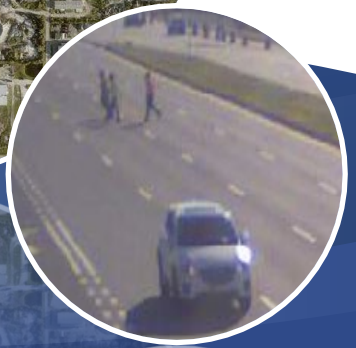
Six Fatalities
One Roadway
Ten Months







John Rieman | Move Safe Pinellas | Pinellas County Public Works

OVERVIEW



- The Issue
- The Pattern
- The Partnership
- Taking Action
- A Model for Response

MOVE SAFE PINELLAS

Move Safe, Pinellas is a county initiative focused on improving pedestrian and bicyclist safety, preventing traffic crashes, and reducing roadway injuries and fatalities.

- **Safety Devices**
- **Educational Material**
- **Community Outreach**
- **Monitor Crash Trends**
- **Provide Recommendations**

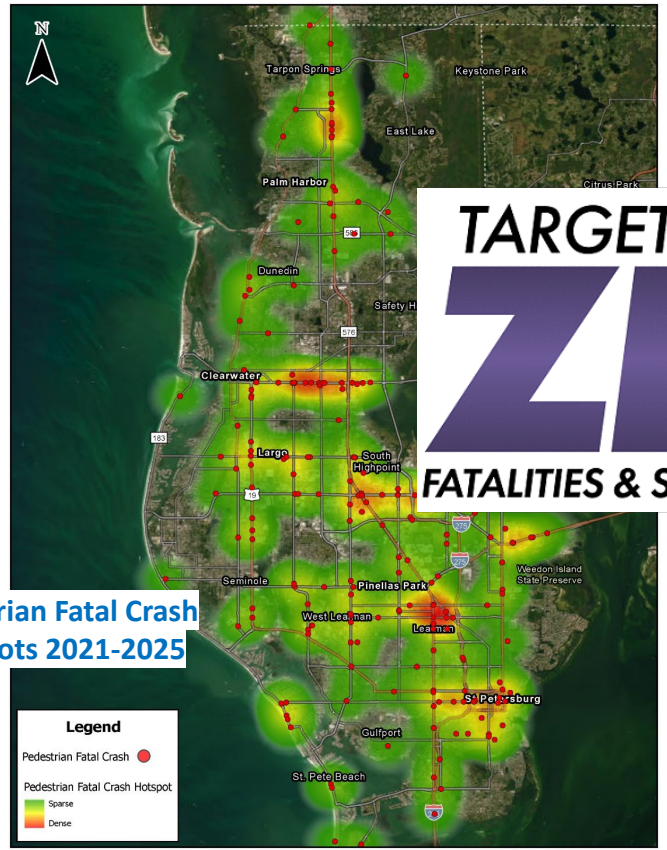


Move Safe, Pinellas!

