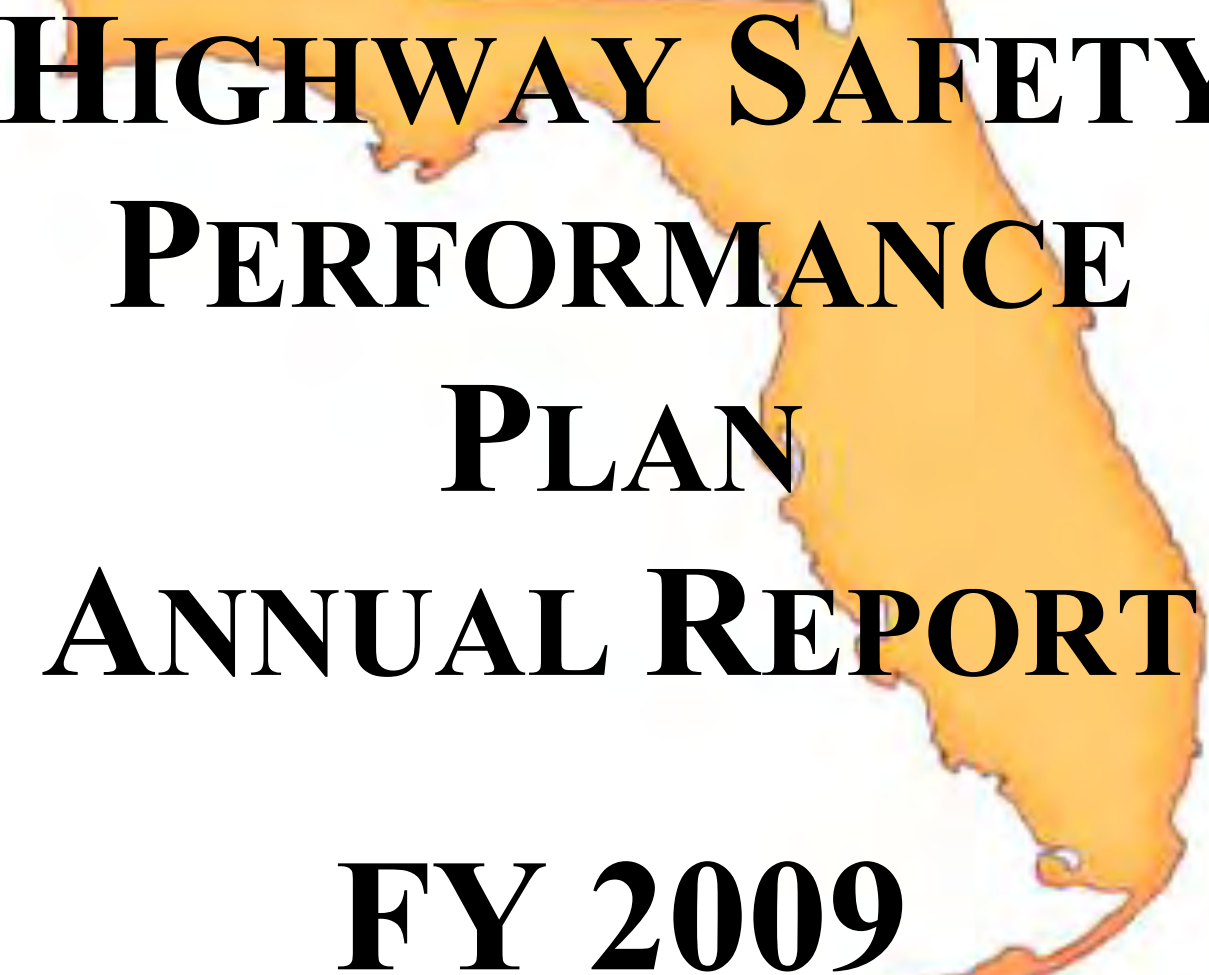


# *State of Florida*



# **HIGHWAY SAFETY PERFORMANCE PLAN ANNUAL REPORT FY 2009**



Florida Department of Transportation  
State Safety Office  
Traffic Safety Section



***State of Florida***  
***Highway Safety Performance Plan Annual Report***  
***FY 2009***

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## *Introduction*

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### **Crash Summary**

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,978 people killed in traffic crashes during 2008. This represents a 7.3% decrease in fatalities compared to 2007. A 5% reduction in the rate of fatalities and serious injuries is the goal of Florida's Strategic Highway Safety Plan. The Safety Office estimates that traffic fatalities will be down about 13% in 2009.

Motorcyclist fatalities showed a small decrease in 2008. Pedestrian fatalities were also down slightly in 2007, but there was a small increase in bicyclist fatalities. NHTSA's Fatality Analysis Reporting System shows a 4.6% decrease in alcohol-related fatalities involving a driver with a BAC of 0.08 or higher for 2008.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population actually decreased as of April 1, 2009 by about 57,000 residents, with an estimated population of 18,750,483. Vehicle Miles Travelled (VMT) in the state decreased to 198,494 million in 2008, compared to 205,421 million in 2007. The rate of fatalities per 100 million VMT decreased in 2008 to 1.50, according to the Department of Highway Safety and Motor Vehicles (DHSMV).

### **Accomplishments**

The Florida Department of Transportation (DOT), in cooperation with a group of state, local, and federal safety partners, continues to implement Florida's Strategic Highway Safety Plan (SHSP) that addresses ways to reduce traffic fatalities and serious injuries in the state. The DOT and these partners have identified strategies for four emphasis areas and are focusing their resources and funding for the next five years to further reduce the number of traffic fatalities. Those emphasis areas are aggressive driving, lane departures, intersection crashes, and vulnerable road users (bicyclists, pedestrians, and motorcyclists). Also included in the SHSP are strategies for the continued focus on three continuing priority areas – safety belts, crash data, and impaired driving. The SHSP leadership group will focus much of its quarterly meetings to the topic of amending, modifying, and or re-affirming the SHSP during 2010.

## *Introduction*

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During Child Passenger Safety (CPS) Week, the state of Florida held 18 child passenger safety events. CPS Week was kicked off with Seat Check Saturday. In Tallahassee, Bobby Bowden, coach of the Florida State University football team, made a PSA that was aired on the stadium's Megatrone for two home games. Some 180,000 fans viewed this message.

A primary safety belt bill was passed during the 2009 legislative session, and it became law on June 30, 2009. This resulted from the extraordinary efforts of safety partners and grass root initiatives throughout the state. Florida's safety belt usage rate increased to 85.2% in 2009, slightly above the national average for the first time in Florida.

### **Challenges**

The lack of a mandatory helmet law for all motorcyclists hampers efforts to save lives. Florida also remains one of only two states to be without a booster seat law. Several preliminary bills have been filed to remedy the booster seat deficiency.

## Highway Safety Performance Plan – Performance Measures and Goals

Activity Measures		2006	2007	2008	2009	2010	2011
A-1	Number of Grant-Funded Safety Belt Citations <sup>2</sup>	NA	NA	NA	5,318		
A-2	Number of Grant-Funded Impaired Driving Arrests <sup>1</sup>	1,560	1,504	1,367	2,561		
A-3	Number of Grant-Funded Speeding Citations <sup>2</sup>	NA	NA	NA	4,554		
<b>Behavior Measures</b>							
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Goal	82.0%	82.0%	82.5%	83.0%	83.5%
		Final	80.7%	79.1%	81.7%	85.2%	
<b>Core Outcome Measures</b>							
C-1	Number of Traffic Fatalities <sup>3</sup>	Goal <sup>5</sup>	3,170	3,300	3,250	3,000	2,900
		Final	3,357	3,213	2,978		
C-2	Number of Serious Injuries in Traffic Crashes <sup>4</sup>	Goal	NA	NA	NA	NA	23,500
		Final	27,920	25,559	23,758		
C-3	Number of Fatalities/100M VMT <sup>3</sup>	Goal - Total <sup>5</sup>	1.65	1.60	1.60	1.60	1.54
		Final - Total	1.65	1.56	NA		
		Final - Rural	3.55	3.30	NA		
		Final - Urban	1.20	1.16	NA		
C-4	Number of Unrestrained Occupant Fatalities – All Positions <sup>3</sup>	Goal	NA	NA	NA	970	950
		Final	1,154	1,078	1,001		
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC <sup>3</sup>	Goal <sup>5</sup>	1,050	1,070	1,070	1,050	850
		Final	926	917	875		

