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GOVERNOR

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SECRETARY

# HIGHWAY SAFETY ANNUAL REPORT



Federal Fiscal Year 2013 – October 1, 2012 through September 30, 2013

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# Introduction

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The Florida Department of Transportation (FDOT) is an executive agency, which means it reports directly to the Governor. FDOT's primary statutory responsibility is to coordinate the planning and development of a safe, viable, and balanced state transportation system serving all regions of the state, and to assure the compatibility of all components, including multimodal facilities. A multimodal transportation system combines two or more modes of movement of people or goods. Florida's transportation system includes roadway, air, rail, sea, spaceports, bus transit, and bicycle and pedestrian facilities.

Our mission is to continually improve the safety of users of Florida's highway system, and the safety of department employees. The Safety Office consists of the following sections: federal highway safety grants, crash data, bicycle pedestrian program, Safe Routes to School Program, crossing guard train the trainer, and employee health and safety.

### Florida's 2012 Strategic Highway Safety Plan

Florida is committed to driving down fatalities and injuries on our streets and highways. The departments of Education, Health, Highway Safety and Motor Vehicles, Transportation and the Florida Highway Patrol have partnered with agencies of the Federal Government and dozens of traffic safety organizations and private sector businesses to develop Florida's Strategic Highway Safety Plan (SHSP). The execution of the FY2013 Highway Safety Plan began under the umbrella of the 2006 SHSP which contained four emphasis areas. In October 2011, based upon a review of collected and analyzed crash data, the SHSP Executive Committee designated eight specific traffic crash categories as the priority/emphasis areas for the next five years. The SHSP was updated in November of 2012 to include the additional or elevated emphasis areas, leading to today's program areas.

"With more than 19 million residents and nearly 84 million annual visitors traveling on 121,000+ miles of roads, it is a challenge to ensure the safety of Florida's traveling public. The SHSP is an interagency plan to address the challenge by focusing on engineering, enforcement, education, and emergency response solutions."  
Governor Rick Scott

On November 5 2012, The SHSP's Signatory Partners met in Tallahassee to pledge their support for the

implementation of the five year plan which is based on proven countermeasures in order to devise data-driven and research-based strategies for fatality and injury reduction.

## **Grants**

The Florida Department of Transportation Safety Office (FDOT) funds subgrants that address traffic safety priority areas including:

- Aging Drivers
- Child Passenger Safety
- Community Traffic Safety
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Pedestrian and Bicycle Safety
- Police Traffic Services
- Roadway Safety
- Speed and Aggressive Driving
- Teen Drivers
- Traffic Records

Subgrants may be awarded for assisting in addressing traffic safety deficiencies, expansion of an ongoing activity, or development of a new program.

Grants are awarded to state and local safety-related agencies as "seed" money to assist in the development and implementation of programs that address traffic safety deficiencies or expand ongoing safety programs activities in safety priority program areas. Funding for these grants are apportioned to states annually from the National Highway Traffic Safety Administration (NHTSA) according to a formula based on population and road mileage. Funding may be available for projects in other program areas if there is documented evidence of an identified problem.

Through public rule making processes conducted in 1982, 1988, 1995 and 1998 it has been determined that certain highway safety program areas have proven to be more effective than others in reducing traffic crashes, injuries, and fatalities. These programs, designated as National Priority Program Areas are: Impaired Driving, Police Traffic Services, Speed Control, Roadway Safety, Occupant Protection/Child Passenger Safety, Pedestrian and Bicycle Safety, Motorcycle Safety, Traffic Records, and Community Traffic Safety.

It is expected that programs funded through these grants will become self-sufficient and continue when grant funding terminates. To promote self-sufficiency, agencies are expected to provide a local funding match when personnel costs are included in second and third year projects. The local match is normally 25% of eligible costs for second year projects and 50% for third year projects.

## **Executive Summary**

Florida's Highway Safety Plan Annual Report for FY2013 (October 1, 2012 – September 30, 2013) addresses the uses of monies from the annual allotment of Section 402 State and Community Highway Safety funds. The report also addresses the use of funds from the following grant programs: Section 405 Occupant Incentive Grant, Section 406 Safety Belt Performance Grant, Section 408 Traffic Information System Improvement Grant, Section 410 Alcohol Incentive Grant, Section 2010 Motorcycle Safety Grant and Section 2011 Child Safety and Booster Seat Incentive Grant. Funds received under these sections of Title 23 supported projects in the following areas: alcohol and other drug countermeasures, occupant protection, pedestrian and bicycle safety, community traffic safety programs, police traffic services, roadway safety, traffic records, and motorcycle safety.

The annual report provides an overview of the projects funded during the year and the status of the performance measures identified in the FY2013 Highway Safety Plan.

Although the data is not final, FDOT can confidently predict year-end results for the majority of its performance measures. A full report will be submitted under separate cover to the National Highway Traffic Safety Administration following receipt of calendar year 2013 data. FDOT will continue to conduct a thorough review of all its performance measures to determine whether additional initiatives are needed to improve traffic safety in Florida.

## **Crash Summary**

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,430 people killed in traffic crashes during 2012. This represents a 1.08% increase in fatalities compared to 2011. 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 5% in 2013.

Total pedestrian fatalities showed a reduction of 4.08% in 2012. Motorcyclist fatalities showed an increase of 4.09% compared to 2011 and there was a 3.02% decrease in bicyclist fatalities. NHTSA's Fatality Analysis Reporting System shows a 4.67% decrease in alcohol-related fatalities involving a driver with a BAC of 0.08 or higher for 2012.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population actually increased as of April 1, 2012 by about 273,102 residents, with an estimated population of 19,074,434. The rate of fatalities per 100 million VMT maintained at the 2010 rate of 1.25, which is the still lowest since the rate has been calculated, according to the Department of Highway Safety and Motor Vehicles (DHSMV).

## **Accomplishments**

The Florida Department of Transportation (FDOT), in cooperation with a group of state, local, and federal safety partners, continued to implement Florida's 2006 Strategic Highway Safety Plan (SHSP) that addresses ways to reduce traffic fatalities and serious injuries in the state. The SHSP was updated in 2012 and now includes eight emphasis areas: Aggressive Driving, Intersection Crashes, Lane Departure Crashes, Vulnerable Road Users, Distracted Driving, At Risk Road Users, Impaired Driving and Data. The goal of attaining zero fatalities was also adopted by the SHSP executive committee and is a key component in the execution of the

State's safety programs.

### **Challenges**

Florida continues to have some of the highest pedestrian fatality rates in the country. The Florida Department of Transportation, in cooperation with its safety partners, will address the vulnerable road users' fatality rate, specifically the fatal rate of pedestrians. Florida remains one of only two states to be without a child passenger booster seat law. Several preliminary bills have been filed to address the issue of child passenger safety.

| <b>FY 2013 Highway Safety Performance Plan – Performance Measures and Goals</b> |   |                           |             |             |             |             |             |             |
|---|---|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Activity Measures</b>  |   |                           | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
| A-1   | Number of Grant-Funded Safety Belt Citations <sup>1</sup>                     | Final                     | N/A         | 4,888       | 28,349      | 2,788       | 9,921       | 9,019       |
| A-2   | Number of Grant-Funded Impaired Driving Arrests <sup>2</sup>                  | Final                     | 1,367       | 2,373       | 2,129       | 2,492       | 3,198       | 4,003       |
| A-3   | Number of Grant-Funded Speeding Citations <sup>1</sup>                        | Final                     | N/A         | 14,597      | 17,217      | 16,581      | 17,000      | 17,725      |
| <b>Behavior Measures</b>  |   |                           | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
| B-1   | Observed Safety Belt Use, Front Seat Outboard Occupants                       | Goal                      | 82.00%      | 82.50%      | 83.00%      | 83.50%      | 86.20%      | 90.5%       |
|   |   | Final                     | 81.70%      | 85.20%      | 87.40%      | 88.10%      | 87.40%      | N/A         |
| <b>Core Outcome Measures</b>  |   |                           | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
| C-1   | Number of Traffic Fatalities <sup>3</sup>                                     | Goal <sup>5</sup>         | 3,250       | 3,000       | 2,900       | 2,850       | 2,430       | 2,308       |
|   |   | Final                     | 2,558       | 2,563       | 2,444       | 2,398       | 2,424       | N/A         |
| C-2   | Number of Serious Injuries in Traffic Crashes <sup>4</sup>                    | Goal                      | N/A         | N/A         | 23,500      | 23,250      | 20,001      | 19,000      |
|   |   | Final                     | 23,758      | 22,743      | 21,501      | 19,365      | 18,358      | N/A         |
| C-3   | Number of Fatalities/100M VMT <sup>3</sup>                                    | Goal - Total <sup>5</sup> | 1.6         | 1.6         | 1.54        | 1.53        | 1.28        | N/A         |
|   |   | Final - Total             | 1.5         | 1.3         | 1.25        | 1.25        | 1.27        | N/A         |
|   |   | Final - Rural             | 3.22        | 2.91        | 2.67        | 2.78        | N/A         | N/A         |
|   |   | Final - Urban             | 1.11        | 0.93        | 0.92        | 0.90        | N/A         | N/A         |
| C-4   | Number of Unrestrained Occupant Fatalities – All Positions <sup>3</sup>       | Goal                      | N/A         | N/A         | 970         | 950         | 824         | 782         |
|   |   | Final                     | 1,000       | 846         | 706         | 609         | 711         | N/A         |
| C-5   | Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC <sup>3</sup> | Goal <sup>5</sup>         | 1,070       | 1,050       | 850         | 825         | 748         | 710         |
|   |   | Final                     | 887         | 777         | 678         | 716         | N/A         | N/A         |

| <b>Core Outcome Measures</b>   |  |                   | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
|--|--|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| C-6  | Number of Speeding-Related Fatalities <sup>3</sup>                                 | Goal              | N/A         | N/A         | 540         | 530         | 508         | 495         |
|  |  | Final             | 553         | 536         | 457         | 296         | 267         | N/A         |
| C-7  | Number of Motorcyclist Fatalities <sup>3</sup>                                     | Goal <sup>5</sup> | 400         | 500         | 500         | 490         | 405         | 395         |
|  |  | Final             | 556         | 413         | 396         | 464         | 483         | N/A         |
| C-8  | Number of Unhelmeted Motorcyclist Fatalities <sup>3</sup>                          | Goal              | NA          | NA          | 390         | 245         | 199         | 189         |
|  |  | Final             | 254         | 203         | 205         | 253         | 209         | N/A         |
| C-9  | Number of Drivers ≤ Age 20 Involved in Fatal Crashes <sup>3</sup>                  | Goal              | NA          | NA          | 400         | 460         | 348         | 339         |
|  |  | Final             | 489         | 363         | 331         | 294         | 264         | N/A         |
| C-10   | Number of Pedestrian Fatalities <sup>3</sup>                                       | Goal <sup>5</sup> | 525         | 525         | 480         | 470         | 457         | 446         |
|  |  | Final             | 490         | 467         | 486         | 490         | 470         | N/A         |
| <b>Florida Core Outcome and Activity Measures</b>  |  |                   | <b>2008</b> | <b>2009</b> | <b>2010</b> | <b>2011</b> | <b>2012</b> | <b>2013</b> |
| F-1  | Number of Bicyclist Fatalities <sup>3</sup>  | Goal <sup>5</sup> | 95          | 100         | 120         | 110         | 105         | 102         |
|  |  | Final             | 126         | 107         | 83          | 125         | 121         | N/A         |
| F-2  | Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes <sup>3</sup> | Goal              | NA          | NA          | 413         | 400         | 390         | 380         |
|  |  | Final             | 435         | 260         | 442         | 397         | 434         | N/A         |
| F-3  | Number of Grant-Funded DUI Checkpoints Conducted <sup>1</sup>                      | Goal              | 208         | 136         | 300         | 325         | 350         | 300         |
|  |  | Final             | 227         | 211         | 502         | 88          | 95          | N/A         |
| F-4  | Number of Grant-Funded Teen Driver Events Conducted <sup>1</sup>                   | Goal              | NA          | NA          | 320         | 350         | 360         | 360         |
|  |  | Final             | 300         | 296         | 510         | 239         | N/A         | N/A         |
| <p><sup>1</sup>. 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.</p> <p><sup>2</sup>. 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.</p> <p><sup>3</sup>. Fatality numbers come from the <b>Fatality Analysis Reporting System (FARS)</b> except for F-2, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.</p> <p><sup>4</sup>. Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.</p> <p><sup>5</sup>. 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.</p> |  |                   |             |             |             |             |             |             |



# **Planning and Administration Overview**

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## **Goal**

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

## **Program Administration**

The Planning and Administration Program is administered by the Florida Department of Transportation's Safety Office (FDOT) staff.

## **Primary Projects**

### Section 402 Funds

There were two subgrants funded in this module. The first subgrant reimbursed the FDOT for 50% of the salaries and benefits for the seven employees of the Traffic Safety Section within the FDOT Safety Office. These employees administered the federal highway safety funds under Sections 402, 405, 406, 408, 410, and 2010.

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.

## **Status**

The goal of the Planning and Administration section was met with an office staff that includes a Traffic Safety Administrator, five Highway Safety Planners, one Financial Specialist and one part time staff assistant.

# Paid Media Program Overview

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## Goals

1. To decrease traffic fatalities by 2.6% from 2444, the 2010 calendar base year by December 31, 2013, through a series of campaigns designed to increase public awareness of Florida's traffic safety problems.
2. To decrease impaired driving fatalities by 2.9% from 794, the 2010 calendar base year by December 31, 2013, through a series of campaigns designed to increase public awareness of Florida's traffic safety problems.
3. To increase statewide observed seat belt usage to 90% compared to the 2010 usage of 87.4%, through a series of campaigns designed to increase public awareness.
4. To decrease motorcycle crashes and fatalities by 2.6% from 396, the 2010 calendar base year by December 31, 2013.



