

# Florida Department of Transportation



## FY 2018 Highway Safety Plan **Annual Report**

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# Introduction

The Florida Department of Transportation (FDOT) State Safety Office is pleased to present the FY2018 Annual Report detailing the planned activities, activity results, planned activities not implemented, NTHSA mobilization participation and overall progress toward meeting Florida's "target zero" mission for fatalities and serious injuries.

## FLORIDA DEPARTMENT OF TRANSPORTATION

The Florida Department of Transportation (FDOT) is an executive agency, and thus 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. It is also charged with assuring the compatibility of all transportation components, including multimodal facilities. Multimodal transportation systems combine two or more modes for the movement of people or goods. Florida's transportation system includes air, bus transit, bicycle and pedestrian facilities, rail, roadway, sea, and spaceports.

The State of Florida ranks 3<sup>rd</sup> in the Nation for most populous states and 4<sup>th</sup> in largest economy. FDOT predicts that Florida will continue its historic trends in population growth which will result in an increase of almost 6 million people by 2040. Florida's Long Range Transportation Vision, for the next 50 years, includes goals to provide safety and security for residents, visitors and businesses, along with efficient and reliable mobility for people and freight and transportation solutions that support quality places to live, learn, work, and play with more transportation choices for people and freight. Behavioral safety is the back bone to supporting the successful completion of these goals.



FDOT's State Safety Office contributes to this mission by seeking to improve the safety of Florida's roadways through the work of the following sections: federal highway safety grants, engineering and crash data, bicycle and pedestrian safety program, Safe Routes to Schools program, crossing guard train-the-trainer, and employee health and safety.

The FDOT State Safety Office has constructed the its Highway Safety Plan to implement projects and programs that will seek to lower the number of fatalities and injuries with the ultimate target of zero fatalities. In accordance with 23 USC Chapter 4, at least 40 percent of Section 402 funding outlined for this year will be expended by the political subdivisions of the State (locals), including Indian Tribal governments.

## FLORIDA'S 2016 STRATEGIC HIGHWAY SAFETY PLAN

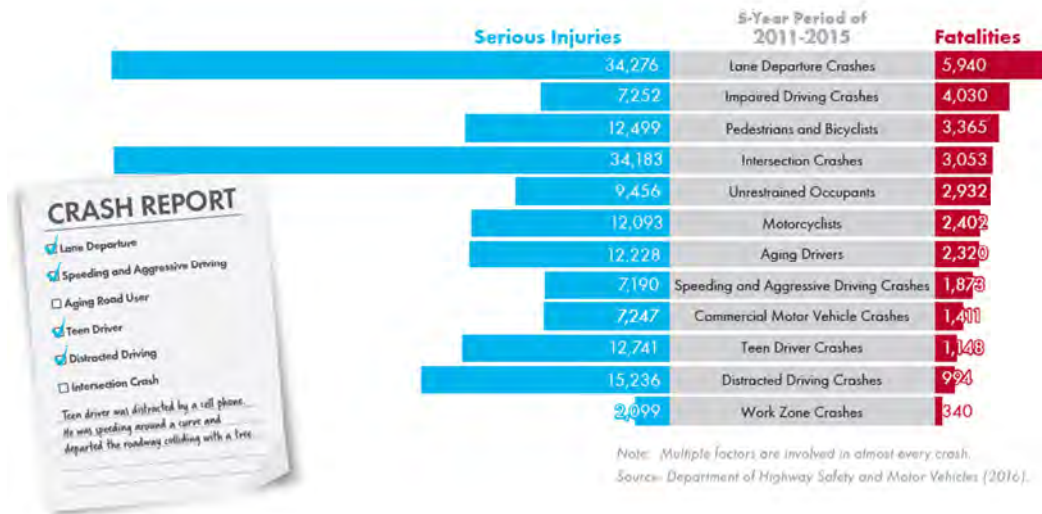
Florida shares the national traffic safety vision, "Toward Zero Deaths," and formally adopted our own version of the national vision, "Driving Down Fatalities," in 2012. Between 2011 and 2015, 12,665 people died on Florida's roadways and an additional 102,759 were seriously injured. The Florida Department of Transportation (FDOT) and its traffic safety partners are committed to eliminating fatalities and reducing serious injuries with the understanding that the death of any person is unacceptable.





The Strategic Highway Safety Plan (SHSP) is the statewide plan focusing on how to accomplish the vision of eliminating fatalities and reducing serious injuries on all public roads. The SHSP is updated at least every five years by FDOT in coordination with statewide, regional, and local traffic safety partners and was last updated in 2016. The SHSP is focused on the roadway component of transportation safety. Safety on other modes of transportation is covered by other plans. The SHSP and safety plans for other modes align not only with the Florida Transportation Plan (FTP), but also with national programs funded by the Federal Highway Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA), and the National Highway Traffic Safety Administration (NHTSA).

Our data-driven SHSP focuses on 13 Emphasis Areas, which reflect ongoing and emerging highway safety issues in Florida. Key strategies related to each Emphasis Area are identified, as well as overarching strategies that apply across Emphasis Areas. These strategies align with the “4 Es” of traffic safety – engineering, education, enforcement, and emergency response. The SHSP also defines a framework for implementation activities to be carried out through strategic safety coalitions and specific activities by FDOT, other State agencies, metropolitan planning organizations, local governments, and other traffic safety partners. The first Emphasis Area is Traffic Records and the remaining 12 Emphasis Areas are:



## STAKEHOLDERS

The 2016 SHSP was updated through collaboration with Florida's traffic safety partners. It is aligned with and builds on the recently adopted FTP, the State's long-range transportation plan. Both the FTP and the SHSP share the vision of a fatality-free roadway system to protect Florida's 20 million residents and more than 105 million annual visitors.

On August 22, 2016, the SHSP's signatory partners met in Tallahassee to pledge their support for the implementation of the five-year plan. Partners that reviewed and approved the plan include:

- Florida Department of Transportation
- Florida Department of Highway Safety and Motor Vehicles
- Florida Highway Patrol
- Florida Sheriffs Association
- Florida Police Chiefs Association
- Metropolitan Planning Organization Advisory Council
- Florida Rail Enterprise
- Florida Association of County Engineers and Road Superintendents
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Federal Motor Carrier Safety Administration



The SHSP update process included:

- Analysis of safety data collected by FDOT, the Florida Department of Highway Safety and Motor Vehicles (DHSMV), and other sources to identify trends in the number of traffic fatalities and serious injuries and factors often associated with these events. All data presented in the SHSP are from DHSMV for 2011 to 2015 unless otherwise noted. This plan was developed using the most recent data available at the time of plan approval.
- Consideration of extensive partner and public input gathered through the FTP update process in 2015. This process engaged more than 15,000 participants through a 35-member Steering Committee, four advisory groups, three statewide events, 13 regional forums and workshops, and more than 350 partner briefings. This input reaffirmed the State's commitment to maintaining a safe and secure transportation system for residents, visitors, and businesses. The process also highlighted several safety issues of concern to the public, including bicycle and pedestrian safety, commercial vehicles, the impacts of changing technologies, and the role of design and operational decisions in creating a safe environment.
- Coordination with at least eight strategic safety coalitions representing statewide, regional, and local partners from both the public and private sectors. These coalitions provided targeted input on the emphasis areas specifically related to their current strategic plans, and defined key strategies for the next five years.
- Coordination with Florida's 27 metropolitan planning organizations (MPOs), including review of safety-related goals, objectives, and strategies in MPO plans and targeted outreach sessions through Florida's Metropolitan Planning Organization Advisory Council.
- Review and approval by the signing partners.



FDOT has the benefit of the expertise and experience of several additional partners throughout the SHSP planning process. Input on safety priorities and activities comes from traffic safety coalitions, advocates, FDOT District Traffic Safety Engineers, law enforcement officers and their leadership, emergency responders, judges, Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD), and many other state and local agencies. Florida's Community Traffic Safety Teams (CTSTs) also provide consistent input into the highway safety planning process. CTSTs are locally based groups of highway safety advocates that are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include city, county, state, and occasionally Federal agencies, as well as private industry representatives and local citizens. Community boundaries are determined by the organizations comprising a CTST: a city, an entire county, a portion of a county, multiple counties, or some other jurisdictional arrangement may be the basis for a CTST.

Through the combination of these efforts there are literally thousands of partners that work in concert with FDOT toward the goal of a fatality-free roadway system.

## FEDERAL TRAFFIC SAFETY PROGRAMS

Florida's Highway Safety Plan (HSP) and Highway Safety Improvement Plan (HSIP) echo the goals of the Florida 2016 SHSP. All three plans cite the goal of reducing traffic crashes, fatalities, and serious injuries, with an ultimate target of zero deaths.

The Florida Department of Transportation and its many traffic safety partners share a high concern for the upward trending of traffic crashes, both statewide and nationally. Many programs and efforts have been initiated in an attempt to reverse these deadly trends. The FDOT, for example, launched an enhanced intersection lighting initiative to increase visibility of pedestrians and reduce pedestrian fatalities.



A Complete Streets approach has also been launched. While the Complete Streets initiative is primarily targeted at ensuring local jurisdictions have a method of communicating with FDOT regarding travel-ways that affect their communities and making sure they are considered within the context of that community, there is also the opportunity to reduce traffic crashes. The concept is simple – complete streets are designed for everyone, which means that people and places are integrated into the planning, design, construction, operation, and maintenance of



the roadway system. The focus is on ensuring streets are safe and accessible for all roadway users regardless of mode, age and ability.

The Florida Highway Patrol (FHP) has also launched the Arrive Alive initiative with its many police and sheriff partners across the state to increase law enforcement presence and ultimately reduce traffic crashes.

These and other efforts, while not funded by NHTSA grant dollars, are important considerations in Florida's comprehensive effort Towards Zero Deaths (TZD).

Florida's 2018 HSP was developed to be inclusive of the requirements outlined in the Uniform Procedure for State Highway Safety Grant Programs as amended by the FAST Act. States must annually submit an HSP to NHTSA for approval describing its highway safety program and planned activities that will drive down serious injuries and fatalities on our highways.

States are required to coordinate their HSP, data collection and information systems with the SHSP as defined in 23 U.S.C. 148(a). For many years, the responsibility for developing both the HSP and the HSIP has been with the FDOT State Safety Office and the SHSP serves as the overarching guide to continuous improvement of safety on Florida highways. The Federal coordination requirement only serves to reinforce Florida's historical and on-going traffic safety program planning processes.



# FLORIDA HIGHWAY SAFETY PLAN (HSP) PROCESS

This Federal Fiscal Year 2017-18 Highway Safety Plan (hereafter referred to as Florida's 2018 HSP) is Florida's action plan for distribution of NHTSA highway safety funds. The HSP is based on Florida's SHSP goals and objectives, crash data and Federal requirements. Today's highway safety programs focus on priority areas that have been proven to be effective in reducing traffic crashes, serious injuries, and fatalities. These safety programs are the focus and foundation of Florida's 2018 HSP and are separated into the following categories:

- Aging Road Users
- Community Traffic Safety Outreach
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Paid Media
- Pedestrian and Bicycle Safety
- Planning and Administration
- Police Traffic Services - LEL
- Public Traffic Safety Professionals Training
- Speed/Aggressive Driving
- Teen Driver Safety
- Traffic Records
- Work Zone Safety



## SUBGRANTS

The FDOT State Safety Office awards subgrants to traffic safety partners who undertake priority area programs and activities to improve traffic safety and reduce crashes, serious injuries, and fatalities. Subgrants may be awarded for assisting in addressing traffic safety deficiencies, expansion of an ongoing activity, or development of a new program.

Subgrants are awarded to state and local safety-related agencies as "seed" money to assist in the development and implementation of programs in traffic safety priority areas. Funding for these subgrants are apportioned to States annually from the National Highway Traffic Safety Administration (NHTSA) according to a formula based on population and road miles. Occasionally, additional funding may be available for projects in other program areas if there is documented evidence of an identified problem.

Many types of organizations are eligible to receive traffic safety subgrant funding: government agencies, political subdivisions of state, local, city and county government agencies, law enforcement agencies, state colleges and state universities, school districts, fire departments, public emergency service providers, and certain qualified non-profit organizations (e.g., MADD, SADD, foundations, etc.).

## COMPLIANCE WITH GUIDELINES

As per NHTSA guidelines, all subgrants awarded in the FY2019 HSP will comply with the May 18, 2016 memorandum from NHTSA's Chief Counsel. This includes all equipment, recognition awards, educational materials, advertising media, and safety items for public distribution. The FDOT State Safety Office will continue to verify compliance with the NHTSA regional office for any questionable items.

## APPLICATION PROCESS

Entities interested in applying for NHTSA funding through FDOT's State Safety Office submit concept papers describing their proposed efforts between January 1 and the last day of February, for the next award cycle beginning October 1. Subgrants are awarded on a Federal fiscal year basis (October 1 – September 30), and require performance measure delivery and reporting. Local subgrants are usually not funded for more than three consecutive years in a given priority area, however evaluation and selection is done on an annual basis, so there is no guarantee that a local subgrant will be funded consecutively or for more than one year.

Concept papers are evaluated for their expected effectiveness in targeting traffic safety issues. Project funding decisions are based upon how well the proposed effort meets the goals of the SHSP, goals of the coalitions and stakeholders, where the project's location ranks within the Florida Highway Safety Matrix, NHTSA assessment recommendations, and whether evidence of a problem is supported by state and local traffic safety data and/or citation data. Law enforcement agencies proposing projects are also evaluated for evidence of a commitment to traffic safety enforcement.

## RISK ASSESSMENT

FDOT's State Safety Office is required by NHTSA to evaluate and document the risk for each entity applying for Federal subgrant funds prior to making an award. The FDOT State Safety Office assesses the applicant's risk of noncompliance with Federal and State statutes, Federal and State regulations, terms and conditions of the subgrant, as well as the applicant's financial stability, quality of management systems, history of performance, single audit compliance, and prior audit findings, if applicable. If the applicant does pose a risk, but the proposal has merit, the FDOT State Safety Office may, as a condition of awarding subgrant funds, impose specific terms or conditions. This information is used to determine the appropriate level of monitoring if a subgrant is awarded.

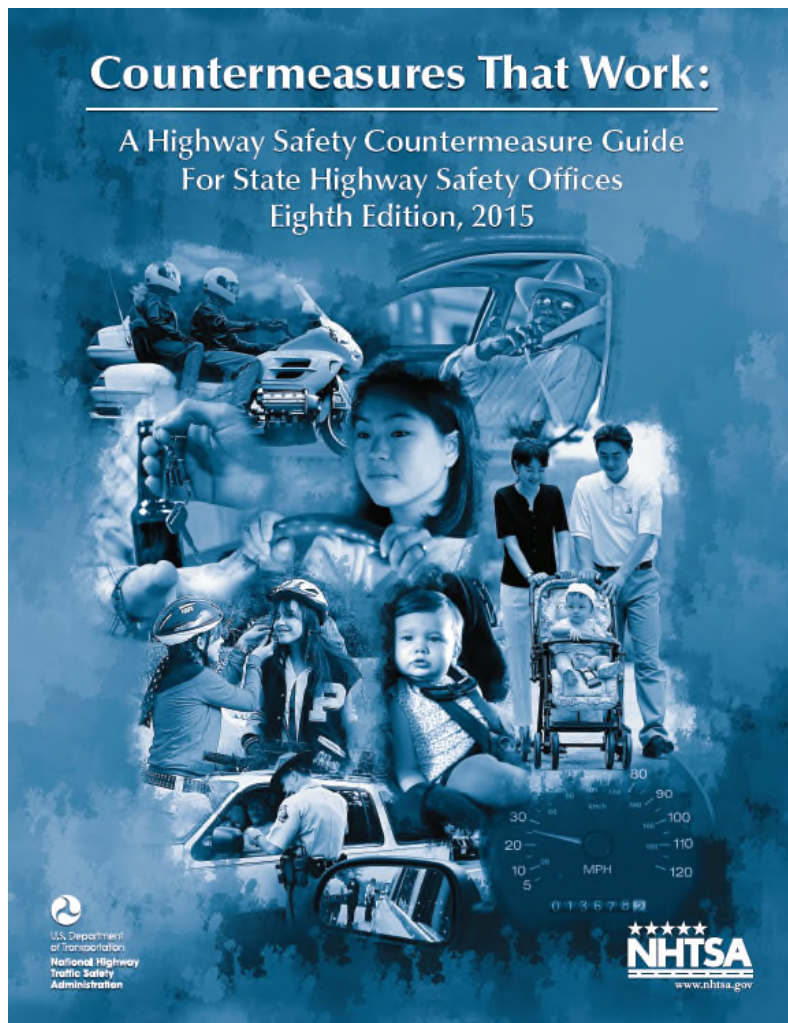




## ANALYSIS

Projects that are ultimately selected should provide the greatest impact to the high-crash, high-fatality, and high-injury challenges that Florida faces. If concept papers are not received from those areas identified as high-crash, high-fatality, and high-injury, the FDOT State Safety Office may directly solicit concepts from agencies within targeted high-risk areas.

As part of our planning and project selection processes, the FDOT is continuously analyzing the linkages between specific safety investments and their resultant safety outcomes to track the association between the application of resources and results.



# Problem Identification

The FDOT State Safety Office has developed objective, data-driven tools to identify traffic safety problems and the geographic areas of the State that represent the highest number of crashes, serious injuries, and fatalities. The Florida Highway Safety Matrix ranks combined serious injury and fatality data in county- and city-level matrices. Based upon five years of data (2011-2015), these matrices provide Florida decision-makers with critical information about the status of traffic safety in counties and cities throughout the State.