Core Outcome Measures		2006	2007	2008	2009	2010	2011
C-6	Number of Speeding-Related Fatalities <sup>3</sup>	Goal NA	NA	NA	NA	540	530
		Final 512	611	553			
C-7	Number of Motorcyclist Fatalities <sup>3</sup>	Goal <sup>5</sup> 350	400	400	500	500	490
		Final 561	566	556			
C-8	Number of Unhelmeted Motorcyclist Fatalities <sup>3</sup>	Goal NA	NA	NA	NA	250	245
		Final 244	265	254			
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes <sup>3</sup>	Goal NA	NA	NA	NA	470	460
		Final 594	583	489			
C-10	Number of Pedestrian Fatalities <sup>3</sup>	Goal <sup>5</sup> 485	525	525	520	480	470
		Final 544	530	490			
<b>Florida Core Outcome and Activity Measures</b>		<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
F-1	Number of Bicyclist Fatalities <sup>3</sup>	Goal <sup>5</sup> 100	95	95	100	120	110
		Final 131	119	125			
F-2	Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes <sup>3</sup>	Goal NA	NA	NA	NA	413	
		Final 490	460	435			
F-3	Number of Grant-Funded DUI Checkpoints Conducted <sup>1</sup>	Goal 59	227	208	136	300	325
		Final 77	248	227	209		
F-4	Number of Grant-Funded Teen Driver Events Conducted <sup>1</sup>	Goal NA	NA	NA	NA	320	350
		Final 95	140	300	267		
F-5	Number of People Completing Grant-Funded Rider Coach and Rider Coach Trainer Training <sup>1</sup>	Goal 62	62	62	62	62	62
		Final 27	46	102	32		

1. Data for the Activity Measures is based on the quarterly reports filed by subgrantees during the fiscal year while the other measures are based on calendar year data.

2. Accurate data for grant-funded citations in past years is not available because, in most cases, law enforcement agencies reported all citations issued during the year, not just the totals for grant-funded activities.

3. Fatality numbers come from the **Fatality Analysis Reporting System (FARS)** except for F-2, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.

4. Serious injuries are those injuries listed as „Incapacitating Injuries“ by the DHSMV in its annual report of crash statistics.

5. Prior to 2010 goals were set based on DHSMV data – not FARS data. Goals shown for C-5 prior to 2010 were based on “alcohol-related” fatalities as defined by DHSMV. Goals for C-7 prior to 2010 included only motorcycle driver fatalities; motorcycle passenger fatalities were not included.



## *Planning and Administration Overview*

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**Goal:** To provide an experienced staff to administer the federal highway safety program in Florida.

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### **Section 402 Funds**

There were two subgrants funded in this module. The first subgrant reimbursed the DOT for 50% of the salaries and benefits for the seven employees of the Traffic Safety Section at the DOT Safety Office. These employees administered the federal highway safety funds under Sections 402, 405, 408, 410, 157a, 163, and 2010. The staff includes a Traffic Safety Administrator, five Highway Safety Planners, and a Financial Specialist.

A second subgrant to the Tallahassee Community College provided a part time OPS Staff Assistant to support the Traffic Safety Section. This person was also hired part time with State funds to provide support functions for the financial specialist.



*The Traffic Safety Section Staff: Seated (l. to r.) Carol Hillebrandt, Danielle King, Trena McPherson, and Ralph Salvas. Standing (l. to r.) Roger Doherty, Pete Cohen, Randall Smith, and Jason Colson.*

## Paid Media Program Overview

**Goal:** To decrease the number of people killed in traffic crashes to below 3,000 in 2009 through a series of campaigns designed to increase public awareness of Florida's traffic safety problems.

There were 10 paid media subgrants awarded using three funding sources. There were five awarded using Section 402 funds, one with Section 405 funds, and four with Section 410 funds.

### Section 402:

One grant was awarded for the purpose of promoting the **Move Over Law** message to all motorists to make them more aware of emergency workers that are working on the side of the road. Under this grant, existing artwork was utilized to produce rack cards in English and Spanish, which were distributed by the Florida Highway Patrol throughout the state. The rack cards also were distributed to driver license/tax collector offices, AAA, Turnpike Enterprise, DOT, and other safety partners to provide for the public. Funds were also provided to develop web-based public service announcements, and radio-based public service announcements. The FHP reported that 2,251 citations were issued during the August 21 – September 7 statewide **Move Over Law** enforcement campaign for violation of this law.



One grant was awarded to Tallahassee Community College (TCC) for the purpose of purchasing paid media spots at Florida collegiate football, track and field, baseball, and softball games. Funding awarded to these sports media networks provided for billboard advertising, traffic safety information booths, public address announcements, digital/LED "tickertape" signage, A-frame signs, video board messaging, game program advertising, internet advertising, and sports e-newsletter advertising.

TCC received funding for the purpose of purchasing paid media spots at Florida professional baseball, basketball and hockey games. Funding awarded to these sports media networks provided for billboard advertising, traffic safety information booths, public address announcements, digital/LED "tickertape" signage, scoreboard announcements, T-shirt giveaways (with traffic safety message), video board messaging, "Official Sponsor" designation (for at least one game each), exit signage, game program advertising, internet advertising, and sports e-newsletter advertising.

Funds were awarded to implement one television paid media campaign designed to reduce motorcycle crashes. Television still remains the best way to reach motorists regarding safety issues with cable stations, cable news channels, and local stations being the most popular broadcasts and 6:00 p.m. to 10:00 p.m. being the most popular hours. In 2008, 29.4% of the high fatality county respondents said they were "more aware" of motorcycles on the road over the past few months. In 2009, that number dropped to 23.5%; however, an increased number of respondents reported "no change" (74.4%), indicating that prior awareness does have a continued impact on a respondent's awareness of motorcycles. As motorists are the target of the **Look Twice** advertisements, their responses related to this message are important. Both statewide and in high fatality counties, an increased number of motorists remembered the **Think! Look Twice for Motorcycles** tagline from the television commercial. The tagline was recalled 39.2% in the general sample and 41.3% in the high fatality counties, compared to 30.3% and 29.8% respectively in 2008. That equated to a 13.3% increase in tagline recognition in the target locations.

## *Paid Media Program Overview*

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TCC received funding for a minority outreach campaign. The showpiece for this year's campaign was *Click It or Ticket's* (CIOT) involvement with sporting events across the state. *CIOT* partnered with major and minor league baseball teams to establish each team's annual *CIOT* Day. Spectators who participated in the team's *CIOT* Day received promotional items, such as baseballs or t-shirts, had the opportunity to meet Vince and Larry (the crash dummies), and, in some locations, spectators who arrived at the game properly wearing their safety belts were given tickets to future games. These events were designed to reach those least likely to buckle up, mainly Hispanic and African-American males ages 18-34.



*Minor league baseball players sign Click It or Ticket shirts for fans.*

### **Section 410**

Funds were awarded to implement a television paid media campaign designed to reduce the incidents of impaired motorcycle operation. *Enjoy the Ride Safe and Sober*, the tagline of the *None for the Road* television commercials aired under this grant project, experienced a 5.5% higher recognition rate in high fatality counties and 6.2% higher rate in the statewide sample over the 2008 levels. In the high fatality counties, 39.7% remember the line from television, while 32.4% recall it from billboards. Unfortunately, 20.4% of respondents in high fatality counties reported riding within two hours of drinking alcohol in the previous 30 days, compared to 15.8% in 2008. For the statewide sample, only 13.2% of motorcyclists reported the same, compared to 16.1% in 2008. The *None for the Road* campaign name was also recognized by 25.1% of the respondents in high fatality counties but only 19.6% in the general sample. However, of those that recognized the name in 2009, 50% of hotspot respondents recall it from television and 32.0% from billboards. Although *None for the Road* targets motorcyclists, motorists also recall the ad. In 2009, 62.7% of respondents in the statewide sample and 53.2% of respondents in the high fatality counties recalled the tagline (compared to 47.4% and 40.0% respectively in 2008).