## Program Administration

The Paid media Program is administered by the Florida Department of Transportation's Safety Office (FDOT) staff.

## Primary Projects

Motorcyclist Conspicuity Campaign  
Motorcyclist Anti-Speed Safety Campaign  
Impaired Motorcyclist Public Safety Announcement Campaign  
Professional Sports Marketing  
Impaired Driving Campaign  
Share the Road Campaign  
Florida's Bicycle/Pedestrian Focused Initiative

## Status

The paid media program efforts resulted in fatalities and serious injury crashes and increased public awareness.

## Section 2010 Funds

The Share the Road Public Safety Announcement (PSA) Campaign grant project was awarded to the Center for Urban Transportation Research (CUTR) on October 10, 2012. During the first quarter, CUTR worked to

formulate media plan for the year to advertise the "Share the Road" message. Ideas explored included advertising via billboards, bar advertisements, magazines, and sporting events.

**BILLBOARDS - BIKE WEEK:** Billboard placements were negotiated with Lamar Advertising to run during the second quarter of the fiscal year 2013 and coincide with the Bike Week event, March 8-17, 2013. These billboards advertised the "Look Twice, Save a Life" message. The ads were placed on 40 billboards in the areas surrounding Daytona Beach, FL for the Bike Week event. Included in the billboard campaign were four digital billboards. This was a new avenue of advertising used this year.

**BILLBOARDS - THUNDER BEACH:** Contracts for billboard advertising to run during April-May 2013, coinciding with the Thunder Beach event, were negotiated in the second quarter, and finalized in the third quarter. These billboards advertised the "Look Twice. Save a Life." message. The ads were placed on 10 billboards in the areas surrounding Panama City Beach, FL area for the Thunder Beach event.

**BILLBOARDS - SOUTH FLORIDA:** Billboard placements were negotiated with CBS Outdoor Advertising to run during the third quarter of the fiscal year 2013 in south Florida, which is a high emphasis area for motorcycle related incidents. These billboards advertised the "Look Twice. Save a Life" message and ran beginning in May 2013 and continued into the fourth quarter. The ads were placed on 24 billboards in south Florida, including Palm Beach, Broward, Miami-Dade, and Monroe counties.

**GAS STATION ADVERTISING:** Another new form of advertising on the Share the Road PSA Campaign this year was the gas station ads. The "Look Twice, Save a Life" message was placed at 20 gas stations on pump toppers throughout Volusia County during the Bike Week event in the second quarter. These locations were based on availability, and chosen to coincide, when possible, with our "hot" spot intersections. In addition to the pump toppers, we were provided with fillboards, giant standees, window clings, and counter clings at no additional costs.

**RADIO:** A contract to run radio ads was negotiated with Clear Channel Communications. The contract included Traffic Reports (:15 second message within the traffic report and :03 second messages before or after the traffic reports) in seven markets covering the 12 counties of Orange, Volusia, Pasco, Lee, Duval, Hillsborough, Miami-Dade, Broward, Pinellas, Palm Beach, Polk, and Brevard. The ads began in July 2013 and continued through August 2013. In total, 4705 ads were run (235 of which were Spanish).



## Section 402 Funds

The Motorcyclist Conspicuity Campaign grant project was awarded to CUTR on October 31, 2012. CUTR worked to formulate media plan for the year to advertise the "Ride Bright" message and explored advertising via billboards, bar advertisements, magazines, and sporting events. Under the direction of the FDOT project manager, and with input from the Florida Motorcycle Safety Coalition, CUTR worked to rebrand the message for the Motorcyclist Conspicuity Campaign. Replacing the old "Lighten Up" logo is the new "Ride Bright"

logo, accompanied by the phrase "Be Smart...Be Seen". This will be used on all marketing for this campaign going forth.

**BILLBOARDS:** Billboard placements were negotiated with Lamar Advertising to run during the the third quarter of the fiscal year 2013 and coincide with the Thunder Beach event. These billboards advertised the ride "Ride Bright. Be Smart...Be Seen" message. The ads were placed on 11 billboards in the areas surrounding Panama City Beach, FL for the Thunder Beach event.

**RESTAURANT/BAR ADVERTISING:** A new form of advertising employed on the Motorcyclist Conspicuity Campaign this year was bar and restaurant restroom advertising. The "Ride Bright. Be Smart...Be Seen" message was placed at 40 restaurants and bars throughout Volusia County during the Bike Week event. These locations were based on availability, and chosen to coincide, when possible, with our "hot spot" locations. In addition to the restaurant advertisements, we were provided with table tent and coasters at no additional costs. Contracts with All Over Media for the Motorcyclist Conspicuity Campaign to be advertised in bars and restaurants were negotiated in the third quarter. The "Ride Bright.Be Smart...Be Seen" message was placed at 200 restaurants and bars in the following counties: Miami-Dade, Hillsborough, Orange, Pinellas, Volusia, and Broward. The locations were based on availability, and chosen to coincide, when possible, with "hot spot" locations and in locations that were frequented by motorcyclists. The ads started in the third quarter, running through late August and included table tents, coasters, mirror clings, floor graphics, and window clings.

**TRUCKSIDE ADVERTISING:** Another new form of advertising on the Motorcyclist Conspicuity Campaign this year was truckside advertising. The "Ride Bright. Be Smart...Be Seen" message was placed on two trucks that traveled throughout Volusia County during the Bike Week event. The trucks chosen for the ads were delivery trucks that traveled during the day time, parking in conspicuous locations for deliveries, thus broadcasting the message to many people throughout Volusia County. In addition to the two trucks, one truck was bedecked with the "Ride Bright. Be Smart...Be Seen" advertisement, and parked at the gas station at which we held the Bike Week press conference. This was provided no additional costs.

**GAS STATION ADVERTISING:** Another form of advertising on the Motorcyclist Conspicuity Campaign this year was the gas station ads. The "Ride Bright. Be Smart...Be Seen." message was placed at 20 gas stations on pump toppers throughout Volusia County. These locations were based on availability, and chosen to coincide, when possible, with our "hot spot" intersections. In addition to the pump toppers, we were provided with fillboards, giant standees, window clings, and counter clings at no additional costs.

**BUS ADVERTISING:** Another new form of advertising on the Motorcyclist Conspicuity Campaign that was explored this year is bus advertising. CUTR began negotiating contracts with Clear Channel Media to place the "Ride Bright. Be Smart...Be Seen" message on buses throughout Miami-Dade, Hillsborough, Orange, Volusia, and Duval counties in the fourth quarter. These bus ads ran from mid-July through mid-August.

The milestones set forth in the original grant application awarded to CUTR, indicated that paid media would be aired starting January 2013. After a teleconference with the project sponsor, it was decided that the funds would be better allocated during the remaining months of the grant, which are the high fatality months, and during motorcycle events, when more PSA's could be purchased for a lesser amount.



The Motorcyclist Anti-Speeding Campaign was awarded to the Center for Urban Transportation Research (CUTR) on January 25, 2013.

During the second quarter, CUTR researched various advertising ideas to convey an anti-speeding message. Ultimately, with the guidance from the project manager and the Motorcycle Safety Coalition, an ad from Australia was chosen to be replicated.

CUTR obtained quotes to produce the ad from various vendors, and ultimately chose the most cost-effective vendor that was able to deliver in the most timely manner. A contract was negotiated, with the anticipation of producing the ad during the third quarter .

During the third quarter, the final contract for production of the Anti-Speeding PSA was approved on April 5th with CROP Media in Jacksonville, FL. The theme and actor selections for the PSA were discussed and finalized throughout April. Production of the PSA began in early May. CUTR and FDOT were on site during the production of the PSA to oversee the filming and provide direction where needed.

The additional funding anticipated from FDOT during the third quarter was awarded in early June. These additional funds were utilized to run the PSA.

During the third quarter, the final contract for production of the Anti-Speeding PSA was finalized and the PSA's were filmed. CROP Media produced the following PSA's:

Sixty second PSA in English and Spanish with Closed Captioning

Thirty second PSA in English and Spanish with Closed Captioning

Negotiations for running the PSA began in the third quarter, with CUTR exploring television and movie theater advertising, choosing the one that provides the best return on investment (ROI). In the fourth quarter, CUTR decided upon movie theater advertising, as this reached the target audience and provided the best return on investment.

Movie theater advertisements ran in August of 2013 in the Tampa, Miami, and West Palm Beach markets, which were identified as having the most problems with speeding. In total, the ad was run on 510 screens a total of 38,262 times. At a total cost of \$70,805.76, this averaged \$1.85 per spot.



## **Section 410 Funds**

The Impaired Motorcyclist Safety Campaign grant project was awarded to CUTR on October 1, 2012. During the first quarter, CUTR worked to formulate the media plan for the year to advertise the "None for the Road" message and explored advertising via billboards, bar advertisements, magazines, and sporting events.

Under the direction of the FDOT project manager, and with input from the Florida Motorcycle Safety Coalition, CUTR worked to rebrand the message for the Impaired Motorcyclist PSA Campaign. Replacing the old "None for the Road" message is the new "Drink+Ride=Lose" message. This will be used on all marketing for this campaign going forth.

**BILLBOARDS:** Billboard placements were negotiated with Lamar Advertising to run during the second quarter and coincide with the Bike Week event. These billboards advertised the "Drink+Ride=Lose" message. The ads were placed on 40 billboards in the areas surrounding Daytona Beach, FL for the Bike Week event. Included in the billboard campaign were four digital billboards. This was a new avenue of advertising used this year.

Billboard placements were negotiated with Lamar Advertising to run during the third quarter and coincide with the Thunder Beach event. These billboards advertised the "Drink+Ride=Lose" message. The ads were placed on 11 billboards in the areas surrounding Panama City Beach, FL for the Thunder Beach event.

One of the most effective mechanisms to minimize impaired driving behavior is to couple high visibility enforcement with an extensive media campaign. Florida used two specific campaigns focusing on the greatest demographic that most likely to drive impaired, the 18-34 year old white male. Additionally, a statewide media campaign was conducted during the Labor Day Holiday week.

### **Major College Sports Marketing**

\$432,000.00 was allocated to fund an impaired driving public education and awareness campaign at major college sports venues. Subcontract agreements were made with IMG Colleges (Florida State University), IMG Colleges (University of Florida), Hurricane Sports Properties (University of Miami), and Clutch Performance, LLC. for paid media placement during various sporting events in the amounts of \$164,000.00, \$55,500.00, \$150,000.00, and \$30,000.00, respectively. While the majority of advertising was run during football and men's basketball games, the impaired driving message also reached attendees of other sporting events such as men's baseball, women's softball and basketball, soccer, and volleyball. Through in-arena public address announcements, radio and television spots, and creative branding and messaging (e.g., event program ads, parking passes, scoreboards, marquees and pre-game crowds and tailgaters, as well as post-game bars or "hot spots"), the impaired driving message reached an estimated 4,617,662 attendees.

### **Professional Sports Marketing**

\$1,900,000.00 was allocated to fund a traffic safety media campaign at professional sporting venues. In order to raise public education and awareness of traffic crashes and fatalities, as well as the preventable causes of these incidents, Tallahassee Community College (TCC) contracted with professional athletic teams to purchase media spots and in-arena signage.

Subcontract agreements with the following sports venues/teams were approved and implemented: Tampa Bay Lightning (hockey), Florida Panthers (hockey), Tampa Bay Rays (baseball), International Speedway (motorsports center), Clutch Performance (promotional signage), Miami Heat (basketball), Miami Dolphins (football) and Orlando Magic (basketball) for paid media placement during various sporting events in the

amounts of \$330,000.00, \$330,000.00, \$230,000.00, \$50,000.00, \$60,000.00, \$212,000.00, \$299,200.00, and \$250,000.00, respectively.

During the year, statewide communication regarding traffic safety issues, in particular, impaired driving and the "Drive Sober or Get Pulled Over" safety message. This was achieved through various messaging and media including, but not limited to, television ads, radio spots, Spanish television and radio spots, banners, graphics, rotating LED dasher boards, indoor LED displays (in-arena), outdoor LED displays/marquees (24/7 along major roadways), public service announcements, ticket vouchers, internet banners, handbills/schedule cards/yearbooks, on-ice Zamboni displays, and on-site game day activation (e.g., attendee use of impaired driving "fatal vision goggles").

In 2013, the majority of the advertising for this grant came through in-arena public address announcements, radio and television spots, and creative branding and messaging (e.g., event program ads, parking passes, scoreboards, marquees and pre-game crowds and tailgaters, as well as post-game bars or "hot spots"); the impaired driving message reached an estimated 3,215,242 attendees.

### **Impaired Driving Statewide Media Campaign DUI - Labor Day**

The Tallahassee Community College - Florida Public Safety Institute was awarded in the amount of \$700,000 to execute this project. A paid media contractor provided a comprehensive paid media campaign to raise public education and awareness of the dangers of impaired driving and the consequences of those actions.

The Tombras Group (Tombras) was selected as the paid media buyer. Tombras reviewed the most current alcohol-related fatality data in markets outlined in the media plan developed a comprehensive campaign inclusive of various cable television, broadcast television, and radio outlet media in five major demographic regions statewide: Jacksonville, Miami, Orlando, Tallahassee, and Tampa. In addition to traditional media, online gaming and point of sale advertising (gas station pump toppers) were utilized to market the "Drive Sober or Get Pulled Over" campaign. Under the Drive Sober or Get Pulled over campaign, Tombras purchased a 3,234 radio spots and 4,280 television spots. A large number of these buys were strategically placed to coincide with the Labor Day Crackdown enforcement period August 17th - September 3rd. Additionally, at the direction of the Florida Department of Transportation, Tombras developed a social media component inclusive of an online Twitter campaign to better target primary demographics. The Twitter account (@NoExcusesFL) increased 66% during the four week campaign, with 102 enforcement messages being tweeted for an average of five tweets a day. The results of the Twitter campaign was 860,330 total impressions, 3,192 profiles viewed, 2,022 clicks and 2,012 follows with the majority or 75 % of @NoExcusesFL followers being Florida residents. Additionally, Tombras leveraged paid media relationships to engage Florida sport teams and radio DJs across Florida to amplify the enforcement messaging, and reaching an additional 1,149,531 followers.