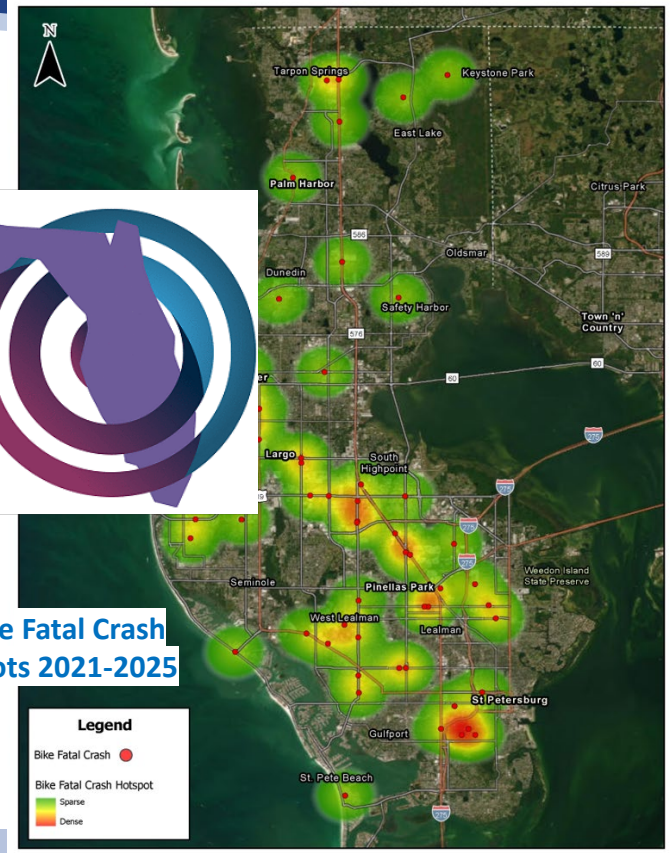


THE ISSUE

TARGET ZERO
FATALITIES & SERIOUS INJURIES



Pedestrian Fatal Crash Hotspots 2021-2025

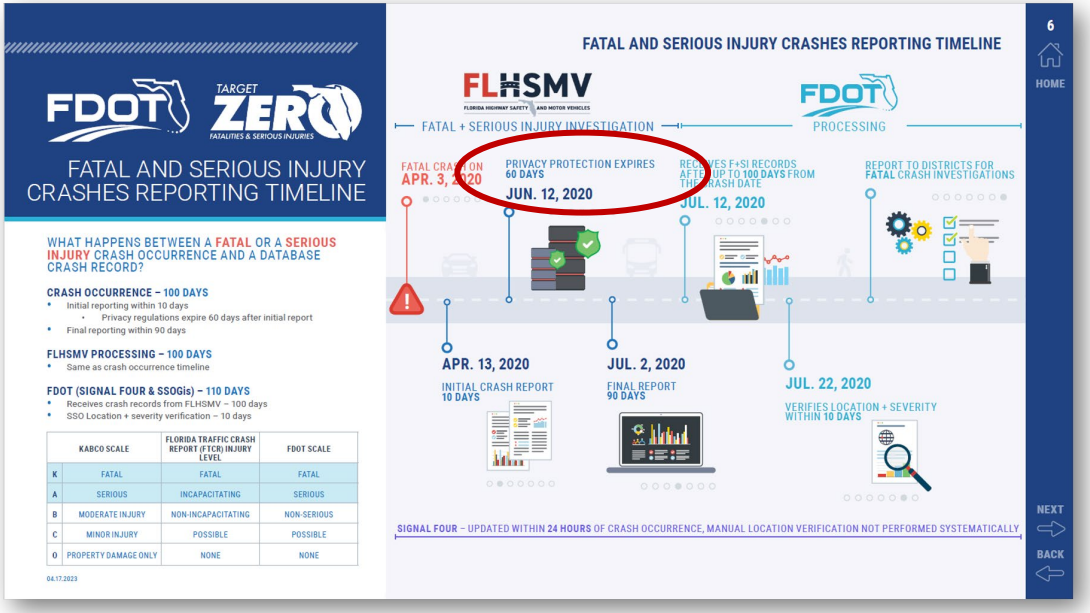


All Bike Fatal Crash Hotspots 2021-2025

THE ISSUE

Daily Monitoring:

- Florida Highway Patrol fatal event debriefs
- Local independent public safety information services such as IONTB
- Social media groups
- Broadcast media



THE ISSUE



There were 6 fatalities in ten months in a two-mile segment of Ulmerton Road (SR 688), ALL were pedestrian and bicycle related.

Quickly responded after third incident!