One subgrant was awarded for the purpose of implementing a statewide DUI media campaign during the *Drunk Driving. Over the Limit. Under Arrest.* nationwide impaired driving crackdown. Under this grant, television airtime was purchased during crackdown dates to focus on the Florida counties having the highest number of alcohol-related traffic fatalities. A total of 6,905 television spots were aired during the wave. In addition, a research organization was hired to conduct pre- and post-wave telephone opinion surveys of motor vehicle operators to gauge their awareness of the activities, in addition to the effectiveness of the media buys. Results from the surveys indicate a moderate increase in awareness of the impaired driving crackdown. Responses from the surveys also indicated that, although the level of enforcement and/or publicity surrounding the enforcement has substantially dropped, deterrence remains a factor because of the messages received via the media.

One subgrant was awarded for the purpose of implementing a DUI media campaign through television ads during Florida sporting events. Under this grant, television airtime was purchased during Florida Marlins and Tampa Bay Devil Rays baseball games, as well as during other popular sports programming and run-of-schedule spots. The airtime was used to advertise impaired driving messages that target sports fans and encourage sober and responsible vehicle operation. A total of eight major media markets were reached, and 341 television spots were aired through this program.

## *Paid Media Program Overview*

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Funding was awarded for the purpose of utilizing a Florida professional sports team and players to promote safe and sober driving to their fans. The team was encouraged to use both their venue and their celebrity team members to educate fans about the dangers of drinking and driving. The Florida Panthers Hockey Club contracted with the subgrantee to promote this message through posters, signage, game announcements, alcohol-free nights, special functions, audio and visual public service announcements, and game program advertising. It is estimated (based on game attendance) that at least 318,544 people were reached through this campaign, which was implemented in 39 different sporting and entertainment events. Events ranged from hockey matches and holiday celebrations to music concerts and monster truck shows.

### **Section 405**

Tallahassee Community College (TCC) received funding for an overall media campaign during the *Click It or Ticket* (CIOT) enforcement wave. TCC contracted with the Tombras Group to develop a paid media plan and purchase television and radio airtime with various media outlets for the 2009 *CIOT* Campaign.

The number of paid media messages included 3,607 TV spots and 4,258 radio spots. The number of television and radio bonus spots aired was 3,951. There were also 106 earned media spots.

TCC also contracted with Salter Mitchell Advertising to coordinate and implement the 2009 *CIOT* campaign, including but not limited to a kick-off event, news releases, regional press events, and updating a campaign website. A new approach was used this year to educate the state's areas of critical concern – young African American/Hispanic males and pickup truck drivers by reaching out to these motorists at sport venues and other popular venues.

There were 23 events during this year's *CIOT* campaign at major and minor league baseball venues, and local speedways. A statewide press release regarding the *CIOT* campaign and the new primary safety belt law was shared at these events.

## *Occupant Protection Program Overview*

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Goal: To increase Florida's safety belt usage rate to 82.5% by September 30, 2009.

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There were 24 occupant protection subgrants awarded in FY 2009 using two sources of funding. Four subgrants were awarded using Section 402 funds, and 20 subgrants were awarded using Section 405 funds.

### **Section 402 Funds**

Tallahassee Community College (TCC) received funding to conduct the *Statewide Safety Belt Survey* project. Preusser Research Group Inc. (PRG) was hired to conduct pre- and post-surveys in conjunction with the *Click It or Ticket* enforcement wave. The survey sites were in Leon, Duval, Collier, Lee, Hillsborough, Broward, Miami-Dade, Polk, Marion, Orange, Broward, and Palm Beach counties, which represent 85.8% of the state's population.

The baseline survey was conducted during April 2009. The overall seat belt use rate for drivers and passengers was 77.9%. The post-survey was conducted in late May and early June, and the overall safety belt use rate was 80.9%.

PRG conducted a subsequent statewide survey in July 2009, shortly after Florida's new primary enforcement law went into effect. The July survey showed that the statewide use rate had reached 85.2% approximately one-month after *Click It or Ticket* and one week after implementation of the new law. PRG conducted the July 2009 statewide safety belt survey under contract with the National Highway Traffic Safety Administration.

The Florida Highway Patrol (FHP) received funding to purchase child safety seats and promotional/educational materials. Some 8,310 child safety seats were distributed, FHP personnel conducted 6,270 child seat inspections, and 220,695 promotional/educational materials were purchased for distribution at child passenger safety (CPS) events. Over one million rack cards promoting Florida's new primary safety belt law were also produced.

The Department of Health received funding for a special needs occupant protection program to provide child safety seats for children with acute special health care needs and functions as a child passenger safety restraint resource for children with chronic special health care needs. This program distributed 210 seats/restraints and loaned out another 306. There were 286 replacement covers, harnesses, or straps distributed. Special needs training was provided to 18 certified technicians.

The FHP received funding to purchase promotional/educational materials and training equipment to conduct occupant protection presentations primarily targeting teens. FHP conducted 7,368 classroom presentations and 713 rollover simulator demonstrations across the state. More than 44,000 people were estimated to have observed the rollover demonstrations. Approximately 89,000 promotional items were distributed.



*The FHP produced a video for use at media events showing how to properly install a child seat.*

## *Occupant Protection Program Overview*

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### **Section 405 Funds**

Funding was provided to Shands Hospital to support CPS training and child seat distribution to low-income families in eight counties. During the grant cycle, 775 car seats were distributed, 1,109 parents attended CPS training, and certified technicians checked 458 car seats at 51 events.

A subgrant with the Borinquen Health Care Center in Miami-Dade County distributed 350 car seats to families in need and CPS training was provided to 853 parents/caregivers at 28 events. All the services offered during the fitting station events were provided in three languages (English, Spanish and Creole) to better serve the community.

Section 405 funding was also used to fund 18 subgrants with local agencies to expand or implement child passenger safety programs that distributed 5,607 car seats. Parents were educated on how to properly install the car seat. Before the parent, child, and car seat left the event/fitting station, the CPS technician had the parent install the car seat for liability purposes.



*Students pose for a photo after completing CPS technician training in Citrus County.*

As a result of subgrants awarded using both Section 402 and Section 405 funds, there were 42 NHTSA 32-hour CPS technician classes coordinated statewide, and nine Certification Renewal Courses were offered. A total of 399 new CPS technicians were certified. Florida currently has 81 nationally certified instructors, 4 instructor candidates, and 1,297 technicians.

## *Community Traffic Safety Program Overview*

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**Goal:** To reduce traffic fatalities in Florida to 3,000 in 2009 by supporting the Community Traffic Safety Teams ongoing public information and education programs that alter driver behavior in order to reduce traffic crashes, fatalities, and injuries.

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There were 28 community traffic safety subgrants awarded in FY 2009 using Section 402 funds.

Seven Public Information and Education grants were awarded to DOT District Offices to support Community Traffic Safety Teams in Florida. A “unified campaign” component was added in this grant cycle supporting ***Buckle Up Florida***, an initiative selected and promoted by the Community Traffic Safety Teams in an effort to increase seat belt usage statewide.