County- and city-level matrices are divided into three groups based upon population. The numbers in each matrix represent where a county or city ranks relative to its population group in a particular program area based on the total serious injuries and fatalities, where “1” represents the highest number of serious injuries and fatalities within a population group. For example, the “1” next to Broward indicates it has the highest number of serious injuries and fatalities in speed or aggressive driving related crashes among the 25 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injuries and fatalities. Inmate populations are excluded in calculations.

Specific measures for each column in the matrix are as follows:

- **Serious Injuries and Fatalities** – overall serious injuries plus fatalities
- **Distracted Driving** – serious injuries plus fatalities among drivers who were distracted
- **Drivers 65+** – serious injuries plus fatalities among older drivers, excluding bicyclists and motorcyclists
- **Impaired Driving** – includes serious injuries plus fatalities for both Driving Under the Influence (DUI) and crashes where drugs were a contributing factor
- **Motorcycle Related** – motorcycle-related serious injuries plus fatalities
- **Occupant Protection** – serious injuries plus fatalities among drivers and passengers who were both not using safety equipment and were subject to the seat belt law
- **Pedestrian or Bicyclist Related** – pedestrian-related or bicyclist-related serious injuries plus fatalities
- **Speed or Aggressive Driving Related** – speed-related serious injuries plus fatalities in crashes where two or more of certain moving violations (includes careless driving, improper passing, and several others) were cited
- **Teen Drivers** – serious injuries plus fatalities among drivers aged 15-19, excluding bicyclists and motorcyclists

Distracted driving, potentially impaired driving, speeding and aggressive driving, younger or older drivers and work zones are treated as potential causal factors, so that all individual serious injuries and fatalities involved in a single crash are counted. On the other hand, bicyclists, motorcyclists, pedestrians and individuals not using a restraint system (safety belts and child seats) are only counted once in the appropriate area.

Data sources for the Florida Highway Safety Matrix included FDOT’s Crash Analysis Reporting (CAR) database for fatality and injury data used in the county and city matrices, and The University of Florida, Bureau of Economic and Business Research data source was used for population estimates.

There are limitations related to the Florida Highway Safety Matrix. Some of the measures cited above are inherently more subjective than others. Serious Injuries and Fatalities, Drivers 65+, Motorcycle Related, Pedestrian or Bicycle Related, and Teen Drivers are relatively objective, as they are based upon the number of crash victims. The other areas are all dependent upon how thoroughly crash circumstances are documented. It is quite likely there are differences among jurisdictions in this regard. County rankings are based on crashes occurring both inside and outside cities and municipalities and may involve different investigating agencies, including the Florida Highway Patrol, which does much of the enforcement in rural areas. Crashes are also subject to errors involving location. In some instances, crash investigators either don’t use available technology to pinpoint their exact location or use an incorrect Department of Highway Safety and Motor Vehicles (DHSMV) city code. The FDOT State Safety Office’s Crash Records Section identifies many of the location errors made on state roads. While these corrections are reflected in the CAR database, some errors may still occur.



## CARGO SHIFT OR LOSS (UNSECURED LOAD)

The FDOT State Safety Office also annually reviews the number of serious injuries and fatalities caused by crashes involving unsecured loads on non-commercial vehicles. Examination of five years of cumulative data (2011-2015) reveals a total of 6 fatalities and 71 serious injuries were sustained by Florida motorists due to unsecure loads, or an average of slightly more than one fatality and 14 serious injuries per year. This review provides Florida decision-makers with critical information about crashes involving cargo shift or loss for non-commercial vehicles throughout the state. An analysis of the data indicates that the incidents occur rarely and randomly throughout the state and that the number of these crashes has been trending downward over the past five years. The FDOT State Safety Office and its traffic safety partners will monitor this data annually to determine the need for future countermeasures.

During FY2018, the FDOT State Safety Office participated in the newly created national Secure Your Load day. Safety messages were run on websites and social media throughout the state.





# Highway Safety Matrix

**FY2018 Highway Safety Matrix - Ranking of Florida Counties**  
(Based on total actual serious injuries and fatalities during 2011 - 2015)

Group I - Population of 200,001 and above - 25 Counties										Group II - Population of 50,001 to 200,000 - 15 Counties										Group III - Population of up to 50,000 - 26 Counties										
Florida County (Group I)	Serious Injuries or Fatalities	Distacted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida County (Group II)	Serious Injuries or Fatalities	Distacted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida County (Group III)	Serious Injuries or Fatalities	Distacted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	
Alachua	18	15	20	17	21	17	20	21	18	Bay	1	2	5	1	3	1	1	2	1	1	Blaker	8	9	11	4	15	5	7	15	7
Brevard	10	9	8	13	10	13	10	10	9	Charlotte	8	7	3	11	7	11	5	11	14	14	Bradford	18	24	13	13	12	20	8	19	22
Broward	2	5	1	8	3	3	2	1	1	Citrus	6	4	2	10	2	4	6	2	5	5	Caboun	19	7	25	19	24	16	25	17	13
Clay	25	25	25	25	25	25	25	25	25	Columbia	7	5	13	3	15	2	12	10	7	7	De Soto	8	12	3	8	3	11	1	20	8
Collier	22	19	19	23	18	19	18	24	24	Flagler	9	11	11	9	6	14	9	9	10	Divie	15	15	12	9	18	10	11	23	18	
Duval	7	6	9	2	8	5	7	8	8	Hernando	2	6	1	5	4	7	4	6	3	3	Franklin	25	26	23	22	22	26	21	26	23
Escambia	17	17	18	15	17	14	15	13	16	Highlands	14	16	10	15	13	12	11	15	13	Goatzen	5	4	8	2	10	4	9	9	2	
Hillsborough	3	2	3	1	2	2	2	2	2	Indian River	12	14	6	15	11	15	7	14	15	Glachist	17	16	18	21	17	23	23	16	18	
Lake	19	21	16	18	16	16	22	20	19	Marin	13	13	12	7	9	8	8	7	12	Guides	21	18	20	23	7	19	18	18	26	
Lee	13	13	12	10	11	12	11	9	14	Monroe	5	1	9	12	1	13	1	5	6	Gulf	22	20	16	15	21	21	17	5	19	
Leon	23	24	24	20	24	19	21	17	21	Nassau	16	15	18	14	16	16	16	16	16	Hamilton	14	23	10	14	16	13	20	13	12	
Manatee	11	12	11	14	13	15	12	24	10	Okaloosa	4	3	8	6	5	5	3	3	4	Hurdee	4	6	2	7	2	6	10	6	9	
Marion	15	20	15	12	15	10	18	16	15	Palmam	15	9	14	8	10	10	15	12	11	Hendry	11	8	21	12	6	12	2	8	11	
Miami-Dade	1	3	2	6	1	1	1	1	3	Santa Rosa	3	8	7	2	8	3	10	4	2	Holmes	13	10	17	17	13	15	19	12	21	
Orange	4	1	7	4	5	7	3	7	4	Sumter	10	10	4	16	14	9	14	13	9	Jackson	2	1	4	6	5	2	6	1	3	
Osuola	14	4	17	24	19	23	16	22	13	Walton	11	12	15	4	12	6	13	8	8	Jefferson	16	17	14	16	19	17	13	7	17	
Palm Beach	6	7	5	7	9	4	6	4	6	Lafayette	26	25	26	25	25	24	22	24	24	Levy	3	3	1	3	1	3	3	2	3	
Pasco	8	11	6	5	7	11	8	11	7	Liberty	23	21	22	26	25	26	22	20	20	Madison	7	2	6	11	14	9	12	4	6	
Pinellas	5	8	4	3	4	6	5	5	5	Ocechookee	12	19	7	20	11	14	5	14	15	Ocechookee	1	5	5	1	4	1	4	3	2	
Polk	12	14	14	11	12	8	14	12	12	Suwannee	9	11	9	5	20	7	15	10	5	Taylor	9	11	9	5	20	7	15	10	5	
Sarasota	16	16	13	16	14	24	13	18	17	Union	24	22	24	24	24	23	22	24	24	Walton	20	14	19	18	9	18	14	21	14	
Seminole	21	22	23	22	20	22	17	14	20	Washington	10	13	15	10	8	8	16	11	10	St. Johns	24	23	22	25	22	20	24	15	23	
St. Johns	20	18	21	21	18	21	23	23	22	Volusia	9	10	10	9	8	9	9	8	11	St. Lucie	24	23	22	25	22	20	24	15	23	
St. Lucie	24	23	22	25	22	20	24	15	23																					
Volusia	9	10	10	9	8	9	9	8	11																					



**Legend**


Highest 25% in a category.

Florida Department of Transportation  
State Safety Office

Published: 12/21/2015



 <b>FY2018 Highway Safety Matrix - Ranking of Florida Cities</b>  (Based on total actual serious injuries and fatalities during 2011 - 2015)									
Group I - Population of 75,000 and above - 31 Cities									
Florida City (Group I)	Serious Injuries or Fatalities	Distracted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Boca Raton	21	17	15	20	24	17	24	20	17
Cape Coral	15	13	10	8	13	16	18	13	18
Clearwater	10	19	11	13	7	22	10	28	13
Coral Springs	4	4	3	11	11	10	7	5	3
Davie	14	22	18	12	8	14	23	8	15
Deerfield Beach	29	29	27	29	28	28	22	23	31
Deltona	30	20	29	17	22	30	31	26	26
Fort Lauderdale	7	10	13	9	6	8	6	7	9
Gainesville	8	6	16	6	9	6	11	19	7
Hialeah	9	25	8	16	10	7	9	30	11
Hollywood	19	16	24	14	20	13	13	12	30
Jacksonville	1	2	1	1	1	1	2	1	2
Lakeland	17	21	22	18	14	12	26	29	23
Largo	22	12	12	24	21	31	16	31	21
Melbourne	13	14	7	15	12	21	17	16	12
Miami	5	5	6	5	4	3	3	4	5
Miami Beach	23	28	30	25	17	26	8	25	28
Miami Gardens	24	11	28	23	25	15	19	9	27
Miramar	31	30	31	30	31	27	30	21	29
Orlando	2	1	2	2	2	4	1	3	1
Palm Bay	16	7	9	26	16	29	21	14	8
Palm Coast	25	18	20	10	23	23	29	27	19
Pembroke Pines	28	31	26	28	29	20	27	22	16
Plantation	18	26	14	21	26	25	20	24	24
Pompano Beach	20	24	19	27	19	18	14	10	25
Port St Lucie	26	23	21	22	27	19	28	18	14
St Petersburg	6	8	5	3	5	5	5	6	6
Sunrise	27	27	25	31	30	24	25	17	20
Tallahassee	12	9	23	7	18	9	12	11	10
Tampa	3	3	4	4	3	2	4	2	4
West Palm Beach	11	15	17	19	15	11	15	15	22

**Legend**  
 Highest 25% in a category.





## FY2018 Highway Safety Matrix - Ranking of Florida Cities



(Based on total actual serious injuries and fatalities during 2011 - 2015)

Group II - Population of 15,000-74,999 - 99 Cities

Florida City (Group II)	Florida City (Group II)							Florida City (Group II)											
	Serious Injuries or Fatalities	Distracted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Serious Injuries or Fatalities	Distracted Driving	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	
Altamonte Springs	55	64	69	55	64	55	47	92	48	New Smyrna Beach	37	49	38	14	15	23	58	32	42
Apopka	20	16	37	22	26	21	31	35	19	North Lauderdale	79	85	74	94	69	89	53	87	84
Aventura	25	10	17	72	35	51	28	28	55	North Miami	31	48	45	28	36	45	18	59	56
Bartow	85	72	89	95	94	73	86	94	85	North Miami Beach	34	35	51	52	30	26	30	48	30
Belle Glade	91	82	96	91	99	74	71	96	97	North Port	39	31	27	27	53	43	54	49	36
Bonita Springs	61	58	49	30	39	47	68	63	92	Oakland Park	27	47	42	36	27	25	15	17	46
Boynton Beach	24	33	29	25	34	13	22	23	33	Ocala	8	11	6	4	11	2	9	7	3
Bradenton	1	2	1	1	2	1	1	11	1	Occoee	68	46	76	56	87	29	62	57	52
Casselberry	66	54	72	68	38	78	49	74	88	Opa-Locka	77	77	81	83	90	63	77	65	90
Clermont	41	22	46	38	37	34	46	72	28	Ormond Beach	14	18	11	19	6	15	24	12	12
Coona	15	14	21	17	17	28	25	8	14	Oviedo	65	68	71	60	50	75	63	56	51
Coconut Creek	38	38	32	26	43	31	50	27	32	Palm Beach Gardens	23	13	28	18	41	12	35	15	25
Cooper City	80	80	75	86	80	64	80	68	66	Palm Springs	64	59	66	59	52	71	33	31	50
Coral Gables	28	25	26	29	42	36	13	73	37	Palmetto Bay	87	86	88	89	81	77	81	89	74
Crestview	67	57	67	74	78	57	61	47	58	Panama City	9	4	17	9	13	6	14	4	7
Cutler Bay	84	94	98	88	71	85	70	81	80	Parkland	57	99	95	99	98	99	93	70	77
Dania Beach	47	51	60	63	44	41	51	24	68	Pensacola	7	9	10	6	9	5	8	13	8
Daytona Beach	6	8	9	8	3	4	3	2	11	Pincrest	88	95	84	90	89	82	92	90	89
DeBary	98	74	91	62	92	92	99	76	78	Pinellas Park	4	6	3	5	7	16	6	5	5
DeLand	13	7	18	7	14	7	19	9	16	Plant City	29	65	34	44	25	9	42	29	20
Delray Beach	16	21	13	39	22	10	10	10	29	Port Orange	10	20	5	11	8	38	17	16	10
Doral	70	84	97	69	55	76	69	67	53	Punta Gorda	44	29	25	48	31	17	67	60	59
Dunedin	52	63	39	73	63	54	44	50	43	Riviera Beach	57	45	61	49	77	46	48	39	81
Edgewater	60	53	58	64	68	70	73	51	87	Rockledge	69	61	59	51	60	62	91	40	49
Eustis	72	69	63	46	47	49	75	64	72	Royal Palm Beach	73	70	77	53	70	50	83	58	54
Fort Myers	5	5	7	3	5	3	4	1	6	Safety Harbor	92	96	82	76	91	95	88	77	94
Fort Pierce	51	75	53	45	45	67	37	42	61	Sanford	22	27	47	12	16	14	16	14	17
Fort Walton Beach	56	52	54	35	54	56	45	45	57	Sarasota	3	3	2	2	4	8	2	3	4
Greenacres	49	34	64	34	67	33	41	6	47	Sebastian	76	92	56	78	65	72	78	93	69
Haines City	58	37	44	77	86	60	74	82	71	Seminole	43	41	31	41	18	86	59	28	34
Hallandale Beach	48	56	55	66	66	61	29	62	79	St Cloud	86	81	79	75	74	94	87	83	96
Hialeah Gardens	90	87	99	96	82	90	95	98	75	Stuart	53	66	43	54	51	68	43	36	64
Homestead	17	36	30	58	23	11	12	46	26	Sunny Isles Beach	89	79	85	84	95	79	66	95	93
Jacksonville Beach	50	32	65	42	49	65	39	38	35	Sweetwater	94	91	93	92	75	97	94	99	86
Jupiter	18	15	20	20	32	19	20	20	22	Tamarac	45	55	40	65	48	37	38	61	60
Key West	12	19	22	19	1	20	7	19	18	Tarpon Springs	19	17	16	21	21	35	32	43	15
Kissimmee	2	1	8	13	10	30	5	21	2	Tavares	82	89	62	87	61	84	84	80	67
Lake Mary	78	71	87	47	58	58	85	66	73	Temple Terrace	74	78	73	61	79	87	76	52	63
Lake Wales	63	83	50	67	72	48	82	34	65	Titusville	40	39	33	37	24	32	56	37	27
Lake Worth	32	43	48	24	33	40	21	22	41	Venice	26	30	15	32	19	39	36	97	45
Lauderdale Lakes	81	93	83	79	93	93	55	79	91	Vero Beach	62	67	36	50	59	66	60	78	62
Lauderhill	33	62	41	93	56	42	23	44	39	Wellington	54	26	57	43	76	69	64	18	21
Leesburg	42	40	24	40	20	18	40	55	40	West Melbourne	75	60	70	70	73	88	79	75	83
Lynn Haven	96	73	94	98	97	80	98	91	76	Weston	59	76	68	82	40	81	65	30	44
Maitland	95	97	90	85	83	91	96	84	58	Winter Garden	71	50	78	57	84	83	72	86	82
Marco Island	99	98	80	97	85	98	90	85	59	Winter Haven	46	44	35	81	57	44	57	33	13
Margate	21	24	23	71	62	22	27	53	24	Winter Park	36	12	52	33	29	59	26	71	23
Miami Lakes	83	90	92	80	88	53	97	88	70	Winter Springs	93	88	86	31	96	96	89	69	95
Naples	35	28	19	15	46	27	34	54	31	Zephyrhills	30	42	14	23	28	52	52	41	38
New Port Richey	11	23	4	16	12	24	11	25	9										

**Legend**  
 Highest 25% in a category.





# FY2018 Highway Safety Matrix - Ranking of Florida Cities



(Based on total actual serious injuries and fatalities during 2011 - 2015)