Signal Four Analytics

WE NOTICED A PATTERN

Six Fatalities

Ten months (Oct 2024 – July

Two-mile segment of Ulmerton Road

Pedestrian and le related

Needed to look beyond the data:
The roadway
The people
What changed

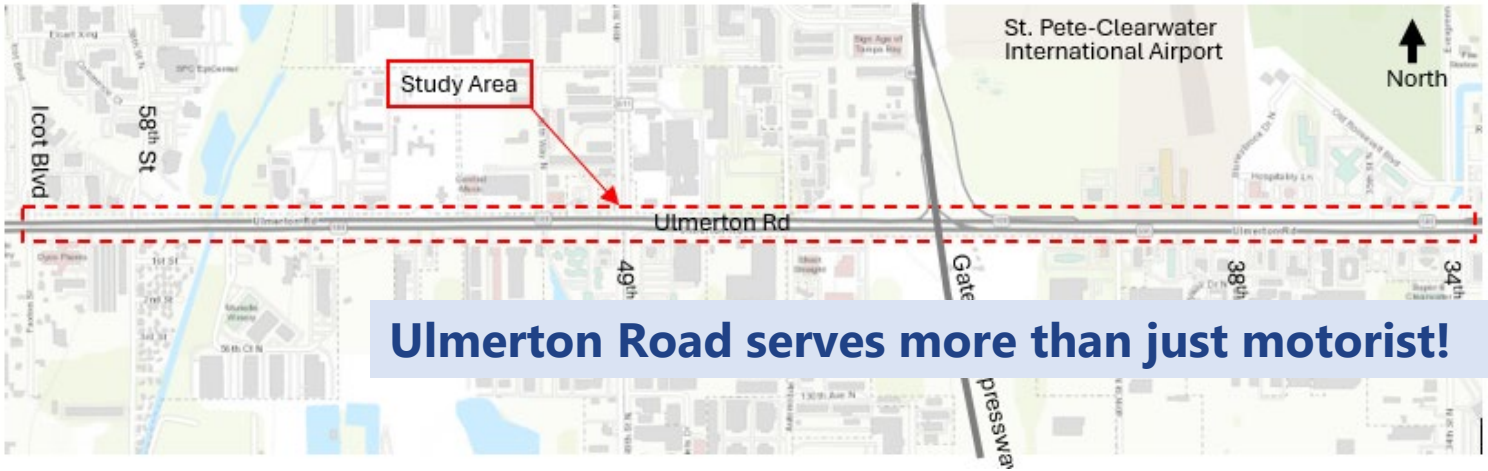
Age Ra between 51-72 years

at night

Crossing Behavior

WE LOOKED CLOSER

- **Two miles from ICOT Blvd to 34th Street**
- **Eight-lane divided arterial with a posted speed limit of 45 MPH.**
- **Major connection from I-275 to the St. Pete-Clearwater International Airport.**
- **Largest industrial area in the county.**



Ulmerton Road serves more than just motorist!

PEOPLE USING THE CORRIDOR

- Hotels
- Restaurants
- Convenience Store
- County Jail
- Pinellas Hope & Safe Harbor