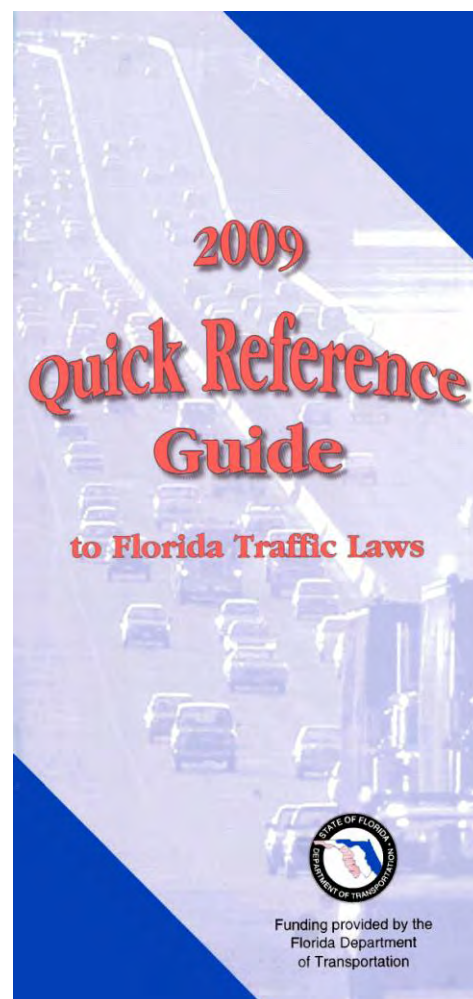
One grant was awarded in a rural county to support ATV safety. Florida recently passed a law that ATVs can be ridden on unpaved public roads with a posted speed limit of 35mph or less. Even though Levy County adopted an ordinance against this, the county experienced an unusual number of crashes on public roadways as a result of this law change. As a result of this program, locals not only receive a citation for this offense, but also receive an information packet filled with ATV safety information and laws pertaining to use of ATVs on roadways. In 2006, Levy County Sheriff’s Office responded to 182 calls in reference to ATV usage on public roadways. As a result of this program, Levy County Sheriff’s Office responded to 127 calls in 2007 in reference to ATV usage on public roadways.

A grant was awarded for Highway Safety Training Support. This grant provided travel support for highway safety professional development for State Safety Office staff and designees throughout the grant period.

Funding was provided to promote safe driving habits to Florida’s Hispanic/Latino population, which is dramatically increasing. The 2005 Census Bureau estimate showed 19.5% of the Florida population to be of Hispanic/Latino origin. Motor vehicle crashes are the leading cause of death for Hispanics from 1-34 years of age and are the sixth leading cause of death for Hispanics of all ages. Convincing Hispanics to increase their use of safety belts, not to drive aggressively, and recognize the importance of child safety seat usage were the primary focus of this project. The subgrantee implemented a targeted public information and education campaign to address these issues with this population.

A grant was awarded for the purpose of supporting community outreach (primarily targeting teens) campaigns with “Battle of the Belts” and PSA competition prizes as well as public education and information materials promoting safe driving habits.

One grant was awarded for the purpose of updating Florida’s Law Enforcement Guide. This guide assists law enforcement personnel in quickly and easily identifying traffic laws and their corresponding statutory citations. These guides were updated to reflect legislative changes during the 2009 session and were distributed to all law enforcement agencies in the State of Florida.



## *Community Traffic Safety Program Overview*

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Funding was provided to support the *United We Guide* elder road user program. This program established a technical review team, updated the community transportation and mobility resources guide, researched transportation options, and built a database to support the two pilot county projects. This data/information can be duplicated on a statewide level in upcoming years.

Fifteen Public Information and Education grants were awarded to law enforcement agencies and school districts to support teen driver safety. These programs ranged from the “Florida Sheriff’s Association Teen Driver Challenge” to PSA competitions, a “Take the Wheel.net” website, “Battles of the Belts”, “Ghost Out,” and motivational speakers. As a result of these and other successful programs, teen driver crashes in Florida declined from 36,009 in 2007 to 32,012 in 2008, according to the Department of Highway Safety and Motor Vehicles. Teen crash-related fatalities reflect a reduction from 249 in 2007 to 384 in 2008, and injuries dropped from 23,493 in 2007 to 20,347 in 2008.



*Sheriff Larry Campbell presents a certificate of completion to a student that participated in the Florida Sheriff’s Association Teen Driver Challenge*



## *Alcohol Program Overview*

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**Goal:** To reduce the number of people killed in alcohol-related crashes to less than 1,070 in 2009 through increased DUI enforcement and public awareness activities.  
To provide specialized DUI enforcement training to at least 800 law enforcement officers and prosecutors.  
To train and certify 40 new drug recognition experts and 20 DRE instructors and to recertify 70 drug recognition experts.

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There were 34 alcohol subgrants awarded in FY 2009 using two sources of funding. Nine subgrants were awarded using Section 402 funds, and 25 were awarded using Section 410 funds.

### **Section 402 Funds**

In 2009, Florida committed \$1,483,597 in Section 402 funds to targeting problems associated with alcohol-related crashes and fatalities. These funds were provided to city and county law enforcement agencies throughout the state to address problems on a local level and to other agencies for statewide initiatives.

On the local level, \$77,760 was provided to law enforcement agencies to fund personnel overtime for DUI checkpoints and saturation patrols, and seven enforcement vehicles were purchased to address alcohol-related crashes. As a result of the efforts by these agencies, 493 arrests were made for impaired driving and 41 DUI checkpoints and 145 saturation patrols were conducted throughout the state.

Statewide, \$748,375 was provided for tuition-free training of law enforcement and driver's license personnel in two subgrants. Some 1,088 officers, civilian personnel, prosecutors, and hearing officers received specialized DUI training under the one subgrant. Specialized training related to administrative hearings was provided to 158 hearing officers and 155 support personnel to increase their understanding of legal issues, statutory and rule requirements, and the review process of driver's license administrative hearings.

The Florida Student Traffic Safety Program continued to encourage college and high school students to make positive decisions through peer-lead organizations, such as SADD and BACCHUS. Public awareness materials and training opportunities were funded. This program was responsible for increasing the total number of SADD Chapters to 1,004. Site visits to at least 70 middle and high schools throughout the state helped improve public awareness of the drinking and driving problem.



*Taylor Lucas, Florida SADD 2009/2010 Student of the Year, is surrounded by other participants at the Florida SADD Leadership Conference.*

## *Alcohol Program Overview*

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### **Section 410 Funds**

Fifteen of the twenty-five Section 410 subgrants, or approximately \$656,560, was provided to local law enforcement agencies to address alcohol-related crashes within their communities. Through these 15 grants, seven traffic officer positions were supported, two enforcement vehicles purchased, and 22 breath test instruments acquired for 0.02 or DUI enforcement. An additional \$654,558 was allocated to local agencies for DUI checkpoint overtime funding. This investment in local DUI programs netted 2,068 arrests for impaired driving, 168 DUI checkpoints, and 328 saturation patrols.

In Polk and Sarasota Counties, local DUI Court programs were continued to keep program participants sober and to reduce DUI recidivism and alcohol-related crashes. These programs include on-going judicial supervision, intensive community supervision, treatment, alcohol screenings, and community involvement. The programs were not diversion programs (participants will still face criminal charges); but they provided a support mechanism for offenders who struggle with alcohol abuse. Manatee County added a DUI Court program in April of 2009. For all three programs, 2,604 offenders appeared before the DUI Court judges, 135 DUI offenders were admitted to the program, and there were 294 home visits.

In order to address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike, the Traffic Safety Resource Prosecutor (TSRP) Program was continued. This



*Law enforcement officers interview drivers briefly at a DUI checkpoint in Atlantic Beach, Florida.*

program trained prosecutors and law enforcement officers and provided technical support to prosecutors. The two traffic safety resource prosecutors trained DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including DUI Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provided lectures at seminars throughout the state and were involved in the Technical Advisory Committee on DUI Enforcement and Prosecution. As often as possible, the TSRPs attended alcohol- and drug-impaired driving classes with law enforcement and participated in ride-alongs with DUI enforcement officers throughout the state. The TSRPs trained over 320

prosecutors and law enforcement officers through this program and attended depositions, meetings, workshops, trials, and committees during the course of the fiscal year.

Florida was able to certify at least 198 law enforcement officers as Drug Recognition Experts, a seven percent rise over last year.

The Florida Sustained Enforcement Program was also continued this year in order to increase statewide participation of law enforcement agencies by providing incentives and recognition for their programs. This was accomplished by utilizing the Florida Law Enforcement Liaison Program to work with local agencies in developing and coordinating their checkpoints and saturation patrols.

