City is dedicated to achieving zero traffic fatalities and severe injuries, ensuring safer and more equitable mobility for all residents.

Built on the principles of Safe System Approach, the City's VZAP is the first step towards eliminating all traffic fatalities and reducing serious injuries by 50%, a goal the City strives to achieve by 2035.

Looking Beyond Engineering Solutions

Highly successful traffic safety programs recognize that engineering alone cannot address the complexity of roadway safety challenges. For this reason, the City will incorporate the "4E's" (Enforcement, Education, Emergency Response, and Engineering) in our efforts to eliminate traffic fatalities and serious injuries. These traditional strategies remain essential and are built upon by the Safe System Approach by shifting the focus toward a proactive and systemic safety. When working in tandem with one another, each of these elements plays a critical role in ensuring that solutions address the diverse needs of all road users.





2. JACKSONVILLE TODAY

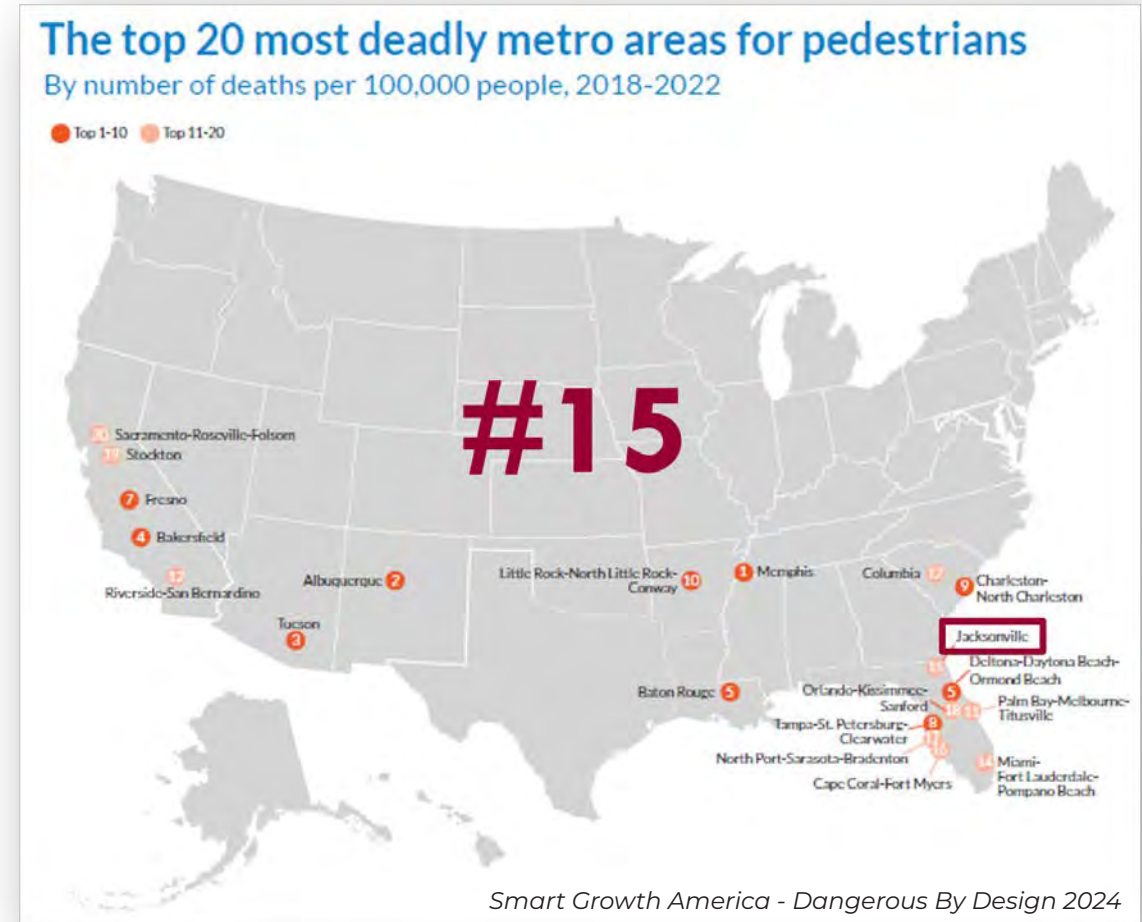
Motor vehicle fatalities remain one of the leading causes of death in the United States. The National Highway Traffic Safety Administration (NHTSA) estimates that 40,990 people died in traffic crashes in the United States in 2023³. These incidents have a lasting impact not only on the victims and their families but on the surrounding community. FDOT estimates that total cost to society for each crash is \$10.9 million⁴.

CITYWIDE SAFETY TRENDS

2.1 CITYWIDE CRASH TRENDS

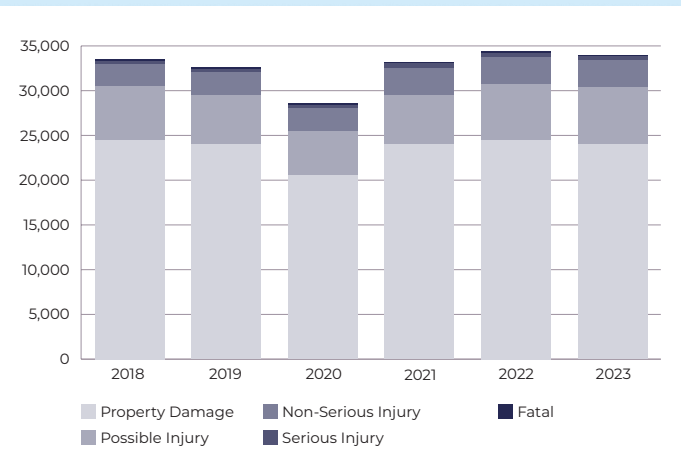
Fatal and serious injury crashes have plagued Jacksonville for years. To address the safety issues, we need to understand where and why crashes are happening.

The City analyzed five years of crash data from 2018 to 2023. Among the 196,453 crashes that were reported during that time, 3,691 resulted in fatal or serious injuries. Most concerning, 34 percent of fatal and serious injury crashes involved the road's most vulnerable road users—walkers, motorcyclists, and bicyclists.



196,453 2018-2023
TOTAL CRASHES

Average of 30-35K Crashes per Year
(not including 2020 due to COVID-19)



3,691

FATAL & SERIOUS INJURY CRASHES

26% Limited Access Crashes

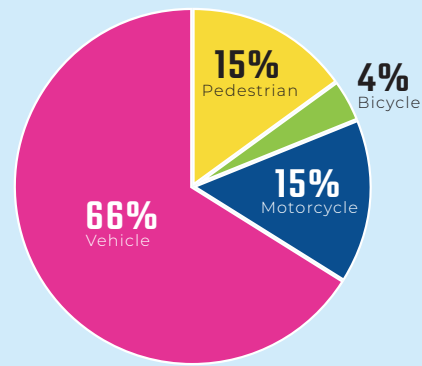
35% State Roadway Crashes

39% Local Roadway Crashes

FOCUS AREA

2,770
SERIOUS INJURY CRASHES

921
FATAL CRASHES



The Dangers of Walking or Riding a Bicycle

Fewer people choose to walk or bike, yet a disproportionately high percentage of those that do are seriously injured or killed on the City's roads.

Pedestrian safety remains a nationwide concern. More than 20 pedestrians are killed on average every day in the U.S., however, those who choose to walk in Jacksonville are especially at risk. In 2022, Smart Growth America's Dangerous by Design guide ranked the City as the 6th most dangerous metropolitan area for pedestrians⁵. The City's ranking improved over the last two years with the 2024

Dangerous by Design guide placing Jacksonville as the 15th most dangerous metropolitan area for pedestrians⁶. Even with this improvement of fatal and serious injury crashes in the City between 2018-2023, 441 involved people walking. 211 of these were people that lost their lives; 211 families were forever changed. Even one is too many.

The high number of bicyclists represented in the crash data is also alarming. Of fatal and serious injury crashes in the City between 2018-2023, 148 involved people biking, making Jacksonville one of the deadliest cities in the U.S. for cyclists in recent years⁶.

³ National Highway Traffic Safety Administration (NHTSA). (2023). 2022 Traffic Deaths and 2023 Early Estimates. Retrieved from <https://www.nhtsa.gov/press-releases/2022-traffic-deaths-2023-early-estimates>

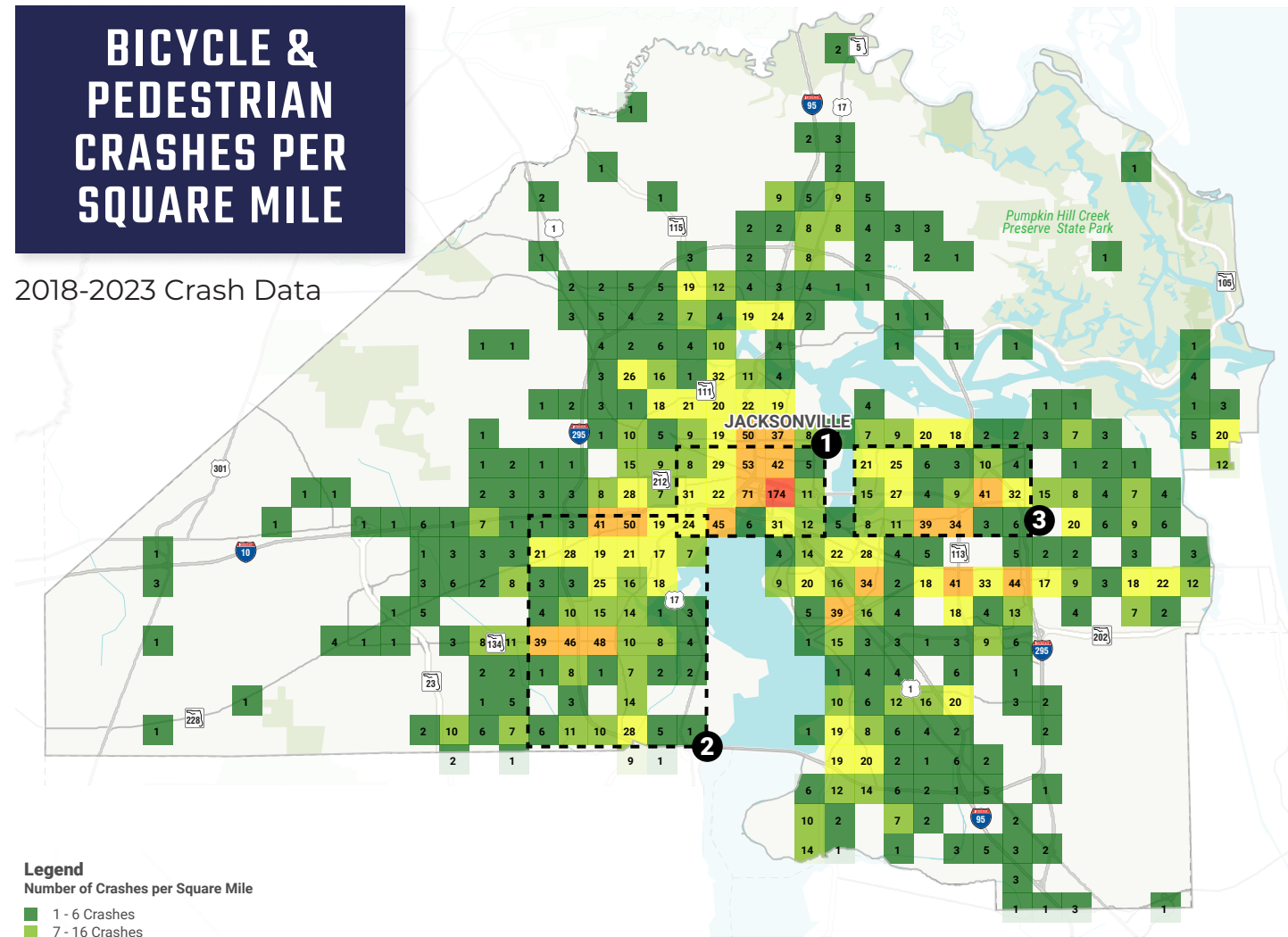
⁴ Florida Department of Transportation (FDOT). (2025). FDM 122 – Value of Life and Crash Costs (2025 Edition)

⁵ Smart Growth America. (2022). Dangerous by Design 2022. Retrieved from <https://smartgrowthamerica.org/wp-content/uploads/2022/07/Dangerous-By-Design-2022-v3.pdf>

⁶ Smart Growth America. (2024). Dangerous by Design 2024. Retrieved from https://smartgrowthamerica.org/wp-content/uploads/2024/05/Dangerous-By-Design-2024_5.30.pdf

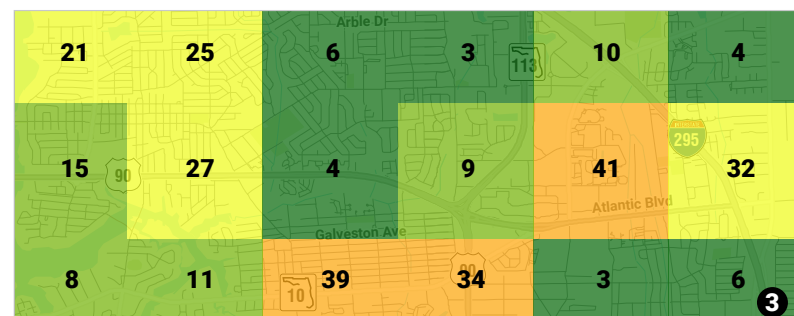
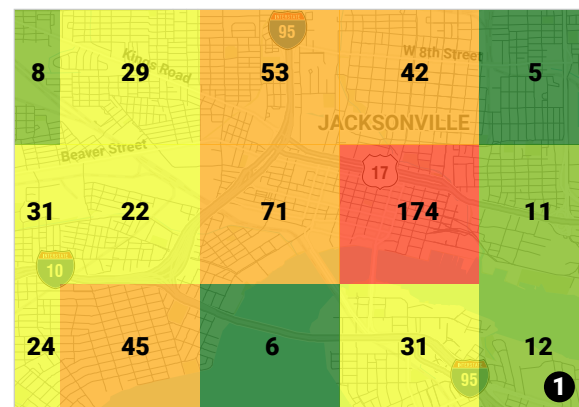
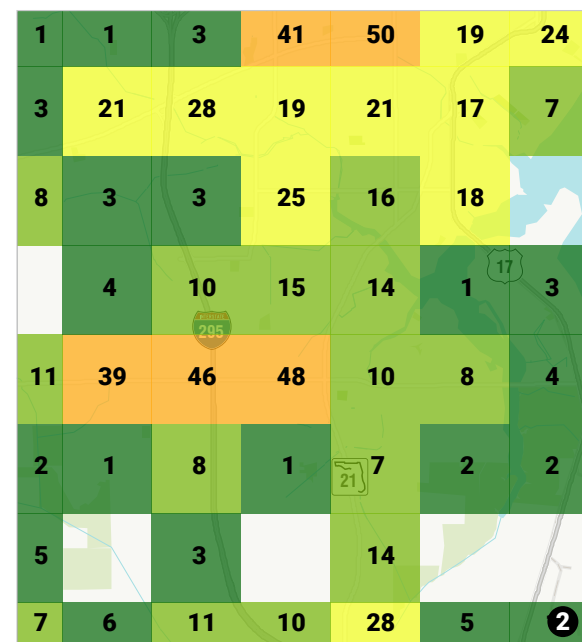
BICYCLE & PEDESTRIAN CRASHES PER SQUARE MILE

2018-2023 Crash Data



Legend
Number of Crashes per Square Mile

- 1 - 6 Crashes
- 7 - 16 Crashes
- 17 - 33 Crashes
- 34 - 71 Crashes
- 72 - 174 Crashes



Understanding Crash Factors - Bicycle & Pedestrian

To make our roads safer for the most vulnerable users, it's important to understand why crashes are occurring. Fatal and serious injury crashes are rarely influenced by a single factor, but in examining the data, several key themes emerged:

- Current intersection designs and practices make them dangerous for travelers regardless of mode, but especially for people biking—44% of fatal and serious injury crashes involving bicyclists were intersection related.
- Poor lighting and dark conditions disproportionately affect pedestrians—60% of pedestrian fatal and injury crashes happened at nighttime.

This highlights the urgent need for a comprehensive solution that makes the streets of Jacksonville safer for all travelers. The fatal and serious injury pedestrian and bicycle crashes per square mile in the City are shown on the left.