Group III - Population of 3,000-14,999 - 116 Cities

Florida City (Group III)	Serious Injuries or Fatalities	Distracted Driving	Drivers BIR+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida City (Group III)	Serious Injuries or Fatalities	Distracted Driving	Drivers BIR+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Alachua	25	59	27	9	32	11	92	37	17	Loxahatchee Groves	90	109	91	102	87	106	95	36	90
Arcadia	3	12	5	2	7	3	7	30	7	Mackler	47	75	75	11	64	28	34	68	37
Atlantic Beach	38	38	43	36	46	53	17	29	68	Madeira Beach	81	105	50	78	83	105	42	71	100
Auburndale	19	36	22	32	15	45	18	34	18	Madison	105	102	107	109	89	112	106	91	97
Avon Park	24	21	15	19	24	25	38	78	26	Marathon	15	3	12	20	10	44	12	8	28
Bay Harbor Islands	106	92	83	110	110	82	99	74	75	Marianna	31	27	38	55	62	26	46	38	32
Belle Isle	104	91	114	108	76	111	98	73	96	Mary Esther	57	49	84	72	78	58	72	93	21
Belleair	114	114	111	114	114	115	110	114	114	Mascotte	107	109	104	89	90	98	107	110	76
Belleview	52	63	60	63	50	56	86	79	69	Melbourne Beach	109	74	95	91	112	113	83	112	109
Brooksville	8	17	2	13	4	10	11	18	8	Miami Shores	60	65	86	96	79	47	36	94	81
Callaway	67	78	55	47	52	90	18	44	72	Miami Springs	59	64	85	95	45	50	35	52	39
Cape Canaveral	55	44	67	21	25	57	52	69	80	Midway	76	81	70	58	104	93	102	99	65
Chipley	51	55	53	38	66	29	71	59	47	Milton	2	9	4	12	8	7	6	5	2
Clewiston	40	40	74	37	55	22	47	47	23	Minneola	96	85	92	83	107	97	80	72	87
Cocoa Beach	33	37	32	35	22	41	9	39	30	Mount Dora	34	18	33	44	19	34	59	18	33
Crystal River	12	7	13	59	6	39	44	33	9	Mulberry	73	80	87	76	82	61	75	98	50
Dade City	10	14	7	25	14	32	29	25	5	Neptune Beach	56	19	35	94	67	71	62	81	48
Davenport	50	48	48	46	44	84	111	50	78	Newberry	58	45	62	22	92	31	87	60	57
Daytona Beach Shores	71	66	64	57	58	72	41	61	62	Niceville	41	61	36	45	29	54	28	48	45
DeFuniak Springs	14	34	20	14	37	9	101	26	22	North Bay Village	91	99	99	103	60	107	104	65	91
Destin	22	10	41	27	18	24	20	20	19	North Palm Beach	78	96	97	100	105	104	57	84	85
Dunree	108	110	73	90	111	99	113	111	98	Okeechobee	29	53	24	28	42	15	27	8	27
Fellsmere	112	93	115	112	102	114	109	113	112	Oldsmar	20	29	18	43	26	20	37	11	18
Fernandina Beach	62	50	76	39	56	88	53	95	49	Orange City	18	15	25	26	11	23	15	18	52
Flagler Beach (Flagler)	61	77	54	73	39	87	39	82	71	Orange Park	35	22	42	23	17	46	33	46	34
Florida City	30	32	57	60	21	67	10	67	29	Pahokee	84	69	98	80	73	75	94	54	88
Fort Meade	92	72	113	82	106	96	90	104	41	Palatka	28	31	29	8	33	18	32	12	13
Fort Myers Beach	48	94	47	10	48	70	23	42	77	Palm Beach	53	76	34	71	36	85	48	51	70
Frostproof	95	84	101	51	98	43	96	55	66	Palmetto	1	2	1	1	1	2	1	4	1
Fruitland Park	49	42	37	62	65	55	85	49	38	Panama City Beach	7	8	19	4	2	12	3	3	3
Green Cove Springs	64	24	49	64	57	51	54	96	59	Parker	100	89	106	107	108	79	91	56	106
Groveland	27	26	17	33	27	17	69	58	31	Pembroke Park	44	46	59	70	23	35	84	27	24
Gulf Breeze	74	67	68	98	54	92	76	83	63	Perry	88	107	89	101	86	76	66	87	51
Gulfport	77	68	65	77	70	74	49	35	99	Pinole Island	110	111	108	68	91	83	108	75	110
High Springs	75	35	69	89	59	62	56	63	64	Port St Joe	86	70	71	49	94	52	89	86	102
Hilliard	83	106	80	25	84	49	65	102	87	Couincy	103	58	103	88	109	66	112	90	108
Holly Hill	32	60	30	34	20	40	21	21	26	Saribel	111	112	109	111	113	100	100	76	111
Holmes Beach	101	90	102	86	100	80	105	66	95	Satellite Beach	79	82	88	66	71	63	77	100	73
Indian Harbour Beach	97	86	93	84	75	109	68	107	93	Sebring	5	20	3	6	5	5	5	17	6
Indian River Shores	115	115	112	115	115	102	115	115	115	South Bay	87	71	105	50	85	64	79	64	89
Indian Rocks Beach	72	57	79	75	49	73	55	62	84	South Daytona	43	41	58	92	35	27	26	23	56
Inverness	13	25	10	52	9	13	19	13	14	South Miami	54	43	61	93	51	86	51	80	79
Islamorada, Village of Islands	29	6	28	17	31	21	24	77	20	South Pasadena	70	33	40	65	81	38	74	24	83
Juno Beach	102	101	94	87	101	81	97	89	107	Springfield	63	95	63	74	68	60	63	43	58
Kenneth City	82	97	51	79	72	94	88	101	86	St Augustine	8	4	11	7	3	8	2	1	4
Key Biscayne	93	73	81	104	96	65	50	105	92	St Augustine Beach	69	79	78	41	53	91	40	97	61
LaBelle	66	51	96	40	80	37	64	70	40	St Pete Beach	36	38	21	15	34	68	13	28	53
Lady Lake	26	30	8	54	41	14	45	57	43	Starke	37	39	31	24	38	42	60	22	44
Lake Alfred	85	98	56	67	74	95	103	103	101	Sunshine	94	100	100	105	97	108	58	106	104
Lake City	4	1	6	3	13	3	14	2	13	Tanquesta	98	87	82	85	99	78	81	108	94
Lake Clarke Shores	116	116	116	116	116	116	116	116	116	Treasure Island	68	56	77	48	69	103	75	45	82
Lake Park	45	54	45	56	77	30	70	31	35	Umatilla	80	83	66	42	93	48	78	85	74
Lantana	46	47	46	18	63	36	61	41	46	Valparaiso	113	113	110	113	103	101	114	92	113
Lauderdale-by-the-Sea	65	104	39	97	40	89	93	53	60	Wausatcha	9	13	9	5	16	4	43	32	30
Lighthouse Point	39	23	44	61	47	50	22	30	54	West Miami	89	108	90	81	95	77	67	88	103
Live Oak	17	18	23	16	61	6	31	9	25	West Park	42	62	52	69	43	69	25	40	55
Longboat Key (Sarasota)	99	88	72	106	88	110	82	109	105	Wildwood	16	11	14	31	30	16	30	14	15
Longwood	11	5	16	30	12	19	8	7	11	Wilton Manors	21	52	26	53	28	33	4	15	42

**Legend**  
 Highest 25% in a category.





# Performance Measures

With the implementation of a new Interim Final Rule (IFR) at 23 CFR Part 1300, Uniform Procedures for State Highway Safety Grant Programs, Congress required each State to set performance measures and targets as well as report them in the Highway Safety Plan. In all, there are a total of 24 core outcome, behavior, activity, and Florida-specific performance measures. The core outcome, behavior, and activity performance measures were developed by NHTSA in collaboration with GHSA and other traffic safety partners. The additional Florida-specific performance measures were developed by the FDOT State Safety Office in compliance with the rules of 23 CFR 1300.11. The first three core outcome measures are required by the IFR to be based on a 5-year rolling average and Florida has chosen to report the remaining measures annually. States are not required to set targets on the activity measures. The performance measures and data sources are:

## CORE OUTCOME MEASURES:

- C1 - Number of fatalities (FARS)
- C2 - Number of serious injuries (State crash file)
- C3 - Fatality rate per 100M VMT (FARS, FHWA)
- C4 - Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
- C5 - Number of fatalities involving driver or motorcycle operator with a .08 BAC or above (FARS)
- C6 - Number of speeding-related fatalities (FARS)
- C7 - Number of motorcyclist fatalities (FARS)
- C8 - Number of unhelmeted motorcyclist fatalities (FARS)
- C9 - Number of drivers age 20 or younger involved in fatal crashes (FARS)
- C10 - Number of pedestrian fatalities (FARS)
- C11 - Number of bicyclist fatalities (FARS)

## BEHAVIOR MEASURES:

- B1 - Observed safety belt use for passenger vehicles, front seat outboard occupants (State survey)

## ACTIVITY MEASURES:

- A1 - Number of seat belt citations issued during grant-funded enforcement activities (Subgrant activity reports)
- A2 - Number of impaired driving citations issued and arrests made during grant-funded enforcement activities (Subgrant activity reports)
- A3 - Number of speeding citations issued and arrests made during grant-funded enforcement activities (Subgrant activity reports)

## FLORIDA-SPECIFIC MEASURES:

- F1 - Number of Florida resident drivers age 65 or older involved in fatal crashes (FARS)
- F2 - Number of CTST outreach events conducted (Subgrant activity reports)
- F3 - Number of distracted driving fatalities (FARS)
- F4 - Percentage of campaign awareness (State survey)
- F5 - Number of individuals who received traffic safety professional's training (Subgrant activity reports)
- F6 - Number of traffic safety subgrants executed (State data)
- F7 - Number of crash reports submitted within 10 days to the state (State data)
- F8 - Number of agencies participating in the Florida Law Enforcement Liaison Traffic Safety Challenge (Subgrant activity reports)
- F9 - Number of fatalities in work zones (FARS)

## TARGETS:

Florida shares the national traffic safety vision, “Toward Zero Deaths” and formally adopted our own version of the national vision, “Driving Down Fatalities” in 2012. FDOT and its traffic safety partners are committed to eliminating fatalities and reducing serious injuries with the understanding that the death of any person is unacceptable and based on that, zero deaths is our safety performance target. This target is consistent throughout our Strategic Highway Safety Plan, Highway Safety Improvement Program and Highway Safety Plan.

## DATA FORECASTS:

Understanding that zero fatalities cannot be reached within the HSP 2018 year, Florida has developed data models to forecast the fatalities that are statistically expected to occur as we diligently strive to drive down fatalities and serious injuries with an ultimate vision of zero.

Florida’s data forecasts have been established using an ARIMA Hybrid Regression Model (0, 1,1)(2,0,0)(12) with VMT. Nine independent variables were tested to assess correlations; only Vehicle Miles Traveled (VMT) and gas consumption have relatively high correlations with fatalities and serious injuries and of these two variables only VMT was useful in predicting future fatalities and serious injuries. The first three performance measures (number of fatalities, number of serious injuries, and fatality rate per 100M VMT) have been forecasted based on a five-year rolling average and the remaining performance measures will be forecasted annually. The forecasts for 2017 and 2018 are based on monthly data from 2005 through 2016 using statistical forecasting methodologies.



## PERFORMANCE MEASURE OUTCOMES:

Each year, NHTSA requires states to report on one behavioral measure, 11 core outcome measures, and three standard activity measures. The below data provides the current status of those performance measures, as Florida continues to work toward the ultimate goal of zero fatalities.

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- B-1 - Florida established data forecasts that indicated the observed safety belt use for passenger vehicles, front seat outboard occupants could increase in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to enhance the forecasted trend and ultimately increase the observed safety belt use for passenger vehicles, front seat outboard occupants.
- Florida's target for observed safety belt use for passenger vehicles, front seat outboard occupants was 100 percent in 2018.

**Outcome status:** The observed safety belt use rate of for 2018 was 90.6%, a slight increase from the 2017 total of 90.2%, which matched the 2018 forecasted increase that was provided in the FY2018 HSP.

**Target status:** The observed safety belt use rate of for 2018 was 90.6% which is an all-time high. The FDOT State Safety Office will continue to select projects for funding that will enhance this upward trend in the observed safety belt use for passenger vehicles, front seat outboard occupants.

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- C-1 - Florida established data forecasts that indicated the five-year rolling average of fatalities could trend upward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of traffic fatalities.
- Florida's target for fatalities was zero in 2018.

**Outcome status:** Fatalities for 2018 have not been released yet. However, total fatalities were 3,112 in 2017, which is a reduction from the 2016 total of 3,176. The 2013-2017 five-year rolling average is now calculated at 2,825, which was within the 2017 forecasted range of 2,626 and 2,928 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** Fatalities for 2018 have not been released yet, so the target performance was not evaluated.



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- C-2 - Florida established data forecasts that indicated the five-year rolling average of serious injuries could trend downward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to enhance the forecasted trend and ultimately reduce the number of serious injuries.
  - Florida's target for serious injuries was zero in 2018.

**Outcome status:** Serious injuries for 2018 have not been released yet. However, total serious injuries were 20,380 in 2017, which was a reduction from the 2016 total of 21,645. The 2013-2017 five-year rolling average is now calculated at 20,422, which was within the 2017 forecasted range of 19,528 and 21,113 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** Serious injuries for 2018 have not been released yet, so the target performance was not evaluated.

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- C-3 - Florida established data forecasts that indicated the five-year rolling average of fatality rate per 100 million vehicle miles traveled (VMT) could trend upward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the fatality rate per 100 million vehicle miles traveled (VMT).
  - Florida's target for fatality rate per 100 million VMT was zero in 2018.

**Outcome and Target status:** At this time 2017 and 2018 information has not been released by the NHTSA Fatality Analysis and Reporting System (FARS), so the data forecast and target performance was not evaluated.

- C-4 – Florida established data forecasts that indicated the number of unrestrained passenger vehicle occupant fatalities, all seating positions could trend upward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of unrestrained passenger vehicle occupant fatalities, all seating positions.
- Florida’s target for unrestrained passenger vehicle occupant fatalities, all seating positions was zero in 2018.

**Outcome status:** Unstrained passenger vehicle occupant fatalities, all seating positions for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that total unstrained passenger vehicle occupant fatalities, all seating positions were 671 in 2017, which is a reduction from the FARS 2016 total of 745 and within the 2017 forecasted range of 624 and 776 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** Unstrained passenger vehicle occupant fatalities, all seating positions for 2018 have not been released yet, so the target performance was not evaluated.

- C-5 - Florida established data forecasts that indicated the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above could trend downward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to enhance the forecasted trend and expects the projects chosen for funding will increase the downward trend in the number of number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above.
- Florida’s target for the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above was zero in 2018.

**Outcome status:** The number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above were 839 in 2017, which is a reduction from the 2016 total of 905. The 2017 forecasted range that was provided in the FY2018 HSP was 306 and 442. Since publishing the FY2018 HSP, Florida realized an error in this forecasted performance measure data. FARS historical data from 2008-2016 ranges between 672 and 905. The FDOT State Safety Office will correct the process in future HSPs. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** The number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above for 2018 have not been released yet, so the target performance was not evaluated.

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- C-6 - Florida established data forecasts that indicated the number of speeding-related fatalities could trend downward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to enhance the forecasted trend and expects the projects chosen for funding will increase the downward trend in the number of speeding-related fatalities.
  - Florida's target for speeding-related fatalities was zero in 2018.

**Outcome status:** Speeding-related fatalities for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of speeding-related fatalities were 299 in 2017, which is a reduction from the 2016 total of 310 and within the 2017 forecasted range of 201 and 319 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** Speeding-related fatalities for 2018 have not been released yet, so the target performance was not evaluated.

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- C-7 - Florida established data forecasts that indicated the number of motorcyclist fatalities would remain flat in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of motorcyclist fatalities.
  - Florida's target for number of motorcyclist fatalities was zero in 2018.

**Outcome status:** Motorcycle fatalities for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of motorcycle fatalities were 590 in 2017, which is a slight increase from the 2016 total of 586 but within the 2017 forecasted range of 490 and 608 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to remain relatively the same in accordance with the data forecast. The FDOT State Safety Office will continue to select projects for funding that will help to mitigate the forecasted trend and ultimately reduce the number of motorcyclist fatalities.

**Target status:** Motorcycle fatalities for 2018 have not been released yet, so the target performance was not evaluated.

- C-8 - Florida established data forecasts that indicated number of unhelmeted motorcyclist fatalities could trend upward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of unhelmeted motorcyclist fatalities.
- Florida's target for number of unhelmeted motorcyclist fatalities was zero in 2018.

**Outcome status:** Unhelmeted motorcycle fatalities for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of unhelmeted motorcycle fatalities were 289 in 2017, which is a slight increase from the 2016 total of 283 but within the 2017 forecasted range of 259 and 326 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to remain relatively the same in accordance with the data forecast. The FDOT State Safety Office will continue to select projects for funding that will help to mitigate the forecasted trend and ultimately reduce the number of unhelmeted motorcyclist fatalities.

**Target status:** Unhelmeted motorcycle fatalities for 2018 have not been released yet, so the target performance was not evaluated.

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- C-9 - Florida established data forecasts that indicated the number of drivers age 20 or younger involved in fatal crashes would remain flat in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of drivers age 20 or younger involved in fatal crashes.
- Florida's target for number of drivers age 20 or younger involved in fatal crashes was zero in 2018.

**Outcome status:** The number of drivers age 20 or younger involved in fatal crashes for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of drivers age 20 or younger involved in fatal crashes were 381 in 2017, which is a reduction from the 2016 total of 401 and within the 2017 forecasted range of 352 and 445 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** The number of drivers age 20 or younger involved in fatal crashes for 2018 have not been released yet, so the target performance was not evaluated.

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- C-10 - Florida established data forecasts that indicated the number of pedestrian fatalities could trend upward in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of pedestrian fatalities.
- Florida's target for number of pedestrian fatalities was zero in 2018.

**Outcome status:** Pedestrian fatalities for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of pedestrian fatalities were 654 in 2017, which is a slight increase from the 2016 total of 653 but within the 2017 forecasted range of 589 and 702 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to remain relatively the same in accordance with the data forecast. The FDOT State Safety Office will continue to select projects for funding that will help to mitigate the forecasted trend and ultimately reduce the number of pedestrian fatalities.