Finally, the Florida Department of Law Enforcement received funds to enhance its testing capability on blood samples from both alcohol and other drug-related misdemeanor and felony DUI cases at both the Tallahassee and Orlando Operation Centers so that the results are more timely and available to law enforcement and prosecutors.

## *Pedestrian/Bicycle Safety Program Area*

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Goal: To reduce pedestrian fatalities to 520 and bicyclist fatalities to 100 in 2009 through the implementation of pedestrian and bicycle education, planning, and enforcement programs aimed at decreasing pedestrian and bicyclist fatalities.

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There were six subgrants awarded in FY 2009 using Section 402 funds.

Support was provided for the Florida Department of Health's **Florida Bike Helmet Promotion Program**. The agency distributed over 15,000 bicycle helmets statewide to low-income families through their 84 community partners (67 County Health Departments and 17 Safe Kids Florida coalitions and chapters). Bike helmet fittings were conducted at every event, and each child went home with a properly fitted bike helmet.

The Epilepsy Foundation of Florida (EFOF) received funding to continue providing "no cost" bicycle helmets and head injury prevention education materials to children, teens, and adults in need throughout Florida's 67 counties. EFOF distributed over 48,000 bicycle helmets, and education was provided on their proper wear and fit.

The University of Florida's Transportation Technology Transfer Center has implemented **Florida's Pedestrian/Bicycling Safety Resource Center**, which consists of a web-based resource center for citizens of Florida to obtain pedestrian/bicycle safety brochures, videos, lending library educational materials and promotional items and access to their quarterly newsletter. During the 2009 grant cycle, there were 253,976 items added to the resource center, articles with a pedestrian/bike safety focus were distributed, and 82 requests for promotional items were filled. Their website address is <http://t2ctt.ce.ufl.edu>.

Funding provided to the University of Miami/Miller School of Medicine's Safe Crossing Program supported the development of PowerPoint presentations, brochures, and posters targeting elder pedestrians. The educational materials were developed in English, Spanish, and Creole. A total of 26 presentations were made with 729 seniors attending.

Funding supported a pedestrian/bicycle safety position at the Safety Office. The employee responded to 684 requests for technical assistance during the first three quarters of the year. He also assisted the program administrator for the Florida School Crossing Guard Training Program prepare the 2009 guidelines for the program and reviewed the revisions to Florida Bicycling Street Smarts and Florida Bicycle Law Enforcement Guide publications.

The newly established Miami-Gardens Police Department purchased 1,845 bicycle helmets that were distributed to elementary and middle school students at bicycle safety events in this largely minority community. Community police officers made pedestrian/bicycle safety presentations at 12 schools and at 11 senior citizen/homeowners association meetings.



*The two-finger test is used to determine the proper fit of a helmet. The user should be able to look up and see the tip of the bicycle helmet.*

## Traffic Records Program Overview

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**Goal:** To provide the technical support and hardware needed so that at least 50 local law enforcement agencies can begin submitting crash reports electronically before September 30, 2009.

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There were 19 traffic records subgrants awarded in FY 2009 using two sources of funding. There were 11 subgrants awarded using Section 402 funds, and eight were awarded using Section 408 funds.

### Section 402 Funds

The TraCS Office at Florida State University reported that officers from approximately 103 agencies are using some portion of the TraCS software, which includes the Florida crash form, uniform traffic citation form, and the DUI citation form. TraCS staff conducted 24 training workshops during the year and made five on-site visits to demonstrate the TraCS software package to law enforcement agencies. The technical support staff made 24 on-site visits to address software issues, and they responded to 1,125 phone calls for technical support. TraCS became the second software program approved by the Department of Highway Safety and Motor Vehicles (DHSMV) to submit crash reports electronically. One agency was fully electronic at the end of the fiscal year, and four more were in the testing phase.

Three law enforcement agencies received subgrants to purchase equipment that would enhance their ability to use TraCS. Two servers were purchased for storing TraCS data, and laptops, magnetic stripe readers, and in-car printers were purchased.

Two law enforcement agencies received partial funding for analyst positions to review crash and citation data and prepare reports for their respective traffic units to use in planning enforcement operations. The analysts prepared 560 reports related to crash and citation statistics and analyzed 16,068 crashes. The Polk County Sheriff's Office conducted 45 special enforcement operations based on the data provided by the analysts.

One county road department received funding for temporary services to hire someone to enter crash data into its GIS system. Almost 12,300 reports were entered into the system during the year, and 118 reports were generated based on the crash data. Another road department received funding to enhance its records management system. New features developed by programmers from the University of Florida included the automated importation of crash data from DHSMV and enhanced analytical tools to give planners more information related to crashes.

Two subgrants supported part time personnel housed at the Safety Office. The first subgrant provided a part time technical advisor to the Florida Traffic Records Coordinating Committee (TRCC) and travel reimbursement for TRCC representatives to attend traffic records meetings. The second subgrant provided a short term employee to update the Highway Safety Matrix that is one tool used by Safety Office planners to determine where projects need to be funded.



*The Howey-in-the-Hills Police Department purchased a server for storing all of its crash and citation data.*

# Traffic Records Program Overview

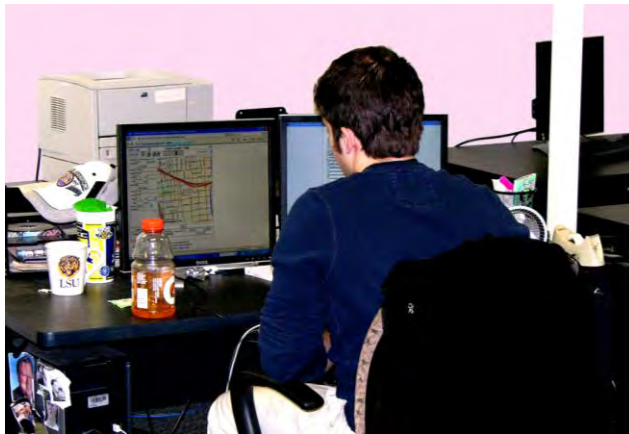
## Section 408 Funds

The Florida Department of Health (DOH) hired consultants to continue improvements to and expansion of the EMSTARS project. DOH provided computer equipment to eight local EMS providers so that they could begin submitting run reports to the EMSTARS. There currently are 102 local EMS providers transmitting records to EMSTARS. These agencies transmitted 1,307,376 NEMSIS-compliant records to the EMSTARS database during the fiscal year. A total of 481,000 records were uploaded to NEMSIS during the year.

The University of Florida received funding to complete phase 1 of the web-based data entry system for use by DHSMV. This system will streamline the data entry process, it will improve DHSMV crash accuracy and timelines, and it will consolidate crash data collection and inventory using an in-house system. Changes being made to the DHSMV information technology system delayed progress on this project.

The Institute of Police Technology and Management conducted three Traffic Crash Reporting Workshops that were attended by 103 officers and local government personnel. The workshops include discussions on common errors made when completing a crash report and how to fill it out correctly.

The Florida Department of Transportation (DOT) hired consultants through the Off State Road Crash Location subgrant. Subgrant activities included the generation of the 5% Report and High Risk Rural Road crash locations, migration to the DOT server of the Safety Portal and applications, revising CRASH, creating a mechanism to tie the All Roads Base Map to local GIS Base maps, and implementing a knowledge transfer process. The 5% Report was developed for both the State Highway



*A DOT OPS employee locates a crash on a local road using the software developed under the Off State Road Crash Location subgrant.*

System (SHS) and local roads, while the High Risk Rural Road analysis was only done for local roads.

Funding for the Unified Roadway Basemap subgrant secured a statewide license for the product. Within less than three months of the Unified Basemap data becoming available, 62 Florida public entities had already requested and received access to the licensed spatial data as a result of this initiative. The overall outcome of the project will be to allow for better prioritization for distribution of Federal funds for transportation safety improvement projects through: facilitating merging/sharing local and state data; providing communication mechanisms; and producing more timely and accurate data.

DHSMV hired a programmer with Section 408 funds to work with local law enforcement agencies and software vendors to make electronic submission of crash reports possible. By the end of the year, five agencies were transmitting crash reports electronically. More than 140,000 crash reports were entered into the crash database within two days of receipt. DHSMV continues to meet with some resistance from local law enforcement agencies because of the possible cost in making the change to electronic submission and the pending revision to the Florida crash form.