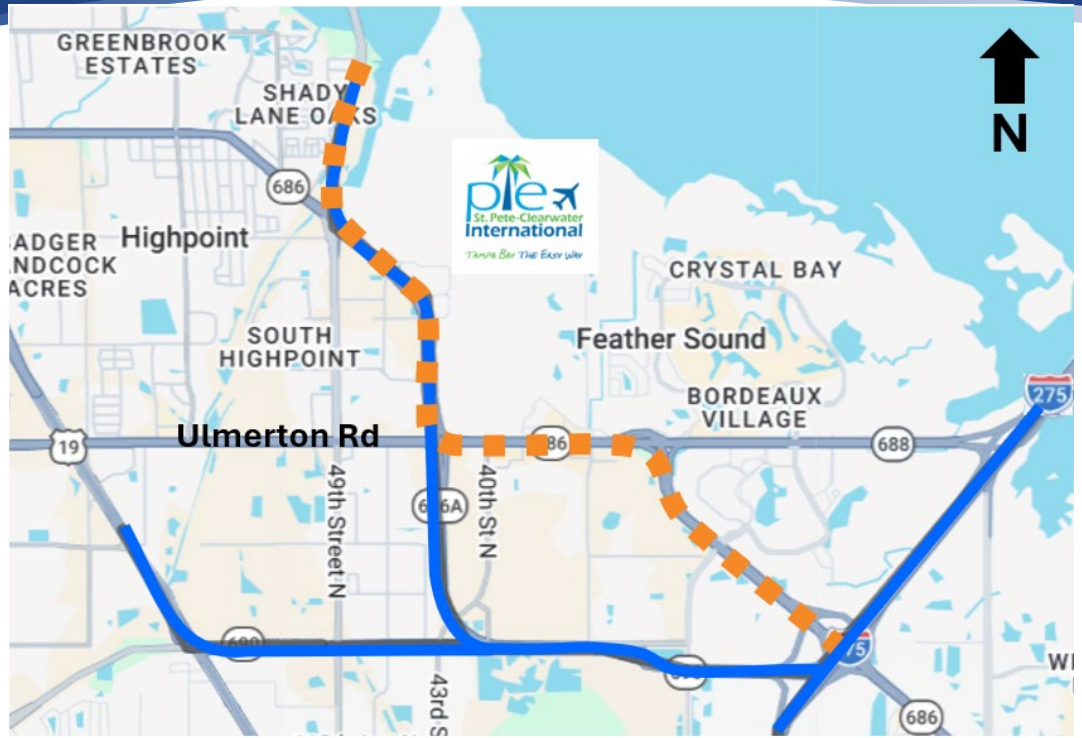
WHY NOW?







CHANGES TO TRAFFIC PATTERNS



FDOT Gateway Expressway opened April 2024

Reduced traffic on Ulmerton

- resulted in increased road users' speed
- resulted in more unsafe crossing due to illusion of safety

WE BROUGHT PEOPLE TOGETHER

Move Safe Pinellas partnered with

- **Pinellas County Sheriff's Office**
  - Enforcement
- **Safe Harbor & Pinellas Hope (homeless shelters & care centers)**
  - Education
- **Florida Department of Transportation**
  - Engineering