According to preliminary fatality data based on daily reports, the number of fatalities in July (prior to the Labor Day Crackdown) was 120 with August having 157 and the first few days of September having 11 fatalities.

The 2012 Florida Traffic Crash Statistics reports an overall reduction in alcohol-related traffic crashes, injuries, and fatalities for the state, which suggests increased public education and awareness through paid media continues to be an effective part of any effort to reduce the instance of impaired driving.

## **Section 405 Funds**

### **Florida’s Click It or Ticket Paid Media Campaign: Implementing Agency Tallahassee Community College, Florida Public Safety Institute (TCC/FPSI).**

TCC/FPSI contracted with The Tombras Group to develop a comprehensive media campaign plan surrounding the “Click It or Ticket” safety belt enforcement initiatives. A comprehensive media campaign inclusive of various cable television, broadcast television, and radio outlet media buys in five major demographic regions statewide: Jacksonville, Miami, Orlando, Tallahassee, and Tampa. During the primary “Click It or Ticket” enforcement dates (May 20–June 2), a combined 4,280 broadcast cable television spots as well as 3,234 radio spots to promote the “Click It or Ticket” message, reaching an estimated 46,842,582 Floridians and visitors. An additional 4,798 television and radio spots were also provided as partnership in supporting these efforts.

On May 8, 2013, Governor Rick Scott signed a “Click It or Ticket” Awareness Proclamation.



# Occupant Protection Program Overview

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## Goals

1. To decrease unrestrained driver and passenger traffic fatalities by 2.6% from the baseline 2010 Florida Traffic Crash Statistics by December 31, 2013.
2. To increase Florida's safety belt use rate to 90% by December 31, 2013.
3. To decrease the number of unrestrained children 5 years and under by 5% from the 2010 Florida Traffic Crash Statistics by December 31, 2013.

## Program Administration

The Occupant Protection Program is administered by Florida Department of Transportation's Safety Office (FDOT) staff. FDOT awarded 13 Occupant Protection Sub-Grant Applications using Section 402 funds.

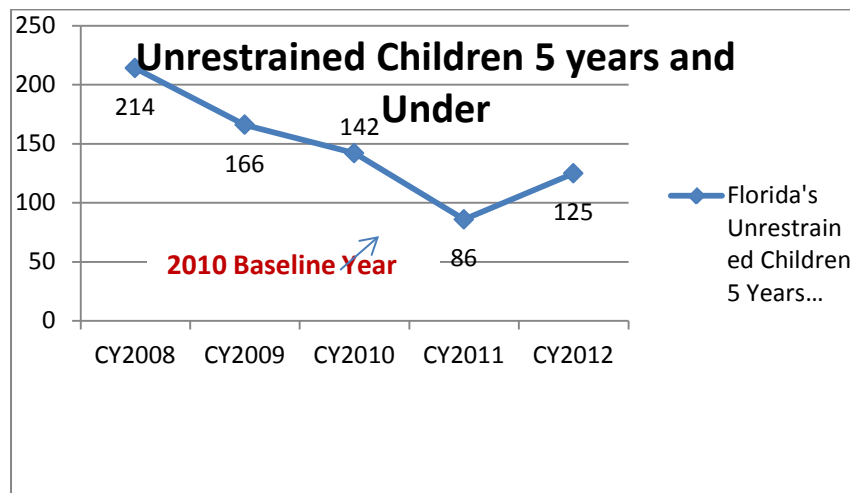
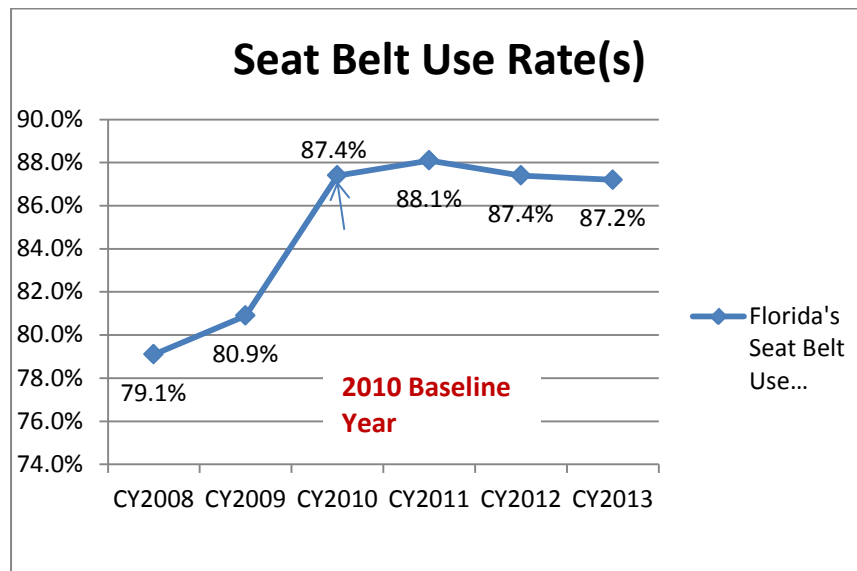
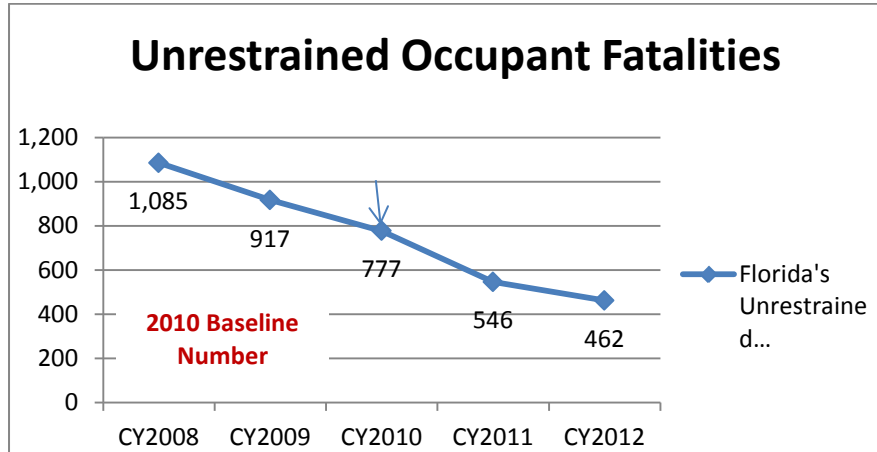
## Primary Projects

Florida's Annual Seatbelt Use Survey  
Florida Click It or Ticket Challenge  
Florida Occupant Protection Resource Center  
Florida Minority Task Force on Occupant Protection

## Status

Florida exceeded its performance measure for reducing the number of unrestrained occupant fatalities by the projected amount. 2012 data shows that the number of unrestrained occupant fatalities was reported at 462, a reduction of 40.5% from the baseline set during CY2010. Florida's Seatbelt Survey is conducted April and June annually, the final 2013 Florida survey data show the overall belt use rate, for drivers and passengers combined, measured 87.2%, (90% was the goal). Florida exceeded its performance measure for reducing the number of unrestrained occupant (children 5 years and under) fatalities by the projected amount. 2012 data shows that the number of unrestrained occupant (children 5 years and under) fatalities was reported at 125, a reduction of 17% from the baseline set during CY2010.

Occupant Protection Performance Goals – Grant Cycle 2013 Data: 10/1/2012 to 09/30/2013



Data Resource: Florida Department of Highway Safety and Motor Vehicle Traffic Crash Facts

## **Occupant Protection Program Projects**

The following FY2013 Occupant Protection Program projects assisted the state in maintaining high levels of overall occupant protection use, and in increasing the public's knowledge about the proper use of child restraint devices.

### **Florida's Statewide Seat Belt Use Survey**

Implementing Agency - Tallahassee Community College, Florida Public Safety Institute (TCC/FPSI). TCC/FPSI contracted with the Preusser Research Group, Inc (PRG) to conduct statewide seat belt surveys during April 2013 (pre-survey) and June 2013 (post survey).

Florida has a total of 67 counties. The 35 counties with the greatest numbers of fatalities account for 85.4 % of the passenger vehicle occupant fatalities. PRG utilized 15 of those counties, a number consistent with NHTSA's (1998) sampling recommendations and 3 more than in the previous design.

The State of Florida provided a database with all national, state, and major city and county road segments, by county. This database was exhaustive for all roadways that are collectors or larger and was used for segment selections for those roadway strata. Florida also provided a complete census of local roadways for each of the 15 counties selected for the design, and those databases were used to select local road segments. All of the databases include segment identifiers, length, AADT, and DVMT values for each segment. Segments are also classified by road function type and urban/rural location. This allowed development of road type strata.

The result is that all necessary information was provided for developing a sampling plan according to NHTSA guidelines. PRG selected 165 observation sites, 11 from each county, distributed across 5 roadway functional categories, or strata. Counties Surveyed: Alachua; Broward, Collier, Duval, Escambia, Hillsborough, Lake, Lee, Miami-Dade, Orange, Pasco, Palm Beach, Seminole, St. Johns, and Volusia.

- Belt use increased dramatically when Florida implemented a primary enforcement seat belt law.
  - Just before the primary law, Florida belt use rate was at 80.9% (June 2009).
  - Immediately after the primary law went into effect the use rate rose to 85.2% (July 2009).
  - One year after the law change belt use in Florida was at 87.4% (June 2010) where it remains today (June 2013, 87.2%).
- The Click It or Ticket campaign (CIOT) made a difference once again in 2013.
  - Statewide belt use in April 2013 was 85.4% compared to 87.2% in June 2013, and this is a statistically significant increase.
  - Awareness survey data collected both before and after CIOT show statistically significant increases in awareness of seat belt enforcement.

### **Florida's Click It or Ticket Challenge**

Implementing Agency- Tallahassee Community College, Florida Public Safety Institute (TCC/FPSI). This project provides incentives and awards to law enforcement agencies (LEAs) that consistently enforce traffic laws, in particular those who make concerted efforts to enforce occupant protection. When law enforcement "step it up" motorists benefit by having safer roadways. The agencies that earn awards through the

Challenge benefit also by receiving equipment for the effective enforcement of traffic laws; equipment otherwise unable to be purchased given the severe fiscal limitations within most agencies.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in ninety-three (93) local area network meetings to promote and incentivize the Click It or Ticket Challenge, The Memorial Day Wave, Hands Across the Border, and the Thanksgiving/Christmas Wave. The LELs also serve as a resource regarding other Florida Department of Transportation occupant protection measures. During these waves, 9,019 seat belt citations and 178 child restraint citations were written.

This year, 218 agencies participated in the statewide enforcement waves. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be effective and efficient means of applying for these challenges. Various promotional/incentive items were distributed to agencies to promote and encourage participation. Approximately \$335,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs. A 2013 Chevy Tahoe custom police vehicle was purchased as the grand prize.

### **Florida Occupant Protection Resource Center (FOPRC)**

Implementing Agency- University of Florida's Transportation Technology Center (T-Square).

This web-based resource center is a one-stop shop for occupant protection educational materials; promotional items; child safety seats; fee's for CPS Instructors to teach 32 hour CPS Technician Course; fee's for CPS technician's to be certified/recertified; training opportunities; and links to other occupant protection safety websites.

### **FOPRC's Child Passenger Safety Component**

T-Square provides technical and administrative oversight and maintenance of the projects, and produces quarterly and annual summary reports to FDOT.

### **Florida's Child Safety Seat Distribution Program**

During the 2013 Grant Cycle, the FOPRC, Pensacola and Ft. Myers Child Seat Distribution Centers distributed 6,085 child safety seats to low-income families. Certified CPS instructors and/or technicians show child passenger safety videos, review educational brochures, and provide individual instructions on child safety seat proper installation. As a web-based resource center, these program services are available to 100% of the state's total population.

As seed money for local CPS programs, a \$20 donation is requested from caregivers receiving a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. All agency personnel who distribute child safety seats are required to be a certified CPS instructor and/or technician.

### **Child Passenger Safety (CPS) Technical Training**

Agency personnel and law enforcement officers providing services at child safety seat distribution sites must be certified utilizing NHTSA's Standardized CPS Technical Training. The FOPRC contract with CPS Instructor's to conduct CPS Technical Training classes and Certification Renewal courses. Thirty-nine National Standardized CPS 32-hour Technical Training classes during FY2013, with 360 students becoming certified and a total of 97 CPS technicians were recertified through Safe Kids Worldwide with FOPRC grant funding. Statewide, there are 90 certified CPS instructors and 1,176 certified CPS technicians, representing all seven FDOT districts, and 67 counties.

### **Child Safety Seat Fitting Stations**

Florida has 112 permanent child safety seat inspection stations. To increase awareness around occupant protection and child safety seat use, pamphlets, posters and rack cards are available at each station.

### **2013 Child Passenger Safety Week**

During September, Governor Rick Scott signed Florida's Child Passenger Safety Week Proclamation. Florida conducted more than forty (40) CPS week events that included media at the majority of these events. Lastly, the FOPRC also provides CPS technical information to the state's CPS instructors and technicians via national and local information posted on the FOPRC website.

### **Florida Minority Task Force on Occupant Protection (FMTOP)**

Implementing Agency - University of Florida's Transportation Technology Center (T-Square).

FMTOP's continued objective for this grant is to increase seat belt use within the African American and Hispanic community. Historically, these demographics have had the lowest seat belt use rate in the state. FMTOP worked with various stakeholders' and organizations to continue their comprehensive approach to motor vehicle safety. FMTOP was also responsible for evaluating and developing culturally sensitive materials to use in their outreach efforts.