**Target status:** Pedestrian fatalities for 2018 have not been released yet, so the target performance was not evaluated.

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- C-11 - Florida established data forecasts that indicated the number of bicyclist fatalities would remain flat in 2017 and 2018. The FDOT State Safety Office chose the projects in the FY2018 HSP to mitigate the forecasted trend and ultimately reduce the number of bicyclist fatalities.
- Florida's target for number of bicyclist fatalities was zero in 2018.

**Outcome status:** The number of bicyclist fatalities for 2018 have not been released yet. However, the NHTSA Fatality Analysis and Reporting System (FARS) indicates that the number of bicyclist fatalities were 125 in 2017, which is a reduction from the 2016 total of 138 and within the 2017 forecasted range of 111 and 162 that was provided in the FY2018 HSP. Based on the 2017 data, 2018 is expected to continue the overall downward trend, as seen in 2017.

**Target status:** The number of bicyclist fatalities for 2018 have not been released yet, so the target performance was not evaluated.

## ACTIVITY MEASURES

NHTSA uses a number of measures in reports to the Congress, the public, and others regarding the status of traffic safety overall and key traffic safety subjects such as safety belt use, impaired driving, speeding, and motorcycle helmet use. The following activity measures are submitted by all States to allow reporting of activity produced under federal grant funding. This is merely a representation of the efforts conducted and does in no way encourage a quota for enforcement activities.

The following table denotes the number of safety belt citations, impaired driving arrests, and speeding citations issued during grant funded enforcement activities for the 2018 subgrant cycle:

Activity Measures			2013	2014	2015	2016	2017	2018
A-1	Number of Grant-Funded Safety Belt Citations	Final	9,019	9,016	1,105	553	3,870	9,295
A-2	Number of Grant-Funded Impaired Driving Arrests	Final	4,003	2,133	1,060	1,848	1,121	1,134
A-3	Number of Grant-Funded Speeding Citations	Final	17,725	21,148	5,737	4,285	17,605	19,999

## FLORIDA-SPECIFIC MEASURES

Florida has established performance measures for program areas that are not expressly covered by the NHTSA required outcome, behavioral, or activity measures. The following chart outlines those program areas and their specific evidence-based performance measures:

	Program Area	Florida Specific Measures		2011	2012	2013	2014	2015	2016	2017	2018
F-1	Aging Road Users	Number of Florida resident drivers age 65 or older involved in fatal crashes	Target	400	363	344	327	311	295	280	0
			Actual	397	363	465	460	516	325	358	
F-2	Community Traffic Safety Outreach	Number of CTST outreach events conducted	Target	N/A	N/A	N/A	N/A	N/A	N/A	N/A	168
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
			Actual	186	181	200	224	220	241		
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	85,389,616
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	78,996,032
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	98,028,754
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	N/A	182,600,000
F-5	Planning and Administration	Number of traffic safety subgrants executed	Target	N/A	N/A	N/A	N/A	N/A	143	108	168
			Actual	131	132	95	131	102	138	105	145
F-6	Police Traffic Services - LEL	Percent of law enforcement agencies participating in the Florida Law Enforcement Liaison Traffic Safety Challenge	Target	N/A	N/A	N/A	N/A	N/A	N/A	N/A	100%
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	74%	
F-7	Public Traffic Safety Professionals Training	Number of persons who received traffic safety professional's training	Target	N/A	N/A	N/A	N/A	N/A	N/A	N/A	500
			Actual	N/A	N/A	N/A	N/A	N/A	N/A	1,969	2,383
F-8	Traffic Records	Number of crashes submitted within 10 days to the state	Target	N/A	N/A	N/A	>60%	>65%	>70%	>75%	>80
			Actual	N/A	N/A	N/A	63.80%	69.93%	76.40%	74.30%	80.44%
F-9	Work Zone Safety	Number of fatalities in work zones	Target	N/A	N/A	N/A	N/A	N/A	N/A	N/A	0
			Actual	66	61	74	64	77	24	28	

Per 23 CFR 1300.11, Florida has established performance measures for all program focus areas. Because these are newly established measures, there is not historical reporting of prior years. Being consistent with Florida's other performance measures, the FY2015 data has been provided as baseline.

█ Indicates that data is not currently available

# Evidence-Based Enforcement Plan

The State of Florida has a comprehensive, evidence-based enforcement plan that encompasses all traffic safety program areas. Selection of enforcement activity locations is based upon data that identifies high-risk areas with the greatest number of crashes, serious injuries, fatalities, and/or traffic violations (citations). The FDOT State Safety Office funds law enforcement agencies located within high-risk areas and monitors data throughout the year to assess impact. Through the Florida Law Enforcement Traffic Safety Challenge, the State's seven Law Enforcement Liaisons (LELs) work with local, county, and state law enforcement agencies to encourage participation in state and the 3 NHTSA traffic safety national mobilizations and campaigns. Through the Challenge, law enforcement agencies are encouraged to conduct routine enforcement patrols to address particular program areas, as well as high visibility enforcement operations (i.e., saturation patrols, checkpoints), educational programs, and earned media activities.

## DATA DRIVEN ENFORCEMENT

Florida's evidence-based enforcement plan uses data-driven tools to identify specific traffic safety concerns and the areas of the state that represent the highest risk for crashes, serious injuries, and fatalities. The Florida Highway Safety Matrix ranks combined serious injury and fatality data in county- and city-level matrices. Based upon five years of data (2011-2015), these matrices provide Florida decision-makers with critical information about the status of traffic safety in counties and cities throughout the state.

County- and city-level matrices are divided into three groups based upon population. The numbers in each matrix represent where a county or city ranks relative to its population group in a particular program area based on the total serious injuries and fatalities, where "1" represents the highest number of serious injuries and fatalities within a population group. For example, the "1" next to Broward indicates it has the highest number of serious injuries and fatalities in speed or aggressive driving related crashes among the 25 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injuries and fatalities. Inmate populations are excluded in calculations.

Other data tools used for enforcement planning are the Florida Integrated Report Exchange System (FIRES) and Signal 4 Analytics, which provide actual crash counts for each law enforcement agency and county. These tools also break down data on crash hot spots by program area to direct enforcement to high crash locations.

The FDOT State Safety Office awards funding to safety partners that undertake priority area enforcement programs and activities to improve traffic safety and reduce crashes, serious injuries, and fatalities. Funding may be awarded for addressing traffic safety problems,



expansion of an ongoing enforcement activity, or development of a new program. Entities interested in applying for NHTSA funding through FDOT's State Safety Office must submit concept papers describing their proposed efforts.

Concept papers for enforcement projects are evaluated for expected effectiveness in targeting key traffic safety issues. Project funding decisions are based upon how well the proposed effort meets the goals of the SHSP as well as local coalitions and stakeholders, where the geographic location of the project ranks within the Florida Highway Safety Matrix, NHTSA assessment recommendations, available funding, and whether evidence of a problem is supported by state and local traffic safety and/or citation data. Law enforcement agencies that propose projects are also evaluated to determine their commitment to traffic safety enforcement. If concept papers are not received from law enforcement agencies located in high crash, fatality, and serious injury areas, the FDOT State Safety Office may directly solicit concept papers from agencies within targeted high-risk areas.

## HIGH VISIBILITY ENFORCEMENT AND NATIONAL MOBILIZATION SUPPORT

The Florida Law Enforcement Liaison (LEL) program is funded by FDOT and the National Highway Traffic Safety Administration (NHTSA). The goal of the LEL program is to reduce traffic-related fatalities and injuries by working with law enforcement agencies across the state to increase safety belt use, reduce impaired driving, and encourage the implementation of other traffic safety initiatives. The LEL program sponsors a Florida Law Enforcement Traffic Safety Challenge to support the goal of preventing crashes and saving lives.

The challenge is a formalized recognition program that recognizes law enforcement agencies for their traffic safety efforts and promotes and recognizes law enforcement agencies for improving traffic safety by encouraging a multi-faceted approach to safer communities. During the challenge, the participating law enforcement agencies are encouraged to increase the effectiveness of their enforcement efforts, upgrade traffic safety policies, educate personnel, participate in the 3 NHTSA traffic safety national enforcement waves (*2 Drive Sober or Get Pulled Over* and *1 Click It or Ticket*), report activities to the LEL program, recognize outstanding officers, and enhance enforcement activities. The challenge follows a format similar to the International Association of Chiefs of Police (IACP) National Challenge Program and recognizes the top traffic safety initiatives that promote safe driving in Florida communities.

Research shows that an increase in a community's traffic enforcement results in decreased motor vehicle crashes, injuries, and fatalities. In fact, no other program or strategy works as well as high visibility enforcement in making roads safer. LEL programs are a critical link between law enforcement and all traffic safety-related training and public information programs sponsored by FDOT and NHTSA.

Funding is also provided for national mobilization support and is used to purchase educational materials that will be used by law enforcement agencies for public outreach.

## MEDIA SUPPORT

Florida's paid media plan is designed to heighten traffic safety awareness and support enforcement efforts by aggressively marketing state and national traffic safety campaigns. Each media purchase is program-specific and location and medium are selected based on number of expected impressions, geographic location of high risk, statewide exposure benefits, available funding, and in-kind match. This focused approach to media supports education and enforcement activities around the state. Effective traffic safety media efforts will contribute to the reduction of serious injuries and fatalities throughout Florida.

Florida's media plan supports the following state education and public awareness campaigns:

- **Alert Today, Alive Tomorrow** – increases awareness of and compliance with pedestrian and bicycle laws
- **Drink + Ride = Lose** – reminds motorcyclists of the risks, as well as physical, legal, and monetary costs associated with riding impaired
- **Ride Smart** – encourages motorcyclists to not drink and ride, make themselves more visible, always wear a helmet, ride within personal and legal limits, train regularly, and obtain a motorcycle endorsement on their license
- **Share the Road** – reminds motorists to look for and share the road with motorcyclists
- **You Hold the Keys to your Transportation Future** - increases awareness of transitioning from driving for aging road users

National traffic safety high visibility enforcement and public awareness campaigns supported via the media plan include:

- **Drive Sober or Get Pulled Over** – increases awareness of and compliance with impaired driving laws and the consequences of failing to do so
- **Click It or Ticket** – increases awareness of and compliance with safety belt use laws and the consequences of non-use

## CONTINUOUS FOLLOW-UP AND ADJUSTMENT

The FDOT State Safety Office conducts continuous monitoring of all subgrants. Funded agencies are required to submit high visibility enforcement reports with their invoices describing what occurred during each respective time period. As part of this monitoring, the FDOT State Safety Office asks each subrecipient to identify areas of highest risk and the enforcement efforts undertaken to address that risk. When activity reports are received, they are compared against the latest crash data to identify successful crash reductions in targeted locations, as well as new areas of risk. FDOT State Safety Office staff regularly communicates with subrecipients about the alignment of enforcement efforts and current areas of high risk.

The list of high-visibility enforcement subgrants for FY2018 can be found on the following pages:

Impaired Driving.....	page 60
Motorcycle Safety.....	page 81
Occupant Protection.....	page 91
Pedestrian and Bicycle Safety.....	page 116
Speed / Aggressive Driving.....	page 134



# National Mobilization Participation

The FDOT State Safety Office continuously promotes and supports mobilization participation in the NHTSA campaign waves through our Law Enforcement Liaison (LEL) Program. The LEL Program, through its Law Enforcement Liaisons (LELs), partnered with law enforcement agencies to promote and increase participation in the 3 NHTSA traffic safety national mobilization waves to increase awareness and participation in traffic safety-related efforts. 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, in effort to increase participation. Law enforcement agencies are asked to submit participation reports after each campaign online using the LEL website. The effectiveness of these actions is evidenced in the level of participation in Florida which has approximately 325 law enforcement agencies. A total of 246 law enforcement agencies (76%) participated in the Click It or Ticket campaign wave and a total of 225 law enforcement agencies (69%) participated in the Drive Sober or Get Pulled Over campaign waves.

## CLICK IT OR TICKET CAMPAIGN

Activity	Measures	Numbers
Participating Law Enforcement Agencies	Number of Florida law enforcement agencies that reported participation	246
Enforcement Activity	Hours of safety belt enforcement	104,784
Citation Information	Number of citations	-
	Safety belt	16,839
	Child restraint	569
Paid Media Information	Number of impressions	98,028,754
Earned Media Information	Number of reports	-
	Press conferences	79
	TV - earned media reports	83
	Radio - earned media reports	143
	Print - earned media reports	108

## DRIVE SOBER OR GET PULLED OVER CAMPAIGN

Activity	Measures	Numbers
Participating Law Enforcement Agencies	Number of Florida law enforcement agencies that reported participation	225
Enforcement Activity	Numbers	-
	Hours of impaired driving enforcement	187,256
	Checkpoints	88
Citation Information	Number of DUI arrests	3,758
Paid Media Information	Number of impressions	85,389,616
Earned Media Information	Number of reports	-
	Press conferences	111
	TV - earned media reports	287
	Radio - earned media reports	256
	Print - earned media reports	272,184



# FDOT Program Areas and Activities

The following will provide a detailed list of the Florida's 2018 HSP projects/planned activities, outcomes, and explanation of those planned items that were not implemented.

Florida's 2018 HSP projects are divided up into different program areas by the FDOT State Safety Office to assist with the analyzing, directing, and monitoring of the highway safety countermeasure activities through the traffic safety subgrant programs. The program area categories are:

- Aging Road Users
- Community Traffic Safety Outreach
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Paid Media
- Pedestrian and Bicycle Safety
- Planning and Administration
- Police Traffic Services – LEL
- Public Traffic Safety Professionals Training
- Speed/Aggressive Driving
- Teen Driver Safety
- Traffic Records
- Work Zone Safety

# Aging Road Users

Florida has the largest number of aging road users in the nation. Since today's older adults are expected to live longer and continue to drive longer than any previous generation, their impact on traffic safety can be substantial.

As drivers age, their traffic risks increase. An 80-year-old woman driver is seven times more likely to be killed as a 45-year-old woman in trips that are the same distance. Aging impacts vision, memory, physical strength, reaction time, and flexibility – all necessary for safe driving. Fortunately, the majority of aging drivers voluntarily limit their driving when their skills begin to decrease. They make choices to not drive at night, stay on familiar roadways, and drive more during the mid-day hours when traffic is not as heavy (10 a.m. to 2 p.m.).

The goal of Florida's Aging Road User Program is to improve the safety and mobility of the state's older drivers by reducing their fatalities, serious injuries, and crashes. At the same time, the program seeks to help them maintain their mobility and independence. FY2018 projects addressed aging road user safety from several angles and enlisted local agencies to address this important issue in their specific geographic areas.

## STRATEGIES

- Promote and educate drivers on comprehensive driving evaluations and safety strategies to prevent crashes
- Expand transportation choices and promote community design features to meet the mobility needs of an aging population
- Develop and distribute resources and tools to support safe driving skills and encourage early planning to safely transition from driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 7: Pages 7-12)

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**Project Name:** Elder Road User Program - CarFit

**Project Number:** CP-18-04-09

**Project Description:** The Area Agency on Aging of Central Florida will contract with a consultant to conduct train-the-trainer classes and consumer CarFit events statewide. CarFit is a national educational program created by the American Society on Aging in collaboration with the American Automobile Association, AARP, and the American Occupational Therapy Association. CarFit offers older adults the opportunity to assess how well their personal vehicles “fit” them and provides information and materials about community-specific resources and activities that enhance driver safety and increase mobility.

**Budget:** **\$75,500**

**Project Activities:** The Area Agency on Aging of Central Florida was awarded a subgrant to contract with CarFit to offer older adults the opportunity to assess how well their personal vehicles fit them and provides information about community-specific resources and activities to help make their vehicles fit better, enhance their safety as drivers, and/or increase their mobility. The program is run by a team of trained volunteer event coordinators and technicians to work with local community volunteers to conduct CarFit events across the state.

56 CarFit events were held throughout Florida in FY2018, with a total of 722 driver participants. Twenty-four of those events were subgrant funded with a total of 374 driver participants. An additional 62 drivers participated in one-on-one checkups with trained volunteers. There was a total of 8 Event Coordinator trainings, 7 of which were subgrant funded, where individuals were certified to conduct future events independently. Sixty-six trainees and 122 drivers participated in those subgrant funded training events.

In addition to assessing vehicle “fit,” observational safety belt data was collected from drivers who attended 44 of the 56 events across the state. Data was collected for 454 drivers statewide. The observed safety belt compliance rate was 90.5 percent.

**Expenditures:** **\$46,446.23**

**Project Name:** Safe Mobility for Life Coalition

**Project Number:** CP-18-04-10

**Project Description:** Florida State University’s Pepper Institute will assist Florida’s Safe Mobility for Life Coalition with program management, coalition meeting support, and program evaluation. This project will also oversee the implementation of Florida’s Aging Road User Strategic Safety Plan.

**Budget:** **\$194,000**

**Project Activities:** The Florida State University (FSU), Pepper Institute on Aging and Public Policy was awarded a subgrant to facilitate the Safe Mobility for Life Coalition. The activities and efforts of the Coalition have been guided by Florida’s Aging Road User Strategic Safety Plan, which was initially developed in 2011. In March 2017, the Coalition released a five-year continuation plan. The 2017 plan contains six key focus areas: Aging in Place; Licensing and Enforcement; Outreach and Advocacy; Prevention and Assessment; Program Management, Data, and Evaluation; and Transitioning from Driving. It is the goal of the strategic plan to improve aging road user safety and mobility in Florida by achieving a reduction in the overall number of fatalities, serious injuries, and crashes while maintaining mobility and independence.