## *Traffic Records Program Overview*

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Funding for the *Traffic Related Injury Prevention Program* (TRIP) allowed for enhancement of the TRIP warehouse. This virtual warehouse includes: 1) a more comprehensive schema, with detailed data dictionary; 2) requirements for standardized interface protocols for third-party development of web-based data query, retrieval (export), and analysis support procedures; 3) support for patient tracking using a Uniform Tracking Identification Number (UTIN) to enable accountability during disaster events as well as analysis of healthcare costs; 4) analysis of system security to support mobile data entry and query/retrieval within the constraints of government privacy regulations; and 5) inclusion of additional data sources, such as outcome/medical examiner data pertaining to motor vehicle crashes. Eight agency databases are currently linked to TRIP, and 1,185 queries have been run.

Funding was provided to DHSMV to improve the timeliness and accuracy of Uniform Traffic Citation data. DHSMV contracted with the Florida Association of Court Clerks (FACC) to work with selected counties to identify and create solutions to errors in Traffic Citation and Accounting Transmission System (TCATS). Five counties were selected to participate in the project, and 12 site visits were conducted. The site visits provided valuable information, which FACC used to update the TCATS Interface Control Document and create a nontechnical TCATS user guide. The user guide is available to county staff on the web. Two of the counties participating in the project were able to meet their monthly performance goals during the grant period.

# Motorcycle Safety Program Overview

**Goal:** To reduce motorcycle fatalities to 500 in 2009 by improving motorcycle safety public awareness and training programs with emphasis placed on implementing the recommendations set forth in the new *Motorcycle Safety Strategic Plan* and the 2008 Motorcycle Assessment.

There were five motorcycle safety subgrants awarded in FY 2009 using two sources of funding. Three subgrants were awarded using Section 402 funds, and two subgrants were awarded using Section 2010 funds.

## Section 402 Funds

Funding was provided for public opinion surveys which were used to evaluate the effectiveness of the Comprehensive Motorcycle Program as recommended by the Motorcycle Assessment conducted in February 2008. A list of endorsed motorcyclists was utilized for the purpose of a self reported behavioral survey of motorcyclists.

Two surveys were conducted. These surveys measured the public impact of the first full year of the law requiring Basic Rider Course (BRC) graduation. The general survey results revealed that 57.9% of respondents reported taking the BRC in 2009, compared to 30.2% in 2008. In the high crash counties, the self-reported percentages were 40.7% in 2009 vs. 33.3% in 2008. The substantial increase in BRC attendance reported in the 2009 survey naturally yielded significant differences in responses to survey questions when compared to the 2008 results.

When riders were asked to rate the safety of Florida roads for motorcyclists, there was a noticeable increase from 2008 to 2009 in those that reported the roads as either very safe (4.3% overall increase) or somewhat safe (6.5% increase). When it comes to the frequency of helmet use, there was a minor decrease in overall use (70.3% in 2008 compared to 68% in 2009). This may be reflective of the greater feeling of safety on Florida's roadways. When comparing the helmet use among specific groups, those that took the BRC showed a much higher rate of helmet use over non-graduates.

There was a dramatic increase in the number of respondents who reported always riding within the speed limit. Across the board, there was an almost two-fold increase in the percentage of riders who reported always riding within the speed limit in 2009, compared to 2008. Overall, 42.1% of the overall sample reported always riding within the speed limit in 2008, compared to 80.9% in 2009. Once again, those that took the BRC showed a slightly higher rate of compliance.

The overall satisfaction with the BRC remains high. The BRC was rated either "excellent" or "good" by 95.0% of respondents. That compares to 95.1% in 2008. In addition, 99.4% of riders felt it was "very important" or somewhat important" for others to take the BRC (compared to 99.1% in 2008).

The 2009 general survey of motorcyclists indicated an overall increase in everyday ridership among the general population and high crash counties compared to 2008. An increase in ridership was recorded on all weekdays over 2008, but a slight decrease was seen in weekend ridership. However, Saturday and Sunday are still the two most frequently reported days of riding. Of those sampled, fewer are riding on expressways, and more are riding on surface streets in 2009 as compared to 2008.



## Motorcycle Safety Program Overview

When asked what item is most important in maximizing visibility, most motorcyclist (34.6% overall) said their lighting. Only 24.6% of the overall group said clothing; however, BRC graduates indicated clothing more than twice as often as non-graduates. While BRC graduates listed lighting and clothing as the two most important items, non-graduates listed lighting and the loudness of their motorcycle as the two most important items. In 2009, while both graduates and non-graduates feel it is the motorcyclists' responsibility for safety on Florida roads, a higher percentage of non-graduates said it was the automobile drivers' responsibility. At the same time, BRC graduates were more likely than non-graduates to respond that they put "very much effort" in to maximizing their own visibility. Of all of the items rated, the amount of information taught on how to ride safely with passengers or in a group rated the lowest with only 36.8% stating "a lot." Overall, 58.7% said that the BRC made them "very prepared" to drive in today's traffic conditions.

Like the Florida Rider Training Program survey, motorcyclists reported "always driving within the speed limit" at a much higher rate in 2009 (79.1% overall) as compared to 2008 (39.8% overall) in the grant-funded survey. It is not surprising that those who have owned a motorcycle less than one year report driving within the speed limit more often than those that have owned a motorcycle more than one year. Interestingly, divorced, and separated riders were more likely to ride over the posted speed limit, with 25% of divorced respondents saying they never ride within the speed limit.

Television still remains the best way to reach motorcyclists regarding safety issues with cable stations, cable news channels, and local stations being the most popular broadcasts, and 6:00 p.m. to 10:00 p.m. being the most popular viewing hours. In the hotspot counties, billboards rate second, while direct mail rates second in the general sample. *Enjoy the Ride Safe and Sober*, the tagline of the *None for the Road* television commercials, experienced a 5.5% higher recognition rate in high fatality counties and 6.2% higher rate in the general sample compared to the 2008 recognition rates. In the high fatality counties, 39.7% remember the line from television, while 32.4% recall it from billboards.

Unfortunately, 20.4% of respondents in high fatality counties reported riding within two hours of drinking alcohol in the previous 30 days compared to only 15.8% in 2008. For the general sample, only 13.2% reported riding within two hours of drinking alcohol in the previous 30 days compared to 16.1% in 2008. The *None for the Road* campaign name was recognized by 25.1% of the respondents in high fatality counties but only 19.6% in the general sample. This specific name was not measured in 2008, so no comparison can be made. However, of those that recognized the name in 2009, 50% of high fatality area respondents recall it from television and 32.0% from billboards.



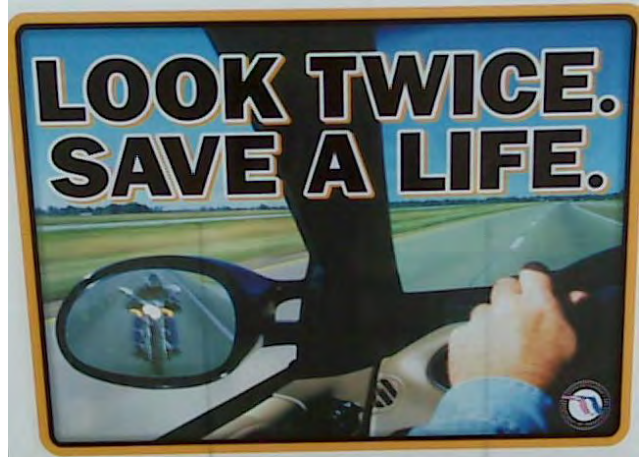
When surveying general motorists (automobile operators), respondents reported a decrease in the number that always drive within the speed limit from 40.5% in 2008 to 35.0% in 2009. However, fewer motorists reported driving within two hours of drinking alcohol. In 2008, 18.8% of the general population reported driving within two hours of drinking in the last 30 days. In 2009, that number declined to 12.2%. In 2008, 29.4% of the high fatality area respondents said they were "more aware" of motorcycles on the road over the past few months. In 2009, that number dropped to 23.5%; however, an increased number of respondents reported "no change" (74.4%) indicating that prior awareness does have a continued impact on a respondent's awareness of motorcycles.