PEDESTRIAN FATAL & SERIOUS INJURY CRASHES



63%
ARE CROSSING ROADWAY



60%
ARE NIGHTTIME CRASHES

BICYCLE FATAL & SERIOUS INJURY CRASHES

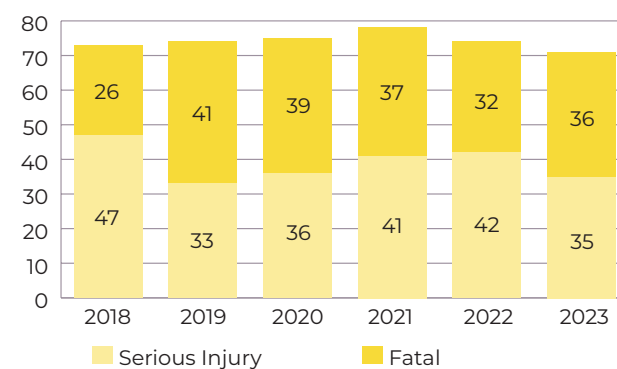


44%
ARE INTERSECTION RELATED

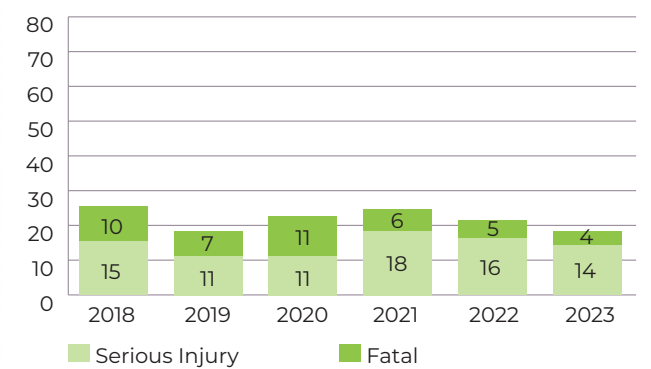


31%
CYCLING ALONG ROADWAY WITH TRAFFIC

441 PEDESTRIAN CRASHES FATAL & SERIOUS INJURY

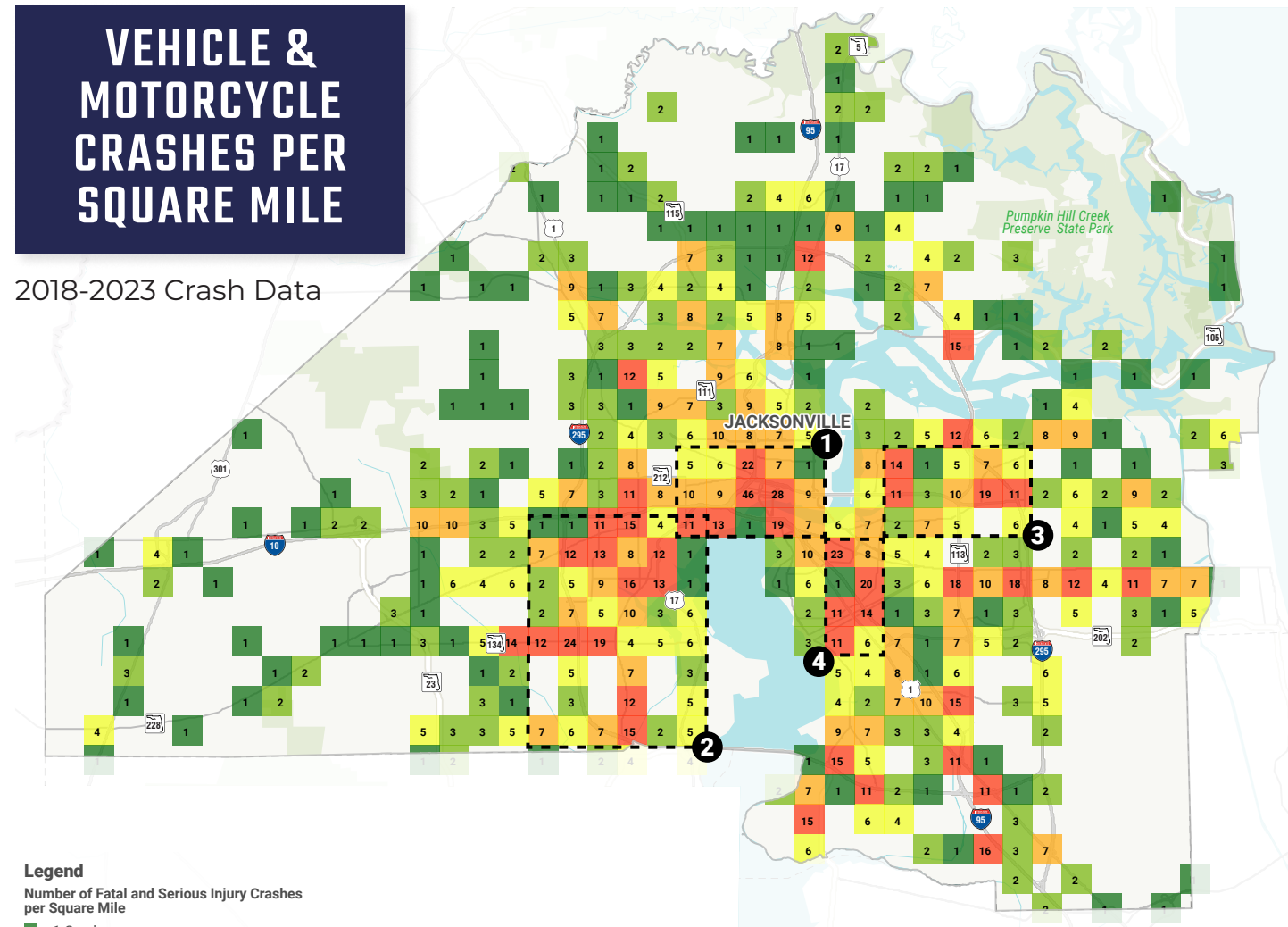


128 BICYCLE CRASHES FATAL & SERIOUS INJURY



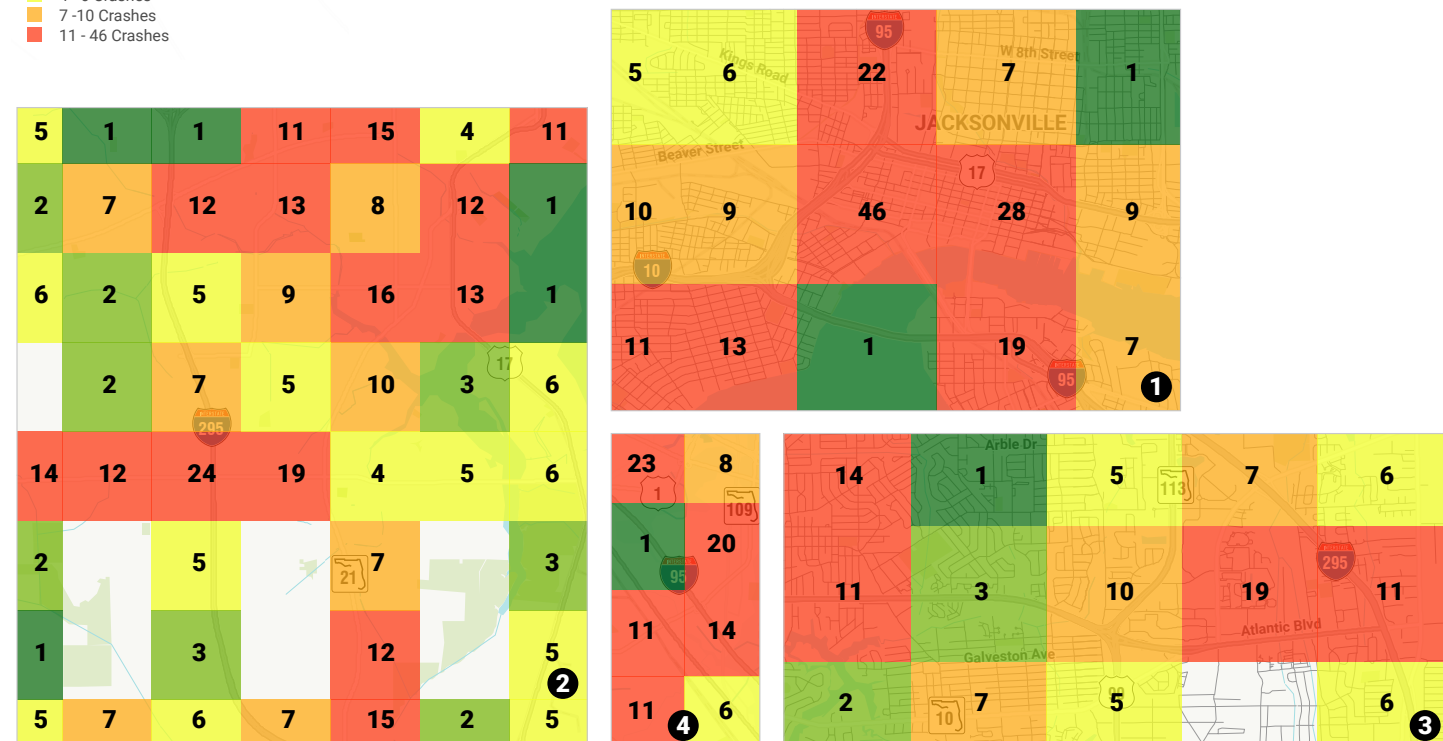
VEHICLE & MOTORCYCLE CRASHES PER SQUARE MILE

2018-2023 Crash Data



Legend
Number of Fatal and Serious Injury Crashes per Square Mile

- 1 Crash
- 2 - 3 Crashes
- 4 - 6 Crashes
- 7 - 10 Crashes
- 11 - 46 Crashes



Understanding Crash Factors - Vehicle & Motorcycle

Several key contributing factors emerged when examining fatal and serious injury vehicle and motorcycle crashes:

- Lack of occupant protection remains a major contributor to high severity crashes—24% of fatal and serious injury vehicle crashes involved individuals not wearing seat belts or using proper restraints.
- High operating speeds significantly increase crash severity—20% of fatal and serious injury motorcycle crashes involved speeding or aggressive driving.
- Driving under the influence from drugs and alcohol remains a critical roadway safety issue—54% of fatal vehicle crashes and 62% of fatal motorcycle crashes involved impaired driving.

The fatal and serious injury vehicle and motorcycle crashes per square mile in the City are shown on the left.

VEHICLE FATAL & SERIOUS INJURY CRASHES



24%

INVOLVED INDIVIDUALS NOT WEARING SEATBELT OR PROPER OCCUPANT PROTECTION



60%

ARE NIGHTTIME CRASHES

MOTORCYCLE FATAL & SERIOUS INJURY CRASHES



62%

FATAL CRASHES INVOLVED DRUGS AND/OR ALCOHOL

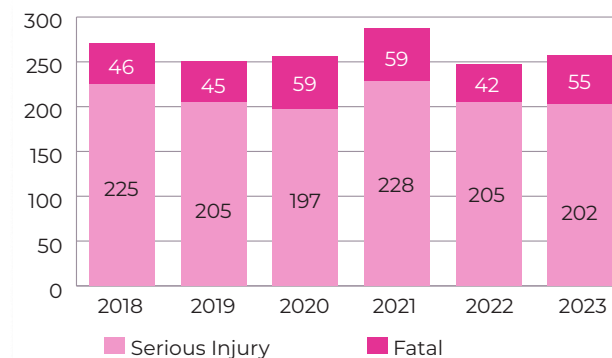


20%

WERE DUE TO SPEEDING AND/OR AGGRESSIVE DRIVING

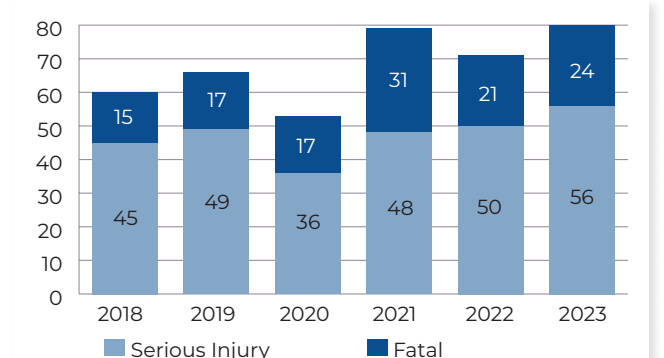
1,568

VEHICLE CRASHES FATAL & SERIOUS INJURY



409

MOTORCYCLE CRASHES FATAL & SERIOUS INJURY

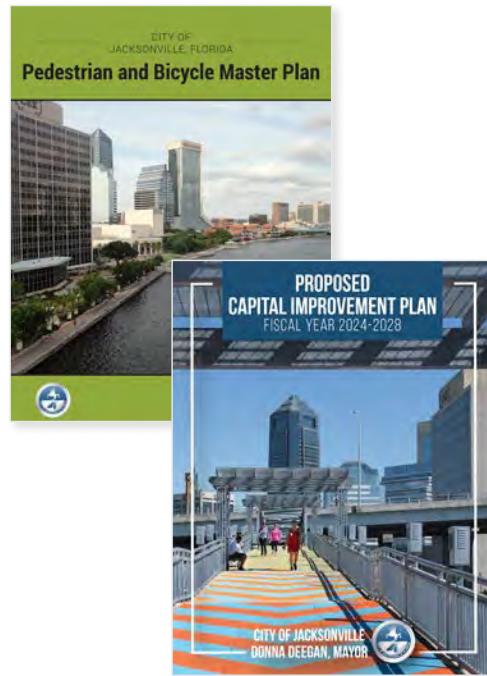


2.2 EXISTING PLANS

The new Jacksonville VZAP aligns with existing safety strategies, while launching a bolder, more robust era of roadway safety and crash prevention. Several existing plans are already in place to improve Jacksonville’s infrastructure and make the environment safer for all.

The City created the [Pedestrian and Bicycle Master Plan \(2017\)](#)⁷ to develop a priority list of bicycle and pedestrian paths. The goal is to expand safe, comfortable, and connected routes that people of all ages and abilities can use.

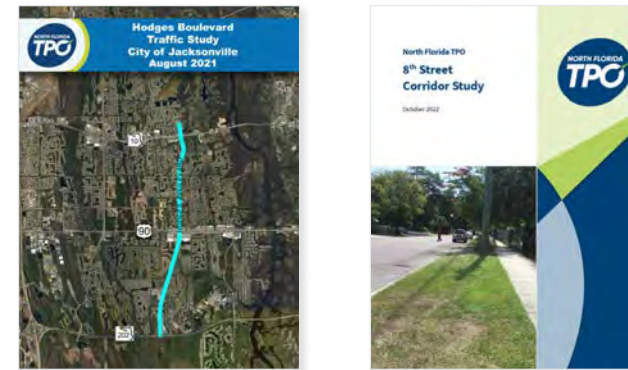
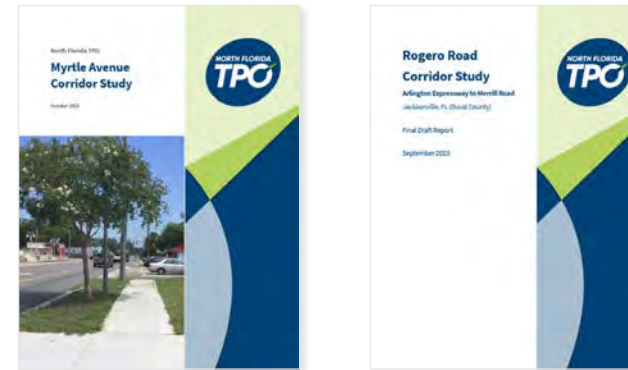
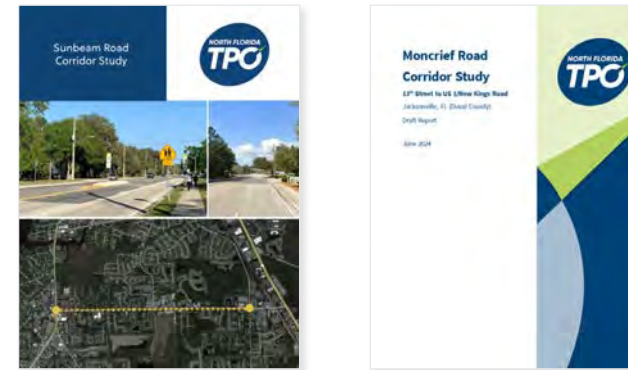
To support its commitment to improving the lives of its citizens, the City adopted the [Capital Improvement Projects \(CIP\)](#)⁸, which includes funding sources for feasible financial projects.



The City has also partnered with the North Florida Transportation Planning Organization (North Florida TPO) to study major corridors and find ways to make them safer, less congested, and more efficient for all road users. The goal was to create detailed plans that could help secure funding and start improvement projects.

[These studies include](#)⁹:

- Moncrief Road Corridor Study (2024)
- Sunbeam Road Corridor Study (2024)
- Rogero Road Corridor Study (2023)
- Myrtle Avenue Corridor Study (2022)
- 8th Street Corridor Study (2022)
- Hodges Boulevard Traffic Study (2021)
- Parental Home Road Corridor Study (2021)
- Chaffe Road Corridor Study (2020)
- Monument Road Traffic Study (2020)



The North Florida TPO also developed the [Transportation Improvement Program \(TIP\)](#)¹⁰, a list of road, transit, airport, seaport, bicycle, and pedestrian projects for the next five years. The list is based on the approved 2045 Long-Range Transportation Plan, priority project lists, requests from local governments, congestion management plans, and public feedback.



THESE PLANS WILL HELP ADVANCE SAFETY EFFORTS FOR EVERYONE ON THE ROADS, AND ULTIMATELY, ADVANCE US CLOSER TO THE GOAL OF ZERO.

7 City of Jacksonville. Pedestrian and Bicycle Master Plan Study, September 21, 2017. Available at: https://www.jacksonville.gov/getattachment/Departments/Planning-and-Development/Transportation-Planning/Ped-Bike-Planning/2017_9_21_Pedestrian-Bicycle-Master-Plan-Study-Jacksonville-FINAL.pdf.aspx?lang=en-US.

8 City of Jacksonville. Fiscal Year 2024 Proposed Capital Improvement Program. Available at: <https://www.jacksonville.gov/departments/finance/docs/budget/fy24-proposed-cip.aspx>.

9 City of Jacksonville. Transportation Planning Division: Plans and Studies. Available at: <https://www.jacksonville.gov/departments/planning-and-development/transportation-planning/plans-and-studies>.

10 North Florida Transportation Planning Organization. Transportation Improvement Program. Available at: <https://northfloridatpo.com/planning/tip>.

2.3 PRIOR & ONGOING SAFETY EFFORTS

The City has undertaken a range of initiatives and studies aimed at improving road safety, combining innovative strategies with community-focused efforts.

Speeding and aggressive driving were the primary factors in crashes on residential streets in Jacksonville between 2018-2023. The [20 is Plenty](#)¹¹ program is a flagship initiative that seeks to change that by reducing residential speed limits from 30 mph to 20 mph. This creates a safer travel experience for all, especially walkers and bicyclists. By conducting detailed analyses of crash data and community feedback, this initiative aligns with Vision Zero principles and emphasizes the life-saving potential of speed reduction.

Complementing these efforts, the Smart Surfaces initiative focuses on improving road traction and visibility through advanced materials and technologies, particularly in high-crash areas. This is part [The Better Jacksonville Plan](#)¹², a \$2.25 billion comprehensive growth management strategy that provides road and infrastructure improvements, environmental preservation, targeted economic development, and new and improved public facilities.