The Coalition successfully executed their first Older Driver Safety Awareness Week outreach and marketing campaign. Global 5 Marketing developed a public safety announcement (PSA) video used with the previously developed radio spots and the Coalition’s “You Hold the Keys” poster was displayed at all rest areas in the state. Two media events were also held, one in Tampa and one in Orlando. In addition, program goals for community outreach were greatly exceeded for FY2018. In total, 19 aging road user events were held throughout the state, two “Pedestrians are Golden” events were held, 18 “You Hold the Keys” workshops were conducted and one “You Hold the Keys” instructor training was conducted.

FSU’s Resource Center distributed: 11,971 copies of Florida’s Guide for Aging Drivers, including 619 in Spanish, 2,146 Lifelong Community Transportation checklists, 5,971 Family and Caregiver brochures, 8,708 Keys to Your Transportation Future tip cards, 5,303 Golf Cart brochures, 8,504 Flashing Yellow Arrow tip cards, 8,925 Right on Red tip cards, 8,722 Roundabout tip cards, 3,200 Countdown Pedestrian Signal tip cards, 4,543 How to Use Find-A-Ride tip cards, 1,112 Public Transit booklets, 825 Bicycling booklets and 1,619 law enforcement visor cards. It should be noted that the above

numbers are individual requests directly to the Resource Center and do not include materials distributed at Coalition member events.

Expenditures: **\$189,656.44**



**OLDER DRIVER** Living Life To Its Fullest  
*Safety Awareness Week* **AOA**

**Safety is Golden**  
Safe Mobility for Life Coalition

**JOIN US**

 CarFit 20 minute checks to ensure a driver's vehicle "fits" them safely	 FLOW Mobile to provide licensing info and services to drivers	 AAA Senior Defensive Driver 1-Day Class
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**TUESDAY**  
**DEC. 5, 2017**  
**9AM-11AM**

**AAA Parking Lot**  
1515 N Westshore Blvd.  
Tampa, FL 33607

For more info visit [FLsams.org/ODSAW2017.htm](http://FLsams.org/ODSAW2017.htm)

CarFit is an educational program created by the American Society on Aging and developed in collaboration with AAA, AARP and the American Occupational Therapy Association.



**Project Name:** Aging Road User Information Systems 2017-2018

**Project Number:** CP-18-04-11

**Project Description:** The University of Florida's Institute for Mobility, Activity, and Participation will house and maintain the Florida Aging Road User Information System. This project will reduce injuries and fatalities for aging road users by providing options for alternative methods of transportation once they can no longer drive safely. This program supports the work of the Safe Mobility for Life Coalition and the strategies of Florida's Aging Road User Strategic Safety Plan.

**Budget:** \$174,000

**Project Activities:** The University of Florida was awarded a subgrant to develop and support the Elder Road User Information System, known as the Find-A-Ride Database. The Find-A-Ride Database supports Florida's Comprehensive Older Driver Program and mobility management across the State. Its primary focus is to offer safe transportation alternatives for older adults when driving is no longer a safe option. Users can search the database, which currently includes direct access to more than 800 local transportation services, to find the option that best fits their individual mobility needs.

In FY2018, the primary objective was to launch the Florida Find-A-Ride's new site with interactive mapping. The foundation work for the new website was completed over the last three years and this year, the statewide launch of the fully operational site was achieved in March 2018. Launch of the site included a major press release that reached over three million persons and was picked up by the Associated Press. Prior to the new site launch, Find-A-Ride reached an estimated 15-20 users a day. The new site reaches an estimated 100-300 users a day, and usage often exceeds these numbers during outreach and marketing events.

**Expenditures:** \$144,549.09





## Find a Ride Florida

Low Vision Users    Standard   Black/White   White/Black   Yellow/Blue

Fill out the information below to find your transportation options in Florida  
If you are a family member or caregiver, please complete the form on the rider's behalf.

**Traveling from:** ⓘ  
Starting location

**Traveling to: (optional)** ⓘ  
Destination

**What is the purpose of the trip?**  
 Education    Work    Medical    Other ⓘ

**Do any of the following apply?**  
 Age 60 or older ⓘ  
 Need escort to and from vehicle  
 Need accommodation for wheelchair



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**Project Name:** Broward Grand Drivers 65+

**Project Number:** CP-18-04-12

**Project Description:** The Broward County Sheriff's Office will implement a driving safety education program to reduce fatalities and serious injuries of aging road users in Broward County. This program will include trainings and educational materials for aging road users to inform them of driving risks, help them assess their driving knowledge and capabilities, suggest methods to adapt to and compensate for changing capabilities, and provide information on alternative transportation options available.

**Budget:** \$32,000

**Project Activities:** The Broward County Sheriff’s Office was awarded a subgrant to conduct a local aging road user safety education program. In FY2018, the Sheriff’s Office conducted 7 CarFit events. At each event, participants were provided educational materials and had the opportunity to ask questions. CarFit events were held in cooperation with the agency’s Community Affairs Team, School Resource Deputies and Fire Rescue Life Safety Educators.

**Expenditures:** **\$6,503.69**

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**Project Name:** Ocala Police Department Aging Driver Program

**Project Number:** CP-18-04-13

**Project Description:** The Ocala Police Department will implement an aging driver education program, emphasizing the importance of keeping older drivers mobile and safe and on reducing crashes that result in injuries and fatalities. Educational presentations will include information on safety belt use, pedal application error and alternative transportation options. This program will help to encourage positive perceptions and attitudes of older drivers and produce positive social norms about driving.

**Budget:** **\$5,000**

**Project Activities:** The Ocala Police Department (PD) was awarded a subgrant to conduct a local aging road user safety education program. During FY2018, Ocala PD’s Community Service Specialist team were all certified as CarFit Technicians and two team members were certified as CarFit Event Coordinators. A total of 3 CarFit events were held and 4 traffic safety presentations were provided to older adult communities within Marion County.

**Expenditures:** **\$3,676.59**

# Community Traffic Safety

Florida's Community Traffic Safety Program includes Community Traffic Safety Teams (CTSTs) working throughout the state that focus on local projects to reduce crashes, serious injuries, and fatalities. Efforts of the Community Traffic Safety Program raise awareness and provide safety resources to their local areas.

## STRATEGIES

- Increase public awareness and highway traffic safety programs
- Expand the network of concerned individuals to build recognition and awareness about traffic safety
- Support initiatives that enhance traffic laws and regulations related to safe driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 2: Pages 20-21; Chapter 4, Pages 19-22; Chapter 8: Pages 8-27)

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<b>Project Name:</b>	Community Traffic Safety Teams
<b>Project Number:</b>	(see below)
<b>Project Description:</b>	The Community Traffic Safety Teams (CTSTs) promote public awareness of traffic safety best practices through campaigns that educate drivers, motorcyclists, pedestrians, and bicyclists about the rules of the road. FDOT will provide funding to CTSTs in each FDOT District to purchase public information and educational materials that address traffic safety problems affecting their local communities.

Project Number	Agency	Project Title	Amount
CP-18-04-01	Florida Department of Transportation – District 1	Public Information & Education Program – District 1	\$30,000
CP-18-04-02	Florida Department of Transportation – District 2	Public Information & Education Program – District 2	\$30,000
CP-18-04-03	Florida Department of Transportation – District 3	Public Information & Education Program – District 3	\$30,000
CP-18-04-04	Florida Department of Transportation – District 4	Public Information & Education Program – District 4	\$30,000
CP-18-04-05	Florida Department of Transportation – District 5	Public Information & Education Program – District 5	\$30,000
CP-18-04-06	Florida Department of Transportation – District 6	Public Information & Education Program – District 6	\$30,000
CP-18-04-07	Florida Department of Transportation – District 7	Public Information & Education Program – District 7	\$30,000

**Budget:** **\$210,000**

**Project Activities:** Seven subgrants were awarded to the Florida Department of Transportation (FDOT) district offices (\$30,000 per district) to support local Community Traffic Safety Teams (CTSTs).

CTSTs are locally based groups of highway safety advocates who are committed to a common goal of improving traffic safety in their communities. CTSTs are multi-jurisdictional, with members from city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. Boundaries are determined by the organizations comprising the team and can be a city, a portion of a county, an entire county, multiple counties, or any other jurisdictional arrangement. Each FDOT District has a CTST



Coordinator who works closely with the CTSTs in their geographic area.

By working together with interested citizens and other traffic safety advocates within their communities, the CTSTs help to solve local traffic safety problems, promote public awareness of traffic safety best practices, and participate in national and local campaigns that educate drivers, motorcyclists, pedestrians, and bicyclists about the rules of the road.

During FY2018, CTSTs throughout the state continued to promote FDOT's Strategic Highway Safety Plan priorities and local traffic safety priorities through meetings, events, education and outreach. Priority areas included: aging road users, bicycle and pedestrian safety, child passenger safety, distracted driving, driving under the influence, motorcycle safety, occupant protection, school bus safety and teen safe driving.

CTSTs and their partnering agencies supported national and state efforts through participation in various campaigns and events. These included Walk to School Day, School Bus Safety Week, National Child Passenger Safety Week, National Work Zone Awareness Week, Bike Safety Month, Motorcycle Safety Month, and Alert Today—Alive Tomorrow as well as national enforcement mobilizations such as Click it or Ticket, and Drive Sober or Get Pulled Over. In addition, CTSTs promoted traffic safety through child passenger safety seat checks, school education programs and community events. During FY2018, over 400 local CTST meetings were attended and over 380 outreach events were participated in or supported with public information and/or educational materials.

**Expenditures: \$199,235.27**



**Project Name:** Community Traffic Safety Support

**Project Number:** CP-18-04-08

**Project Description:** The University of South Florida, Center for Urban Transportation Research will receive funding to hire contractors to support the FDOT State Safety Office and other community programs along with purchasing traffic safety-related public information and education materials. The support includes, but is not limited to, assisting with the annual Highway Safety Plan and report, focused studies, process reviews, and to conduct a manpower study of the FDOT State Safety Office, per conditions of the most recent NHTSA management review. Public information materials include the annual update and distribution of the Quick Reference Guide for Florida Law Enforcement.

**Budget:** **\$275,000**

**Project Activities:** A subgrant was awarded the University of South Florida, Center of Urban Transportation Research (CUTR) to support the FDOT State Safety Office. CUTR successfully subcontracted with Cambridge Systematics for the development of an Occupant Protection Communications Plan to support the outreach and education efforts of Florida’s Occupant Protection Coalition in accordance with NHTSA’s Click It or Ticket mobilization and education. Subcontracts with the Governor’s Highway Safety Association (GHSA) Consulting Services Initiative (CSI) were executed for the update of Florida’s State Safety Office Management Manual and a review of its current staffing level and provide written guidance for what is appropriate based on best practices among State Highway Safety Offices (SHSO) of comparable size and budget and National Highway Traffic Safety Administration (NHTSA) guidance. CUTR also revised and published the FDOT Subgrant Brochure and FY2018 Quick Reference Guides for Law Enforcement. Outreach support materials for the Drive Sober outreach campaign activities were also ordered and delivered.

**Expenditures:** **\$93,561.97**



# Distracted Driving

At 55 mph, a driver can travel the distance of a football field (with his or her eyes off the road) in the amount of time it takes to send a text. Distracted driving includes anything that takes the driver's attention away from the vital task of driving.

There are three types of distraction: manual, which is taking hands off the wheel; visual, or taking eyes off the road; and cognitive, which involves taking one's mind off driving. Discussions about distracted driving often center on cell phone use and texting but other activities such as eating, talking to passengers, reading, adjusting the radio or climate controls, dealing with children, and being fatigued or drowsy can be equally as distracting.

Florida's distracted driving program aims to reduce distracted driving crashes by funding projects to raise awareness about this issue and educate parties about the need for better data collection and crash reporting.

## STRATEGIES

- Implement effective roadway design and operation practices such as rumble strips and stripes and flashing beacons with warning signs to mitigate lane departures, speeding, and other symptoms of distracted driving and to reduce congestion and improve mobility
- Change societal attitudes about distracted driving through intensive public education activities
- Collaborate with other public and private organizations to offer innovative solutions such as policies that prohibit distracted driving when using company or organization vehicles

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 4: Pages 21-22)

**Project Name:** Teen Distracted Driving Education Program

**Project Number:** DD-18-04-01

**Project Description:** The University of Florida (UF), Florida Transportation Technology Transfer (T2) Center will create an educational curriculum that focuses on reducing distracted driving by young adults. The curriculum will be delivered through a computer-based training (CBT) and include sections that address the three types (manual, visual and cognitive) of distracted driving and the impact each has on an individual's ability to drive safely.

**Budget:** \$180,000

**Project Activities:** The University of Florida (UF) was awarded a subgrant to create an educational course that uses current research to focus on reducing distracted driving among teens. The course will help to increase teen driver safety awareness, prevention and education and will be delivered through a computer based training (CBT).

At the start of the development process, a literature review of the research available on distracted driving as well as the current teen distracted driving initiatives nationwide was conducted. From the synthesis of the relevant literature, hazard awareness, hazard mitigation, and attention maintenance emerged as primary skills that aided in prevention of teen crashes. Findings from the literature review indicated that the greatest efficacy was obtained by combining informational and training components with a realistic but positive and skills-oriented approach. These elements have never been combined into a single training course, providing the project team with a unique opportunity. This general finding, specific findings from the review, and additional work in the literature provided the outline and content of the script drafted for the computer-based training (CBT) course.

An initial script for the CBT was prepared in April and early May. Using both electronic communications and face-to-face meetings, the CBT script went through numerous reviews by the project team and by the stakeholder group. The stakeholder group had varied and valuable expertise; it included personnel of the FDOT State Safety Office, the Florida Department of Highway Safety and Motor Vehicles, St. Johns County Driver's Education Coordinator, the statewide coordinator for the Florida chapter of Students Against Destructive Decisions, president of the Anthony Branca Foundation (an advocacy organization focused on teen distracted driving), the Florida public affairs director of the AAA Auto Club Group, communications and youth services coordinator of the Florida Sheriffs Association, and the

Community Traffic Safety Team coordinator for FOOT District 6 (Miami-Dade and Monroe Counties).

In the early summer, the stakeholder group considered the demanding timeline that would be required to fulfill all subgrant objectives by September 30. The FDOT State Safety Office decided that the project could not be completed at a sufficient level of quality, given the timeline tasks and the schedules of involved personnel. They decided to require only the completion of final script by September 30, postponing the remaining tasks for a future project.

The final script was delivered to the FDOT State Safety Office in mid-September. The early versions of the script contained all informational and training components. To address the subgrant requirements and practical classroom issues raised by teen driving educators, the final script was divided into three parts. The course reflects the two goals of preventing teen distracted driving and preventing teen crashes by focusing on teen distracted driving in Unit 1, "Distractions and Teen Crashes," a lesson that can be used with teens who are not yet driving as well as older teens. The objective of the course is reducing teen distracted driving by helping teens understand the nature of distraction, the many types of distractions, and the connection between distractions and crashes.

**Expenditures:**            **\$105,087.75**

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**Project Name:**            Suwannee County Sheriff’s Office (SCSO) Distracted Driving Outreach Program

**Project Number:**        DD-18-04-02

**Project Description:**    Suwannee County Sheriff’s Office (SCSO) will reach out to teen drivers and the local community to discourage distracted driving and provide distracted driving education. The SCSO will work with the local school board to provide funding for student drivers to take the National Safety Council’s “Distracted Driving Online Course.” This course provides education on the effects of distracted driving and how the brain works when engaged on a phone call while driving.

**Budget:**                    **\$4,500**





**Project Activities:** The Suwannee County Sheriff's Office (SCSO) experienced significant staffing changes at the beginning of the subgrant cycle which prohibited the intended execution of Distracted Driving Outreach Program; therefore, subgrant funding was declined by the subrecipient and not awarded in FY2018.

**Expenditures:** \$0.00

**NO text.**  
**NO call.**  
**NOTHING**  
is worth losing a life over.



# Impaired Driving

Impaired driving is involved in about one quarter of all motor vehicle deaths in Florida. Defined as driving under the influence of alcohol and/or legal prescription and over-the-counter and/or illegal drugs, impaired driving is a complex social issue that involves multiple areas of the criminal justice, health care, and education systems.

The problem is complicated by the growing number of impaired driving incidents that involve legal and illegal drugs, which require a blood or urine test. The frequency of impaired driving crashes is highest between the hours of midnight and 2 a.m., and on weekends. The use of safety belts is also lower among impaired drivers (66 percent of impaired drivers, compared with 89.4 percent for all drivers). Impaired driving crashes also disproportionately lead to fatalities, ranking second in total number of fatalities for Florida.

The Impaired Driving Program supports a variety of strategies that target individuals driving under the influence of drugs and/or alcohol. Florida's impaired driving program provides funding for DUI enforcement activities and equipment, awareness and education campaigns, proactive youth-focused DUI education and outreach, and specialized education for law enforcement and prosecution to increase effective DUI adjudication.

## STRATEGIES

- Combine high-visibility enforcement with increased public awareness of the dangers, costs, and consequences of impaired driving, with emphasis on high-risk populations and locations
- Reduce repeat impaired driving behavior through targeted enforcement, effective and efficient prosecution, enhanced penalties for subsequent offenses, and improved evaluation, intervention, and treatment of substance abuse
- Identify opportunities to prevent or counteract impaired driving through training of law enforcement, court, and substance abuse treatment personnel, recognition of emerging trends and new best practices

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Deterrence: Enforcement* (CTW: Chapter 1, Pages 21-27)
- *Deterrence: Prosecution and Adjudication* (CTW: Chapter 1, Pages 29-34)
- *Prevention, Intervention, Communications and Outreach* (CTW: Chapter 1, Pages 46-54)
- *Underage Drinking and Drinking and Driving* (CTW: Chapter 1, Pages 56-65)
- *Drug-Impaired Driving* (CTW: Chapter 1, Pages 69-74)

**Project Name:** Florida Impaired Driving Coalition

**Project Number:** AL-18-05-01

**Project Description:** The goal of the Florida Impaired Driving Coalition is to reduce serious injuries and fatalities caused by impaired drivers. Tallahassee Community College, via the Florida Public Safety Institute, will receive funding to bring together technical stakeholders and subject matter experts from various disciplines to provide recommendations on critical impaired driving issues. The Coalition will address prevention, enforcement, prosecution, and community awareness of impaired driving in Florida, in addition to the treatment and rehabilitation of impaired drivers.