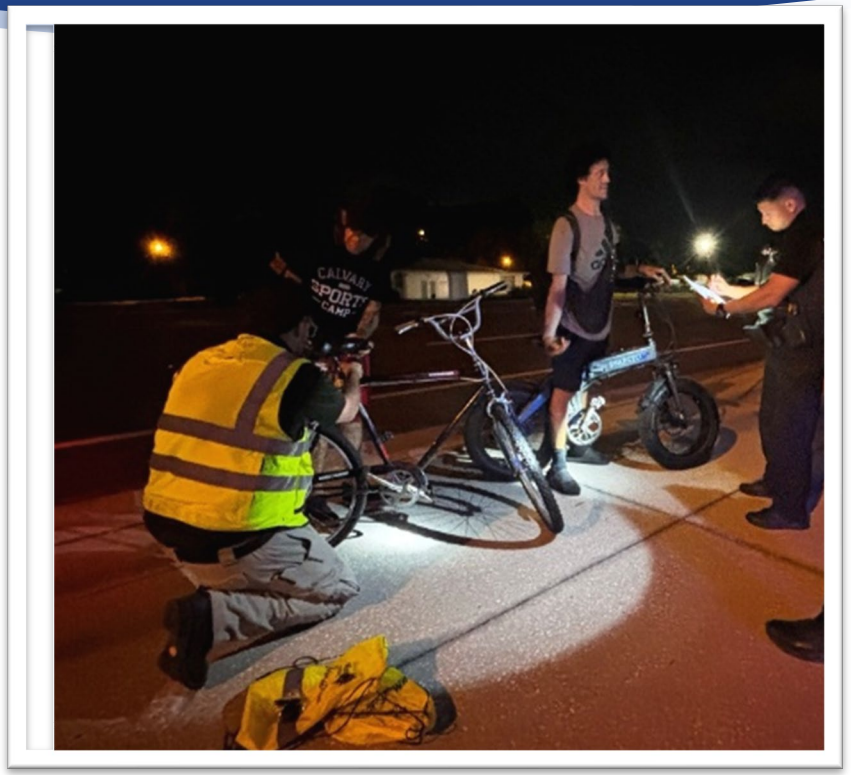
Comprehensive and coordinated approach



WE WENT INTO THE FIELD

Conducted Two Night-time Ride Alongs

- ✓ Documented field observations
- ✓ Conducted citizen interviews
- ✓ Distributed and installed safety devices



WE WENT INTO THE FIELD

Discovered that:

- **Hotels were hosting FEMA funded Hurricane refugees**
- **Many people walking or biking were workers in transit**
- **Some just released from Jail walking home**
- **Lighting issues**



WE MET PEOPLE WHERE THEY ARE AT

Safe Harbor & Pinellas Hope

- Safety Presentations
- Cold Weather Shelters
- Distributed safety devices – reflective hats, bags, bike light

Our actions address the immediate needs while partners identified longer-term engineering improvements



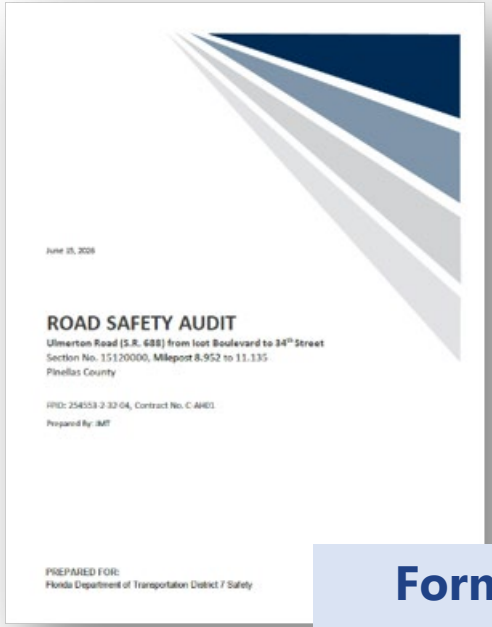






Road Safety Audit (RSA)
June 2026

1. Signage
2. Maintenance
3. Bicycle Lanes
4. Crosswalk Markings
5. Channelized Pavement Markings
6. Enforcement
7. Outreach and Education
8. Pedestrian and Bicycle Underpass
9. ADA Ramps
10. Midblock Crossings
11. Pedestrian Push Buttons
12. Drop-Off Hazards
13. Signalized Intersections


June 15, 2026

ROAD SAFETY AUDIT

Ulmerton Road (S.R. 688) from Icot Boulevard to 34th Street
Section No. 15120000, Milepost 8.952 to 11.135
Pinellas County

FPID: 254553-2-32-04, Contract No. C-AHE1
Prepared By: JMT

PREPARED FOR:
Florida Department of Transportation District 7 Safety



Formal plan to prioritize improvements

THE OUTCOME

The Final RSA report was published almost a year after the last incident. Keep in mind that not every RSA solution can be implemented immediately.

Working with our partners, we've completed the lighting upgrades, signage improvements, continue to distribute safety devices and provide education and outreach through our Move Safe initiatives.

We are PROUD to say there have been ZERO fatalities during the follow up period of July 2025 – Now



MODEL FOR SUCCESS

Ulmerton Road: a two-mile issue became a multi-agency safety project with a successful outcome.

- Identify
- Investigate
- Collaborate
- Act
- Measure
- Anticipate

Questions

John Rieman, Project Management Specialist
Jrieman@pinellas.gov
727-464-8933