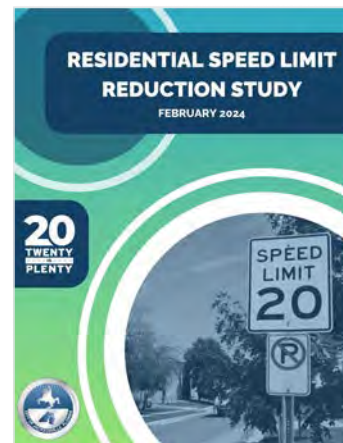
On a broader scale, Jacksonville collaborates with FDOT through the Target Zero initiative. This ongoing effort prioritizes eliminating traffic fatalities statewide by integrating engineering, enforcement, and education strategies.

The City also partners with the North Florida TPO, which has supported efforts such as the Pedestrian Safety Campaign.

This initiative focuses on high-risk corridors and communities, particularly in vulnerable Blue Zone neighborhoods identified for their high crash and injury rates.

These combined efforts reveal the value of leveraging data-driven solutions and fostering strong public engagement. However, challenges like funding limitations, enforcement inconsistencies, and resistance to change have also been encountered. Key partnerships with local agencies, non-profits, and community groups have been instrumental in overcoming these hurdles and advancing safety goals.

By integrating lessons learned from these efforts, Jacksonville's VZAP is well-positioned to build safer, more equitable streets for all.

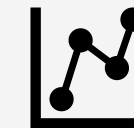


2.4 COLLABORATION WITH JACKSONVILLE TRANSPORTATION AUTHORITY

The Creating Safe Spaces Action Plan (CSSAP) is the roadmap used by the Jacksonville Transportation Authority (JTA) to achieve Vision Zero. This plan prioritizes transportation safety across Northeast Florida, particularly within JTA's service area, by integrating data-driven analysis, community engagement, collaborative leadership, and strategic implementation. **At its core, the CSSAP has three elements:**



*From executive leadership to operators, **commitment to safety** is ingrained into JTA's culture.*



*A comprehensive **analysis of crash data and trends** impacting JTA assets provides unique insights around the root causes of incidents.*



***Engagement and collaboration** with stakeholders (public agencies, advocacy groups, community organizations, etc.) was vital throughout the planning process.*

The CSSAP reflects a shared commitment among stakeholders to reducing preventable roadway deaths and injuries while enhancing the safety and accessibility of Northeast Florida's transportation system and building a safer, more connected future for all.

City of Jacksonville and JTA worked closely together in the development of these action plan documents. The collaboration will continue as we work together to reaching the goal of zero traffic fatalities and serious injuries.

¹¹ City of Jacksonville. 20 is Plenty: Bringing Safety to our Neighborhoods. Available at: <https://www.jacksonville.gov/getattachment/Departments/Planning-and-Development/Transportation-Planning/Ped-Bike-Planning/Workshops-Training/20-IS-PLENTY-FHWA-Presentation.pdf.aspx?lang=en-US>.

¹² City of Jacksonville. The Better Jacksonville Plan. Available at: <https://www.jacksonville.gov/departments/public-works/better-jacksonville-plan>.



Photo Source: Kittelson & Associates, Inc.

3. VOICES OF JACKSONVILLE

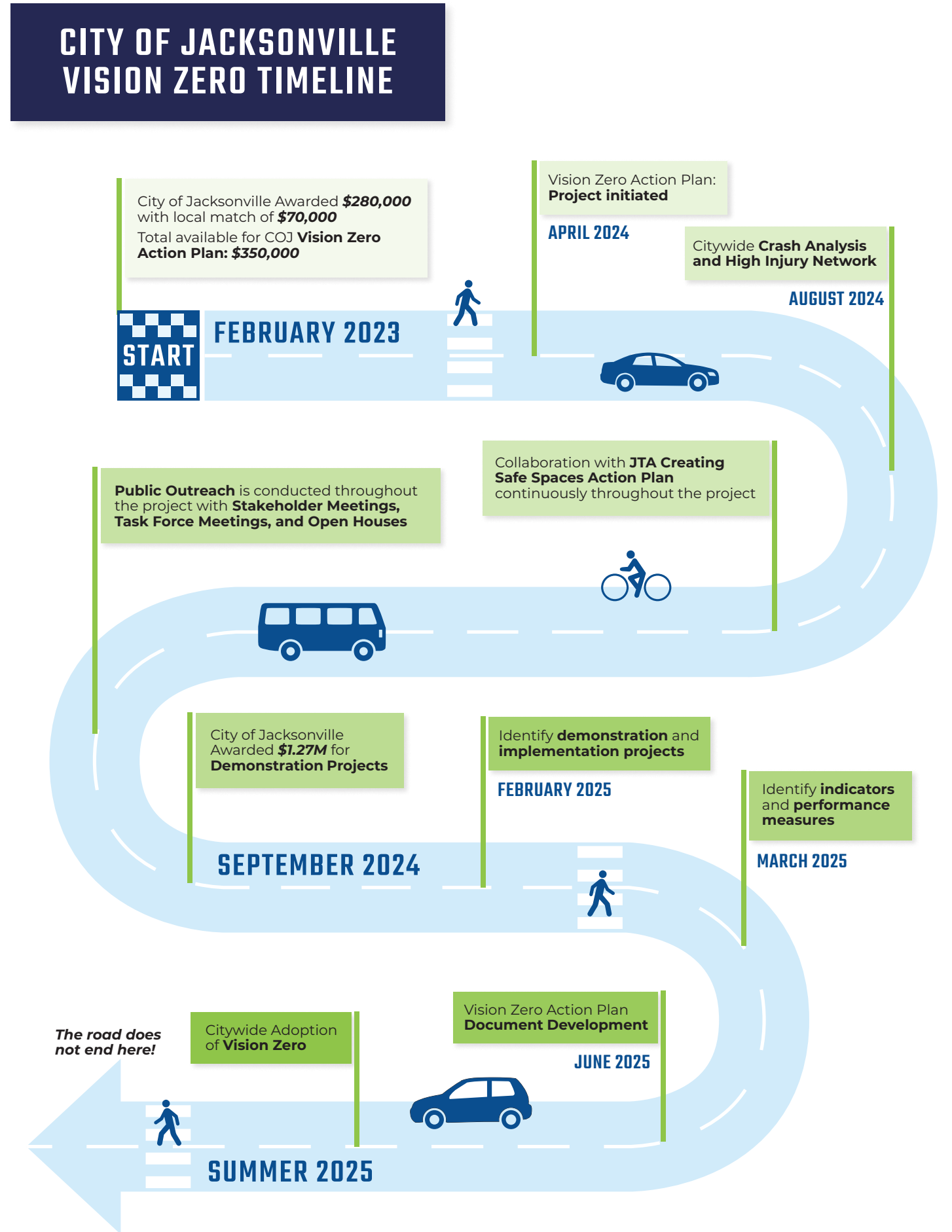
3.1 DEVELOPING THE ACTION PLAN

The City of Jacksonville’s VZAP was developed through a structured, collaborative process. It began in February 2023 when the City secured \$350,000 in funding, including a major federal grant matched with local contributions. Throughout the process, public input was key, with ongoing outreach to government agencies, community groups, residents, and transportation officials. These stakeholders participated in task force meetings and public workshops. The VZAP was also coordinated with the CSSAP by the JTA to ensure aligned safety goals and strategies.

In addition to stakeholder input, the VZAP relied on a data-driven approach for its development. In August of 2024, we reached key milestones by completing a comprehensive citywide crash analysis and identification of a High Injury Network. The results of this allowed the City to allocate additional funding, including a \$1.27 million award specifically for safety demonstration projects in September 2024.

By February 2025, key projects for demonstration and implementation were selected, followed by the creation of performance measures in March 2025. This process led to the official development and adoption of the Jacksonville VZAP in Summer 2025—one step closer to reaching the City’s goal of eliminating traffic deaths and serious injuries.

The development of the VZAP are outlined in the figure to the right.



3.2 VISION ZERO TASK FORCE & STAKEHOLDER GROUP

A multi-disciplinary Vision Zero Task Force and Stakeholder Group made up of community members, as well as city, regional, and state staff was established to help guide the goals and strategies of the Jacksonville VZAP. The Task Force and Stakeholder Group met several times to discuss safety issues, view crash data, and generate ideas that would ultimately inform the VZAP.

TASK FORCE & STAKEHOLDER GROUP

- Baptist Health
- Blue Zones
- Center for Independent Living
- City of Jacksonville
- City of Jacksonville Bicycle Pedestrian Advisory Committee (BPAC)
- City of Jacksonville Disabled Services Division
- City of Jacksonville Resilience
- City of Jacksonville Sustainability
- Edward Waters University
- ElderSource (Area Agency on Aging)
- Florida Department of Transportation, District 2
- Florida State College Jacksonville (FSCJ)
- Health Planning Council of Northeast Florida
- Jacksonville Fire & Rescue
- Jacksonville Sheriff's Office (Enforcement)
- Jacksonville Sheriff's Office (Motor Office)
- Jacksonville Transportation Advisory Committee
- Jacksonville Transportation Authority (JTA) Operations
- Jacksonville Transportation Authority (JTA) Planning
- Jacksonville University
- Lift Jax
- Local Initiatives Support Corporation (LISC)
- NewTown Success Zone
- Northeast Florida Regional Council
- Northside Coalition
- Northwest Jax Community Development Corporation (CDC)
- UF Health
- University of North Florida

TASK FORCE & STAKEHOLDER GROUP



TASK FORCE & STAKEHOLDER GROUP MEETINGS

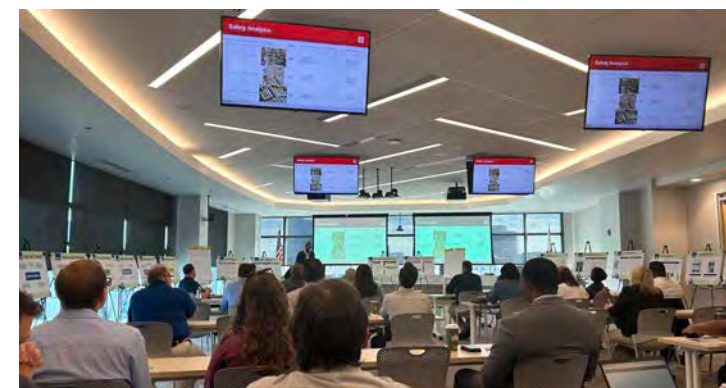
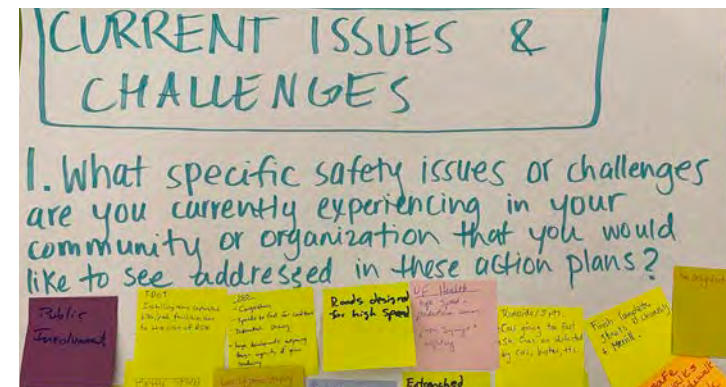


Photo Sources: Kittelson & Associates, Inc.

3.3 COMMUNITY ENGAGEMENT & OUTREACH

Throughout the development of Jacksonville’s VZAP, the City actively engaged with the public to understand the challenges of traveling on our roads and to share updates on the Plan. Community feedback highlighted a strong desire for safer streets, with many residents positioning themselves as advocates for policies to eliminate roadway deaths and serious injuries. This shared commitment underscores the need for collective action. By working together, we can transform our roads into safer spaces for everyone.

Public engagement revealed that community members saw themselves as advocates for policy changes, with many expressing support for our efforts to achieve zero roadway deaths and serious injuries.

They want safer roads, too. It is up to all of us to work together to make that happen. **The public was engaged through the following three main avenues.**

Public Workshops

Two public workshops were held to engage the community in developing the VZAP. These workshops provided a platform for residents to share concerns, experiences, and ideas on traffic safety, ensuring the VZAP reflects community needs. Input gathered helped shape key strategies and actions, reinforcing the City’s commitment to safer streets for all.

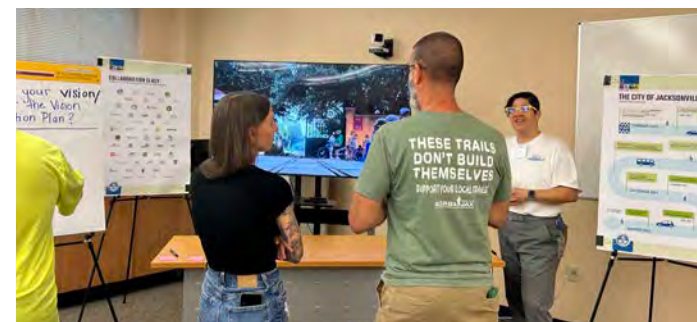


Photo Source: Kittelson & Associates, Inc.

Website

The [City’s Vision Zero website](#)¹³ provided background information, links to online surveys, and made safety data readily available. The continuous evaluation and monitoring of the City’s crash data will be publicly available on the website and on a [Vision Zero Action Plan Dashboard](#)¹⁴.

Online Surveys

The first survey was active from October 2024 through January 2025, this survey allowed community members to identify key transportation safety concerns. In total, 16 comments were collected. The survey showed a strong community support for the VZAP, especially on implementing safer roadway designs. Community members who responded to the survey shared a priority for pedestrian and bicyclist safety, as well as safety initiatives in school zones. They also identified poor street lighting, speeding vehicles, and dangerous intersections as the most urgent safety concerns. The second survey was active from February 2025 through May 2025, and allowed community members to share feedback on the proposed Vision Zero strategies, demonstration projects, and capital projects. 14 responses were collected, and community members shared that designing safety streets and the lack of consistent sidewalk was the top highest priority. Community members want to see demonstration projects and capital projects that creates safer intersections. The results of the online survey are summarized to the right.

13 City of Jacksonville. Vision Zero Action Plan (VZAP). Available at: [https://www.jacksonville.gov/departments/planning-and-development/transportation-planning/ped-bike-planning/vision-zero-action-plan-\(vzap\)#:~:text=The%20City%20of%20Jacksonville%20is,injuries%20in%20half%20by%202035](https://www.jacksonville.gov/departments/planning-and-development/transportation-planning/ped-bike-planning/vision-zero-action-plan-(vzap)#:~:text=The%20City%20of%20Jacksonville%20is,injuries%20in%20half%20by%202035).

14 City of Jacksonville. Safety Data Dashboard. Available at: <https://coj-planning.maps.arcgis.com/apps/dashboards/db6e8523e6c44c3f8a0d1353cdea9932>.

SURVEY RESULTS



VISION

IMPLEMENT SAFER ROADWAY DESIGN



AREA OF PRIORITY

SCHOOL ZONES



GOAL & OUTCOME

IMPROVE PEDESTRIAN & CYCLIST SAFETY



ROLE

ADVOCATING FOR POLICY CHANGES & PROVIDE SUPPORT

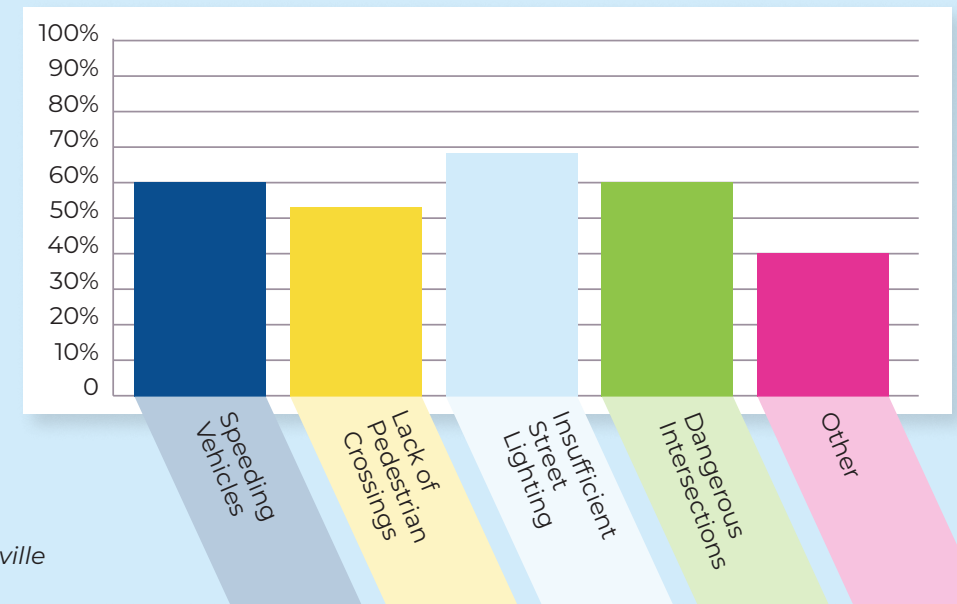


SAFETY PROBLEMS

INSUFFICIENT STREET LIGHTING, SPEEDING VEHICLES, & DANGEROUS INTERSECTIONS



Photo Source: City of Jacksonville



TAKEAWAYS

- **Vision Zero Strategy:** Roadway designs/re-designs for safer streets
- **Demonstration Project:** Intersections that help calm traffic and separate users
- **Capital Project:** Safer Intersections
- **Strategy for effective VZAP Implementation:** Regular updates on project progress

3.4 WORLD DAY OF REMEMBRANCE

The City is deeply committed to honoring and remembering those affected by traffic crashes. One way we do this is through participating in the World Day of Remembrance for Road Traffic Victims. Held annually on the third Sunday of November, this global event provides a space to reflect, grieve, and advocate for safer streets.