**Budget:** \$100,000

**Project Activities:** Tallahassee Community College (TCC) was awarded a subgrant to support the Florida Impaired Driving Coalition (FIDC). The Coalition met quarterly to revise the Impaired Driving Strategic Plan and its Action Plan to include recommendations identified in the May 2015 Impaired Driving Program Assessment report, to discuss new and ongoing impaired driving issues throughout the State, and to learn about new efforts to address the problem.

TCC continued a contractual agreement with Cambridge Systematics to update the Strategic Plan and Action Plan, conduct Florida Impaired Driving Coalition meetings, and continue to develop partnerships and further build an effective team representing a variety of agencies dedicated to eliminating impaired driving fatalities and injuries in the state. The consultant successfully completed all objectives and goals for FY2018. Cambridge Systematics also secured a domain name for the FIDC website and updated website materials based on Coalition member input.

**Expenditures:** \$51,801.52



**Project Name:** Traffic Safety Resource Prosecutor Program (TSRP)

**Project Number:** M5CS-18-06-02

**Project Description:** Tallahassee Community College, via the Florida Public Safety Institute, will receive funding to provide training and technical support to prosecutors and law enforcement on impaired driving issues. A Traffic Safety Resource Prosecutor (TSRP) position and assistant will be funded to train prosecutors and law enforcement officers in the areas of DUI investigation and prosecution, case law, trial tactics, and combatting defense challenges. The TSRP Program will also train officers and experienced DUI and felony prosecutors in advanced legal, scientific, and tactical aspects of DUI prosecution. Speakers for the training sessions will come primarily from Florida organizations and include assistant state attorneys, Florida Department of Law Enforcement Alcohol Testing Program and laboratory analyst personnel, toxicologists, law enforcement officers, and traffic crash reconstructionists.

**Budget:** **\$350,000**

**Project Activities:** Tallahassee Community College, via the Florida Public Safety Institute, was awarded a subgrant to support the facilitation of the Traffic Safety Resource Prosecutor (TSRP) Program which addresses the complexity of DUI prosecution faced by both law enforcement officers and prosecutors. The assistance included training and providing technical support to prosecutors and law enforcement officers.

During FY2018, the TSRP program conducted 15 courses across the State that trained DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including vehicular manslaughter prosecution and drugged driving. Overall the program provided training for 188 prosecutors and 209 law enforcement officers during the FY2018 cycle. In addition to conducting trainings, the TSRP provided lectures at seminars throughout the State and country, participated on the Florida Impaired Driving Coalition, and attended alcohol and drug-impaired conferences.

Although the TSRP position was vacant for half of the subgrant cycle, the TSRP accomplished a significant number of training courses, created training materials and curricula for 9 courses, and updated the Florida TSRP Website for a more modernized feel.

**Expenditures:** **\$232,405.30**



**Project Name:** Duval County 24/7 Sobriety Monitoring Program Expansion

**Project Number:** M5CS-18-06-03

**Project Description:** The City of Jacksonville will receive funding to assist with its 24/7 Sobriety Monitoring Program to reduce DUI recidivism and increase public safety on its roadways. The Jacksonville Sheriff’s Office will hire a part-time program coordinator to oversee the program as well as respond to judicial inquiries, provide training and education to stakeholders, and track statistics related to the program.

**Budget:** **\$24,000**

**Project Activities:** The City of Jacksonville was awarded a subgrant to assist with its 24/7 Sobriety Monitoring Program to reduce DUI recidivism and increase public safety on its roadways. Funding was used to pay for a Program Coordinator that worked with the Northeast Florida Safety Council and the Fourth Judicial Court System. The program had six active participants when the coordinator started and ended with thirty. Location of testing activities was a primary concern from the judicial court as participants do not have a valid driver’s license due to losing them because of the DUI conviction. It was decided that mobile breath testing kiosks would be located throughout Jacksonville for participants, but due to delays in getting that set up, the contract between the Northeast Florida Safety Council and Intoxitrack who owns the monitoring software, ended and was not renewed. Ultimately, the city of Jacksonville decided not to move forward with the 24/7 pilot program.

**Expenditures:** **\$8,011.53**

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**Project Name:** Mothers Against Drunk Driving (MADD) Florida Safe and Aware

**Project Number:** M5X-18-06-01

**Project Description:** Mothers Against Drunk Driving (MADD) will receive funding to raise awareness about the dangers of impaired driving and underage drinking and to promote positive social norms of not driving while impaired. MADD’s prevention efforts include education for children, teens, and adults as well as campaigns targeting designated drivers, impaired driving, and underage drinking.

**Budget:** **\$300,000**

**Project Activities:** Florida Mothers Against Drunk Driving (MADD) was awarded a subgrant to support statewide DUI prevention programs and training for law enforcement officers on the impact of impaired driving. Five



subgrant funded Program Specialists were successful in reaching out to smaller communities through town hall meetings, panel discussions, and assisted school resource officers who requested training via MADD's youth program. The Program Specialists surpassed their objective of reaching a minimum of 40,000 people with a total outreach of 63,061 people which does not include the media and social media reach in all communities. Another objective was that Program Specialists would receive a 75% or higher rating on evaluations collected from presentations and they ended the subgrant year with a satisfaction rate for all programs being 88%.

Expenditures: \$277,241.75



- P**LEDGE: Make a commitment to be alcohol free until 21.
- O**THERS: Find others who will share in your commitment.
- W**ATCH: Watch out for pressures. Recognize potential barriers and talk to a parent or trusted adult and make a plan.
- E**VALUATE: Evaluate your friends and life to identify barriers to your success.
- R**EMOVE: Remove people or situations that are not healthy.

[powerofyouth.com](http://powerofyouth.com)

**Project Name:** Drug Recognition Expert (DRE) Call-Out

**Project Number:** M5X-18-06-02

**Project Description:** The University of North Florida/Institute for Police Technology and Management will receive funding for overtime call-outs to allow Drug Recognition Experts (DREs) to increase the availability of their expertise when they would otherwise not be on duty. This will mirror successful call-out programs conducted in other states. As the number of drugged driving cases increase, and with recent legislation increasing the availability of medical marijuana, it is imperative that Florida has DREs available to evaluate drivers and assist in the successful prosecution of drugged driving cases.

**Budget:** **\$30,000**

**Project Activities:** The University of North Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to support a Statewide Drug Recognition Expert (DRE) Call-Out project. IPTM contracted with 15 law enforcement agencies to allow DREs to increase the availability of their expertise when the officers would otherwise not have been on duty. As a result, participating agencies reported 29 DRE overtime call-outs in response to suspected drugged driving arrests. Information about the subgrant and the opportunity for overtime call-outs was disseminated to DREs at each DRE School and at the annual DRE Recertification training. During the previous subgrant period, there were 739 DRE evaluations completed in Florida and this year there were a total of 1,327. This is a 79.6% increase in evaluations. Several new agencies have requested to participate in the upcoming fiscal year.

**Expenditures:** **\$3,049.85**

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**Project Name:** Value Life

**Project Number:** M5X-18-06-03

**Project Description:** The Florida Sheriff's Association will contract with The Meagan Napier Foundation to conduct impaired driving related outreach and educational presentations across the state. Meagan Napier and Lisa Dickson were victims of an impaired driving crash in 2002. Meagan's mother, Renee, and Eric Smallridge, the impaired driver involved in the crash that killed Napier's daughter, deliver a powerful message about the dangers and consequences of driving while impaired. During their presentations, they also discuss safe alternatives for getting home.

**Budget:** \$25,000

**Project Activities:** The Florida Sheriff's Association was awarded a subgrant to support The Meagan Napier Foundation to conduct impaired driving related outreach and educational presentations across the state. Renee Napier and Eric Smallridge, the impaired driver involved in the crash that killed Napier's daughter, delivered 45 presentations during the subgrant year and reached approximately 18,076 people. Presentations were given at a charter school, middle school, 31 high schools, 2 colleges, 6 correctional institutions, and 4 additional organizations.

**Expenditures:** \$19,800.00

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**Project Name:** DUI Media Awareness Survey

**Project Number:** M5X-18-06-04

**Project Description:** University of North Florida will conduct a DUI media awareness study to help evaluate the effectiveness of Florida's *Drive Sober or Get Pulled Over* media efforts. The data collected will help improve Florida's future DUI media efforts.

**Budget:** \$60,000

**Project Activities:** The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to conduct a survey to gauge awareness of Florida's Drive Sober or Get Pulled Over campaign. The survey helped the FDOT State Safety Office better understand people's driving habits, their opinions about highway safety, and awareness of the impaired driving media campaign. Conducted in March and April 2018, 1,539 telephone interviews were completed with adult respondents across the State. Of all respondents, 49.1% have seen or heard the Drive Sober or Get Pulled Over message. Recognition of the campaign continues to rise up from 44.7 in 2017 and 42.7 in 2016.

**Expenditures:** \$60,000.00

**Project Name:** (see below)

**Project Number:** (see below)

**Project Description:** The following enforcement agencies have jurisdiction over communities with high fatality and serious injuries due to impaired driving and will receive funding to conduct overtime impaired driving enforcement efforts. Agencies will utilize DUI and low manpower checkpoints, and/or saturation and directed patrols to apprehend impaired drivers. All agencies should participate in the national *Drive Sober or Get Pulled Over* enforcement waves in addition to enforcement activities during holidays and peak travel periods.



Project Number	Agency	Project Title	Amount
M5HVE-18-06-01	Apopka Police Department	Help Affect Impaired Driving in Apopka (AID APOPKA)	\$30,000
<b>Project Activities:</b>	The Apopka Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 26 driving under the influence (DUI) saturation patrols, and made 18 DUI arrests. Impaired driving-related crashes decreased to 34 from 39 in FY2018, with 4 impaired driving-related fatalities this year compared.		
<b>Expenditures:</b>	<b>\$17,484.62</b>		
M5HVE-18-06-02	Bay County Sheriff's Office	Enhanced Impaired Driving Enforcement, Equipment and Overtime	\$100,000
<b>Project Activities:</b>	The Bay County Sheriff's Office (BCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office completed 318 traffic stops with 25 driving under the influence (DUI) arrests. Four of the 25 DUI arrests had Drug Recognition Expert evaluations completed during the arrest. BCSO personnel made their presence known at local high schools where they educated students who were old enough to drive, or were soon to be driving, on the dangers of the road and how to prevent becoming another statistic. Deputies also participated at local events that made it possible to educate citizens on the dangers of drinking or using drugs and driving, which we have been trying to combat.		
<b>Expenditures:</b>	<b>\$30,852.67</b>		

M5HVE-18-06-03	Bradenton Police Department	BPD Operation Sober Streets: Outreach, Education and Enforcement Impaired Driving Safety Program	\$35,000
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The Bradenton Police Department (BPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. BPD conducted 84 enforcement operations which resulted in 520 traffic stops this funding period. This included 84 high visibility saturation patrols (681 hours), 69 driving under the influence (DUI) enforcement activities, with 7 DUI-related crashes. This was an increase of 49.28% in the number of DUI related contacts and an increase of one or 16% in the number of DUI-related crashes.

**Project Activities:**

BPD officers partnered with one of the local high schools, Manatee High School, to provide technical assistance to the athletic coaching staff, regarding the DUI public address announcement played at home football games. BPD was also able to teach impaired driving to seven classes of driver's education students, and were invited back to teach impaired driving to both regular drivers education classes and weekend classes. BPD officers will be teaching these classes to Lakewood Ranch High School, in Bradenton Florida, for both regular and weekend drivers education classes.

**Expenditures: \$34,027.94**

M5HVE-18-06-04	City of Gainesville	City of Gainesville Safe Gator Program	\$10,500
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The Gainesville Police Department (GPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. GPD recognized the seriousness of impaired drivers on their roads. In a partnership with the City of Gainesville, GPD is committed to reducing the numbers of crashes, fatalities, injuries, and the severity of injuries on the highways, streets and roadways.

**Project Activities:**

Through the awarded a subgrant, the City of Gainesville's Safe Gator Program was put into place this fiscal year. The objective of the program was to educate the public on driving under the influence (DUI) laws through conducting voluntary breath test on patrons leaving local drinking establishments monthly and conducting driving under the influence high visibility enforcement operations. Through the voluntary breath tests, GPD Traffic Unit members made contact with 353 people, all of which agreed to take the voluntary breath test. Over half of the participants were over the legal limit (.08 Blood Alcohol Content). GPD Traffic Unit members spoke with these individuals about the importance of not getting behind the wheel while intoxicated and went over other viable options for transportation to their next destination (i.e. Uber, Lyft, a taxi, or contacting a friend for a ride).





GPD also conducted two DUI checkpoints during the funding period in conjunction with surrounding law enforcement agencies. These checkpoints resulted in 94 citations and warnings, five DUI arrests, seven narcotics arrests, and one warrant arrest.

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<b>Expenditures:</b>	<b>\$7,918.18</b>
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<b>M5HVE-18-06-05</b>	<b>City of Lake City</b>	<b>LCPD Strategic Traffic Enforcement Program (STEP) - Impaired Driving</b>	<b>\$15,000</b>
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**Project Activities:**

The Lake City Police Department (LCPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During the period of October 1, 2016 through September 30, 2017, there were 17 alcohol-related crashes in Lake City, LCPD made 25 impaired driving related contacts, resulting in 21 arrests for driving under the influence (DUI). During the same period for 2017-2018, there were 16 total alcohol-related crashes in Lake City, a 5.8% decrease.

LCPD conducted 24 DUI enforcement operations, with 86 impaired driving related contacts made, resulting in 63 arrests for DUI (a 200% increase). LCPD also used social media to reach over approximately 71,000 people and approximately 620,600 additional people through the use of variable message boards (data estimated using Average Daily Traffic as reported in the 2017 Florida Department of Transportation Annual Average Daily Traffic Report) to provide impaired-driving related educational material. In addition, a press conference was held in December 2017 to kick off the Celebrate Safely holiday DUI campaign.

LCPD also ran a targeted campaign aimed at promoting awareness of impaired driving consequences to high school students. This was accomplished using social media, earned media, and printed educational materials related to impaired driving during the high school prom weekend (April 2018).

In May 2018, a campaign was conducted to raise awareness of DUI issues related to Cinco de Mayo. A "Summer Drinking and DUIs" campaign ran during July/August, as well. In August 2018, LCPD participated in the Drive Sober or Get Pulled Over campaign, including posting campaign materials online, to message boards, participated in two radio, and one television interview.

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<b>Expenditures:</b>	<b>\$12,528.78</b>
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M5HVE-18-06-06	City of Miami	FY 2018 Miami DUI Checkpoint and Saturation Patrol Overtime Project	\$80,000
<b>Project Activities:</b>	<p>The City of Miami Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Miami PD conducted 31 driving under the influence (DUI) Saturation Patrol Operations during the funding period, making 268 DUI-related arrests. Miami PD also collaborated on four checkpoints with participation from nine police agencies, including Pinecrest Police Department, Coral Gables Police Department, Palmetto Bay Police Department, South Miami Police Department, Miami-Dade County Police Department, Miami Beach Police Department, Florida Highway Patrol, and the University of Miami Police Department.</p> <p>The City of Miami saw an overall reduction in the total number of DUI-related crashes from 240 (2016-2017) to 176 (2017-2018). A 26.67% decrease in that time period.</p>		
<b>Expenditures:</b>	<b>\$80,000.00</b>		
M5HVE-18-06-07	City of Port Orange	City of Port Orange Police Department DUI/ Impaired Driving Project	\$12,000
<b>Project Activities:</b>	<p>The City of Port Orange Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The DUI/Impaired Driving checkpoints and saturation operations during FY2018 resulted in a total of 21 arrests made in the City of Port Orange with a total of 10 of those arrests being for DUI related offenses.</p> <p>The Port Orange Police Department ensured that public education materials were utilized to bring the message of safe driving to our citizens and visitors. The agency used pamphlets to educate the public when they were conducting during checkpoint activities and saturation operations. The Department's Community Relations Department utilized their budget to purchase "Don't Drink and Drive" air fresheners designed to attach to vehicle air conditioning vents. The idea was to provide drivers with a constant reminder that also served benefit to their vehicle. The overall goal of applying for this DUI/Impaired Driving subgrant for the Port Orange Police Department was to take a proactive approach to reducing the number of DUI-related traffic crashes in the jurisdiction. Between 2016 and 2017, their agency saw a 48% increase in DUI-related crashes, from 33 to 49. Year to date for 2018, they have responded to 26 DUI-related crashes. This total prorates to an approximate total of 32 DUI-related crashes for 2018, which would be an approximate reduction of 34.7% from the previous year.</p>		
<b>Expenditures:</b>	<b>\$12,000.00</b>		