## *Motorcycle Safety Program Overview*

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As motorists are the target of the *Look Twice* advertisements, their responses in regard to this message are important. In both the general and high fatality counties, an increased number of motorists remembered the *Think! Look Twice for Motorcycles* tagline from the television commercial in 2009, compared to 2008. The tagline was recalled 39.2% in the general sample and 41.3% in the hotspot counties (compared to 30.3% and 29.8% respectively in 2008). Although *None for the Road* targets motorcyclists, general motorists also recall the ad. In 2009, 62.7% of respondents in the general sample and 53.2% of respondents in the high fatality counties recalled the tagline (compared to 47.4% and 40.0% respectively in 2008). Like motorcyclists, television continues to be the best way to reach general motorists with safety messages with cable channels, cable news channels, and local stations being the most popular broadcasts. Sports channels ranked a distant fourth. The primetime hours of 6:00 p.m. to 10:00 p.m. were the most watched.



Funding for the Comprehensive Motorcycle Safety Program included the revision and implementation of Florida's Motorcycle Strategic Safety Plan and implementation and support of the functions of Florida's Motorcycle Safety Coalition. The Institute of Police Technology and Management (IPTM) worked with the Florida Department of Transportation (FDOT) and motorcycle safety organizations and advocates throughout Florida to complete the following tasks:

- Revise, print, and implement the Florida Motorcycle Strategic Safety Plan (MSSP),
- Develop Florida's motorcycle safety website *Ride Safe. Ride Smart*,
- Participate in motorcycle events for the purpose of distributing safety materials and information to motorcyclists,
- Develop crash mapping specific to the experiences of motorcyclists in the 10 high fatality counties in an effort to determine all possible crash causations and contributing factors,
- Develop a law enforcement roll call video that was distributed to all law enforcement agencies in Florida to train/assist law enforcement in enforcing safe and legal riding, and
- Develop and implement effective motorcycle safety campaigns addressing impairment, the economic impact of motorcycle crashes in Florida, and sharing the road with motorcyclists.

IPTM also assisted the DOT with hosting the *Motorcycle 101* course on June 1-2, 2009, as well as the Region IV Motorcycle Safety Forum on June 3-4, 2009. Both functions were held at the DOT Urban Office in Orlando. Participants from all five states in the region attended. These functions provided excellent opportunities to learn about the challenges and successes experienced by other states in the region. Numerous ideas were exchanged, and information, programs, and materials were shared between the attendees.

The Florida Department of Highway Safety and Motor Vehicles *Traffic Crash Statistics Report 2008* states that 502 motorcycle operators died on Florida roadways in 2008, reflecting a 2.90% reduction compared to the 517 fatalities in 2007. There were 30 motorcycle passenger deaths in 2008, reflecting a 9.09% reduction compared to 33 fatalities in 2007. Motorcycle crashes rose from 9,205 in 2007 to 9,618 in 2008, and injuries rose from 8,955 in 2007 to 9,402 in 2008.

## *Motorcycle Safety Program Overview*

A subgrant was awarded to the Putnam County Sheriff's Office to conduct in-service training for patrol deputies to reinforce motorcycle traffic laws, enforcement techniques, and public relations/education skills, while utilizing local media outlets to promote public awareness of motorcycle enforcement activities, and to promote motorcycle safety. Programs included presentations to local motorcycle organizations to solicit support for enforcement strategies, inspection stations, and public education and information events. This program promoted positive interaction between motorcyclists and law enforcement, while increasing motorcyclists' awareness of safety issues.



*Motorcyclists prepare to ride for a charity benefit in Putnam County. The sheriff's office manned a motorcycle safety booth during the event.*

### **Section 2010 Funds**

Funding was awarded to support the Florida Rider Training Program at DHSMV to contract with certified rider coach trainers to conduct quality assurance audits of rider training schools and to teach rider coach training classes. DHSMV also participated in motorcycle rider events to distribute public information and education materials encouraging safe riding behaviors and conveying messages about personal protective equipment and rider conspicuity. Endorsement information was mailed to all motorcycle owners who were not endorsed.

A subgrant was also awarded to the DHSMV for a motorcycle safety public information and education campaign supporting the Florida Rider Training Program. The agency distributed safety items, such as first aid kits, reflective helmet decals, and tire pressure gauges to motorcyclists at events statewide.



# Police Traffic Services Program Overview

- Goal:** To train at least 750 members of law enforcement, judiciary, and medical examiner agencies in advanced traffic safety programs as it pertains to enforcement, management, and investigations.  
To establish a network with law enforcement agencies by engaging in cooperative efforts for traffic enforcement and public awareness programs.  
To provide advanced traffic safety investigation and reconstruction equipment to a minimum of two law enforcement agencies.

There were nine police traffic service subgrants awarded in FY 2009 using Section 402 funds.

Since 2007, the Florida Law Enforcement Liaison (LEL) Program has been increasingly developed to not only promote law enforcement participation in statewide traffic safety efforts, but to increase public awareness of these issues as well. In 2008, the LEL Program grew in size from four to seven LELs, assigned throughout the state. In 2009, the program was restructured to include an LEL Coordinator, and to add an administrative support position of Program Assistant (to the Coordinator). LEL duties include developing local area networks of law enforcement officers to improve communication between agencies, increasing multi-agency enforcement and awareness efforts, increasing participation in the annual Florida Law Enforcement Challenge, and providing traffic safety resources, training, and materials to law enforcement personnel and other traffic safety partners.

The LELs conducted at least 28 press events throughout the State to kick off and promote the **Click It or Ticket** Safety Belt Enforcement Wave, the **Hands Across the Border** initiative, the **Buckle up in Your Truck** initiative, and the **Over the Limit, Under Arrest** initiative. They also conduct monthly Local Area Network (an LEL-based program) meetings with their traffic safety leaders and champions in the field and participate in Community Traffic Safety Team meetings throughout the state.

Through the Law Enforcement Liaison and Law Enforcement Challenge programs, Florida has gained the support of over 230 agencies in statewide enforcement waves (up from 120 in 2008), and registered over 1,730 web hits on the LEL website. In 2009, the website was updated to consolidate all of the traffic safety websites into one centralized location for law enforcement and traffic safety partners. Developments were also made to improve the online reporting of law enforcement activities, in addition to the ordering processes for the Challenge Rewards program. The Florida Law Enforcement Challenge distributed 62 certificates, 3,500 promotional items, and 82 equipment items to law enforcement agencies. There were also 350 law enforcement and traffic safety partners in attendance at the Challenge ceremony this year.

HOME | CONTACT | FIND LOCAL LEL

## Florida's Traffic Safety Partnership

One team. One goal. Save lives.

Florida's Department of Transportation is working with law enforcement agencies across the state to boost seat belt use, reduce drunk driving, and encourage traffic safety.

Click a program below to apply, participate or just learn more.