Community members come together to better understand the lasting impact of traffic crashes by hearing the personal stories shared by survivors, grieving families, and dedicated safety advocates. These personal accounts inspire a shared sense of purpose and strengthen the City's commitment to Vision Zero initiatives that aim to prevent future loss and create safer roads for all.

At the 2024 event, Mayor Donna Deegan expressed her unwavering support and asserted her commitment to leading

meaningful change: "The loss of your loved ones is made even more tragic by the fact that most roadway injuries and deaths are preventable. Roadway safety requires us to be proactive." She also announced that Jacksonville's first VZAP was in development—marking a critical step toward building a safer, more livable city.

At the Jacksonville World Day of Remembrance event, 508 white flags stood as a symbol for each life lost to traffic crashes within the City over the past three years. This sea of white vividly illustrated the urgent need for continued action to protect all road users.



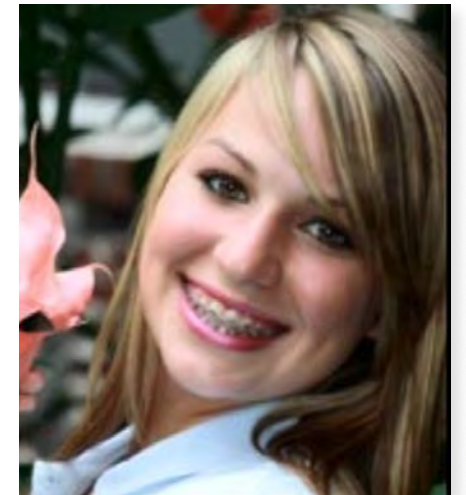
Photo Source: Fredrick Jones



3.5 STORIES

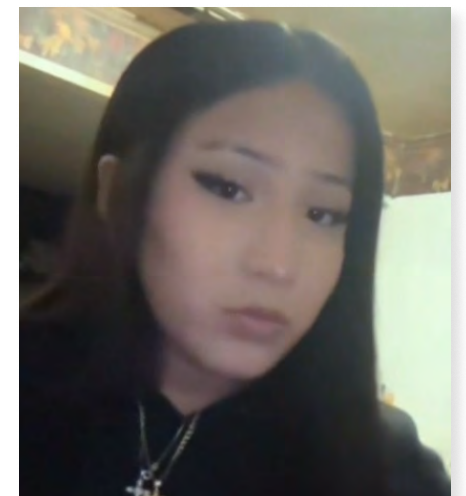
ALLISON HARAMIS

Allison was killed in a car crash in 2009 on her way home from school; she was only 15 years old. Her father Drew Haramis described his only daughter as a fun, loving, happy child who was a hard worker and had a passion for dancing. When Drew thinks of Allison, he says that she had the best laugh and a beautiful smile. Drew started an organization called Angels for Allison in her honor.

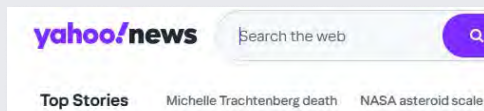
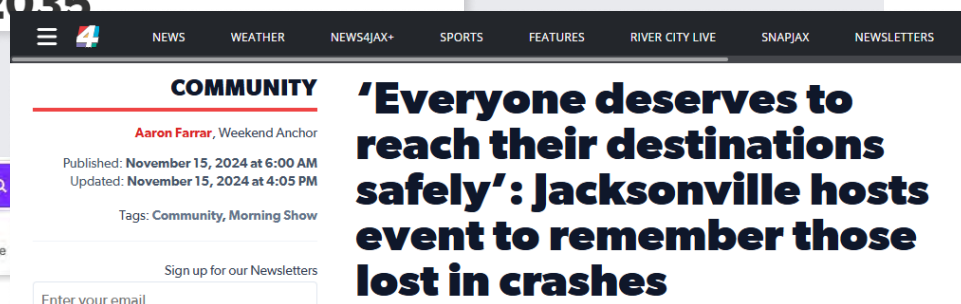


ALONDRA MARTINEZ

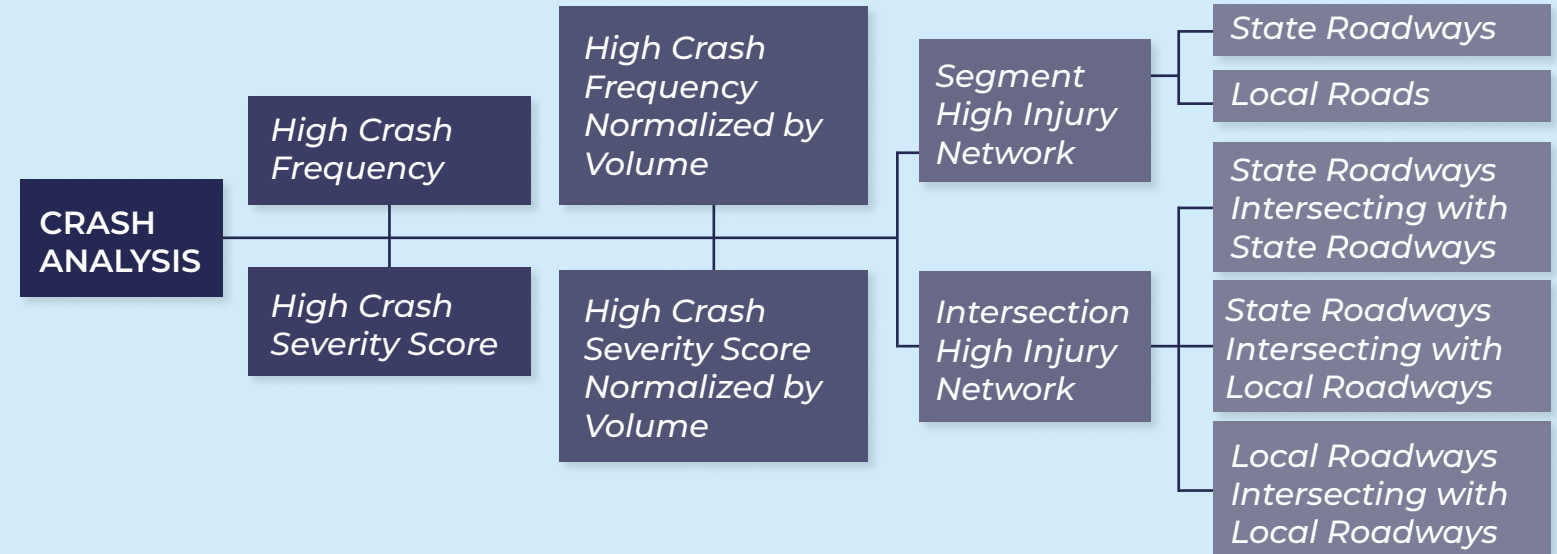
At just the age of 16, Alondra was killed in January 2024 after being struck by a car as she waited near her bus stop. Nearby residents have long been worried about that particular intersection (Old Kings Road and Habana Avenue). Her family mourns her loss and believes safety measures should be added to prevent future accidents. Alondra was a dedicated student at Atlantic Coast High School who left a lasting impression on those who knew her.



BREAKING NEWS



METHODOLOGY



4. HIGH INJURY NETWORK

The most severe crashes are concentrated along certain corridors and intersections. To focus safety efforts where they are needed most, fatal and serious injury crashes across pedestrian, bicycle, motorcycle, and vehicle modes were mapped and analyzed. High injury corridors and intersections were identified and combined to create a High Injury Network (HIN), which will guide the strategies in the VZAP.

The segment HINs were divided into the following categories:

- State roads (excluding limited access)
- Local roads

The intersection HINs were divided into the following categories:

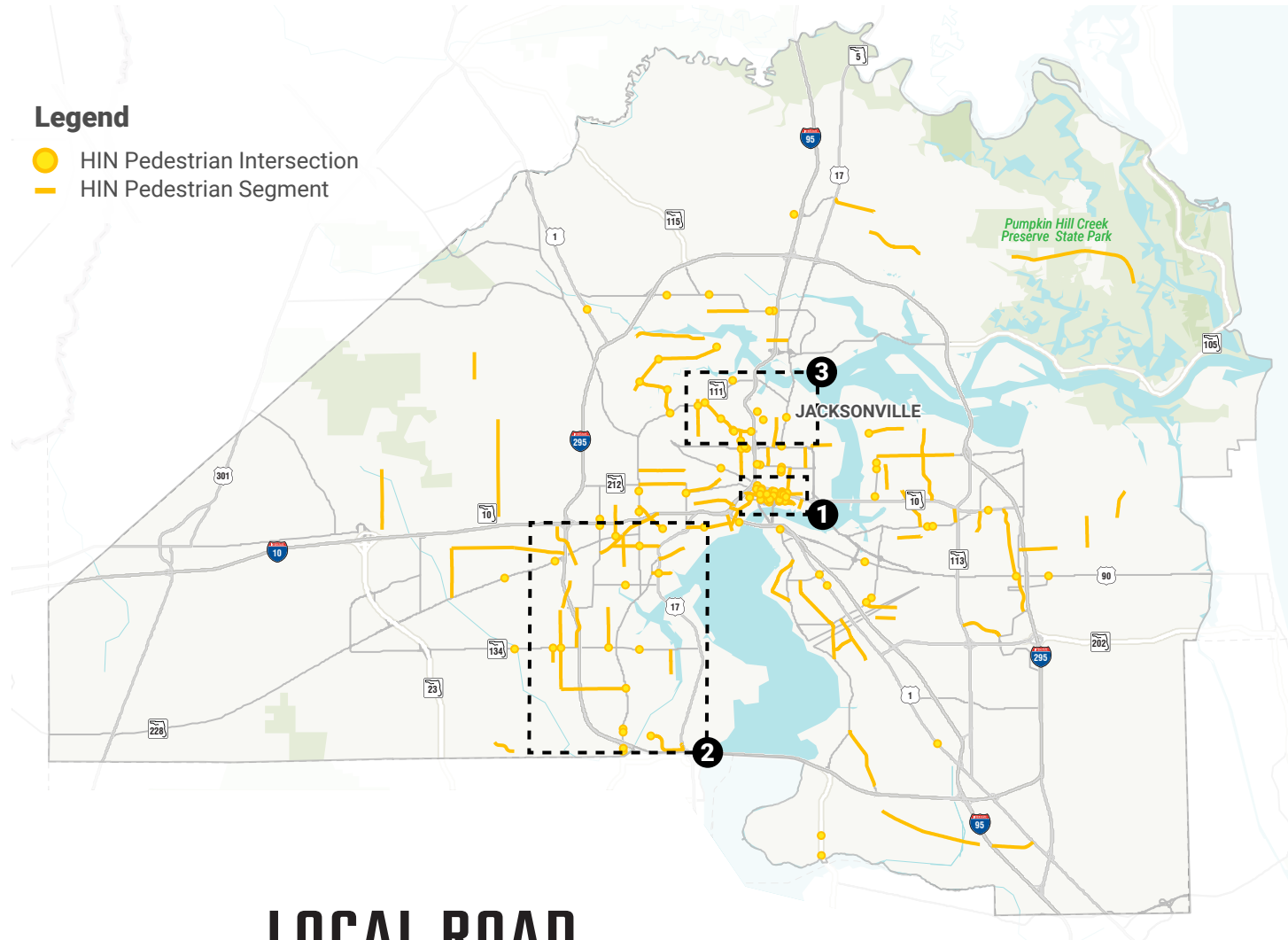
- State roads intersecting with state roads
- State roads intersecting with local roads
- Local roads intersecting with local roads

The following pages show the maps of the Local HIN, as well as the key statistics for the Local HIN. More details on the Local HIN can be found in **Appendix A. Local Road High Injury Network**. The State HIN maps can be found in **Appendix B. State Road High Injury Network** and will be used to help inform and collaborate safety efforts with FDOT.

PEDESTRIAN HIGH INJURY NETWORKS - LOCAL ROAD SEGMENTS AND INTERSECTIONS

Legend

- HIN Pedestrian Intersection
- HIN Pedestrian Segment



LOCAL ROAD HIGH INJURY NETWORK

PEDESTRIAN

101 HIN Intersections

76% Fatal Crashes

65% Serious Injury Crashes

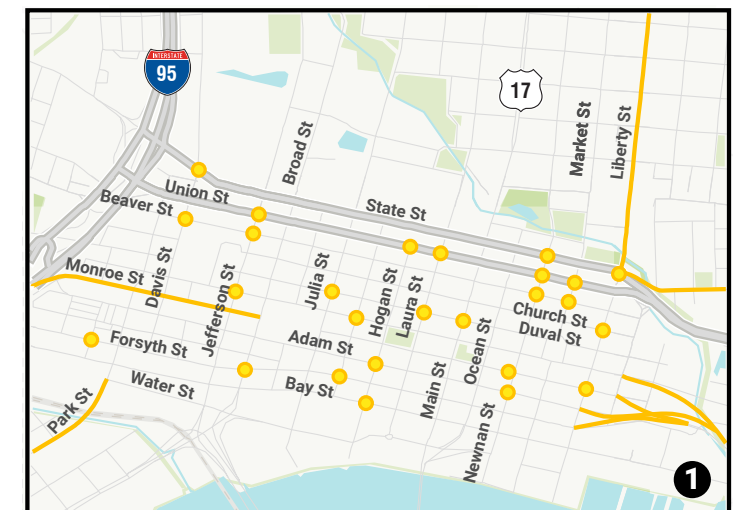
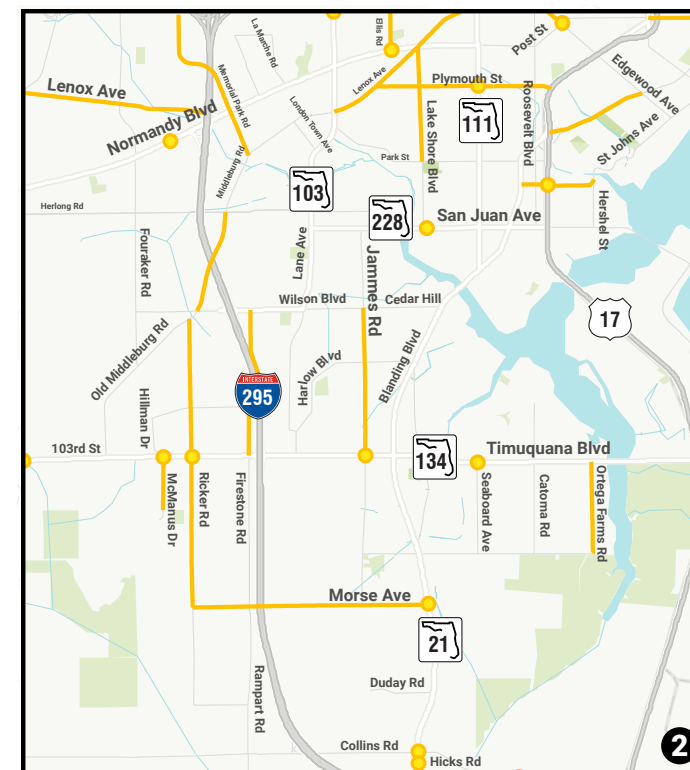
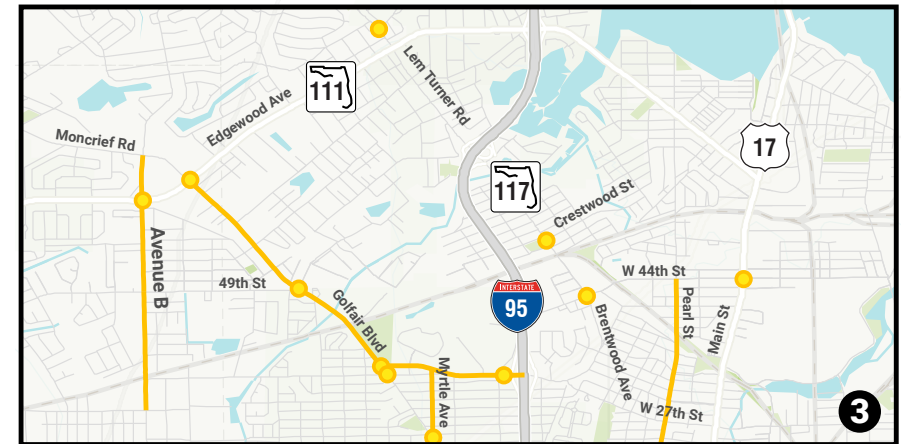
15% of Total Intersections