<b>M5HVE-18-06-08</b>	<b>Dade City Police Department</b>	<b>Alcohol Driving Initiative</b>	<b>\$19,000</b>
<b>Project Activities:</b>	This project was removed from the FY2018 HSP in Amendment 1. The Dade City Police Department was unaware of the certification requirements for officers to work under an impaired driving subgrant. The agency declined subgrant funding for FY2018 to pursue the necessary training and will apply for funding again when they are able to comply.		
<b>Expenditures:</b>	<b>\$0.00</b>		
<b>M5HVE-18-06-09</b>	<b>Florida Department of Highway Safety and Motor Vehicles</b>	<b>Enhanced DUI Enforcement Mobile Equipment &amp; Overtime</b>	<b>\$230,000</b>
<b>Project Activities:</b>	This project was removed from the FY2018 HSP in Amendment 1. The Florida Department of Highway Safety and Motor Vehicles elected to withdraw its request for funding for this enforcement priority in FY2018.		
<b>Expenditures:</b>	<b>\$0.00</b>		
<b>M5HVE-18-06-10</b>	<b>Hillsborough County Sheriff's Office</b>	<b>HCSO Operation Trident: Outreach, Education, and Enforcement</b>	<b>\$125,000</b>
<b>Project Activities:</b>	<p>The Hillsborough County Sheriff's Office (HCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The HCSO utilized numerous hours of overtime making 119 DUI arrests, and conducting 24 saturation patrols and 127 heightened patrols.</p> <p>HCSO also conducted 756 compliance checks. The businesses that were found not in compliance resulted in the arrest of the person who sold the alcoholic beverage to the underage investigative aid.</p> <p>There was a 7% decrease in impaired driving crashes from 2017 with 684 to 2018 with 678.</p>		
<b>Expenditures:</b>	<b>\$124,981.65</b>		

M5HVE-18-06-11	Levy County Sheriff's Office	LCSO Operation "Clear the Path": Outreach, Education and Enforcement Impaired Driving Safety Program	\$17,000
<b>Project Activities:</b>	This project was deleted from the FY2018 HSP in Amendment 3. The Levy County Sheriff's Office found that they did not have enough deputies certified in SFST to adequately support the project plan and objectives. The agency declined subgrant funding for FY2018 to pursue the necessary training and will apply for funding again after they get more deputies trained.		
<b>Expenditures:</b>	\$0.00		
M5HVE-18-06-12	Miami - Dade Police Department	Specialized Enforcement Operations Targeting Impaired Driving	\$200,000
<b>Project Activities:</b>	The Miami-Dade Police Department (MDPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During FY2018, a total of 18 operations were conducted. These included one driving under the influence (DUI) checkpoint, 17 saturation patrols. The efforts resulted in a total of 72 impaired driving related arrests. 31 of the 72 DUI arrests were made a previously subgrant funded mobile intoxilyzer in a Sports Utility Vehicle.		
<b>Expenditures:</b>	\$196,715.18		
M5HVE-18-06-13	Nassau County Sheriff's Office	Driving Down DUI in Hilliard	\$10,000
<b>Project Activities:</b>	<p>The Nassau County Sheriff's Office (NCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. NCSO held 12 enforcement events and totaled 412 hours of overtime DUI enforcement within the city limits of Hilliard. During the subgrant period, there were 203 speeding citations, 16 seatbelt citations, and 6 arrests for DUI.</p> <p>NCSO also conducted vendor service and alcohol vendor compliance checks within the city limits of Hilliard. A total of 25 businesses were checked during the subgrant period with only one being found as noncompliant and allowing persons under the age of 21 to purchase alcohol.</p> <p>Additionally, NCSO gave a presentation designed to provide information about the effects of drug and alcohol use at Hilliard High School to approximately 50 senior students attending the annual Grad Bash event in May of 2018.</p>		
<b>Expenditures:</b>	\$10,000.00		

<b>M5HVE-18-06-14</b>	<b>Orlando Police Department</b>	<b>Orlando Police Department DUI Enforcement Team</b>	<b>\$100,000</b>
<b>Project Activities:</b>	<p>The Orlando Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department's DUI Enforcement Team utilized 13 DUI-Certified officers who worked 267 shifts of approximately eight hours each. The team participated in seven multi-agency saturation patrols and 11 non-joint saturation patrols, totaling 18 saturation patrols throughout FY2018.</p> <p>The Orlando PD team made a total of 1,657 traffic contacts during this subgrant period. During these operations, a total of 872 citations were issued: 330 moving violations, 221 non-moving violations, 319 speeding citations, 13 seatbelt violations, and seven open containers. A total of 231 arrests were conducted: 66 DUI arrests, 129 non-DUI traffic arrests, 25 felony arrests, and 18 misdemeanor arrests. Orlando PD team members also administered 116 standardized field sobriety tests (SFST), assisted with 21 traffic crash investigations, assisted with two Traffic Homicide Unit call-outs, performed two blood draws, and recovered six firearms.</p>		
<b>Expenditures:</b>	<b>\$90,591.38</b>		
<b>M5HVE-18-06-15</b>	<b>Panama City Beach Police Department</b>	<b>PCBPD Outreach Program to Fight Against Impaired Driving</b>	<b>\$50,000</b>
<b>Project Activities:</b>	<p>This project was removed from the FY2018 HSP in Amendment 1. The Panama City Beach Police Department elected to withdraw its request for funding for this enforcement priority in FY2018 to ensure adequate manpower efforts to the speed enforcement subgrant also awarded in FY2018.</p>		
<b>Expenditures:</b>	<b>\$0.00</b>		
<b>M5HVE-18-06-16</b>	<b>Pinellas County Sheriff's Office</b>	<b>DUI Enhancement Project</b>	<b>\$34,000</b>
<b>Project Activities:</b>	<p>The Pinellas County Sheriff's Office (PCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. Over the course of this funding, PCSO completed 33 DUI Saturation Patrols. These Saturation Patrols led to 682 traffic stops, with 73 leading to driving under the influence (DUI) arrests. DUI-related crashes dropped from 105 in 2017 to 91 in FY2018 a reduction of 27.59%.</p>		
<b>Expenditures:</b>	<b>\$30,652.70</b>		



M5HVE-18-06-17	Santa Rosa Sheriff's Office	DUI's - A Problem That Affects Us All	\$75,000
<b>Project Activities:</b>	The Santa Rosa County Sheriff's Office (Santa Rosa CO SO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted traffic stops which resulted in 77 DUI arrests and disseminated educational materials throughout the subgrant year.		
	During the holidays, driver education materials were posted via social media and provided to the local news in support of subgrant operations. The Santa Rosa CO SO conducted distracted driving awareness, an Arrive Alive event at two separate high schools and DUI reenactment assemblies at schools in the area.		
<b>Expenditures:</b>	<b>\$54,291.26</b>		
M5HVE-18-06-18	Suwannee County Sheriff's Office	Operation Sober Suwannee	\$25,000
<b>Project Activities:</b>	The Suwannee County Sheriff Office (SCSO) conducted a total of 15 enforcement details as part of the SCSO Operation Sober Suwannee Campaign. The operations were conducted in all areas of the Suwannee County and at differing times to address the various issues the county has regarding impaired drivers.		
	In FY2018, SCSO conducted 201 traffic stops with six driving under the influence arrests. Their goal during this funding period was a 5% reduction in crashes, there was a total of 664 crashes in 2018, a decrease of 69 crashes or 9.68% when compared to 2017 (713 crashes).		
<b>Expenditures:</b>	<b>\$8,785.98</b>		
M5HVE-18-06-19	Tampa Police Department	Tampa Enhanced DUI Enforcement Project, "BAC to Basics"	\$225,000
<b>Project Activities:</b>	The Tampa Police Department (TPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. This was the second year the Department received funding for this project and utilizing the Simulated Impaired Driving Experience Vehicle (SIDNE Cart) and computer/projector equipment that was received during year one, officers were able to provide educational outreach for 630 students at four area High Schools and at a TPD's Summer Camp. They were also able to reach 550 individuals at MacDill Air Force Base and University of Tampa on the dangers of impaired driving.		
	For the enforcement phase of this project, TPD conducted 616 DUI investigations resulting in 330 DUI arrests, 48 arrests for possession of drugs/contraband and 21 citations for possession of an open alcoholic container. Eight checkpoint operations were conducted resulting in 10 DUI		

arrests and 39 saturation patrols resulting in 144 DUI arrests. Officers also participated in nine Traffic Safety Campaigns. When comparing FY2016 and FY2017 data, TPD saw a 17.23% decrease in impaired driving related crashes, a 11.56% decrease in impaired driving related injuries and a 30% decrease in impaired driving related fatalities.

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**Expenditures:           \$223,066.62**

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M5HVE-18-06-20	Town of Jupiter	Impaired Driving	\$28,000
<p>The Jupiter Police Department (JPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During the funding period, JPD conducted 31 enforcement operations, resulting in 121 vehicles being stopped, 236 citations being issued, and 26 driving under the influence (DUI) arrests. As part of their enforcement, focus was directed at locations and times identified as high-risk for drinking and driving especially at certain times of the year to include the December/January holidays, Super Bowl, St. Patrick's Day, Cinco de Mayo, 4th of July, and Labor Day.</p>			
<b>Project Activities:</b>			
<p>In addition to enforcement, JPD deployed electronic sign boards around these high-risk areas to remind drivers to "Drive Sober or Get Pulled Over". JPD also utilized social media and the Town of Jupiter's website to distribute messages to the public about not driving while impaired. These social media post and messages were promoted during the Super Bowl, St. Patrick's Day, Cinco de Mayo, 4th of July, and during the "Drive Sober or Get Pulled Over" national enforcement campaign from August through September. Educational posters were also posted in the lobby of the police department to remind the public of the dangers of driving while impaired.</p>			
<b>Expenditures: \$15,190.09</b>			
M5HVE-18-06-21	Wauchula Police Department	WPD Operation Outreach, Education and Enforcement Impaired Driving Safety Program	\$20,000
<b>Project Activities:</b>			
<p>The Wauchula Police Department (WPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During the funding period, WPD conducted 2 driving under the influence (DUI) checkpoints, 22 saturation and 73 heightened patrols operations, which all resulted in a total of 19 DUI arrests. 8 of the DUI arrests were made during the saturation and heightened patrols. WPD also posted monthly messaging on the dangers of driving while impaired to their and the Community Traffic Safety Team's Facebook pages.</p>			
<b>Expenditures: \$18,796.44</b>			



# Motorcycle Safety

More Floridians ride motorcycles than ever before, with riders coming from every age and demographic group. Florida's sunny weather, beautiful beaches, and scenic highways make it a popular place for motorcycle enthusiasts. The fluctuations in the economy and higher gas prices earlier in this decade made motorcycles and scooters a more attractive transportation choice.

Motorcyclists, including motor scooter riders, represent seven percent of licensed drivers, three percent of registered motor vehicles, and less than one percent of traffic on Florida's roadways, yet represented 19 percent of Florida's traffic fatalities and 12 percent of serious injuries during the last five years.

The Motorcycle Safety Program targets the reduction of serious injuries and fatalities involving motorcycle riders. FDOT's Motorcycle Safety Program provides education and support for motorcycle riders, trainers, sponsors, local government, law enforcement agencies, and emergency services throughout the state.

## STRATEGIES

- Improve the skill levels of motorcyclists through increased participation in rider education programs and proper license endorsements
- Promote the safe operation of motorcycles, including sharing the road, responsible riding, and the use of proper safety gear
- Consider the unique vulnerabilities and characteristics of motorcyclists when designing and improving transportation infrastructure

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Alcohol-Impaired Motorcyclists: Communications and Outreach* (CTW: Chapter 5, Pages 15-16)
- *Communications and Outreach* (CTW: Chapter 5, Pages 22-24)
- *Motorcycle Rider Licensing and Training* (CTW: Chapter 5, Pages 17-21)



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**Project Name:** Florida’s Comprehensive Motorcycle Safety Program

**Project Number:** MC-18-10-01

**Project Description:** The University of South Florida’s Center for Urban Transportation Research (CUTR) will continue to coordinate and implement Florida’s Motorcycle Safety Strategic Plan to “identify critical issues, establish achievable performance indicators, and evaluate the effectiveness of all motorcycle safety programs comprehensively.” CUTR concentrates the majority of its efforts on the ten counties with the highest number of motorcycle fatalities: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia. However, the goal is to support all motorcycle activities across the state. To help reduce crashes, CUTR will continue a pilot project in Hillsborough and Pinellas Counties to improve awareness of the danger of riding impaired, the importance of conspicuity and helmet use, controlled riding, and the promotion of rider endorsement and lifelong learning.

**Budget:** \$515,000

**Project Activities:** The University of South Florida Center for Urban Transportation and Research (CUTR) was awarded a subgrant for the Implementation of Florida’s Motorcycle Strategic Safety Plan (MSSP) and to support the functions of Florida’s Motorcycle Safety Coalition. This statewide program is designed 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 of all motorcycle safety programs comprehensively.

Throughout the subgrant cycle, almost all strategies in the MSSP Business Plan were discussed and implemented. During the subgrant cycle there were four Motorcycle Coalition meetings held. At these meetings, the business plan was updated based on the motorcycle safety program technical assessment final report done in May of 2014 and in break-out group discussions during the meetings. The meetings were held in November 2017, February 2018, May 2018, and August 2018. A variety of Data was collected and analyzed (including crash data) to develop meaningful messages and countermeasures and educational materials were developed and distributed. A PSA was also developed for Florida Tax Collectors offices and website educating the public on motorcycle endorsement laws. A draft of a Motorcycle Bench Guide was developed for judges to use during cases involving motorcycles. Presentations were made at three Law Enforcement Liaison meetings in Florida to encourage



agencies to allocate more resources to motorcycle safety. Additionally, 20 outreach events were attended throughout the state and online media outlets were utilized to assist with outreach efforts.

**Expenditures: \$454,160.95**

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**Project Name:** Motorcycle Program Evaluation and Data Collection

**Project Number:** MC-18-10-02

**Project Description:** The University of South Florida’s Center for Urban Transportation Research (CUTR) will continue to conduct behavioral and statistical studies of motorcyclists “to determine the effect of funded subgrant projects on reducing motorcycle crashes, injuries and fatalities.” CUTR will also conduct a survey of riders to determine the effectiveness of the comprehensive motorcycle safety program and Florida’s rider training program.

**Budget: \$100,000**

**Project Activities:** The University of South Florida Center for Urban Transportation and Research (CUTR) was awarded a subgrant to measure the effectiveness of motorcycle safety programs in Florida and to collect data that assists in providing information to enhance motorcycle safety.

A web-based survey with a mixed sampling approach was adopted to conduct the 2018 Florida Motorcyclist Survey. A survey website ([www.mipiusf.org](http://www.mipiusf.org)) was developed, and the link was distributed throughout Florida. An invitation postcard was sent to a total of 33,400 selected addresses in Florida, encouraging them to take the survey. No financial incentive was offered for responding, and a total of 1,751 survey responses (including partially-completed surveys) were collected. The confidence interval was +/- 2.34 at a 95% confidence level.

According to the survey, the number of respondents who had completed motorcycle training to obtain their motorcycle endorsement was 70%. After obtaining endorsement, only 21% attended some form of motorcycle safety training,

Helmet use was relatively positive, even though 90% of the respondents felt wearing a helmet was important and only 68% of respondents stated that they always wore a helmet when riding a motorcycle. For personal protective gear worn by motorcyclists, 41% stated they were very unlikely to ride a motorcycle without proper

gear and 31% stated they were very likely to choose light or reflective riding gear.

Most participants recognized that “riding a motorcycle” involves a higher risk compared to “driving a car” in their city or town. And more than half (53%) of respondents statewide said distracted driving was the most dangerous condition.

Regardless of age, most respondents indicated a low likelihood of engaging in risky behavior other than excessive speeding. It is notable that younger respondents also indicated that they were more inclined to exceed the posted speed limit by 20 mph or higher when riding, with only 17% of participants in the under age 30 group stating that they were “very unlikely” to engage in this type of behavior. For comparison, 34% of respondents ages 30-49 and 46% of participants age 50 or older stated that they were “very unlikely” to exceed the speed limit by 20 mph in a motorcycle.

Most of the study population (70%) indicated they were very likely to encourage peers to not drink and ride. Similarly, 70% of all respondents stated it was “very unlikely” that they would ride a motorcycle after drinking a few beers. Rider attitudes towards motorcycle safety gear were not as strong, with less than half of participants (41%) stating that they were “very unlikely” to ride a motorcycle without proper gear and only 30% stating they were “very likely” to choose light or reflective riding gear.

No major change was observed in Florida driver motorcycle awareness, and about 37% of respondents were aware of the Florida Motorcycle Safety Coalition. More than half (55%) of participants had not observed a change in Florida driver motorcycle awareness over the past 12 months, and 34% felt that awareness of motorcycles had actually decreased in the past year. Only 20% could recall observing or receiving motorcycle safety materials within the past year.

Although nominal, of the three groups, a higher percentage of participants age 50 or older (22%) stated they had received or observed safety materials in the past year compared to their younger counterparts (16%). Overall, 37% of respondents said they were

aware of the Florida Motorcycle Safety Coalition or “RideSmartFlorida.”

**Expenditures:**               **\$92,662.03**



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**Project Name:**               Motorcycle Education and Injury Prevention Program in Trauma Centers

**Project Number:**           MC-18-10-03

**Project Description:**       The University of Miami will continue the central/south Florida trauma initiative to conduct injury prevention and education programs in at least three Florida trauma centers. These programs will offer safety-related educational programs for multidisciplinary teams of EMS and other pre-hospital personnel, trauma surgeons, emergency medical physicians, consulting physicians, nurses, and ancillary staff who will assist in providing safety information directly to motorcycle crash victims and their families. Injury and prevention education for medical personnel will be concentrated in but not limited to the five counties with the greatest number of motorcycle fatalities (Broward, Hillsborough, Miami-Dade, Orange, and Pinellas). By implementing more effective response protocols, and educating motorcyclists involved in crashes on the methods of reducing risks on the roadways, this project expects to reduce motorcycle-involved fatalities and serious injuries. The program will also study motorcyclists’ alcohol, drug and medication use patterns from crash victims in order

to develop informational material to help reduce recidivism by providing this information to crash victims as a preventative measure.