This year, the FMTOP selected Duval County to conduct their seat belt/child restraint use intervention. Two separate seat belt/child restraint use interventions were conducted (African American was one and Hispanic was the second). Below is a list of events that make up the intervention:

- FMTOP leadership meets with the selected County/City leadership to get their buy-in to the intervention.
- Select survey site locations in African American and Hispanic communities (using FDOT crash data).
- Conduct pre-observational seat belt survey in the selected sites.
- Conduct community outreach, in the same locations where the seat belt surveys were conducted (This effort is conducted Friday–Sunday to maximize the FMTOP exposure in the selected communities).
- Conduct post-observational seat belt survey in the same selected sites as the pre-survey.
- Identify champion(s) to continue to share the FMTOP message once the intervention is complete; and
- Prepare Final Report to share with County/City leadership, local media, and FDOT.

### **Pre and Post Observational Seat Belt/Child Restraint Surveys**

The surveys were conducted in the eight (8) selected survey sites, on Tuesdays between the hours of 7:30 a.m. to 9:30 a.m. (morning survey) and 4:00 a.m. to 6:00 p.m. (afternoon survey).

### **Community Outreach**

The FMTOP distributed occupant protection, seat belt, and child safety seat educational materials throughout the eight selected survey sites over a three day period (Friday-Sunday). The targeted locations for the community outreach efforts included churches, daycares, schools, retail/grocery stores, restaurants, and barber/beauty shops.

The results of the observational survey show that there were significant changes on restraint use for both African American and Hispanic occupants in Duval County. The African American seat belt use rate increased

from 69.92% to 75.7%, a 6.5% increase and the Hispanic seat belt use rate increased from 75.45% to 82.63%, a 7.18% increase. Both results exceeded the 3.5% goals established at the beginning of the grant cycle.

### **Florida Special Needs Occupant Protection Program**

Implementing Agency- University of Florida's Transportation Technology Center (T-Square).

During this grant cycle this program was collapsed into the Florida Occupant Protection Resource Center. This grant had to absorb the special needs child restraint's cost and the cost for the Special Needs Coordinator to travel to conduct the required nine site visits.

This program provides "loaner" special needs child restraints for children with acute special health care needs and children with chronic special health care needs. Florida has 17 children's hospitals, this program is implemented and operational in the following eight hospitals, Sacred Hearts Children's Hospital, Miami Children's Hospital, Arnold Palmer Hospital for Women and Children, the Children's Hospital of Southwest Florida, All Children's Hospital, Shands Children's Hospital at the University of Florida, Joe DiMaggio Children's Hospital, and the St. Joseph's Hospital for Women and Children.

During this grant cycle, the grantee filled a void in the state for this program (the central panhandle area of Florida), Tallahassee Memorial Hospital a level II Trauma Center completed the application process and was selected to be the 9<sup>th</sup> Special Needs Site for the state and the first non-children's hospital in the program. The Special Needs Program Sites loaned a total of 402 seats and replacement harnesses, conducted 497 evaluations during the grant year.

### **Occupant Protection Program led by All Children's Hospital, Inc.,**

Implementing Agency- All Children's Hospital in St Petersburg, Florida.

The Occupant Protection (OP) Educator has positively contributed to the coordination of child passenger safety classes and car seat check events available for parents and caregivers in the 6 counties this program serves. A total of 154 events were conducted during the 2013 Grant Cycle, 118 child passenger safety classes with car seat checks for caregivers, 21 child passenger safety check events, and 15 community events where information on child passenger safety and/or occupant protection information was offered for families, professionals or community partners.

During the 2013 Grant Cycle, this grantee continued their seat belt use component to this project. Nineteen high schools in Polk County were invited to participate in the "Battle of the Belts" program, five high schools accepted the invitation with awesome outcomes. As a result of the grantees efforts, they were nominated for a Florida Teen Driving Safety Leadership Award for their work with the Polk County Battle of the Belts program and the explanation of this program into Pinellas County. Grantee claims that FDOT's support was a large contributing factor to the Battle of the Belts program and the award nomination.

# Community Traffic Safety Program Overview

## Goals

1. To decrease traffic fatalities 2.6% from the 2010 calendar base year by December 31, 2012 through a series of campaigns designed to increase public awareness of Florida's traffic safety problems and by supporting the ongoing public information and education programs of Florida's Community Traffic Safety Teams.
2. To decrease the number of teen drivers and passengers involved in fatal crashes by 3% from the 2010 calendar base year by December 21, 2012 through educational programs that support seat belt usage and addresses speed, distracted driving, aggressive driving, and impaired driving that target this demographic.

## Program Administration

The Community Traffic Safety Program is administered by Florida Department of Transportation's Safety Office (FDOT) staff. FDOT awarded 13 Community Traffic Safety Sub-Grant Applications using Section 402 funds.

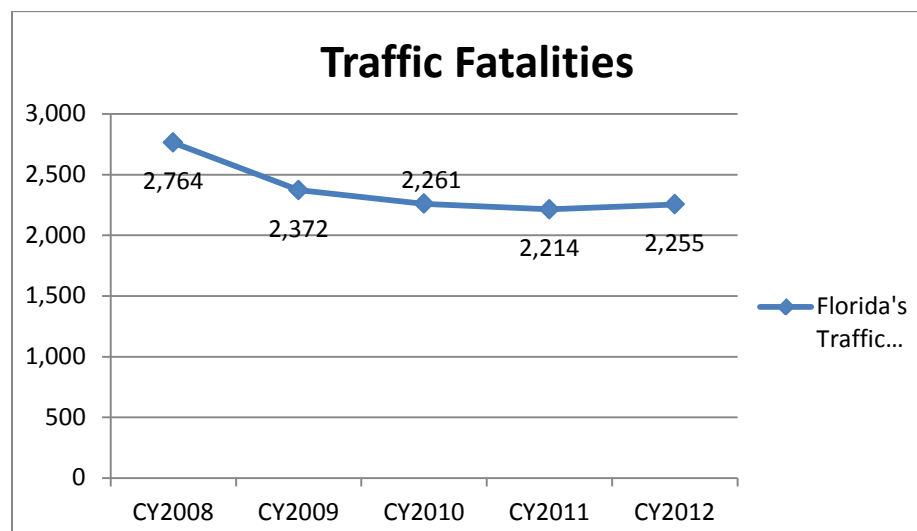
## Primary Projects

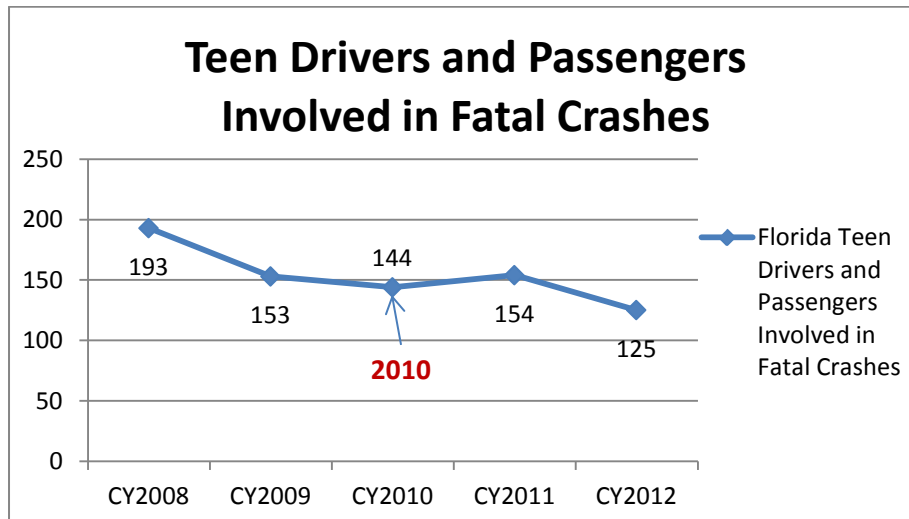
Public Information and Education Program for FDOT Districts  
Community Traffic Safety Program Support

## Status

Florida achieved all FY2013 HSPP Community Traffic Safety Program Area performance goals. 2012 data show that the number of traffic fatalities was reported at 2,255, a reduction of 2.7% from 2010 baseline.

Florida also exceeded its performance goal for reducing the number of teen drivers and teen passengers involved in fatal crashes by the projected amount. 2012 data shows that the number of teen drivers and teen passengers involved in fatal crashes was reported at 125, a reduction of 13.19% from the baseline set during CY2010.





Data Resource: Florida Department of Highway Safety and Motor Vehicle Traffic Crash Facts

### Section 402 Funds

The following FY2013 Community Traffic Safety Program projects assisted the state in maintaining high levels of overall traffic safety.

### Public Information and Education Programs

Seven subgrants were awarded, to the FDOT District Offices (\$50,000 per district). FDOT has been active in the support of Community Traffic Safety Teams (CTSTs). Each FDOT District has a CTST Coordinator who works closely with the CTSTs in their geographic area, and the Central FDOT Safety Office acts as a liaison to the District Coordinators.



### *Florida Community Traffic Safety Logo*

CTSTs are locally based groups of highway safety advocates who are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include local city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. The community boundaries determined by the individuals comprising the team, and can be a city, an entire county, a portion of a county, multiple counties, or any other jurisdictional arrangement.



By working together with interested citizens and other traffic safety advocates within their communities, the CTSTs help to solve local traffic safety problems related to the driver, the vehicle, and the roadway.

One common goal of each Community Traffic Safety Team is to reduce the number and severity of traffic crashes within their community. A “Unified Campaign” component is part of each district’s grant, the last two grant cycles the CTSTs District Coordinators selected Distracted Driving as the focus for their unified campaign and they decided to use “Put It Down” as their tagline for this campaign.



# Alcohol Program Overview

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## Goals

1. To decrease alcohol impaired driving fatalities by 5% from the 2010 calendar base year total of 794 to 754 by December 31, 2013.
2. To conduct at least 300 DUI checkpoints / saturation patrols between October 1, 2012 and September 30, 2013.
3. To provide specialized training to at least 1,440 law enforcement officers and prosecutors by September 30, 2013.

## Program Administration

The Alcohol Program is administered by the Florida Department of Transportation's Safety Office (FDOT). There were 38 alcohol subgrants awarded in FY 2013 using two sources of funding. Five subgrants were awarded using Section 402 funds, 33 were awarded using Section 410 funds.

## Primary Projects

Impaired Driving Enforcement

DUI Training Classes

Drug Evaluation and Classification Program

DUI Challenge Program

## Status

Alcohol suspected crash fatalities had a decrease of 4.67 % in 2012 from 2011 based on preliminary data. Alcohol related fatalities increased from the base number of 794 in 2010 to a preliminary number of 877 or a 10.45 % increase from 2013. There was increased enforcement for impaired driving with 176 arrests for impaired driving at 95 DUI checkpoints and 3,827 impaired driving arrest for impaired driving from 1,650 saturation patrols. In addition over 1,300 law enforcement officers received training in DUI enforcement and detection.

## Section 402 Funds

In 2013, Florida committed \$1,923,525 to targeting problems associated with alcohol-related crashes and fatalities.

Statewide, \$802,525 was provided for training of law enforcement which provided for 32 classes for Standardized Field Sobriety Testing (SFST) and 20 Advance Roadside Impaired Driving Enforcement (ARIDE). Additionally, Florida is able report that the state now has 225 law enforcement officers certified in Drug Recognition and Evaluation. During FY 2013, over 1,300 law enforcement officers received training using Section 402 funding to eradicate the impaired driver from Florida's highways.

The Florida Impaired Driving Coalition continued to move forward addressing prevailing issues to combat the Impaired Driving problems in the state. An incentive program was also available to Florida's law enforcement agencies during FY2013, The Florida DUI Challenge. The Florida DUI Challenge is open to all state, county, and municipal law enforcement agencies within Florida and will allow all Florida agencies to participate in a program which challenges their efforts in six areas: policy, DUI enforcement, DUI special operations, participation in Florida and National impaired driving campaigns, law enforcement training and public information. This program provides incentive awards to winning agencies based on their performance within their category and based on agency size. The Florida Law Enforcement Liaison Program works with local agencies in developing and coordinating their checkpoints and saturation patrols.

### **Section 410 Funds**

22 of 33 Section 410 subgrants, or approximately \$2,629,821, was provided to law enforcement agencies to address alcohol-related crashes within their communities and statewide. This funding provided vehicles, in-car video systems, light towers, and several breath test instruments. \$2,180,000 was specifically allocated to fund DUI Checkpoints and Saturation Patrols for personnel overtime. This investment in local DUI programs resulted in 176 arrests for impaired driving at 95 DUI Checkpoints and 3,827 arrests for impaired driving over 1,650 saturation patrols. Additionally, these efforts also resulted in 7,725 speeding citations as well as 3,092 safety belt citations being issued.

Florida continued to increase its efforts to eradicate the repeat offender by continuing funding to the DUI Court in Volusia County. Meanwhile, Sarasota County's local DUI Court Program continued to keep program participants sober and reduce DUI recidivism and alcohol-related crashes. These programs include on-going judicial supervision, intensive community supervision, treatment, alcohol screenings, and community involvement. This program is not a diversion program (participants will still face criminal charges); it is simply a support mechanism for offenders that struggle with alcohol abuse. Sarasota County's program has experienced less than a 10% recidivism rate over the entire length of funding. The program continues as a model for other jurisdictions within Florida and nationally.

Law enforcement agencies also saw their share of success in FY 2013 as demonstrated by the Fort Myers Police Department (FMPD) and the Tallahassee Police Department (TPD). The FMPD saw significant success in its third year of funding. By the use of data driven targeted patrols, FMPD was able to reduce impaired driving crashes and fatalities by 16% and increase DUI arrests by 29%. Those numbers are expected to climb due to the addition of a grant funded enforcement vehicle that is equipped with an Intoxilyzer. The addition of this vehicle will allow for faster processing, and return the officer back in service to apprehend additional impaired drivers. Through funding of an aggressive data driven enforcement program, the FMPD has been able to make great strides in addressing the DUI issues plaguing their community.