93 HIN Segments

94% Fatal Crashes

70% Serious Injury Crashes

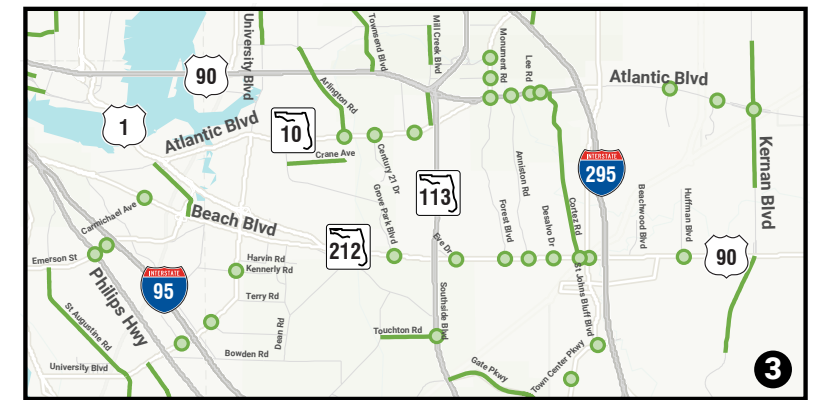
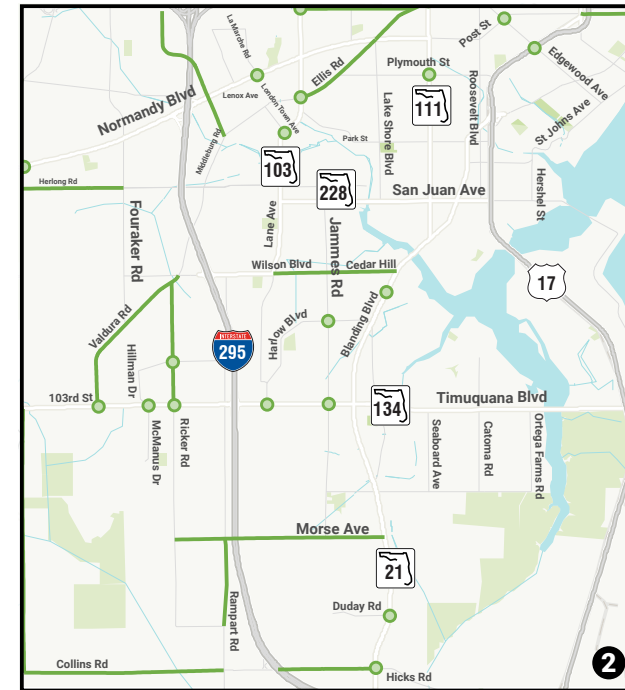
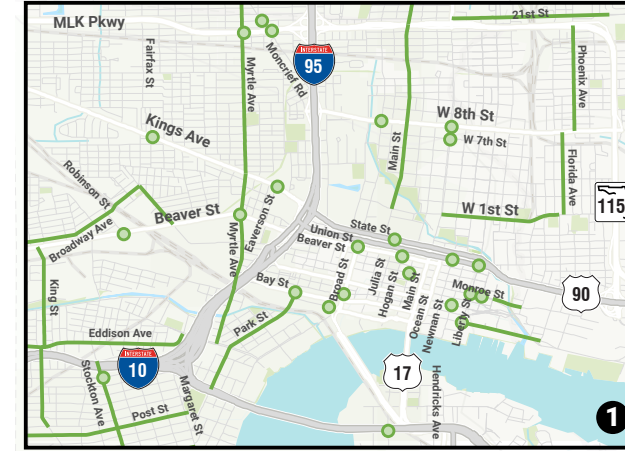
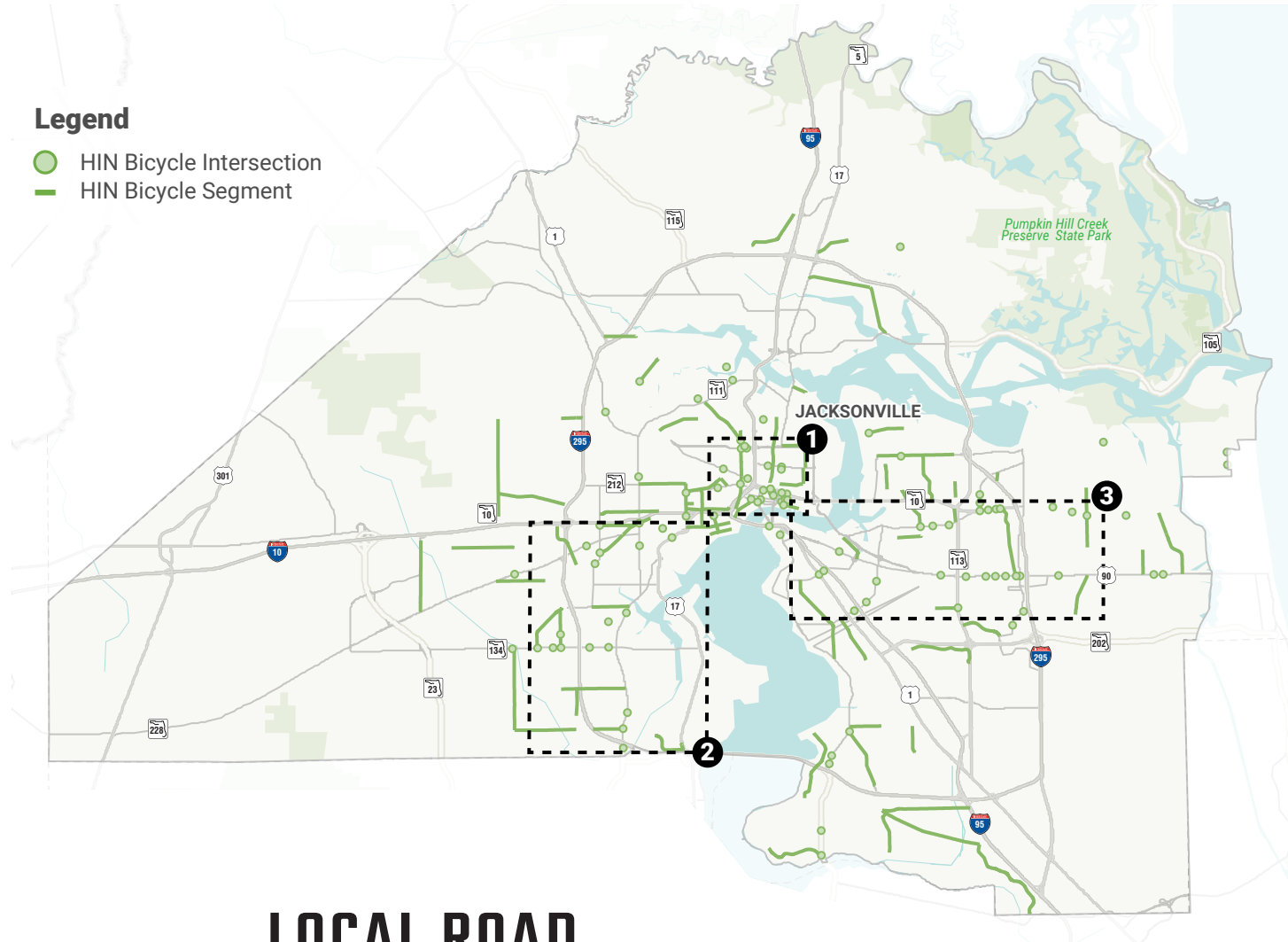
18% of Total Network Miles / **116** Miles



BICYCLE HIGH INJURY NETWORKS - LOCAL ROAD SEGMENTS AND INTERSECTIONS

Legend

- HIN Bicycle Intersection
- HIN Bicycle Segment



LOCAL ROAD HIGH INJURY NETWORK

BICYCLE

100 HIN Intersections

100% Fatal Crashes

87% Serious Injury Crashes

15% of Total Intersections

93 HIN Segments

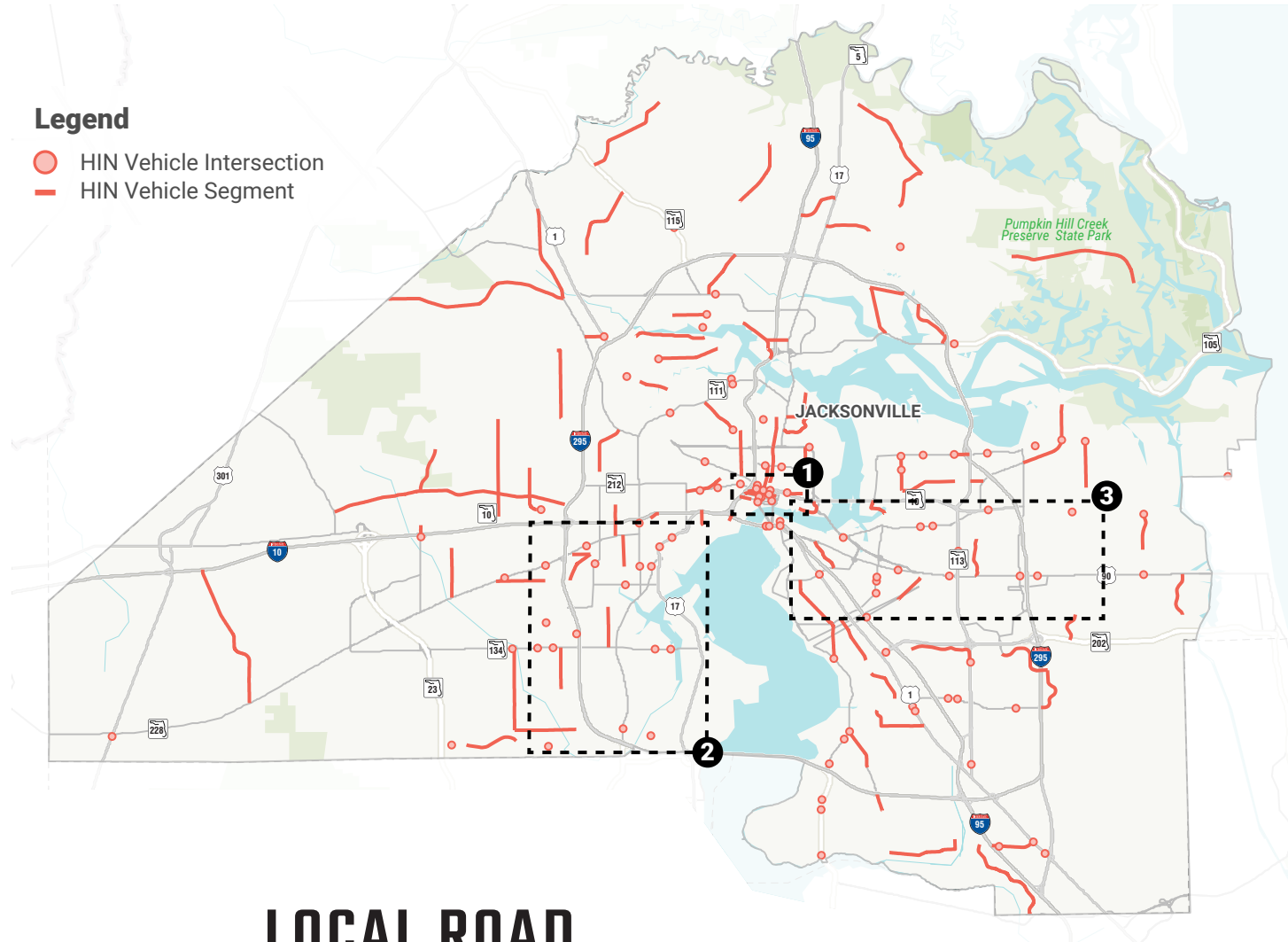
64% Fatal Crashes

100% Serious Injury Crashes

19% of Total Network Miles / 122 Miles

VEHICLE HIGH INJURY NETWORKS - LOCAL ROAD SEGMENTS AND INTERSECTIONS

Legend
 ○ HIN Vehicle Intersection
 — HIN Vehicle Segment



LOCAL ROAD HIGH INJURY NETWORK

VEHICLE

104 HIN Intersections

89% Fatal Crashes

53% Serious Injury Crashes

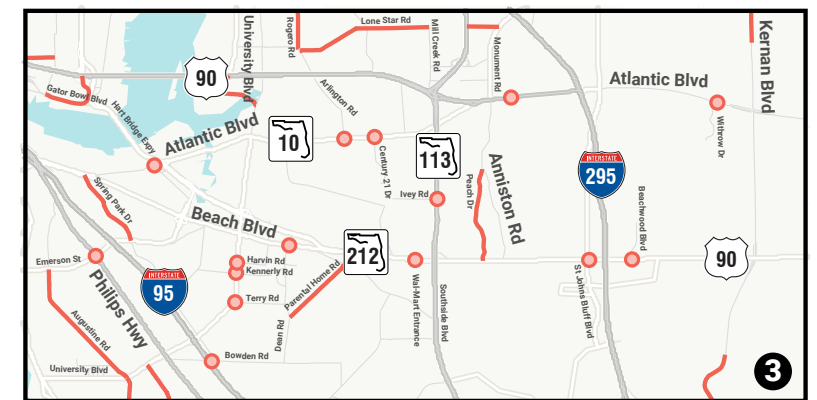
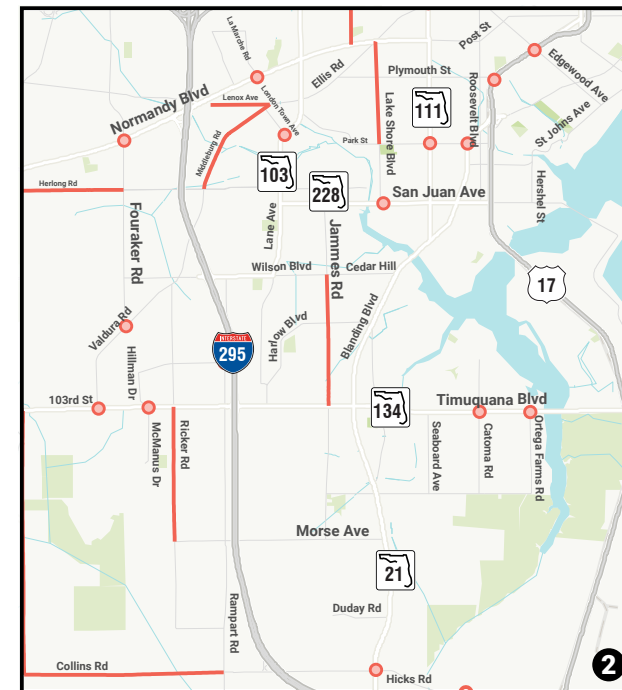
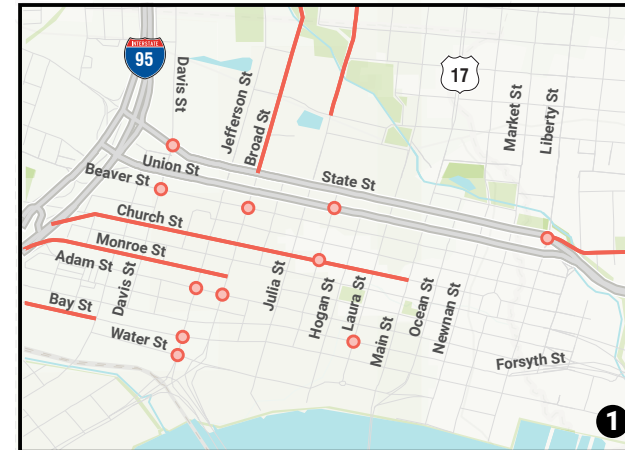
16% of Total Intersections