- FL Law Enforcement Challenge**  
Rewards excellence in traffic safety programs within Florida law enforcement. Winning programs combine officer training, public information and enforcement to reduce crashes and injuries.  
[LEARN MORE](#)  
[APPLY NOW](#)
- Florida Motor Unit Challenge**  
Rewards motorcycle patrol units that improve motor law enforcement agency's enforcement efforts to improve traffic safety, reducing crashes and injuries on Florida's roadways.  
[LEARN MORE](#)  
[APPLY NOW](#)
- Click It or Ticket**  
Law enforcement agencies across the state join forces in this aggressive enforcement and awareness campaign to crack down on unbuckled motorists.  
[GET INVOLVED](#)
- Sustained Enforcement**  
Recognizes and rewards law enforcement agencies that dedicate a significant level of resources to impaired driving. The online catalog will open April 2, 2009 and close on April 31, 2009.  
[LEARN MORE](#)  
[REPORT NOW](#)

**Redeem Your Award Points**  
Shop for your rewards at [challengerewards.com](#). Search by item category, point level or vendor, or just browse. Use your log-on and password to fill your cart with the items you need to make your agency's traffic safety unit more effective.  
[GET REWARDED](#)

## *Police Traffic Services Program Overview*

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Under the annual Florida Law Enforcement Challenge ceremony, the LELs sponsored a Speed and Aggressive Driving (S&AD) Challenge and a Motor Unit Challenge. The S&AD Challenge recognized law enforcement agencies that made a significant impact in the implementation of their speed and/or aggressive driving programs. Agencies participate by completing an application under the Florida Law Enforcement Challenge. The applications are then reviewed and graded by an independent, third-party judging panel. The Motor Unit Challenge (in its second year of funding) was created to recognize Florida police motorcycle units that make the greatest impact through aggressive enforcement. The Motor Unit Challenge is a data-driven-only application process, whereby the applicant agencies submit their citation and crash data through the LEL website ([www.floridalel.org](http://www.floridalel.org)). The S&AD Challenge had 184 participating agencies, and there were 477 equipment items distributed to the participating law enforcement agencies this year. The Motor Unit Challenge had 104 participating agencies, and there were 1,742 incentive items distributed to the participating law enforcement agencies this year.

Florida provided tuition-free training to law enforcement personnel through the Police Traffic Training Program, and the Spanish Language Training for Traffic Officers Program. The Police Traffic Training courses include instruction on: managing a traffic law enforcement program, traffic crash investigation and reconstruction, police motorcycle instructor, speed measurement device certification, traffic engineering, and crash scene mapping with laser courses. There were a total of 105 Florida law enforcement officers who completed instructor courses, 647 officers who completed crash investigation courses, and 28 officers who completed engineering courses. Under the Spanish Language training grant, there were a total of 26 Intro/Spanish Level I courses, five Enhanced/Spanish Level II courses, and seven Traffic/DUI Spanish classes conducted.

There were two grants awarded to local law enforcement agencies for the purpose of implementing a traffic homicide investigation program. These agencies received funding for scene mapping and reconstruction equipment and software, in addition to training costs for the specialized tools. There were at least 11 fatal crashes in which the equipment was utilized and at least 22 traffic homicide investigators were trained on the new equipment. In addition, the agencies assisted other law enforcement agencies in traffic homicide investigations at least 5 times.

## Speed Control Program Overview

**Goal:** To reduce the number of speed and aggressive driving related fatalities 5% in 2009 from the 359 fatalities reported in 2006.

To provide speed and aggressive driving detection equipment to at least 16 local and state law enforcement agencies by September 30, 2009.

There were 23 speed and aggressive driving subgrants awarded in FY 2009 using Section 402 funding.

In 2009, Florida committed \$905,577 to targeting problems associated with speed and aggressive driving. These funds were provided to city and county law enforcement agencies throughout the state for speed and aggressive driving enforcement programs. The officers involved in these programs also participated in public awareness initiatives, and traffic safety education programs. In addition to local initiatives, the Florida Law Enforcement Liaison Program (Police Traffic Services Program) was also responsible for promoting the Red Light Running and Aggressive Driving enforcement waves, and the annual Law Enforcement Challenge, which strengthens law enforcement participation in statewide awareness and enforcement waves.

To address enforcement issues, grants were provided to city and county law enforcement agencies for equipment and personnel costs. For the past few years, Florida has successfully implemented an “unmarked/unconventional vehicle” program to address speed and aggressive driving problems. Feedback from officers and law enforcement administrators throughout the state has confirmed that this program has significantly improved their ability to target even the most serious offenders of traffic laws in their communities. These grant programs have provided nine fully-equipped, unmarked enforcement vehicles, seven speed monitoring and variable message board trailers, and continuing salaries and benefits (2<sup>nd</sup> year) for two enforcement officer positions. Many agencies also acquired speed measuring devices for the purpose of increasing the number of certified speed enforcement officers on their streets.



*A Titusville officer uses an unmarked patrol car to conduct speed enforcement activities.*

Citation data was gathered from these agencies in order to measure grant compliance and enforcement activity. For all agencies that either acquired an enforcement vehicle, or enforcement or data-gathering equipment, and/or were provided personnel costs for a traffic enforcement officer position, the data is as follows (grant-funded equipment or position, unless otherwise noted):

- ☛ 4,554 citations were issued for speeding,
- ☛ 45,679 citations were issued for speeding (agency totals),
- ☛ 5,318 citations were issued for seat belt violations,
- ☛ 4,434 citations were issued with the Aggressive Driving Box checked,
- ☛ 1,092 citations issued for criminal violations,
- ☛ 220 public awareness events conducted (agency totals),
- ☛ 2,582 Specialized Traffic Operations conducted (agency totals), and
- ☛ 263 DUI Operations conducted (agency totals).

## *Roadway Safety Program Overview*

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**Goal:** To provide educational and technological exchange opportunities for a minimum of 300 traffic engineers, technicians, and other public works personnel with traffic engineering and control device responsibilities.

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There were six roadway safety subgrants awarded in FY 2008 using Section 402 funds.



*FDOT set up a work zone safety exhibit in front of the Old State Capitol during National Work Zone Safety Week.*

Four subgrants were awarded to support local advance warning programs. Funding included the purchase of portable variable message boards with associated software, cones, and flares. The goal was to create an advance warning program, to be used to reduce the frequency and severity of secondary crashes within incident situations throughout the counties and to notify motorists of moderate to long term incidents.

One subgrant was awarded to the University of Florida for the circuit rider training program. This program addresses reducing fatal crashes and injuries resulting from roadway departures and collisions at intersections. Examples of classes includes: ***Road Safety Audits for Local Governments, Low Cost Safety Improvements for Rural Roads, Intersection Safety, and Introduction to the Florida Greenbook***. Only 15 people attended training during the year due to the lateness in awarding funding for the project.

One subgrant was awarded to support Florida's "CarFit" Program. CarFit is a national educational program created by the American Society on Aging and developed in collaboration with AAA (American Automobile Association), AARP and the American Occupational Therapy Association. CarFit offers older adults the opportunity to check out how well their personal vehicles "fit" them as well as information and materials for community-specific resources and activities that could make their personal vehicles "fit" better, enhance their safety as drivers, or increase their mobility in the community. There were 204 people trained as CarFit technicians and event coordinators during the year. Some 155 community partner organizations assisted in conducting CarFit events around the state. Technicians and occupational therapists worked with 513 older drivers who participated at events.



*Two CarFit technicians work through the 12-point checklist with a driver who has come to an event in Orlando.*

**Financial Summary**

**FY 2009 Highway Safety Performance Plan**

Program Area	402	405 (K2)	405 (J2)	157PT	410 (K8)	410 (J8)	408	163	2010	Total	% of Total
Planning & Administration	\$239,006.34									\$239,006.34	1.20%
Occupant Protection	\$805,571.05	\$485,947.93	\$172,162.90							\$1,433,681.88	7.22%
Community Traffic Safety	\$1,179,526.06									\$1,179,526.06	5.94%
Alcohol	\$1,244,174.72				\$3,036,954.52	\$74,362.42				\$4,335,491.66	21.92%
Pedestrian/Bicycle Safety	\$654,529.86									\$654,529.86	3.29%
Traffic Records	\$818,485.88						\$1,835,210.86			\$2,653,696.74	13.36%
Motorcycle Safety	\$673,701.72								\$254,853.54	\$928,555.26	4.67%
Police Traffic Services	\$2,350,775.63			\$329,849.55						\$2,680,625.18	13.49%
Speed Control	\$839,535.39									\$839,535.39	4.23%
Roadway Safety	\$348,391.48									\$348,391.48	1.75%
Paid Media	\$1,964,068.63	\$1,179,861.03			\$1,410,862.09					\$4,554,791.75	22.93%
<b>TOTAL</b>	\$11,117,766.76	\$1,635,808.96	\$172,162.90	\$329,849.55	\$4,447,816.61	\$74,362.42	\$1,835,210.86	\$0.00	\$254,853.54	\$19,867,831.60	100.00%