The Tallahassee Police Department in their final year of funding recorded no impaired driving fatalities and a reduction of Impaired Driving Related crashes by 28% all while DUI arrests were also reduced. TPD's enforcement efforts have had a great impact, impaired driving crashes and fatalities are down drastically, but the carryover from their aggressive enforcement efforts has also shown to be effective with overall fatal crashes and fatalities as both are down 30% and 46% respectively.

To address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike, the Traffic Safety Resource Prosecutor Program (TSRP) was reinvigorated in Florida. This program is designed to train prosecutors and law enforcement officers, and to provide technical support to prosecutors. The two TSRPs train DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provide lectures at seminars throughout the state, and are involved in the Florida Impaired Driving Coalition. As often as possible, TSRPs attend alcohol and drug-impaired classes to law enforcement, and participates in ride-alongs with DUI enforcement officers throughout the state. TSRPs have trained 140 prosecutors and 25 law enforcement officers and have attended many summits, meetings, workshops, trials and committees during the course of the fiscal year.

One of the biggest hurdles to the successful prosecution of the impaired driver is the enormous caseloads carried by Florida's prosecutors. In order to ensure that the most complex and significant impaired driving cases receive the specialized experience needed to prosecute successfully, Florida has built on the success of piloting a Special DUI Prosecutor in the 2<sup>nd</sup> Judicial Circuit. Florida now has 3 new Special DUI Prosecutors (One in the 6<sup>th</sup> Judicial Circuit and two in the 11<sup>th</sup> Judicial Circuit). These two new programs have made significant progress in ensuring impaired driving convictions, based upon decreases in motions to dismiss, challenges of evidentiary issues and reclassification of DUI charges to reckless driving. This has been accomplished by having experienced prosecutors aggressively counter the tactics used by defense attorneys.

Florida has one of the largest Hispanic populations in the nation. As a result a significant number of persons arrested for DUI speak only Spanish. In response to this issue, Florida allocated \$214,000 to train DUI enforcement officers to conduct their investigations in Spanish. This has enhanced the quality of the arrests and in turn allowed for more successful prosecution of the Spanish only speaking DUI subject. A total of 39 DUI officers were provided this training during this fiscal year.



# Pedestrian/Bicycle Safety Program Overview

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## Goals

1. To increase driver and pedestrian awareness of pedestrian laws by 5% in Miami-Dade and Hillsborough counties as compared to the baseline survey conducted June 2012, by December 31, 2013.
2. To reduce fatalities and serious injuries of bicyclists and pedestrians by 5% as compared to the 2010 calendar base by December 31, 2013.

## Program Administration

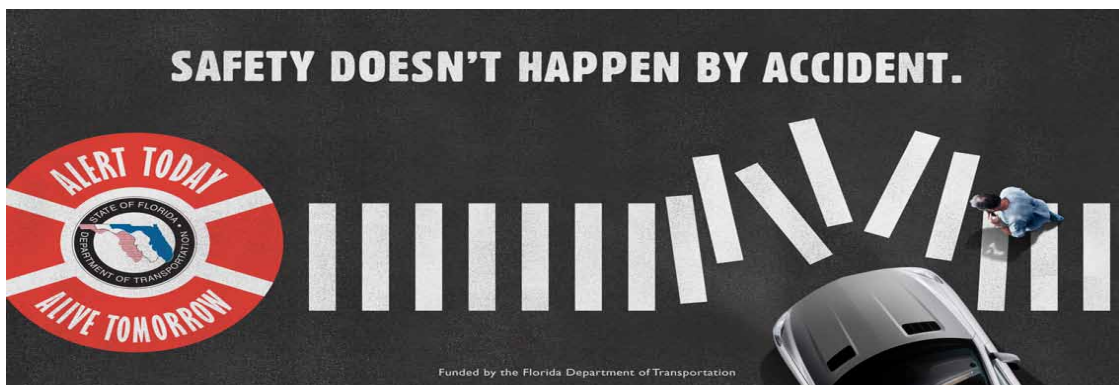
The Pedestrian/Bicycle Safety Program is administered by the Florida Department of Transportation's Safety Office (FDOT). There were twelve (12) Pedestrian/Bicycle subgrants awarded in FY2013 using Section 402 as the funding source.

## Primary Projects

Pedestrian Program Evaluation and Data Collection  
Comprehensive Pedestrian Safety Program  
Pedestrian Safety Enforcement and Education Program  
Vulnerable Road User Crash Reduction Strategy  
Florida's Pedestrian and Bicycling Safety Resource Center  
Public Awareness Campaign to Reduce Elder Pedestrian Injuries/Fatalities in Miami

## Status

The number of pedestrian fatalities continues to decrease. From 2010 to 2013 the preliminary data shows a 7.03 % decrease in pedestrian fatalities. Bicycle fatalities are continuing to decline with a 15.0 % decrease from 2010 to 2013.



## Section 402 Funds

### Florida's Bicycle and Pedestrian Focused Initiative

This Comprehensive Pedestrian Safety Program, awarded to the University of South Florida Center for Urban Transportation Research, developed Florida's Pedestrian Safety Strategic Plan (PSSP), implemented Florida's Pedestrian and Bicycle Safety Coalition, developed a PSSP business plan and coordinated implementation, and developed and coordinated a public outreach, educational, and enforcement campaign promoting pedestrian and bicycle safety. The goal of this project was to increase awareness of pedestrian laws by 5% by June 2013.

### Pedestrian and Bicycle Support Staff

The lead agency for this grant is Tallahassee Community College's Florida Public Safety Institute. The Assistant Bicycle-Pedestrian Coordinator answered 354 requests from FDOT staff, local agencies (including law enforcement), the general public, reporters, engineers, and consultants. Attended 21 meetings and conducted 7 bicycle/pedestrian training activities.

### Florida's Comprehensive Pedestrian and Bicycle Safety Program

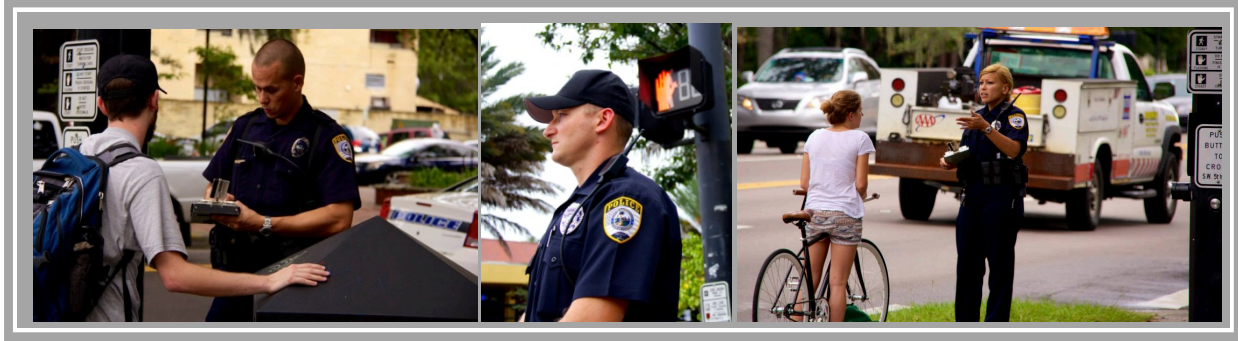
This subgrant was awarded to the University of South Florida Center for Urban Transportation Research. The comparison from the observational survey reflects that overall, road users' crossing behavior, such as using the side walk, crossing the street on the cross walk, and crossing intersections on green signal, improved slightly in this project period. The survey also indicates that the distraction rate of individual pedestrians increased somewhat during the project period, while the distraction rate of users crossing in group improved. The yielding behavior of drivers was found to improve from 72.34 % to 81.8 % during the same period. Overall, motorist, pedestrian, and bicyclist behavior significantly improved in several priority areas during this project period. The goal of this project was to increase awareness of pedestrian laws by 5% by June 2013.

### City of Gainesville Pedestrian High Visibility Enforcement Program

The lead agency was the City of Gainesville via the Gainesville Police Department. The grant funds were used to conduct high visibility pedestrian enforcement operation targeting pedestrians and vehicles violating right-of-way laws. A total of 34 enforcement details were conducted resulting in 1003 traffic stops and pedestrian contacts. The subsequent action summed 399 pedestrian citations and 457 traffic citations to motorists for failing to yield right-of-way.



## Section 402 Funds (continued)



### **Pedestrian Safety Enforcement and Education Program**

The lead agency was the Miami-Dade County via the Miami-Dade Police Department. The grant funds were used to conduct high visibility pedestrian enforcement operations in areas identified by a traffic crash data analysis. Community partnerships with other subgrantees in Miami-Dade County provided a strong base for the educational aspect of the program. A total of 56 enforcement details were conducted resulting in 7,798 citations. A total of 161 pedestrian educational presentations reaching 6,702 people and 31 new community partners were secured via the program.

### **Bicycle Education, Enforcement and Pedestrian Program**

The lead agency for this grant was Florida State University via Florida State University Police Department. Florida State University Police Officers conducted enforcement and educational operations. The education aspect of the program consisted of printed and electronic forms of communication. The use of police bicycles was also found to be an effective medium when interacting with bicyclists on campus. A total of 53 traffic stops were conducted during the program. Two school newspaper public awareness campaigns and 125 social media safety postings were conducted to educate the campus and local population.

### **Vulnerable Road User (Pedestrians/Bicyclist) Crash Reduction Strategy Program**

The lead agency for this grant was Florida Department of Highway Safety and Motor Vehicles via the Florida Highway Patrol (FHP). High visibility enforcement was conducted in areas of the state where crashes involving pedestrian and bicyclist were fatalities were over represented. From February to September, FHP issued 99 pedestrian citations and 157 citations to drivers of motor vehicles. They also issued 194 warnings to pedestrians and 30 warnings to drivers of motor vehicle drivers. Troopers conducted 454 safety talks, addressed 110 civic groups, and three transportation and urban planning organizations about pedestrian and bicyclist issues.

## **Florida's Pedestrian/ Bicycling Safety Resource Center**

The lead agency for the resource center is the University of Florida's Transportation Technology Transfer Center. This is a web-based resource center for citizens of Florida to obtain bicycle helmets, pedestrian/bicycle safety brochures, videos, lending library, educational materials, promotional items and access to their quarterly newsletter. During the 2013 grant cycle there were 38,988 bicycle helmets distributed; 381,624 items added to the resource center; four articles with a pedestrian/bike safety focus published in the T-Square Newsletter; and they filled 1,805 requests representing 1,015,997 promotional/educational items, this is an increase of 846 requests from 2012. Their website address is <http://t2ctt.ce.ufl.edu>.

## **Pedestrian Safety Improvement Program for Selected Cities: Part 2 program in Volusia County**

The lead agency for this grant was Volusia Transportation Planning Organization (VTPO). The VTPO contracted with The Center for Education and Research in Safety (CERS) to develop a "high visibility enforcement of pedestrian right of way laws," a low cost campaign to increase the safety of pedestrians in crosswalks. VTPO partnered with local law enforcement agencies to conduct 6 enforcement operations in three cities following two educational workshops with those agencies. Those agencies conducted 236 traffic stops and issued 78 citations.

## **Public Awareness Campaign to Reduce Elder Pedestrian Injuries/Fatalities in Miami**

The lead agency for this grant was the Alliance for Aging, Inc. This program provided a bilingual education and awareness campaign. There were 418 individuals that attended 12 Safe Steps-Pasos Seguros educational workshops. Public awareness campaigns reached approximately 2,589,000 English speakers and 1,589,000 Spanish speakers via television and 376,710 via their digital media.

## **The Best Foot Forward for Pedestrian Safety Program**

The lead agency for this grant was the Florida Bicycle Association. The program increased awareness and understanding of pedestrian safety issues via social media, website, newsletter, and community outreach. These efforts yielded a total of 18,871 impressions and 7,600 educational materials distributed.

## **WalkSafe Statewide Program**

The lead agency for this grant was the University Of Miami Miller School Of Medicine. The program was able to establish partnerships, conduct a webinar, and introduce the program to governmental officials and advocates.





There were four bicycle/pedestrian safety programs with an enforcement component resulting in 8,993 citations. Five subgrantees conducted 295 bicycle/pedestrian safety training/presentations (12 of those presentations were focused on senior citizens and bilingual participants).



# Traffic Records Program Overview

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## Goals:

1. To increase the number of law enforcement agencies submitting crash reports and citations electronically by 20% by September 30, 2013.
2. To increase the total number of crash reports entered into the Crash Master database within 10 days of the crash from 56.4% by 62% by June 15, 2013. To increase the percentage of EMS providers who are entering run reports into EMSTARS system from 49.6% to 75% on June 15, 2013.

## Program Administration

The Traffic Records Program is administered by the Florida Department of Transportation's Safety Office. There were four subgrants awarded in FY2012 using Section 402 funds.

## Primary Projects

TraCS Support, Enhancement, and Training  
Traffic Records Coordinating Committee Support  
Data Collection for NEMSIS Compliance  
Technological Requirements for Implementing TraCS

## Status

Fifty-eight agencies were submitting crash data electronically to DHSMV. At the end of FY2013, there were a total of 102 affiliated agencies with 6704 users. During the fourth quarter of FY2013, 67 of these agencies submitted crash data electronically to DHSMV using the TraCS system. Most of these statistics represent significant improvement over the 2011-2012 fiscal year.

## Section 402 Funds

The continuation of the TraCS Florida program was funded another year to serve as Florida's free electronic solution for agencies wishing to process electronic crash forms and tickets, through Florida State University. Primary activities performed in Fiscal Year 2012-2013 included support of existing agencies, assisting new agencies with TraCS implementations, transitioning agencies from paper crash form submission to the Department of Highway Safety Motor Vehicles (DHSMV) electronic crash form submission to DHSMV, transitioning agencies from paper citation form submission to local clerks to electronic citation form submission to local clerks, assisting the Florida Association of Clerks and Comptrollers (FACC) and DHSMV with beta testing the new eCitation vendor approval process.