92 HIN Segments

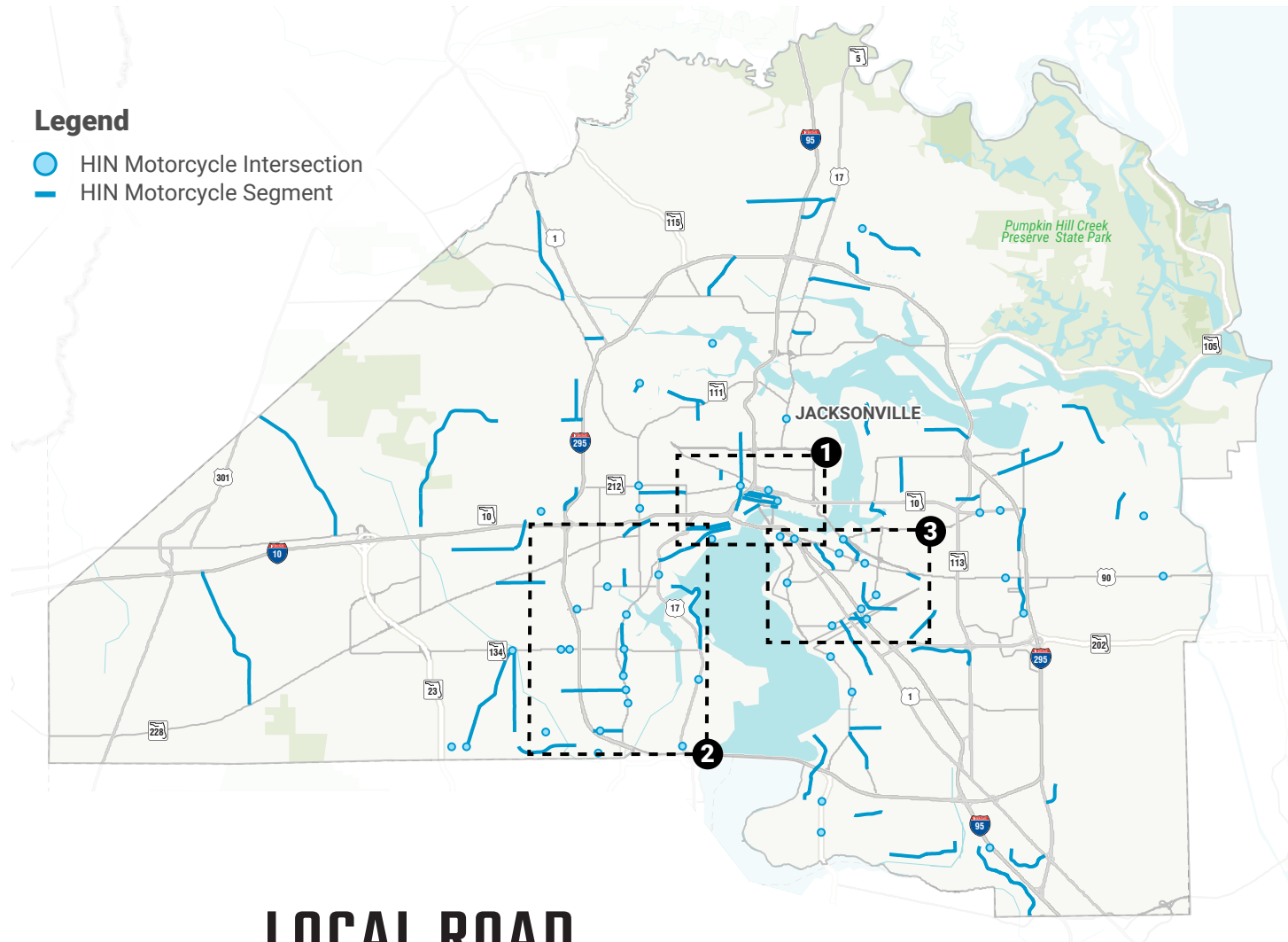
85% Fatal Crashes

44% Serious Injury Crashes

24% of Total Network Miles / **150** Miles



MOTORCYCLE HIGH INJURY NETWORKS - LOCAL ROAD SEGMENTS AND INTERSECTIONS



- Legend**
- HIN Motorcycle Intersection
 - HIN Motorcycle Segment

LOCAL ROAD HIGH INJURY NETWORK

MOTORCYCLE

<p>50 HIN Intersections</p> <p>97% Fatal Crashes</p> <p>55% Serious Injury Crashes</p> <p>8% of Total Intersections</p>	<p>87 HIN Segments</p> <p>100% Fatal Crashes</p> <p>74% Serious Injury Crashes</p> <p>20% of Total Network Miles / 126 Miles</p>
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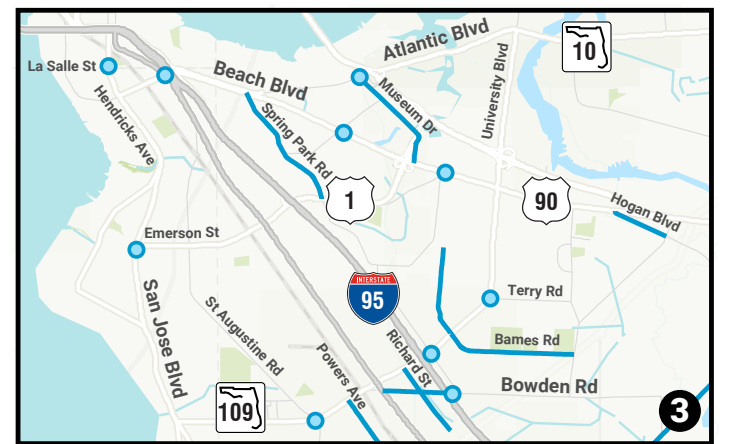
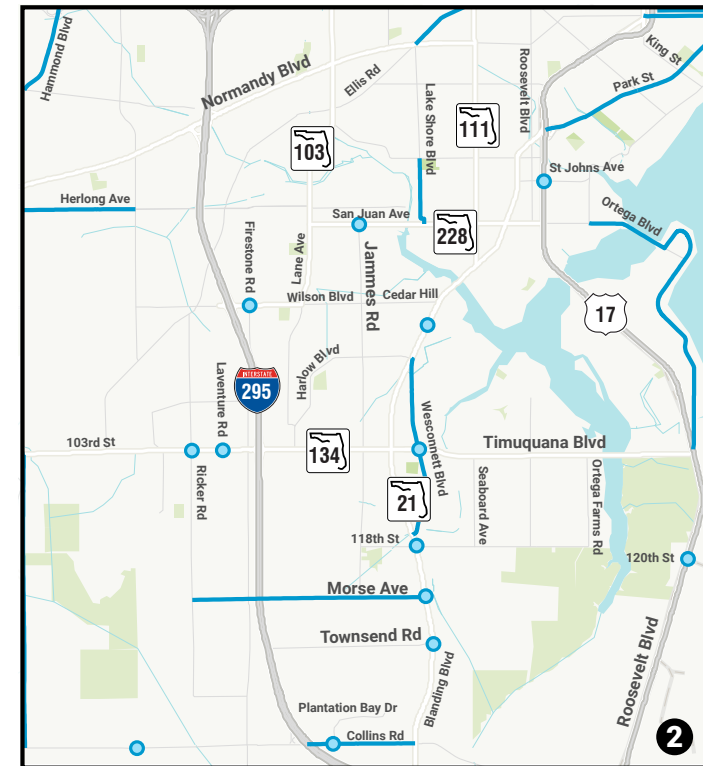
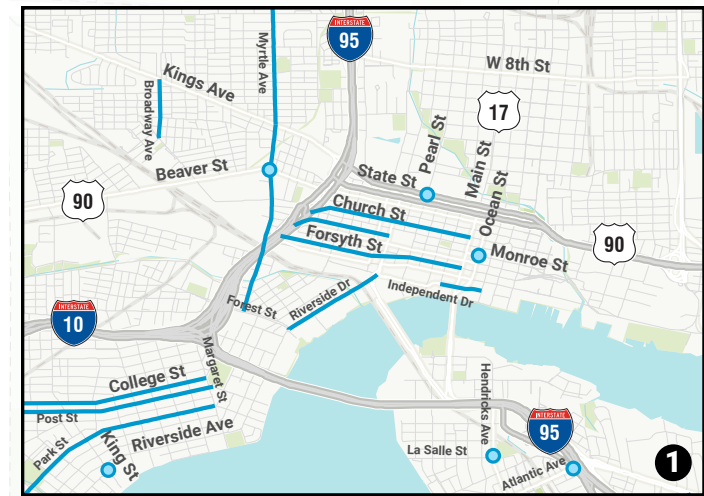




Photo Source: City of Jacksonville

5. ACTION PLAN STRATEGIES

5.1 A SAFE SYSTEM APPROACH

The Safe System Approach is the foundation for Jacksonville’s VZAP. This framework acknowledges that while human errors are inevitable, roadway deaths and severe injuries are preventable through proactive design and policy decisions.

As a member of the National Association of City Transportation Officials (NACTO), Jacksonville is committed to incorporating NACTO’s innovative street design guidance into its safety planning, ensuring that infrastructure improvements prioritize the most vulnerable road users, including pedestrians and cyclists.

The City believes a strong action plan is built on actionable strategies that prioritize community engagement and multi-agency collaboration. Jacksonville recognizes that traffic safety solutions must be developed with input from those most affected by unsafe streets, particularly historically underserved neighborhoods that experience higher crash rates. By fostering collaboration with local organizations, residents, and transportation experts, the City ensures that safety investments address community needs and reduce disparities.

The VZAP’s data-driven strategies will create a safer, more connected Jacksonville where everyone—regardless of age, ability, or zip code—can move safely and confidently.



5.2 THEMES & SAFETY PROBLEMS

In the Vision Zero framework, themes serve as overarching categories that organize related safety challenges and strategies into focused areas of action. These themes provide a structured approach to addressing critical safety concerns, ensuring that efforts are targeted, coordinated, and aligned with the overarching goal of eliminating fatal and serious injuries. Within each theme, safety problems identify specific risk factors and issues that contribute to severe crashes. By clearly defining these problems, the VZAP establishes a strong foundation for developing data-driven strategies and targeted interventions to improve roadway safety for all users.

DESIGN SAFER STREETS

PROMOTE A CULTURE OF SAFETY

PROTECTING PEDESTRIANS

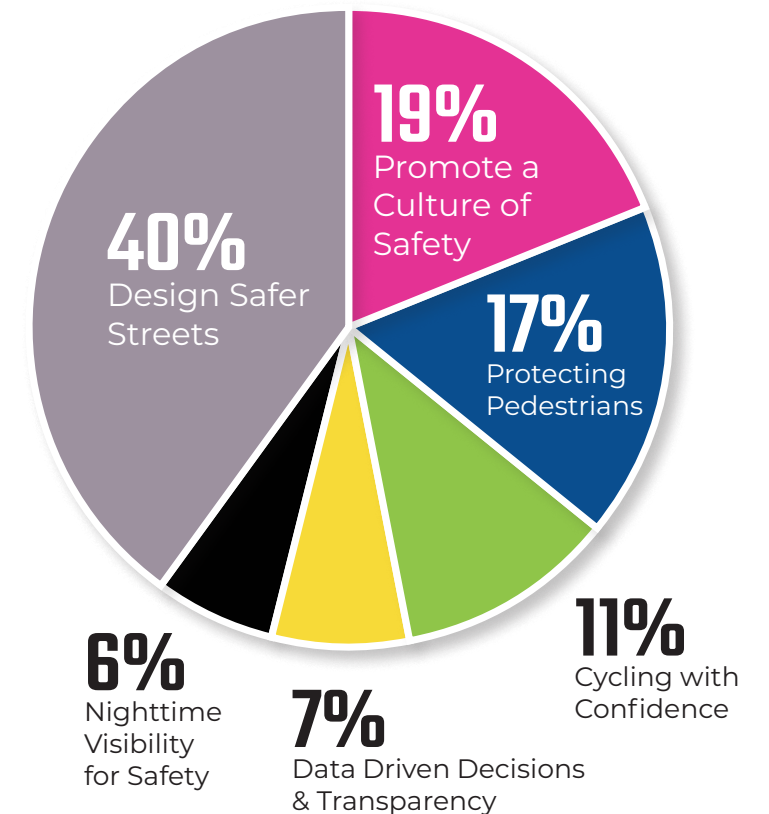
CYCLING WITH CONFIDENCE

DATA DRIVEN DECISIONS & TRANSPARENCY

NIGHTTIME VISIBILITY FOR SAFETY

A total of 49 people attended the second VZAP Task Force and Stakeholder Meeting on February 6, 2025. During this meeting the participants voted for their top themes and safety problems. Most Task Force and Stakeholder members supported designing safer streets, promoting a culture of safety, and protecting pedestrians, as their most prioritized safety themes.

For each identified safety problem, strategies were created to outline the broad approaches needed to address the issue effectively. Strategies provide a guiding framework for intervention, informed by best practices, data analysis, and community needs. The long-list of themes, safety problems, and strategies can be found in **Appendix C. Themes and Safety Problems Long-List.**



5.3 RECOMMENDED THEMES, SAFETY PROBLEMS, STRATEGIES, & ACTIONS

The Task Force and Stakeholder Members voted for their top 10 safety problems that they want addressed and prioritized in the City. These are highlighted in the table to the right, and in more detail on the following pages.

For each recommended safety problem, strategies and actions were developed. Strategies provide a guiding framework for intervention, informed by best practices, data analysis, and community needs. Actions translate these strategies into tangible efforts, such as engineering improvements, policy changes, education campaigns, and enforcement measures.

To ensure accountability and effective implementation, each action is accompanied by a timeline, lead agency, Safe System Approach principles, applicable transportation mode, alignment with the 4E's (Engineering, Education, Enforcement, and Emergency Response), level of cost, and a progress tracking mechanism which can be viewed in **Appendix D. Recommended Strategies and Actions.**

Together, these components create a structured, results-oriented approach to eliminating fatal and serious injuries, ensuring that resources are allocated efficiently and effectively to improve safety for all road users.

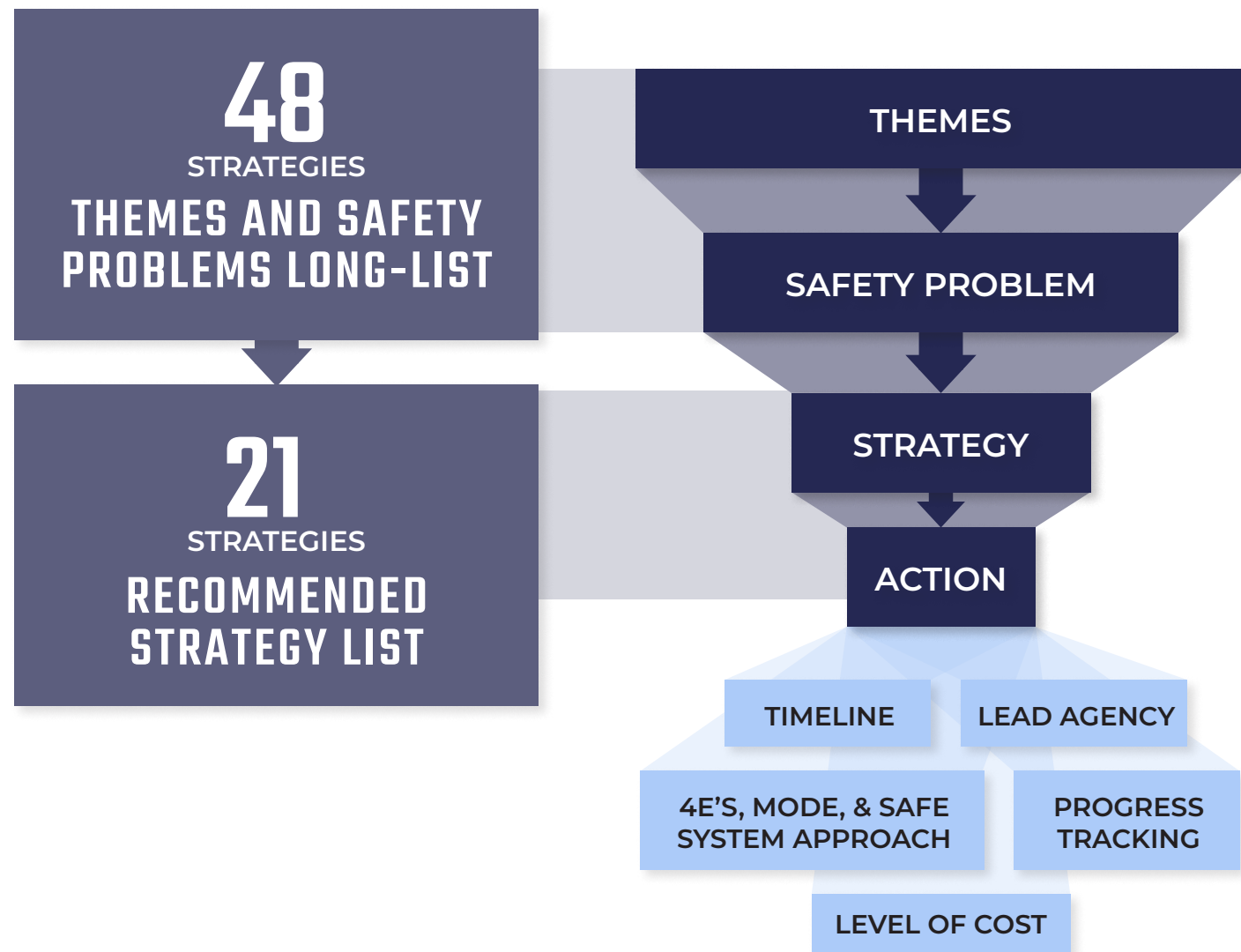


Table 1. Recommended Strategy List

THEME	SAFETY PROBLEM	STRATEGY
DESIGN SAFER STREETS	Unsafe street design lead to unsafe behavior and high severity crashes	Evaluate and implement safety driven decisions
		Implement comprehensive capacity analysis by utilizing all-day traffic counts instead of relying solely on peak-hour data to ensure a more accurate understanding of roadway performance
	High operating speeds with high severity crashes citywide	Implement a Complete Streets mindset
		Implement projects identified on the Capital Projects List
PROTECTING PEDESTRIANS	Pedestrian visibility at signalized intersections and midblock crossings	Integrate Smart Surfaces and Green Infrastructure into roadway design
		Adopt 20-is-Plenty strategies
		Set appropriate target speeds for roadways
	Lack of consistent pedestrian sidewalks	Improve visibility at pedestrian crossings by removing parking and overgrown vegetation
		Improve pedestrian sidewalks citywide
Unsafe conditions near schools	Implement high visibility crosswalks along the pedestrian HIN	
NIGHTTIME VISIBILITY FOR SAFETY	Nighttime crashes at intersections	Increase visibility of crossing pedestrians at intersections and mid-block crossing through design strategies such as painted curbs, flex posts, and etc.
	Nighttime crashes involving pedestrians and bicyclists	Improve citywide school zone for consistency and safety
CYCLING WITH CONFIDENCE	Bicyclist getting struck by motorist in the roadway	Improve nighttime visibility at Intersections
		Improve nighttime visibility for pedestrians and bicyclists
		Expand the active transportation network for people biking
		Improve the existing bicycle network
PROMOTE A CULTURE OF SAFETY	A culture of traveling by vehicles limits progress towards Vision Zero goals	Improve driveway safety
		Conduct educational campaigns for bicycle safety
		Conduct positive enforcement campaigns directed at bicyclists
Lack of funds for safety projects	Reduce vehicle miles traveled	
	Prioritize funding for Vision Zero	

DESIGN SAFER STREETS

Unsafe street design where roads and intersections prioritize high vehicle speeds and capacity over multimodal safety create an environment where crashes are more frequent and severe. This theme focuses on implementing safety-driven roadway design, including traffic calming measures, context-sensitive designs, and Complete Streets principles. By designing roads that promote safe behaviors for all users, Jacksonville can significantly reduce fatal and serious injury crashes.

Unsafe street design lead to unsafe behavior and high severity crashes

Roadway design plays a critical role in shaping driver behavior and overall safety. Streets designed primarily for high-speed vehicle movement often create hazardous conditions for pedestrians, cyclists, and other vulnerable road users. Wide travel lanes, minimal pedestrian refuge areas, and poor intersection design can contribute to high-risk behaviors such as speeding, aggressive driving, and failure to yield. Addressing these design deficiencies by implementing traffic calming measures, compact intersections, and Complete Streets principles will create safer and more predictable roadway environments that reduce crashes and their severity.

COMPLETE STREETS ARE STREETS FOR EVERYONE

Complete Streets is an approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.



ROAD SAFETY AUDITS ARE A FHWA PROVEN SAFETY COUNTERMEASURE AND REDUCE TOTAL CRASHES BY 10-60%



ROADWAY CONVERSION FROM 4-LANE TO 3-LANE REDUCES TOTAL CRASHES BY 19-47%

High operating speeds with high severity crashes citywide

Speed is one of the most significant factors in crash severity, with higher speeds increasing both the likelihood and consequences of a collision. Many of Jacksonville's roadways are designed in ways that encourage excessive speeds, making it imperative to implement speed management strategies. Effective solutions include redesigning streets to naturally reduce speeds, installing speed-calming measures such as raised crosswalks and narrower lanes, and lowering speed limits in areas with high pedestrian and bicyclist activity. Prioritizing speed reduction is essential to preventing fatal and serious injury crashes.



94 FATALITIES & 206 SERIOUS INJURIES

IN CITY OF JACKSONVILLE DUE TO SPEEDING & AGGRESSIVE DRIVING

20% OF MOTORCYCLE FATALITIES AND SERIOUS INJURIES WERE DUE TO

SPEEDING AND/OR AGGRESSIVE DRIVING

APPROPRIATE SPEED LIMITS FOR ALL ROAD USERS IS A FHWA PROVEN SAFETY COUNTERMEASURE SHOWING A

26% DECREASE IN TRAFFIC FATALITIES

HIT BY A VEHICLE TRAVELING AT:

20 MPH

9 out of 10 pedestrians survive



30 MPH

5 out of 10 pedestrians survive



40 MPH

only 1 out of 10 pedestrians survive



PROTECTING PEDESTRIANS

Pedestrians are among the most vulnerable road users, and addressing their safety is a critical component of the City's VZAP. Crashes involving pedestrians—particularly at intersections, midblock crossings, and high-speed roadways—often result in severe injuries or fatalities. This theme focuses on reducing pedestrian risk by improving visibility, enhancing intersection design, implementing pedestrian-prioritized signal timing, and expanding safe sidewalk networks. By prioritizing pedestrian safety improvements, Jacksonville can create a more walkable, accessible, and equitable transportation system for pedestrians.

Lack of consistent pedestrian sidewalks

Sidewalk connectivity is essential for safe pedestrian mobility, yet many areas of Jacksonville lack continuous and well-maintained pedestrian infrastructure. Gaps in the sidewalk network force pedestrians to walk in unsafe conditions, such as on road shoulders or in travel lanes. This lack of infrastructure disproportionately affects vulnerable populations, including children, older adults, and individuals with disabilities. Expanding and maintaining a comprehensive sidewalk network is a fundamental step in improving pedestrian safety and accessibility.



Photo Source: City of Jacksonville, Florida Pedestrian and Bicycle Master Plan



SIDEWALKS ARE A PROVEN SAFETY COUNTERMEASURE AND
REDUCE 65-89% OF CRASHES INVOLVING PEDESTRIANS

Pedestrian visibility at signalized intersections and midblock crossings

Low visibility at pedestrian crossings significantly increases the risk of crashes, particularly at signalized intersections and midblock locations. Factors such as poor lighting, obstructed sightlines, and faded crosswalk markings can make pedestrians less visible to drivers, especially in high-speed corridors. Enhancing pedestrian visibility through high-visibility crosswalks, curb extensions, better lighting, and improved signage is critical to reducing pedestrian-involved crashes and ensuring safe crossings.



Photo Source: FHWA

FHWA PROVEN SAFETY COUNTERMEASURE: HIGH-VISIBILITY CROSSWALK CAN REDUCE PEDESTRIAN INJURY CRASHES UP TO 40%

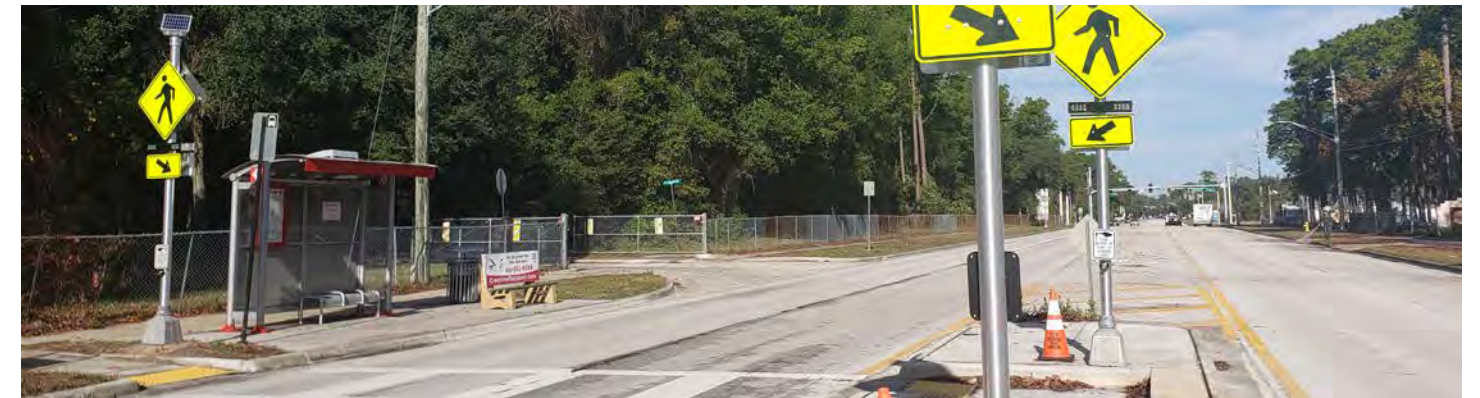
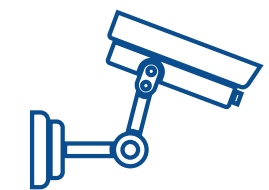


Photo Source: City of Jacksonville Arlington RRFB

Unsafe conditions near schools

Children walking and biking to school face heightened risks due to inconsistent school zone treatments, high-speed traffic, and poorly designed crossings. Inadequate signage, lack of traffic calming measures, and insufficient enforcement contribute to unsafe conditions. Implementing standardized school zone improvements, including lower speed limits, enhanced crosswalk markings, and Safe Routes to School programs, will create safer environments for students and promote active transportation.



SPEED SAFETY CAMERA ENFORCEMENT CAN

reduce roadway fatalities and injuries by 20-37%

63% decrease in speed

60% decrease in violations

NIGHTTIME VISIBILITY FOR SAFETY

A significant portion of fatal and serious injury crashes occur at night due to limited visibility, inadequate lighting, and poor roadway delineation. Pedestrians, bicyclists, and motorcyclists are particularly at risk in low-light conditions. This theme emphasizes the need for improved street lighting, retroreflective signage, high-visibility crosswalks, and enhanced roadway markings to ensure all users can travel safely at night. Addressing nighttime visibility is a key step toward reducing crashes and making Jacksonville's roadways safer 24/7.

Nighttime crashes at intersections

Intersections are high-risk locations for crashes, and these risks are further exacerbated at night when visibility is reduced. Insufficient lighting, poorly marked lanes, and inadequate signal visibility can contribute to crashes involving vehicles, pedestrians, and cyclists. Retrofitting intersections with LED lighting, installing retroreflective signage, and using illuminated pavement markings will improve nighttime safety and reduce crash risks.

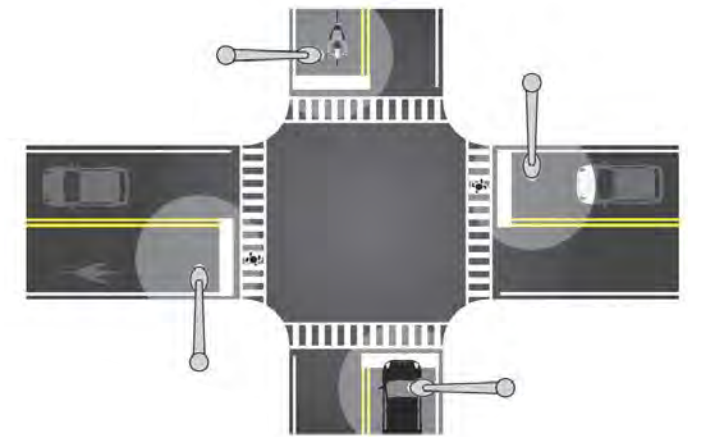


Photo Source: FHWA

Nighttime crashes involving pedestrians and bicyclists

A disproportionate number of pedestrian and bicyclist fatalities occur at night due to poor visibility and inadequate roadway lighting. Many high-injury corridors lack sufficient streetlights, and pedestrians and cyclists are often difficult for drivers to detect in low-light conditions. Improving nighttime visibility through enhanced lighting, reflective signage, and crosswalk illumination is essential to reducing nighttime crashes and ensuring safe travel for all road users.

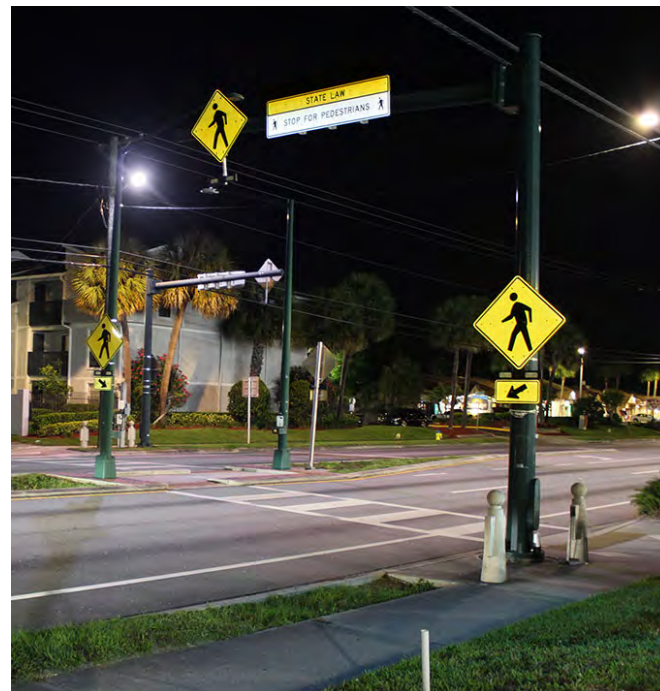
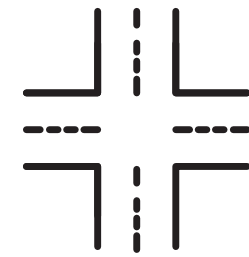
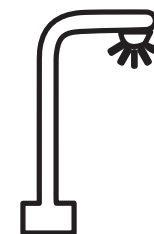


Photo Source: FDOT



55% OF ALL INTERSECTION FATAL AND SERIOUS CRASHES OCCURRED AT AN INTERSECTION



INTERSECTION LIGHTING CAN REDUCE NIGHTTIME CRASHES BY **12%**

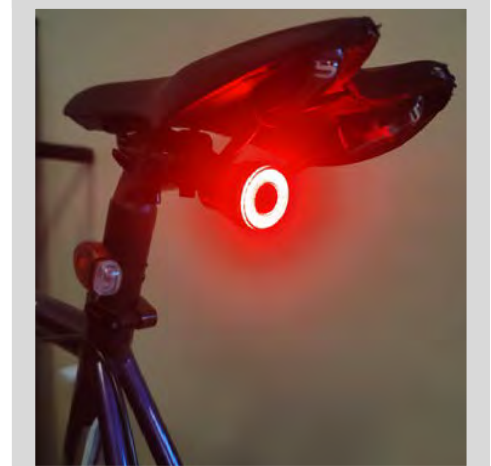
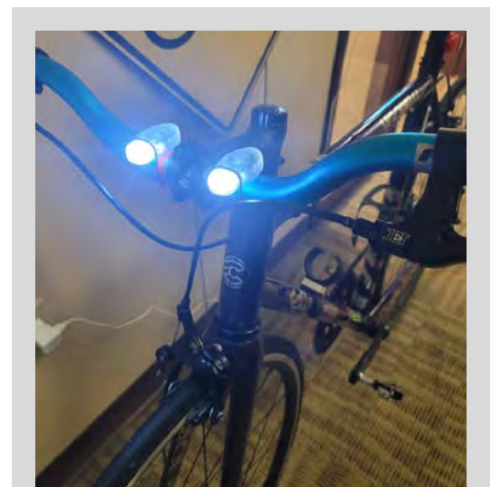
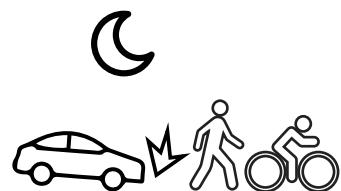


Photo Source: City of Jacksonville



60% OF PEDESTRIAN AND BICYCLE FATAL AND SERIOUS INJURY CRASHES OCCURRED DURING NIGHTTIME

CYCLING WITH CONFIDENCE

Bicyclists face significant risks when sharing the road with motor vehicles, especially in areas with high speeds, poor visibility, or insufficient infrastructure. Creating a safer and more connected bicycle network is essential to increasing ridership and reducing conflicts. This theme includes expanding the active transportation network, improving existing bicycle facilities, implementing bicycle-friendly signalization, and providing public education on safe cycling practices. By making cycling a safer and more viable option, Jacksonville can encourage more residents to choose biking as a mode of transportation.

Bicyclist getting struck by motorist in the roadway

Bicyclists often face significant safety risks when sharing roadways with motor vehicles, particularly in areas without dedicated bike lanes or protective infrastructure. High vehicle speeds, driver inattention, and inadequate bicycle facilities contribute to severe and fatal crashes involving bicyclists. In addition to these infrastructure and behavioral challenges, the lack of secure bicycle parking is a commonly identified transportation barrier, limiting the practicality and appeal of bicycling for many users. Expanding protected bike lanes, improving roadway markings, installing secure bicycle parking, and increasing driver awareness through education campaigns are key strategies to creating a safer and more connected bicycling network.

**BICYCLE LANE ADDITIONS CAN
REDUCE CRASHES
UP TO 30-49%**

Converting traditional or flush buffered bicycle lanes to a separated bicycle lane with flexible delineator posts can

**REDUCE BICYCLE
CRASHES UP TO 53%**



Photo Source: City of Jacksonville, Florida Pedestrian and Bicycle MasterPlan

31% OF BICYCLE FATAL & SERIOUS INJURY CRASHES OCCURRED CYCLING ALONG ROADWAY WITH TRAFFIC



Photo Source: Barry Kotter

Installing secure bicycle parking encourage more frequent use of safer routes in the bicycle network



Photo Source: City of Jacksonville

*City's on-street bikeways and trails network comprises **898 MILES** of existing, funded, and planned bike lanes, buffered bike lanes, protected bike lanes, shared lanes, and shared-use paths*

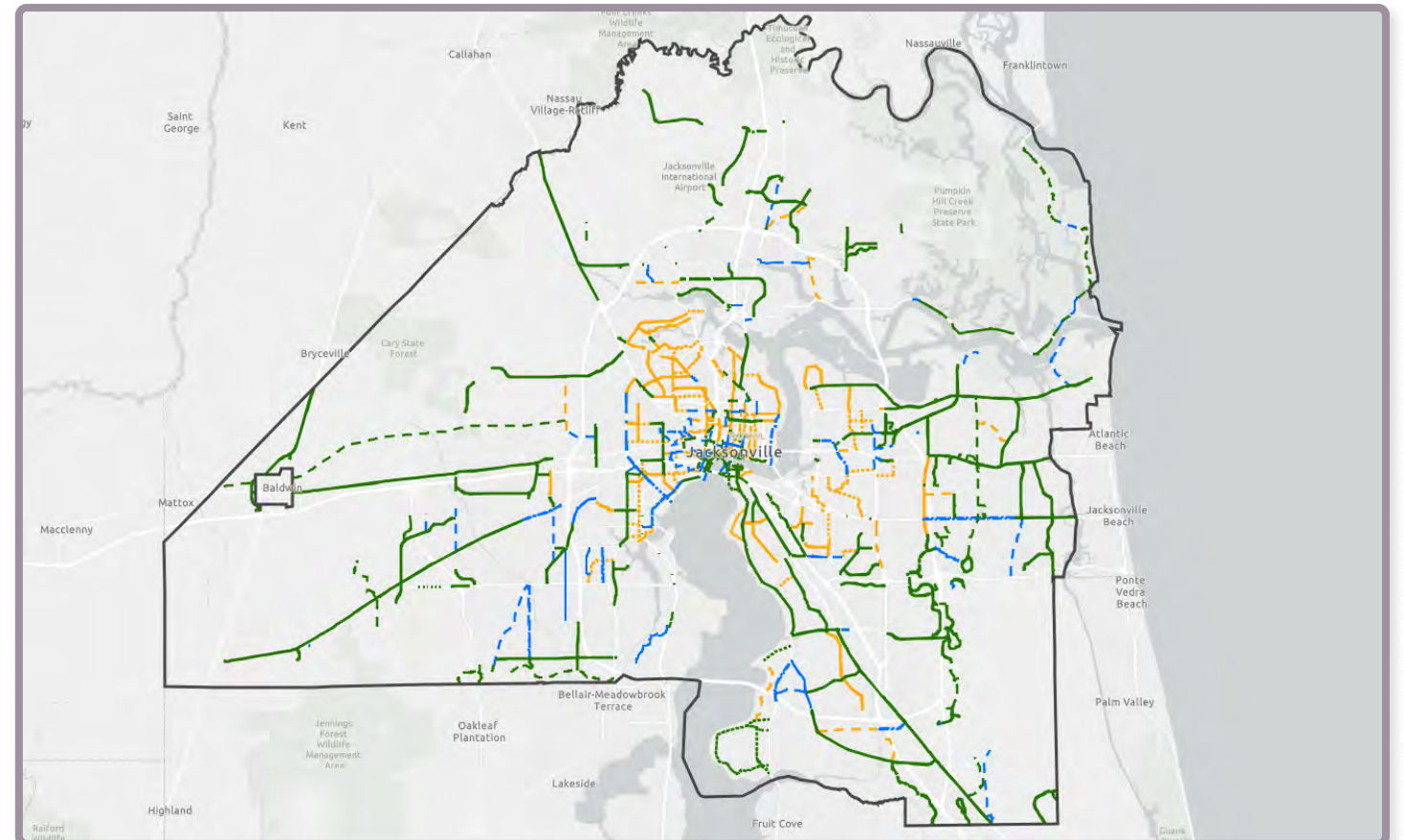


Photo Source: City of Jacksonville On-Street Bikeways and Trails Network

PROMOTE A CULTURE OF SAFETY

Achieving Vision Zero requires a cultural shift that prioritizes safety in transportation planning, enforcement, and everyday behavior. This theme focuses on building public awareness through education campaigns, training programs, and community engagement to encourage safe habits among all road users. Additionally, fostering a culture of safety within the City's agencies ensures that policies and investments align with Vision Zero principles.

Lack of funds for safety projects

Sustained funding is necessary to implement Vision Zero initiatives and infrastructure improvements, yet many safety projects are delayed or underfunded due to competing priorities. Establishing dedicated funding sources for safety improvements will ensure long-term investment in lifesaving measures. Strategies include securing grants, prioritizing safety projects in transportation budgets, and leveraging public-private partnerships to support Vision Zero goals.