At the end of the previous fiscal year, 58 agencies were submitting crash data electronically to DHSMV. At the end of FY2013, there were a total of 102 affiliated agencies with 6704 users. During the fourth quarter of FY2013, 67 of these agencies submitted crash data electronically to DHSMV using the TraCS system. Most of these statistics represent significant improvement over the 2011-2012 fiscal year. Completeness was improved, as there was an increase of 41,242 crash reports submitted since the prior year. Timeliness was dramatically improved as there was a decrease of submission time of 9.03 days from last year. There were a total of 1277

load errors throughout the year (which could have been caused by Software error, agency error or DHSMV error) which equates to a year-long load success rate of 98.4%.

A grant was awarded to Tallahassee Community College to hire Cambridge Systematics to facilitate support for the Florida Traffic Records Coordinating Committee to facilitate TRCC outreach, develop website and submittal of the FY 2013 Section 408 funding application.

Panama City Police Department was awarded a grant to purchase a server, Microsoft SQL server software, Microsoft server client access license, server peripherals cybernetics storage area network (SAN) and an add on tape drive to support electronic submission of crashes and citations using TraCS. All equipment and software was up and running by August 6, 2013. Since that date, the department has established a 100% success rate in daily backups and should continue to maintain a minimum of 90% or above success rate on a daily basis. The officers using the TraCS program have reported an increase in speed and availability since the new server has been in use. All goals of the grant have been met.

Wakulla County Sheriff's Department received a grant to purchase software to allow the agency to submit electronic citations to the Clerk's office. They successfully purchased the software and are now submitting electronic citations. During the 2012-2013 year, 440 traffic citations and 86 crash reports were submitted electronically.

## **Section 408 Funds**

The Traffic Records Coordinating Committee voted to use the Section 408 funding to continue another year of funding for the Field Data Collection for NEMSIS Compliance; Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics; Franchising Support for Traffic Records Injury Prevention Program (TRIP); A Unified and Sustainable Solution to Improve Geo-Location and Crash Data Timeliness; Crash Data Improvement Plan; Several law enforcement agency equipment purchases to facilitate electronic submission of crash and/or citation data.

The Field Data Collection for NEMSIS Compliance efforts continued via Florida's EMSTARS project. During the grant year, the project team continued collecting live patient care records from additional EMS provider agencies, setting up FTP accounts and support Key Users for EMSTARS Charter agencies, working with EMS provider agencies to help identify problems with their submissions and identify the best resolutions for the problems identified, and working with the software individual agency software vendors on verification processes for EMSTARS compliance. By the end of the grant year there were 155 agencies currently reporting data to EMSTARS and approximately 9.1 million patient care records (processed and validated) in the EMSTARS database, making Florida the highest ranking state, of the 42 reporting states, in total records submitted to the NEMSIS database. Florida EMSTARS has successfully developed a transition plan to convert all agencies to NEMSIS 3.0 by the national deadline.

The University of Florida was granted funding to support Florida's Web-based Crash Data Collection, Reporting and Analysis project, also referred to as Signal 4 Analytics. During the 2012-2013 year Signal 4 Analytics has been upgraded and now automatically updates crashes for all agencies statewide. This information is received twice a day from DHSMV and FHP and loaded into the system. Numerous user-requested enhancements have been installed to provide the ability to export selected records and images in bulk,

the addition of several new query filters including DUI, FHP Troop K, the ability to search for crashes by intersection, street and custom network, automatic generation of intersection diagrams, 2D charts, the ability to correct crash locations, improved map visualization, the ability to support contractor accounts and time-limited guest access to the system., the ability to perform selections based on various shapes and dynamic selections on charts, data grid and maps etc. In efforts to expand to include citation data, a process was completed to process the data acquisition from FHP using the standard TCATS system. FHP citation data is not obtained daily. The FHP crash and citation data are linked at a 98.5% success rate. The University of Florida will continue to work with FHP to increase the match rate to 100% in the coming year.

The University of Florida was awarded a grant to support the Franchising of the Traffic Records Injury Prevention Program (TRIP). The University implemented a four-step approach to leverage the previous years' results of TRIP. Step One: Define, Implement, and promote an event specific patient tracking number (ESPTN). They have proposed a research and development project to TRCC to implement the ESPTN in Orange County, which is the logical starting point as it has experience implementing a precursor to ESPTN. The proposed Orange County implementation will guide the process of created a "Franchise package for the ESPTN" that will systematically outline the steps subsequent users of ESPTN will need to complete to implement ESPTN.

They will also promote the use of this ESPTN and educate various stakeholders and agencies about the incorporation of ESPTN into data sources. Step Two: Develop TRIP marketing and franchise package: TRIP team interacted with TRCC stakeholders, potential users of TRIP, funding agencies, and providers of available data sources in Data Sharing Districts (DSDs). They developed the key TRIP/ESPTN concepts, enunciated a franchising vision for TRIP, and developed/implemented a mission statement that incorporates and exploits the TRIP, ESPTN and DASH technologies that have been successfully developed and tested thus far. As a result, they produced an increasingly detailed broader plan for determining and recruiting stakeholders for the TRIP virtual warehouse and franchising TRIP/ESPTN to those (and other) stakeholders or potential users. Step 3: Develop exemplary use case for marketing to prospective franchisees. The TRIP team made the TRIP server code stable, documented the code and demonstrated TRIP based integration of a demonstrated multi-year dataset.

This dataset was thoroughly checked and assessed for data quality, to comprise a development of standards for the acquisition, quality analysis, transformation and TRIP based analysis of crash related data for the selected DSDs. This gold standard dataset was employed and created the results for a journal paper, and will be employed in future demonstration applications that support the promotion of TRIP to TRCC stakeholders and potential TRIP franchisees. Step 4: Develop and enhance supporting technologies and educational information to support successful TRIP/TPTN Franchising. The TRIP team has developed brief feedback surveys to assess TRIP franchisees' evaluations of TRIP, and to gather suggestions for TRIP system improvement. We are continuing to develop online tutorial modules employing interactive learning based on TRIP web content that exist as of FY2013, with additional support in the form of presentations and workshops. The team proposes a tracking system which will support distribution and monitoring of TRIP software updates. This will eventually enable the provision of software updates automatically, using online educational material and tutorial services.

The Department of Highway Safety and Motor Vehicles was awarded to implement a crash data improvement plan. DHSMV hired a consultant to consult with state and federal stakeholders regarding suggested cross-field edits and best practices from other states for crash data. Through the year the consultant analyzed 95

documented error types and identified 30 cross-field edits, 7 single patterns and 20 updates were made to the Crash Manual.

# Motorcycle Safety Program Overview

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## Goal

To reduce the number of motorcycle rider and passenger fatalities to 395 or less by December 31, 2013 by improving motorcycle safety public awareness and training programs with emphasis placed on implementing the recommendations set forth in the Motorcycle Safety Strategic Plan and the 2008 Motorcycle Assessment.

## Program Administration

The Motorcycle Safety Program is administered by the Florida Department of Transportation's Safety Office. There were six motorcycle safety subgrants awarded using Section 402 funds in FY 2012.

## Primary Programs

Florida's Comprehensive Motorcycle Safety Program  
Motorcycle Program Evaluation and Data Collection  
Observational Survey of Motorcyclist Behaviors

## Status

The number of motorcycle fatalities increased from 2012 to 2013 by 4.09 %, though the number of fatalities for un-helmeted motorcyclists decreased by 17.39 %.

## Section 402 Funds

## Public Opinion Surveys

The surveys were used to evaluate the effectiveness of Florida's Comprehensive Motorcycle Safety Program. This behavioral and statistical study of motorcyclist was developed in accordance with the recommendations set forth by the Motorcycle Assessment Team in February 2008 to *“develop objective evaluation tools and use them to determine the effect of funded grant projects on reducing motorcycle crashes, fatalities, and injuries,”* and *“conduct the rider phone survey at least annually and adapt it to trends and recent FDOT, DHSMV, and FHP activities.”*



The University of South Florida Center for Urban Transportation Research (CUTR) conducted a series of three public opinion surveys, one for those who completed a Florida Rider Training Program for motorcyclists, one for those with motorcycle endorsements from the State of Florida, and one for automobile drivers in the State of Florida.

To improve motorcycle safety in an effective and efficient manner, a comprehensive approach to motorcycle safety is being employed through the Motorcycle Strategic Safety Plan. A total of two different surveys, including one Florida Motorcyclist Survey 2013, one Florida Rider Training Survey 2013, were conducted to determine the effectiveness of various motorcycle safety programs in Florida. A total of three final reports were developed.

### **Florida Motorcyclist Survey**

A web-based survey with a multi-method sampling approach was adopted to conduct the 2013 Florida Motorcyclist Survey. The survey link was distributed through the following methods.

#### **Address-Based Sampling (ABS)**

Postcards with an invitation to complete the web-based survey were sent to a random sample of endorsed motorcyclists. A total of 20,000 addresses were sampled from the Florida DHSMV database of endorsed motorcyclists. Each sampled address was sent three invitation postcards over a period of three weeks. In total, 851 complete responses were obtained from this sampling method.

Facebook: An advertisement that targeted motorcycle riders ages 18 and older was placed on Facebook for 7 days to advertise the web-survey. A total of 1,641 complete responses were obtained from the Facebook ad. A target sample size of 1,070 responses was selected based on the total number of endorsed motorcycle riders in Florida as of April 2013 (1,099,919) to meet a +/- 3 percent margin of error at the 95 percent level of confidence (DHSMV 2013). A subset sample size of 1,070 responses was assigned to ten "hotspot" counties including Brevard, Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, and Volusia. These counties were deemed hotspot counties based on 2012 preliminary motorcycle crash data obtained from DHSMV in April 2013. When the crash data was finalized and released in September 2013, it was discovered that one of the hotspot counties selected, Brevard County, ranked number 11 for fatalities (Marion County ranked number 10). Over half of endorsed motorcycle riders (52.8 percent) in Florida reside in the selected hotspot counties. A total of 2,488 responses, including 1,481 responses from hotspot counties, were obtained during July and August 2013. Therefore, results can be interpreted with a +/- 3 percent margin of error at the 95 percent level of confidence at the statewide level as well as at the hotspot level.

In general, survey respondents are experienced motorcycle riders. Nearly two thirds of respondents reported they have been riding for more than 10 years, while about three percent of respondents have been riding for less than 1 year. Eighty percent of respondents reported that they own a motorcycle and ride regularly. Four out of ten respondents (43.8 percent) reported that they ride a motorcycle more than once per week and 20.4 percent of respondents reported that they ride every day. Respondents who did not ride actively in the past 12 months cited various reasons, including busy with other activities (22.9 percent) and Florida's roads are unsafe for motorcyclists (6.6 percent). The most reported motorcycle type among respondents was cruiser (38.5 percent), followed by touring (19.9 percent). In addition, 18.6 percent of respondents were sport bike riders, including sport and supersport bikes. According to the survey, 42 percent of respondents reported that they rode the same

amount in 2012 as they did in 2011, while 29.8 percent of respondents said they rode more and 21.5 percent of respondents said they rode less.

Almost two thirds of respondents (63.7 percent) reported that they always wear a helmet when they ride a motorcycle. It is noted that respondents' self-reported helmet use is higher than observed helmet use, which is around 50 percent in Florida (3). It is interesting to note that while 63.7 percent of respondents always wear a helmet, 93.9 percent of respondents think that wearing a helmet is at least slightly important. In addition, respondents continue to remain divided on their position towards reinstating Florida's universal helmet law, with about 50 percent of respondents expressing support for reinstatement and about 50 percent of respondents expressing opposition.

According to the survey, 43.4 percent of respondents attended the Daytona Bike Week event in 2013 which is the largest annual bike event in the state. The second most attended major bike event by respondents was Biketoberfest (34.4 percent), which is also held annually in Daytona Beach. Daytona Beach is located in Volusia County, a hotspot county for motorcycle crashes in Florida. Many respondents attended Leesburg Bike Fest (27.0 percent), an event that has been growing over the past few years. The Florida Motorcycle Safety Coalition attended these three major bike events in Florida to promote motorcycle safety and increase motorist awareness.

Many interesting findings were obtained from the survey. While nearly all respondents support Florida's mandatory training law for new riders, respondents were sharply divided on their position towards the reinstatement of Florida's universal helmet law. The 2012 survey obtained feedback from Florida motorcycle riders to measure the impact of various safety campaigns in Florida. Overall, statewide motorcycle safety programs are well-received by motorcycle riders.

### **Florida Rider Training Survey 2013**

A list of Florida Rider Training Program (FRTTP) schools in Florida was obtained from the FRTTP website (<http://motorcycles.hsmv.state.fl.us/index.cfm>) and all schools were contacted to inquire if they would administer the paper and pencil surveys to new graduates upon completion of the Basic Rider Course (BRC). A total of 8 FRTTP schools with facilities in 15 different cities around the state of Florida agreed to assist in administering the survey to their students. The survey was conducted during June and July 2013. A target sample size of 500 responses was selected based on the number of motorcycle endorsements issued in Florida between July 2011 and July 2012 (37,844). A total of 503 responses were collected representing newly endorsed riders from the state of Florida. Therefore, results can be interpreted with a margin of error +/- 3.7 percent at the 90 percent level of confidence.

The 2013 survey obtained feedback from BRC graduates regarding course content and aimed to measure the impact of the course on motorcycle rider safety behavior in Florida. Overall, the training program was well received by motorcycle riders of all levels of experience. Nearly all respondents gave the course an overall rating of "excellent" or "good." In addition, the majority of respondents support the requirement that all new riders must complete the BRC.