CITY OF JACKSONVILLE AWARDED

\$1.016M

IN FEDERAL FUNDING TO IMPLEMENT SAFETY DEMONSTRATION PROJECTS AS PART OF THE CITY'S LARGER VISION ZERO EFFORT

FDOT RECEIVED AN ALLOCATION OF APPROXIMATELY

\$156M

IN HSIP FUNDS DURING THE 2022 STATE FISCAL YEAR



Between 2007 and 2018, the Florida SRTS program dedicated over

\$130M

to projects aimed at improving the safety of students who walk and bicycle to school

SAFE STREETS FOR ALL (SS4A) IS A NEW FEDERAL FUNDING PROGRAM TO HELP ADVANCE THE NATION'S GOAL OF

ZERO ROADWAY DEATHS

\$5 BILLION OVER 5 YEARS

(established under the 2021 Bipartisan Infrastructure Law)

A culture of traveling by vehicles limits progress towards Vision Zero goals

Jacksonville's transportation system has long prioritized vehicle travel, making it challenging to shift towards a safer, multimodal environment. A car-centric culture discourages walking, biking, and transit use, contributing to high vehicle miles traveled (VMT) and increased crash risks. Encouraging alternative transportation options through improved transit access, Complete Streets policies, and public awareness campaigns will help create a more balanced and safer transportation network for all users.



Photo Source: City of Jacksonville

5.4 MEASURING PROGRESS

Achieving Vision Zero requires a commitment to ongoing evaluation, transparency, and data-driven decision-making. This section outlines the key metrics and indicators that will be used to measure progress toward eliminating traffic fatalities and serious injuries in Jacksonville. Regular tracking and reporting mechanisms will ensure that stakeholders and the public remain informed about the effectiveness of Vision Zero strategies and the status of implemented projects.

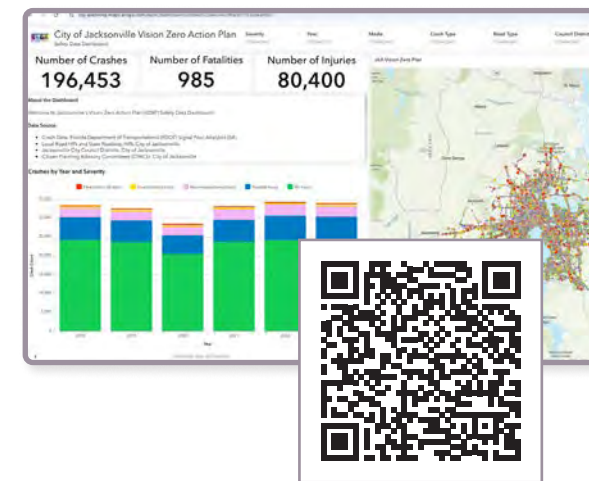
Two publicly available dashboards serve as essential tools for monitoring progress:

- [Safety Data Dashboard](#)¹⁵ – Provides the City specific data on traffic fatalities and serious injuries and high-injury network, allowing for trends analysis and annual progress tracking towards Vision Zero goals.
- [Demonstration and Capital Projects Dashboard](#)¹⁶ – Tracks infrastructure investments, project implementation timelines, and the impact of safety improvements.

A strong focus on transparency and accountability will guide the reporting process, with annual reviews and updates to the VZAP ensuring that strategies remain aligned with emerging data trends and evolving safety priorities. The Data-Driven Decisions theme is central to this approach, emphasizing the importance of accurate, timely, and accessible data in guiding investments, evaluating safety interventions, and fostering cross-agency collaboration. By continuously evaluation and refining our approach, Jacksonville can ensure that Vision Zero remains a dynamic and effective initiative, creating safer streets for all.

DATA DRIVEN DECISIONS & TRANSPARENCY

SAFETY DATA DASHBOARD



DEMONSTRATION AND CAPITAL PROJECTS DASHBOARD

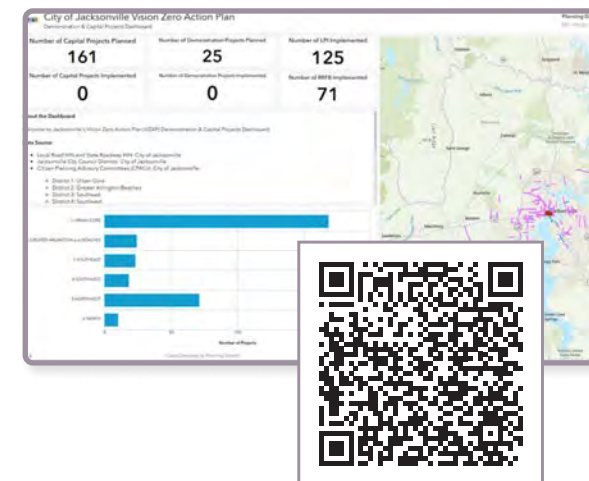


Photo Sources: City of Jacksonville

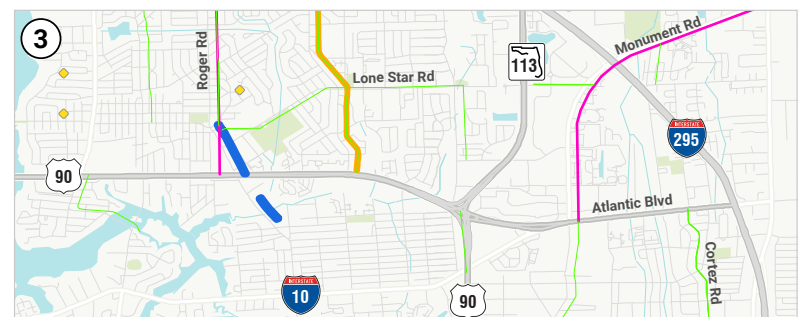
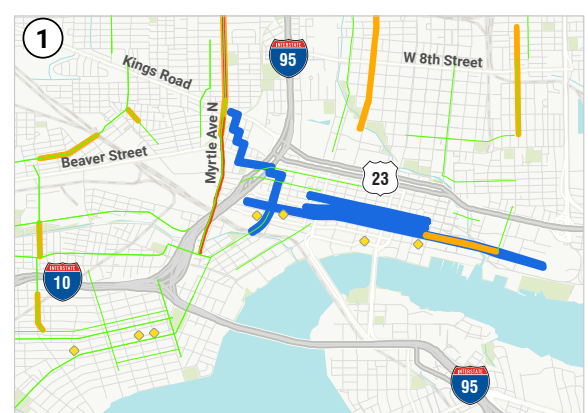
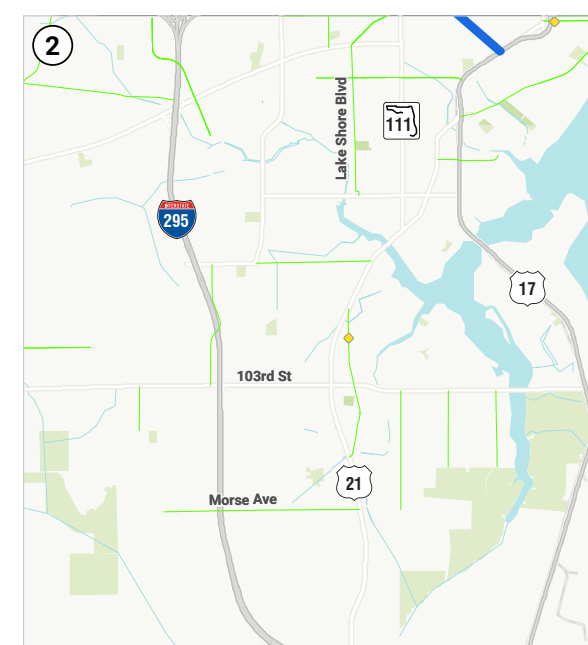
15 City of Jacksonville. Safety Data Dashboard. Available at: <https://coj-planning.maps.arcgis.com/apps/dashboards/db6e8523e6c44c3f8a0d1353cdea9932>

16 City of Jacksonville. Demonstration & Capital Projects Dashboard. Available at: <https://coj-planning.maps.arcgis.com/apps/dashboards/85658e3525c44be6b2c78a671d0078af>

CAPITAL PROJECTS



- Legend**
- 20-is-Plenty
 - Previous Corridor Studies
 - Transportation Improvement Plan
 - Capital Improvement Projects
 - SUN Trail Program
 - Bicycle Pedestrian Master Plan (Bicycle Network)
 - ◆ Rectangular Reflective Flashing Beacon (RRFB)



METHODOLOGY



- Capital Improvement Plan (FY 2024-2028)
- Transportation Improvement Program (FY 2024-2028)
- 20-is-Plenty (2024)
- Bicycle & Pedestrian Master Plan (2017)
- Resilient Jax (2023)
- Previous Corridor Studies
- FDOT's SUN Trail Program
- Active Transportation Infrastructure Investment Program

6. VISION ZERO PROJECTS

6.1 CAPITAL PROJECTS

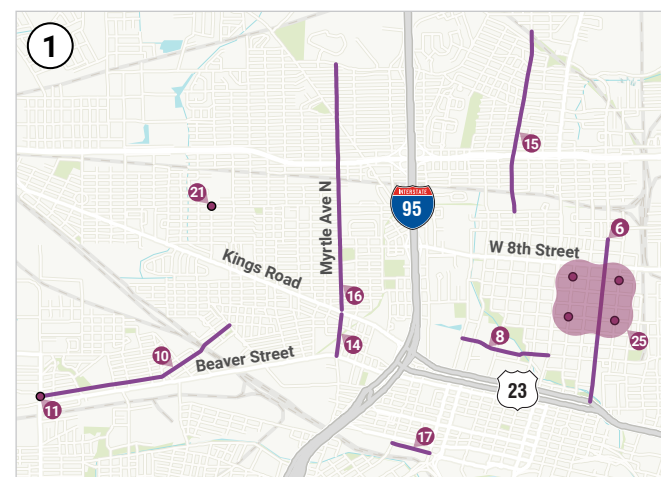
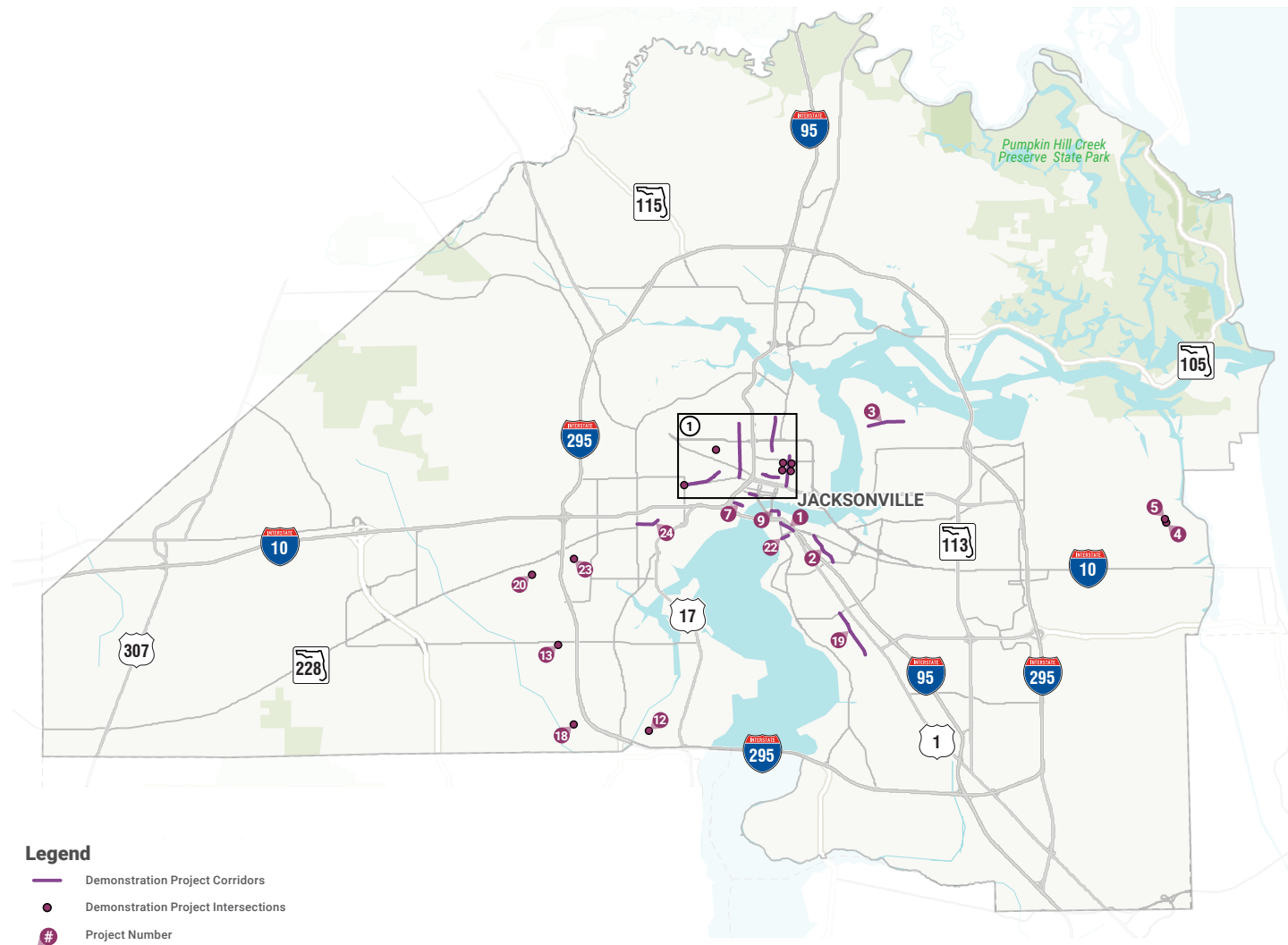
A key component of Jacksonville's VZAP is the strategic investment in capital projects that directly address safety concerns along the City's High Injury Network. By aligning infrastructure improvements with crash data and community needs, these projects will focus on reducing fatal and serious injury crashes through roadway redesign, speed management, and multimodal enhancements.

To develop the Capital Projects Long-List, the HIN was screened against existing and planned projects to identify a comprehensive list of safety-focused capital improvements. This process incorporated multiple planning efforts, including the Capital Improvement Plan, the Transportation Improvement Program, the 20-is-Plenty initiative, the Bicycle and Pedestrian Master Plan, the Florida Shared-Use Non-motorized (SUN) Trail program, the Active Transportation Infrastructure Investment Program, and previous corridor studies. By leveraging these existing projects, the VZAP ensures that resources are maximized and investments align with the broader safe system goals.

A long list of capital projects was identified through this screening process, many of which were previously prioritized in past planning efforts, offering an opportunity to enhance them efficiently with additional safety components. By integrating Vision Zero principles such as traffic calming, pedestrian and bicyclist infrastructure improvements, and speed management, these projects can be optimized for maximum safety impact while streamlining implementation.

The final list of capital projects was identified through a screening process focused on underserved communities. This coordinated effort aims to deliver roadway safety improvements that promote safer speeds, improved pedestrian and bicyclist infrastructure, and enhanced visibility and accessibility for all road users. Through these capital projects, Jacksonville reaffirms its commitment to eliminating fatal crashes and reducing serious injury crashes in half while building a more resilient and connected transportation network. The final list of capital projects can be seen in **Appendix E. Final Capital Projects List**.

DEMONSTRATION PROJECTS



6.2 VISION ZERO DEMONSTRATION PROJECTS

The ultimate goal of the VZAP is implementation. An initial step toward accomplishing this goal is to prioritize existing City of Jacksonville Capital Improvements Projects and projects that have been identified in other planning efforts based on whether they occur on the HIN identified by this plan. Given that the timeline to fund, design, and construct these projects is so long, the VZAP also identifies demonstration projects, or cheaper, quick-build projects that can be expedited due to their lower cost and their low risk, temporary nature.

This planning effort identified 25 initial demonstration projects that could be funded by the current Safe Streets for All (SS4A) grant and subsequent grants and other funding sources. The list and descriptions of projects identified are included in the **Appendix F. Proposed Demonstration Projects**, and the list in no way suggests an order or priority to the projects. Also, this is an initial phase of identified projects, and this list should not be construed as there being no

other future demonstration projects, nor should neighborhoods and community organizations be discouraged from identifying other potential project ideas.

The first criterion used to select the demonstration projects was whether they occurred on the HIN identified in this VZAP. All but one of the proposed projects are on City maintained streets. For the identified projects not on the HIN, other factors contributed to the decision to include these projects. Another criterion for including a demonstration project on the list is if it was part of other planning efforts or along other designated trail corridors. Some of the listed projects were identified as priorities in the 2017 Bicycle & Pedestrian Master Plan, or they were part of or connecting to the Core-2-Coast Trail, Emerald Trail, or the FDOT Shared-Use Non-motorized (SUN) Trail corridors. A couple of projects located around street crossings at public schools were also identified by Blue Zones Jacksonville. Finally, great effort was made to identify projects in as many City Council Districts as possible, in order to get good exposure and representation into all parts of the City of Jacksonville.

25 DEMONSTRATION PROJECTS IDENTIFIED



CITY OF JACKSONVILLE AWARDED **\$1.27M** FOR DEMONSTRATION PROJECTS



7. ACKNOWLEDGMENTS

The City of Jacksonville Vision Zero Action Plan is the result of a collaborative effort between city agencies, community organizations, transportation professionals, and residents who are committed to making our streets safer for all. We extend our gratitude to the Vision Zero Task Force and Stakeholders whose dedication and expertise have been instrumental in shaping this plan. The success of Vision Zero in the City will depend on continued collaboration, commitment, and action from all sectors. We thank everyone who has contributed to this plan and look forward to working together to create a safer, more equitable, and connected transportation network for all.



8. APPENDICES

- Appendix A. Local Road High Injury Network**
- Appendix B. State Road High Injury Network**
- Appendix C. Themes and Safety Problems Long-List**
- Appendix D. Recommended Strategies and Actions**
- Appendix E. Final Capital Projects List**
- Appendix F. Proposed Demonstration Projects**



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Jacksonville.gov