## **Florida's Comprehensive Motorcycle Safety Program**

Implementation of Florida's Motorcycle Strategic Safety Plan (MSSP) and to support the functions of Florida's Motorcycle Safety Coalition. Motorcycle crashes pose a serious concern because of the health, economic, and social issues they raise. For nearly ten years preceding the establishment of the Florida Motorcycle Safety Coalition, Florida experienced a significant increase in motorcycle registrations, endorsements, crashes, fatalities, and injuries. In 2007 and 2008 Florida experienced a slight reduction in motorcyclist fatalities (less than 2%); however, since the inception of the Motorcycle Safety Coalition, there has been a 20% reduction in the number of Motorcycle fatalities and a 16% reduction of motorcycle crashes from 2008-2012. Unfortunately 2012 data shows an increase in motorcycle fatalities. In 2012 there were 425 motorcyclists killed an increase from 413 in 2011. The causes of motorcycle crashes cannot be attributed to any single source. A combination of elements are involved. Therefore, comprehensive safety campaigns and approaches are necessary in order to address the many different contributing causes.



This statewide program is to coordinate and implement Florida's Motorcycle Safety Strategic Plan utilizing the business plan to "identify critical issues, establish achievable performance indicators and evaluate the effectiveness all motorcycle safety programs comprehensively." The goal of the project is to further reduce the number of motorcycle rider and passenger fatalities in 2013.

During the 2012-2013 grant cycle, USF has successfully achieved three program objectives and demonstrated the effectiveness of the Comprehensive Motorcycle Safety Program. First, USF successfully conducted four Florida Motorcycle Safety Coalition meetings at CUTR in November 2012, and January, May and August 2013, respectively. Secondly, USF assisted the coalition to effectively implement 26 strategies/action steps identified in the MSSP Business Plan. Finally, the CUTR project team members developed eight partnerships to facilitate focused motorcycle safety efforts in ten high priority counties.

### **Florida Motorcycle Observational Survey In 2013**

The Center for Urban Transportation Research (CUTR) at the University of South Florida (USF) conducted a Florida motorcycle observational survey in 2013 for the Florida Department of Transportation (FDOT). An observational survey is the one of the most effective ways to assess the actual use of PPE of motorcyclists and can also provide an indirect measure for the temporal and geographical use of motorcycles in the given year.

The Center for Urban Transportation Research (CUTR) at the University of South Florida (USF) conducted a Florida motorcycle observational survey in 2013 for the Florida Department of Transportation (FDOT). The main tasks include:

- (1) Observe the use of personal protection equipment (PPE) by motorcycle riders in Florida in the ten hotspot fatality counties
- (2) Observe and analyze motorcycle crash trend, motorcycle registration trend, and motorcycle endorsement trend in Florida
- (3) Conduct a dealership survey to obtain various feedback from motorcycle dealers

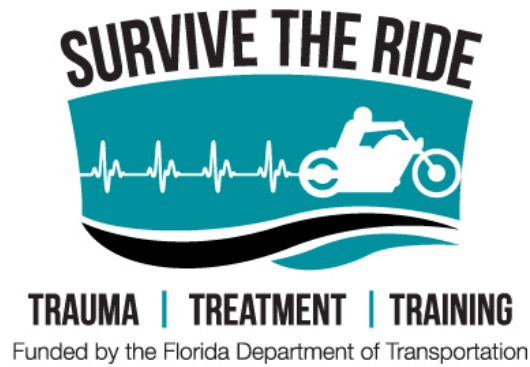
A total of twelve counties including the ten hotspot counties (Miami-Dade, Pinellas, Volusia, Hillsborough, Palm Beach, Broward, Duval, Orange, Lee, and Brevard) and two high fatality counties (Pasco and Polk) were observed. The 2013 survey showed a 3.0 percent increase in DOT-compliant helmet use in Florida, compared to the 2012 survey. Among the counties, Lee County was observed to have the lowest helmet use at 42.5 percent and Hillsborough County was observed to have the highest helmet use at 64.6 percent. DOT-compliant helmet use in the 2013 hotspot counties was observed to be 52.9 percent. A longitudinal analysis for the use of helmet presents the results of the annual levels of motorcycle helmet and other personal protective equipment use throughout the 2010, 2011, 2012, and 2013 survey cycles. The ten highest motorcycle fatality counties are compared over a 4-year time period. Cross tabulation and descriptive statistics were used to analyze the survey data and interpret relationships between categorical variables of interest. Variables analyzed included helmet type, motorcycle type, operator by gender, helmet use by county, and PPE use. A total of 54.1 percent of riders were observed wearing DOT-compliant helmets during the 2013 observational survey in the top five fatality counties (Broward, Hillsborough, Orange, Miami-Dade, and Volusia).

The 2013 dealership opinion survey was completed and summarized. The motorcycle dealership opinion survey is conducted to gather information about dealership participation rates in the promotion of rider education and safety for the purpose of identifying potential strategies to improve existing motorcycle safety awareness campaigns in Florida. The 2013 motorcycle dealership opinion survey was distributed in-person to thirty dealerships, dealerships in each of the top six counties with the highest motorcycle fatalities. Motorcycle dealers showed a genuine concern about rider education and rider safety. Dealers did express a hesitation to excessively promote rider safety at their dealerships due to the fact that they do not want to scare potential buyers from purchasing a motorcycle. Even with this hesitation, 100 percent of respondents to the survey indicated that they were willing to distribute safety awareness promotional materials. It is imperative to continue to develop strategies and to build upon dealership relationships in order to successfully promote rider safety and to positively affect motorcycle safety in Florida.

### **Hillsborough County Sheriff's Office Motorcycle Safety Outreach and Education**

Hillsborough County Sheriff's Office reached out to 198 participants at community motorcycle safety programs and more than 455 students reached through high school safety programs. All community outreach programs were well received by participants. It was also discovered that a vast majority of riders were unaware of the safety information outlined on the motorcycle safety checklist that was produced as an initiative of the 2012 Comprehensive Motorcycle Safety Program grant. Enforcement operations netted 626 traffic stops, 255 citations issued and 1224 motorcycle safety check lists issued. The following offers a breakdown of the categories for citations, no motorcycle endorsement citations 56, no helmet and no insurance citations 64 Citations for equipment violations 77 and other citation 262.

This grant enabled Hillsborough County to concentrate on areas of concern related to motorcycle safety. Personnel working the grant found a great sense of satisfaction in the educational programs, as the majorities are avid recreational motorcyclists in addition to being professional motor deputies. Enforcement and educational campaigns reduced motorcycle involved crashes by 14% from 2012, 47% from 2011.



## **Motorcycle Education and Injury Prevention**

The Florida Department of Health in conjunction with the University of Miami's Ryder Trauma Center developed the "Survive the Ride" program. A program geared towards EMS, Health Care Providers in Trauma Centers, and to motorcyclists who have been injured in a crash. In 2012 and 2013, the focus of the program has been to better educate and train pre-hospital staff in paramedic assessment, judgment, and patient stabilization regarding motorcycle crashes. In 2013, a total of 731 pre-hospital staff were trained. 117 of these paramedics were trained in Miami-Dade County, and 614 of these were trained in other parts of the state of Florida. To date, they have trained a total of 1,280 in the state of Florida since the start of the grant.

To date, they consented, surveyed, and/or educated a total of **103** individual scooter and motorcycle rider patients at Ryder Trauma Center and Jackson Memorial Hospital since the start of the grant. Data was analyzed regarding behavioral differences of riders in motorcycle and scooter crashes, which we found interesting. For the 83 patients analyzed prospectively, 89% were male, 95% were riders, 73% rode motorcycles, and their mean age was 34. Significant differences were noted between helmet usage and rider education. Sport bike riders were significantly more likely to wear helmets than scooter riders, than any other motorcycle rider. Scooter riders were significantly less likely to wear helmets compared to other motorcycle riders. Of those required by law, scooter riders were significantly less likely to be endorsed. However, motorcycle riders were more likely to have been in a prior crash than scooter riders. It was concluded that prevention efforts in riding safety, including enforcement of endorsement laws, are needed that target both scooter riders and motorcyclists.

With regards to protective gear, 31% (19/61) of motorcycle riders were wearing gear on the day of their crash, while only 5% (1/21) of scooter riders were wearing gear on the day of their crash, showing that motorcycle riders were more likely to wear helmets and protective gear than scooter riders. The majority of motorcycle riders wearing helmets and protective gear were riding sport bikes, similar to findings reported by CUTR. This

information supports the need for this prevention program. Outcomes for the educational module scores include that for the pre-test, patients on average got 3.5 out of six questions correct (58% correct). For the post-test, patients got 5.6 out of six questions correct (93% correct). For the three – six month follow up post-test, patients got five out of six questions correct (83% correct), showing retention of safety education provided during bedside patient education session. This supports the value of prevention program: Even though patients may be treated around the state, they are still in need of motorcycle safety education through this teachable moment, immediately after a crash.

### **Key West Police Department for motorcycle safety outreach and education**

Key West Police Department was awarded this grant on February 19, 2013. During the grant cycle the Department participated in 17 outreach events. A total of 1686 traffic stops were conducted, with 58 arrests, 852 moving violations, 406 non moving violations, 63 no helmet citations and 936 motorcycle checklists distributed. Motorcycle crashes decreased to 224 in 2013 from 298 in 2012 and motorcycle injures were down to 146 in 2013 from 244 in 2012.

### **Alachua County Sheriff's Office for Motorcycle Awareness Education**

One Grant was awarded to Alachua County Sheriff's Office for motorcycle awareness education and increased motorcycle enforcement. The Sheriff's Office developed "Look Twice Save a Life" artwork for a bus wrap and partnered with the local bus company to put it on one of the buses for a year. During the year the Sheriff's Office conducted 728 traffic stops and issued 345 citations. They also participated in 6 educational events within the county.

# Police Traffic Safety Program Overview

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## Goals

1. To decrease traffic fatalities 3.0% by December 2013.
2. To decrease traffic crashes by 5.0% by December 31, 2013.
3. To train at least 500 members of law enforcement, judiciary, and medical examiner agencies in advanced traffic safety techniques that pertain to enforcement, management and investigations.

## Program Administration

The Police Traffic Safety Program is administered by the Florida Department of Transportation's Safety Office. There were 17 Police Traffic Service subgrants awarded in FY2013 using Section 402 funds.

## Primary Programs

Florida Law Enforcement Liaison Program  
Florida Law Enforcement Challenge  
Florida Motor Unit Challenge  
Enforcement

## Status

Total fatalities in 2013 are down more than 4.5 % from 2012. As of December 16, 2013 there were 2,202 fatalities. There were 2,313 fatalities during the same period last year. The Law Enforcement Liaison Program and Law Enforcement Challenges combined with training and enforcement continue to drive the fatality rate down.

## Section 402 Funds

Since 2007, the Florida Law Enforcement Liaison (LEL) Program has been increased and promoted law enforcement participation in statewide traffic safety efforts. It also works to increase public awareness of traffic safety issues as well. The LEL Program improves the connection and cooperation between law enforcement agencies and the Florida Department of Transportation (FDOT) State Safety Office and/or the National Highway Traffic Safety Administration (NHTSA). The LELs function as both a line of connection between these groups as well as marketers of FDOT's campaigns and initiatives.

The LEL program consists of one LEL Director, one administrative assistant, and six statewide Law Enforcement Liaisons. The LELs provided coordination, cooperation, and education to law enforcement agencies within their respective geographical regions. Within each LEL region, local area networks (LANs) were established and maintained in an effort to ensure that information was disseminated effectively and efficiently. Region-specific information on the number and severity of traffic crashes and other highway safety related issues were provided to law enforcement. Additionally, the LELs provided information regarding FDOT's programs and initiatives such as DUI Sustained Enforcement, the DUI Challenge, Florida Motor Unit

Challenge, the Click It or Ticket Challenge, Hands Across the Border, and law enforcement training opportunities available through the Florida Public Safety Institute (FPSI). The LELs conducted a total of 155 LANs during the year.

The Florida LEL Program continues to be an effective marketing arm for the State Safety Office. The effectiveness of this promotion and marketing is evidenced in the level of participation in FDOT's Challenge programs. 171 agencies participated in the Click It or Ticket Challenge; 174 in the DUI Challenge; 182 in the Florida Law Enforcement Challenge; 110 in the Motor Unit Challenge. Additionally, a total of 55 law enforcement agencies participated in Hands Across the Border events.



**The Florida Law Enforcement Challenge (FLEC)** provides incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular in the areas of impaired driving and occupant protection. When law enforcement officers "step up" enforcement efforts the pedestrians, bicyclists, motorcyclists, and motoring public benefit by having safer roadways. The agencies that earned awards through the FLEC benefited by receiving equipment used to enhance enforcement of traffic laws. That equipment was only attainable to agencies, via the Challenge, due to the economic limitations that many currently face.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 155 local area network (LAN) meetings to promote and incentivize the FLEC as well as to serve as a resource regarding other Florida Department of Transportation (FDOT) impaired driving initiatives. Approximately \$25,000 of promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2013 Chevrolet Tahoe custom police vehicle was purchased as the grand prize. The Florida Law Enforcement Challenge ceremony was held in Orlando, FL with Gulf Breeze Police Department as the FLEC winner.

This year 182 agencies participated in the Challenge. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitted Challenge applications, officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. This year's awards ceremony held July 17-19 at the Rosen Shingle Hotel in Orlando, FL, recognized first through third place winners. Approximately \$868,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs in Florida.

Through the incentives provided through these programs and in the spirit of healthy competition, officers "stepped up" their enforcement efforts and were able to have a continued impact on the safety of Florida's roadways. Florida's statewide safety usage rate was determined to be 87.2%. This usage rate was a slight, non-

statistically significant decrease in statewide belt usage from June 2012 [87.4%] of 0.2%. It was noted that although Florida's statewide usage rate had a slight decrease from 2012; it is still above the national average. While usage increased across all genders, ages, and races/ethnicities, usage among black occupants (+4.5%) and occupants in trucks (+4.1%) were a specific increase.



**The Florida Motor Unit Challenge (MUC)**, provides incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular motor officers who make concerted efforts to combat traffic issues related to impaired driving, occupant protection, and speeding. When law enforcement officers, "step up," enforcement it is to benefit motorists by having safer roadways. The agencies that earn awards through the MUC benefit also by receiving equipment for the effective enforcement of traffic laws--equipment otherwise unable to be purchased given the severe fiscal limitations within which most agencies currently operate.

The Motor Unit Challenge serves as a resource regarding other Florida Department of Transportation (FDOT) traffic safety initiatives. Approximately 19,179 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2013 Harley-Davidson Police Road King custom police motorcycle was purchased as the grand prize.

This year 110 agencies participated in the Challenge. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitted Challenge applications, officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. The Florida Law Enforcement Challenge banquet held on July 17-19 in Orlando, FL with Altamonte Springs Police Department as the MUC winner.

In conjunction with NHTSA, the Florida LEL Program developed the Regional LEL conference agenda. Topics presented included: new approaches to nighttime safety belt enforcement; distracted driving; challenges to rural law enforcement;

utilizing TSRPs in law enforcement efforts; data-driven approaches to traffic safety (DDACTS); and law enforcement challenge strategies.



**The Florida Public Safety Institute (FPSI)** continued its Police Traffic Training Program; they provided specialized training courses designed to teach state-of-the-art investigation techniques and innovative enforcement, to law enforcement officers, prosecutors, civilian employees of law enforcement agencies, and state employees of law enforcement agencies in Florida.

FPSI conducted 16 traffic training courses during the 2013 Grant Cycle, 405 students attended these courses and **398** students successfully completed the course requirements. Evaluations were completed by all students. The evaluations reflected an overall score of 96.50%.

Classes included Basic Traffic Homicide Investigation; Advanced Traffic Homicide Investigation; Computer-Aided Crash Diagramming with Crash Zone; Crash Scene Mapping with Speed Lasers; Interview and Interrogation for Crash Investigators, Pedestrian and Bicycle Crash Investigation; Photographic Techniques for Crash Investigation; Police Motorcycle Instructor; Police Motorcycle Instructor Update; Speed Measurement Instructor; Traffic Crash Reconstruction; Speed Measurement Course; Motorcycle Crash Investigation; Traffic Homicide Investigation Refresher; Photogrammetry; and Work Zones for the Crash Investigator.

**Institute for Police Technology and Management (IPTM)** Funds were awarded to IPTM to conduct two training classes: Managing the Patrol Function: a Data Driven Approach (DDACTS) and Development of Comprehensive Traffic Safety Programs, and to conduct a Crash Reconstruction Conference “Special Problems in Traffic Crash Reconstruction”. There were 6 workshops conducted with 136 students trained. There were 60 Students trained in four DDACTS training classes and Tuition was paid for 60 in state officers to attend the Crash Conference on May 20<sup>th</sup>-24<sup>th</sup> in St Petersburg. A total of 654 students were trained between FPSI and IPTM.

In 2013, Florida committed \$530,073 to seven law enforcement agencies with a multitude of Traffic related problems. These funds were provided to Bay County Sheriff’s Office, Alachua Police Department. Bradford County Sheriff’s Office, Madison Police Department, Pasco County Sheriff’s Office, Melbourne Police Department, Tallahassee Police Department, Dunnellon Police Department, and Waldo Police Department. 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 (PT funding) 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 law enforcement agencies for equipment and personnel costs. Along with overtime for extra enforcement, some of the agencies acquired speed measurement devices, ticket printers, emergency equipment, vehicles and motorcycles to assist in traffic enforcement in their jurisdictions.

Total Fatalities in 2013 are down more than 4.5% from 2012. As of December 16<sup>th</sup>, 2013 there were 2202 fatalities. There were 2313 fatalities during same period last year.

The University of North Florida, IPTM, received funding for the Judicial Outreach Liaison program. This program has a qualified member of the judiciary to act as a liaison between traffic safety and Florida's judicial system. The JOL promotes NHTSA's and the State of Florida's traffic safety initiatives. This year the JOL attended multiple meetings, conferences and workshops educating judges and judicial members of the importance of traffic safety.



# Speed Control Program Overview

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## Goals

1. To decrease speeding-related fatalities by 2.5% by December 31, 2013.
2. To decrease speeding-related crashes by 5% by December 31, 2013.
3. To decrease aggressive driving-related fatalities by 2.5% by December 31, 2013.
4. To decrease aggressive driving-related crashes by 5% by December 31, 2013.

## Program Administration

The Speed Control Program is administered by the Florida Department of Transportation's Safety Office. There were six speed and aggressive driving subgrants awarded in FY 2012 using Section 402 funding.

## Priority Programs

Fort Myers Aggressive Driving Enforcement and Education Program  
Madison County Speed and Aggressive Driving Project  
Gainesville Police Department Speed and Aggressive Driving Project  
Reducing Aggressive Driving in Davie Program  
Wakulla County Speed Control Program  
Speed and Aggressive Driving/Community Traffic Safety Program

## Status

Speed enforcement continues to have positive results. Data provided by the Department of Highway Safety and Motor Vehicles shows a decrease in speed related fatalities by 59 %.

## Section 402 Funds

In 2012, Florida committed \$578,979 to targeting problems associated with speed and aggressive driving. These funds were provided to the City of Fort Myers, City of Gainesville, Broward County Sheriff's Office, Palm Beach County Sheriff's Office, Madison County Sheriff's Office and Hillsborough County Sheriff's Office 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 (PT funding) 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 law enforcement agencies for equipment and personnel costs. Some of the agencies acquired speed measurement devices to assist in speed enforcement in their jurisdictions.

Data was gathered from these agencies in order to measure grant compliance and enforcement activity. For all agencies that either acquired speed measuring devices, and/or were provided personnel costs for a traffic enforcement overtime, the data is as follows:

- Approximately 10,000 citations were issued for speeding
- 523 aggressive driving citations issued
- 24,017 total citations issued
- 22,671 traffic stops conducted
- 23 public awareness events conducted

**Section 402 Funds**

Crash data was gathered from Florida Department of Highway Safety and Motor Vehicle’s “Annual Uniform Traffic Citation Statistics” and “Traffic Crash Facts” in order to measure speed and aggressive driving-related fatality and injury (F&I) crashes for 2009 and 2010. In 2011 Florida Department of Highway Safety and Motor Vehicles Changed Crash reports which changed data collected on reports. 2011 Crash Facts only listed serious injuries on the report.

| <b>Speed</b> | <b><u>YEAR</u></b> | <b><u>FATALS</u></b> | <b><u>INJURY CRASHES</u></b> |
|--------------|--------------------|----------------------|------------------------------|
|              | 2009               | 232                  | 3,651                        |
|              | 2010               | 221                  | 3,013                        |
|              | 2011               | 275                  | 1,077 (serious injury only)  |
|              | 2012               | 112                  | 526                          |

| <b>Aggressive Driving</b> | <b><u>YEAR</u></b> | <b><u>FATALS</u></b> | <b><u>INJURY CRASHES</u></b> |
|---------------------------|--------------------|----------------------|------------------------------|
|                           | 2009               | 47                   | 350                          |
|                           | 2010               | 70                   | 415                          |
|                           | 2011               | 93                   | 402 (serious injury only)    |
|                           | 2012               | N/A                  | N/A                          |

(Data provided by the Florida Department of Highway Safety and Motor Vehicles.)

# Roadway Safety Program Overview

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## Goals

1. To reduce the number of fatalities and serious injuries to road users ages 65 and older by 5% from the 2010 base year by December 31, 2013.
2. To increase the number of medical review referrals from law enforcement by 2% from the 2010 base year by December 31, 2013.
3. To increase awareness of reporting at-risk drivers among target audiences by 10% from the 2010 base year by December 31, 2013.

## Program Administration

The Roadway Safety Program is administered by the Florida Department of Transportation's Safety Office. There were seven roadway safety subgrants awarded in FY 2012 using Section 402 funding.

## Priority Programs

Elder Road User Program  
Comprehensive Older Driver Program  
United We Guide -Statewide Implementation  
Older Medically at Risk Drivers

## Status

Florida's older population continues to grow and therefore the number of older drivers increases. While Florida had an increase in the total number of fatalities involving the older population, Florida had a decrease in the number of fatal crashes that involved older drivers of 4.58 %.



## Section 402 Funds

### Florida's Car Fit 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. The national program, which was modified to address Florida specific older road users, utilizes a team of trained event coordinators and health professionals who work with each participant locally to conduct consumer events in order to enhance the safety of our older driver population (65 years and older).



### “Find A Ride” database

“Find A Ride” database was updated to meet the goal of sustainability of service and for understanding and use alternative transportation services. This database supports Florida’s Comprehensive Older Driver Program and mobility management across the state. The primary focus of this database is to offer safe transportation alternatives when driving is no longer a safe option.

### Florida’s Comprehensive Older Driver Program and Aging Road User Coalition

In the 2011 grant cycle Florida’s Aging Road User Strategic Safety Plan was developed, printed, and distributed. In 2012 the emphasis area team leaders worked together with their teams on implementation of the plan.



### **Section 402 Funds (continued)**

In Florida, fatal crashes involving drivers 65 and older slightly increased from 396 in 2011 to 438 in 2012. Driver fatalities for the same age group also reflected a slight decrease 235 in 2011 to 224 in 2012. The official 2012 data has not been released by the Florida Department of Highway Safety and Motor Vehicles yet, so 2011 is the most current data available.

While the comparison between 2010 and 2012 is an effective way to analyze crashes and fatalities, consideration must be made of the population growth of this age group ultimately contributes to the problem. Florida leads the nation with 17.8 % of our population 65 years and older compared to 13% for the United States. It is projected that the number of older residents will continue to grow and Florida will remain number one with 27.1% of our population projected to be 65+ in 2030, compared to 19.7% for the rest of the nation (U.S. Census Bureau). To identify the habits, needs and concerns of Florida's aging road users, and to gauge changes in these between 2011 and 2012, a telephone and internet survey was conducted. The survey investigated drivers' and other road users' characteristics; their opinions regarding the safety of Florida's roads; their plans for when they can no longer safely drive; and their knowledge of the Coalition, local transportation options, CarFit events, and driver safety courses. Conducted by Perceptive Market Research of Gainesville, FL, the survey was administered to a random sample of 1,015 Florida residents, roughly half of whom are between age 50 and 65 and another half are 65 and older.

### **Florida's "United We Guide" Program**

St. Johns County and the City of Tallahassee worked to transition this local program into a regional program that puts Mobility Managers in place to addresses safe mobility for seniors and/or alternative transportation for all mobility challenged residents in St. Johns, Duval, Leon, Wakulla, Gadsden, and Jefferson Counties. The goal of this project was to reduce the number of Florida resident road users age 65 and older killed as a result of crash involvement by 2.5% from the 2010 calendar base year by December 31, 2013. The official 2012 data has not been released by the Florida Department of Highway Safety and Motor Vehicles yet, so data to evaluate this goal is not yet available.



## **Emergency Response to Roadway Safety**

Miami Dade Fire Rescue implemented a program to redirect traffic away from crash sites and other obstacles in an effort to reduce secondary crashes and to promote a safer transportation environment for both road users and emergency responders.

## **Work Zone Safety for Field Level Personnel**

In this project, the University of Florida developed a work zone safety overview to include in existing motor vehicle training modules directed towards engineers and local public officials. The goal of this project was to assist in the reduction of crashes by providing training to those charged with implementing safety countermeasures in and around work zones.

*Data Sources: DHSMV Florida Traffic Crash Statistics 2010; DHSMV Motorist Services Office of Statistics and Web Services; FDOT Crash Accounting Reporting System; and U.S. Census Bureau*

## Financial Summary

### FY 2013 Highway Safety Performance Plan

| Program Area              | 402                    | 405 (K2)              | 406 (K4)     | 410 (K8)              | 408                   | 2010                | Total                  | % of Total     |
|---------------------------|------------------------|-----------------------|--------------|-----------------------|-----------------------|---------------------|------------------------|----------------|
| Planning & Administration | \$223,981.49           |                       |              |                       |                       |                     | \$223,981.49           | 0.94%          |
| Occupant Protection       | \$1,628,336.47         |                       |              |                       |                       |                     | \$1,628,336.47         | 6.84%          |
| Community Traffic Safety  | \$671,087.54           |                       |              |                       |                       |                     | \$671,087.54           | 2.82%          |
| Alcohol                   | \$1,769,306.52         |                       |              | \$3,413,039.25        |                       |                     | \$5,182,345.77         | 21.77%         |
| Pedestrian/Bicycle Safety | \$1,475,503.27         |                       |              |                       |                       |                     | \$1,475,503.27         | 6.20%          |
| Traffic Records           | \$520,982.00           |                       |              |                       | \$1,482,969.70        |                     | \$2,003,951.70         | 8.42%          |
| Motorcycle Safety         | \$985,571.04           |                       |              |                       |                       | \$279,229.50        | \$1,264,800.54         | 5.31%          |
| Police Traffic Services   | \$3,211,503.84         |                       | \$181,763.33 |                       |                       |                     | \$3,393,267.17         | 14.25%         |
| Speed Control             | \$426,738.66           |                       |              |                       |                       |                     | \$426,738.66           | 1.79%          |
| Roadway Safety            | \$533,525.35           |                       |              |                       |                       |                     | \$533,525.35           | 2.24%          |
| Paid Media                | \$1,599,683.89         | \$1,399,557.30        |              | \$4,004,140.79        |                       |                     | \$7,003,381.98         | 29.42%         |
| <b>TOTAL</b>              | <b>\$13,046,220.07</b> | <b>\$1,399,557.30</b> |              | <b>\$7,417,180.04</b> | <b>\$1,482,969.70</b> | <b>\$279,229.50</b> | <b>\$23,806,919.94</b> | <b>100.00%</b> |