**Budget:** **\$225,000**

**Project Activities:** A subgrant was awarded to The University of Miami Miller School of Medicine for the Survive the Ride program. This program conducted injury prevention and education programs in level one and level two Trauma Centers. These programs offered educational programs for multidisciplinary teams of EMS and other pre-hospital personnel, trauma surgeons, emergency medical physicians, consulting physicians, nurses, and ancillary staff to better identify trauma injuries in motorcycle crash victims so they might better treat them and prevent fatalities.

During the FY2018 subgrant cycle, the program completed EMS “Survive the Ride” training at the Miami Dade Fire Rescue Headquarters, as well as at the Miramar and Hialeah Fire departments. “Survive the Ride” training was also completed outside of Miami-Dade County, resulting in a total of 108 pre-hospital staff trained throughout the State of Florida. The program is available to pre-hospital staff throughout the state in an interactive computer based training with the pre-and post-survey, with an updated presentation that includes voice-overs and space to include program feedback. Pre-hospital staff taking the training will get two continuing education credits and certificates for completing the computer based training.

This year, the program consented, surveyed, and educated 37 motorcycle and scooter crash patient's out of 214 patients that came into the Ryder Trauma Center for treatment, and 35 patients agreed to the three months follow-up phone call. For these who provided valid contact information, 23 patients received follow-up interviews. There were 214 motorcycle crash characteristics and injuries analyzed in order to improve care for motorcycle crash victims and updated the patient and EMS paramedic education modules with the most recent crash data obtained.

Preliminary 2018 data, shows that Miami-Dade County motorcycle and scooter fatalities are down 13% compared to same time period last year. Reduction of fatalities are believed to be attributed to pre-hospital staff education and training.

**Expenditures:** **\$181,171.42**



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**Project Name:** Safe Motorcycle and Rider Techniques (SMART)

**Project Number:** MC-18-10-04

**Project Description:** The Osceola County Sheriff's Office will continue offering the Safe Motorcycle and Rider Techniques (SMART) training program based on skill sets addressed in the Basic Police Motorcycle Operators Course. The course will be offered to the public (not only Osceola County residents) free of charge to improve riding skills. Osceola County borders Orange County, which is one of the top five counties in Florida for motorcycle fatalities. After completing this program, riders will be better able to avoid crashes, reducing motorcycle fatalities and serious injuries in Osceola, Orange, and other neighboring counties. Reductions in these counties will also contribute to a significant reduction in overall motorcycle fatalities in Florida.

**Budget:** **\$38,000**

**Project Activities:** A subgrant was awarded to the Osceola Sheriff's Office for motorcycle training offered to the Public. This training was offered free to riders and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There was a total of eight courses conducted during FY2018 with a total of 146 riders completing the course.

**Expenditures:** **\$36,370.35**



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**Project Name:** Preventing Street Racing Through Legal Alternatives

**Project Number:** MC-18-10-05

**Project Description:** The Florida State University Police Department will continue to use its motorsports team to educate sport bike riders at amateur level sanctioned motorsports events in Florida on the dangers of street racing. Track Day training is also offered and it is intended to increase the technical skills, confidence and respect in riders who would otherwise be engaging in risky street racing and stunting. This program allows experienced instructors to demonstrate and train on the dangers of exceeding the limitations of sport bikes on roadways, and the advantages of moving into a high-performance environment.

**Budget:** **\$75,000**

**Project Activities:** A subgrant was awarded to Florida State University (FSU) police department for a project to educate sport bike riders across the state about the dangers of illegal street racing. It is hoped the number of riders stunting and racing on the roadway will decrease, by providing riders the opportunity to train on a race track in a controlled environment.

This year FSU participated in numerous different types of events with the Motorsports Team. The team hosted six track days this year training 42 riders, many of which have attended track days on their own after graduating from the program and no longer race on the street. The team also coached at an additional four track days hosted by the University of Central Florida “Knight Riders” motorcycle club. Along with attending numerous outreach events and bike nights to educate sport bike riders about their program and safe riding habits.

**Expenditures:** **\$72,569.52**

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**Project Name:** City of Gainesville Motorcycle/Scooter Safety and Education Program

**Project Number:** MC-18-10-06

**Project Description:** The Gainesville Police Department will offer the Safe Motorcycle and Rider Training Techniques (SMART) training program based on skill sets addressed in the Basic Police Motorcycle Operators Course, at no cost to the public to help them improve riding skills and avoid crashes. Along with training, the Gainesville Police Department will



also conduct monthly motorcycle/scooter enforcement operations targeting unsafe riding behaviors.

**Budget:** \$50,000

**Project Activities:** A subgrant was awarded to the Gainesville Police Department for motorcycle training offered to the Public as well as motorcycle/scooter enforcement. This training was offered free to riders and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There were eight courses conducted during FY2018 with a total of 94 riders completing the course. There were 32 enforcement operations held yielding 308 citations for motorcycle/scooter violations.

**Expenditures:** \$16,605.81

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**Project Name:** FSUPD Safe Motorcycle and Rider Techniques (SMART)

**Project Number:** MC-18-10-07

**Project Description:** The Florida State Police Department will receive first year funding to offer the Safe Motorcycle and Rider Training Techniques (SMART) training program in the Tallahassee/Florida Panhandle area. The training is based on skill sets addressed in the Basic Police Motorcycle Operators Course, at no cost to the public to help them improve riding skills and avoid crashes. After completing this program, riders will be better able to avoid crashes, therefore reducing motorcycle fatalities and serious injuries.

**Budget:** \$20,000

**Project Activities:** A subgrant was awarded to Florida State University Police Department for motorcycle training offered to the public. This training was offered free to riders and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There were seven courses conducted during FY2018 with a total of 30 riders completing the

course. A late start in getting the subgrant going and weather played a role in low number of participants during the year.

**Expenditures: \$9,488.17**

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**Project Name:** Motorcycle Awareness Survey

**Project Number:** MC-18-10-08

**Project Description:** University of North Florida will conduct a motorcycle awareness study to help evaluate the effectiveness of Florida's Motorcycle Safety Media efforts. The data collected will help improve Florida's future motorcycle safety media efforts.

**Budget:** \$60,000

**Project Activities:** A subgrant was awarded to the University of North Florida Institute of Police Technology Management to conduct a motorcycle safety message awareness survey. The survey took place during July 2018 and focused on the top 10 counties in Florida for motorcyclist fatalities (Brevard, Broward, Duval, Hillsborough, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, and Volusia). There were 1,554 completed survey responses collected from the 10 counties: 997 motorcyclists and 557 non-motorcyclists. The survey found that motorcyclists (74%) were more likely to have heard of the "Watch for Motorcycles" safety message than non-motorcyclists (62%) and both motorcyclists and non-motorcyclists were more likely to see the "Watch for Motorcycles" safety message on bumper stickers than any other advertising platform with outdoor billboards being the second most.

**Expenditures: \$60,000.00**



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<b>Project Name:</b>	Motorcycle Skill Sustainment Training Pilot
<b>Project Number:</b>	MC-18-10-09
<b>Project Description:</b>	The Department of Highway Safety and Motor Vehicles will receive funding to pay partial tuition for riders taking the Advanced Rider Course (ARC) for motorcyclists in the Broward County area. The ARC is designed to complement and build on the skills learned and practiced in other rider courses on the rider's personal motorcycle. Special emphasis is given to self-assessment, risk management, rider behavior, riding strategies and overall skill development, particularly in braking, cornering and swerving techniques.
<b>Budget:</b>	<b>\$45,000</b>
<b>Project Activities:</b>	A subgrant was awarded to Florida's Department of Highway Safety and Motor Vehicles for advanced motorcycle training offered to the public. The training provided was the Motorcycle Safety Foundations Advanced Rider Course and was offered to riders at a reduced rate. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. The program trained 117 Florida riders in Jacksonville, Miami, and Tampa.
<b>Expenditures:</b>	<b>\$10,200.00</b>

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**Project Name:** Motorcycle and Scooter Enforcement and Education

**Project Number:** (see below)

**Project Description:** The following agencies will receive funding to conduct a data-driven educational and high visibility enforcement program targeting unsafe motorcycle and scooter operation as well as unendorsed riders in areas vulnerable to motorcycle and scooter crashes. The funds will consist of overtime salaries and benefits. The FDOT State Safety Office will continuously monitor enforcement activities as well as offer technical support to ensure the success of each program and to make sure agencies are complying with federal guidelines that prohibit conducting any checkpoints that target motorcycles for helmet use.

Project Number	A	Project Title	Amount
MC-18-10-10	Miami Beach Police Department	MBPD Motorcycle Safety Campaign	\$65,000
<b>Project Activities:</b>	<p>A subgrant was awarded to Miami Beach Police Department for motorcycle enforcement and educational efforts. The department conducted 38 enforcement operations that yielded two arrests, 123 criminal citations, 40 motorcycle endorsement citation/arrests, 902 motorcycle citations, and 336 vehicle citations. Officers also distributed 861 motorcycle violation checklists educating riders on Florida's motorcycle laws. Motorcycle/Scooter crashes increased this year to 248 from last year's total of 220 but this is still an 18% decrease from 2015-2016 crash numbers of 303.</p>		
<b>Expenditures:</b>	\$65,000.00		
MC-18-10-11	Hillsborough County Sheriff's Office	HCSO Triple L: Listen, Learn and Live Motorcycle Education and Safety Program	\$80,000
<b>Project Activities:</b>	<p>A subgrant was awarded to Hillsborough County Sheriff's Office for motorcycle enforcement and educational efforts. The department conducted 67 motorcycle enforcement operations yielding 646 traffic stops, 88 criminal citations, 61 motorcycle endorsement citations/arrests and 34 moving citations. Deputies also distributed 878 motorcycle violations checklists educating riders on Florida's motorcycle laws. During various educational and outreach activities Hillsborough County Sherriff's office made personal contact with approximately 4,741 members of the motorcycle community at local events educating them on motorcycle safety. Deputies also presented at eight area high schools where a total of 1,007 students attended. During this subgrant cycle motorcycle crashes are down 2% and fatalities down 6% from the same time period last year.</p>		
<b>Expenditures:</b>	\$80,000.00		

<b>MC-18-10-12</b>	<b>Broward County Sheriff's Office</b>	<b>Broward Motorcycle Safety Enforcement Program</b>	<b>\$80,000</b>
<b>Project Activities:</b>	A subgrant was awarded to the Broward County Sheriff's Office for motorcycle enforcement and educational efforts (educational efforts included motorcycles and other motorists). The department conducted 26 enforcement operations that yielded 47 arrests, 600 citations that included, 80 criminal citations, 178 moving violations, 185 non-moving violations, and 157 warnings. There were also 63 motorcycles impounded during the operations. During FY2018, Broward County motorcycle fatalities are down 13% from the same time period last year.		
<b>Expenditures:</b>	<b>\$79,983.91</b>		
<b>MC-18-10-13</b>	<b>Key West Police Department</b>	<b>Safe Streets Motorcycle/Scooter Education and Enforcement Campaign</b>	<b>\$50,000</b>
<b>Project Activities:</b>	A subgrant was awarded to Key West Police Department for motorcycle/scooter enforcement and educational efforts (educational efforts included motorcycles and other motorists). The department conducted 168 enforcement operations with 929 traffic stops initiated, 471 citations issued, and 800 checklists distributed for education. For the year, Key West shows a 67% decrease in motorcycle crashes compared to 2015-2017 3 year average.		
<b>Expenditures:</b>	<b>\$49,723.31</b>		
<b>MC-18-10-14</b>	<b>New Port Richey Police Department</b>	<b>Motorcycle Safety Grant</b>	<b>\$15,000</b>
<b>Project Activities:</b>	A subgrant was awarded to New Port Richey Police Department for motorcycle enforcement and educational efforts (educational efforts included motorcycles and other motorists). The department conducted 42 extra enforcement operations totaling 161 hours that yielded 166 citations and one arrest.		
<b>Expenditures:</b>	<b>\$5,712.95</b>		

# Occupant Protection

NHTSA estimates that safety belts saved nearly 13,000 lives in the United States in 2014. Safety belts and age-appropriate child safety seats, when used properly, keep vehicle occupants in their seats during a crash and spread the crash forces across the stronger parts of the upper body, which helps to prevent deaths and serious injuries. In Florida, unrestrained occupants represent 23 percent of all fatalities and nearly 10 percent of serious injuries over the last five years.

The goal of Florida's Occupant Protection and Child Passenger Safety Program is to increase and improve the use of age-appropriate safety restraints to reduce traffic fatalities and serious injuries. Progress toward this goal will occur through projects such as the Florida Occupant Protection Resource Center that encourages proper use of occupant restraints and provides occupant protection training, education, and resources for motorists and passengers of all ages. The Occupant Protection Coalition will develop materials and programs to encourage the use of safety belts among Florida's high risk groups (18-34 year males, minorities, and pickup truck drivers).

Active recruitment and training of certified child passenger safety technicians and instructors is also a priority in Florida. Serving the state's youngest citizens, certified technicians are working at a network of child restraint inspection stations across Florida to educate parents, caregivers and others about child-appropriate occupant restraint systems.

The FDOT State Safety Office also supports state and local high visibility enforcement activities that address safety belt use and child restraint laws during day and nighttime hours. Statewide law enforcement participation in the national *Click It or Ticket* mobilization is another priority that contributes to Florida's improving safety belt use rate.

## STRATEGIES

- Enforce occupant protection use laws, regulations, and policies to provide clear guidance to the public concerning motor vehicle occupant protection systems, including those aimed at children
- Determine which population groups are at highest risk for not wearing safety belts, and develop culturally relevant public education and outreach to increase awareness of the benefits of safety belt use among these groups
- Develop and implement programs that use the media, including social media, to improve public awareness of the importance of safety belts



## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Seat Belt Law Enforcement* (CTW: Chapter 2, Pages 15-19)
- *Child Restraint/Booster Seat Law Enforcement* (CTW: Chapter 2, Pages 26-27)
- *Other Strategies* (CTW: Chapter 2, Pages 32-34)

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<b>Project Name:</b>	Florida's Occupant Protection Coalition
<b>Project Number:</b>	OP-18-02-01
<b>Project Description:</b>	The University of Florida's Transportation Technology Transfer Center will continue to provide support for the Florida Occupant Protection Coalition and the statewide Occupant Protection Strategic Plan by managing all the related administrative tasks such as preparing and reimbursing travel, planning for meetings, and maintaining and monitoring the strategic plan implementation.
<b>Budget:</b>	<b>\$135,000</b>
<b>Project Activities:</b>	<p>The University of Florida's Transportation Technology Transfer Center received a subgrant to assist the FDOT State Safety Office in planning, scheduling, and providing administrative and technical support for the Florida Task Force on Occupant Protection which was named the Florida Occupant Protection Coalition (FOPC).</p> <p>The Florida Occupant Protection Coalition (FOPC) is a priority recommendation of the 2016 Florida Occupant Protection Program Assessment. The purpose of the coalition is to develop and implement a statewide Occupant Protection Strategic Plan, provide consistent, current information and resources to regional and community advocates; obtain and share best practices; actively support occupant protection-related mobilizations and campaigns; and provide feedback to the FDOT State Safety Office of concerns at the local level and emerging issues.</p> <p>Cambridge Systematics Inc. (CS) was selected as the vendor to facilitate the Coalition meetings and strategic plan process. Four meetings were held in FY2018: October 25–26, 2017, March 14–15, 2018, June 27–28, 2018, and September 5–6, 2018. During the October meeting, the strategic plan was modified with final edits. An action plan containing the strategic plan's action steps was also</p>

updated. The action plan tasks were divided in subgroups of law enforcement, child passenger safety, and marketing needs tasks. In the March, June, and September meetings, the action plan was discussed within the subgroups and as a coalition to produce the most effective steps to take and report on tasks completed.

Presentations by Coalition members were also provided during each meeting. Topics included: Information on available health data; kids and adults as cargo—looking at occupant safety related to individuals riding in pickup truck beds; Florida’s statewide observational survey results; discussion of seat belt use best practices in states with higher usage rates; *Click It Or Ticket* mobilization; updates on the law enforcement survey and roll call video action steps; uniform traffic citation data; non-enforcement branding options; and information on the National Safety Council’s Digital CPS Check Form.

**Expenditures:            \$94,548.15**



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**Project Name:** Florida Occupant Protection Resource Center

**Project Number:** M2X-18-20-01

**Project Description:** The University of Florida’s Transportation Technology Transfer Center oversees the daily operations of the Florida Occupant Protection Resource Center. The Occupant Protection Resource Center serves the entire state as a one-stop-shop for public information and educational materials, child safety seats, training opportunities, and links to other occupant protection resources. This project has three goals: to promote the use of child restraints, to develop and implement a plan that provides inspection clinics and stations that meet the NHTSA 405(b) minimum criteria, and to provide appropriate training to occupant protection professionals and law enforcement officers who deliver programs for parents and caregivers and who enforce occupant protection laws. No more than a total of \$83,000 (5% of our FY2017 405 (b) allocation) will be spent on the purchase of child safety seats.

**Budget:** \$525,000

**Project Activities:** The University of Florida was awarded a subgrant to continue operation of the Florida Occupant Protection Resource Center (OPRC). This, web-based resource center provided occupant protection (OP) professionals across Florida the ability to order materials to enhance their local OP traffic safety programs and/or campaigns and provided additional educational support and scholarships for Florida’s Child Passenger Safety (CPS) technicians and instructors.

In FY2018, 83,500 copies of 33 new physical resources and 7 new electronic resources were added to the materials available on the OPRC website. A total of 60,842 physical resources were provided to occupant protection advocates statewide and an additional 38,678 electronic resources were downloaded. In total, 1,382 seats were shipped to CPS technicians for distribution to low-income families who could not afford to purchase a safety seat. An additional 6 special needs seats and parts were purchased for use in the Special Needs Occupant Protection program.

All personnel who distribute child safety seats provided by the Florida OPRC are required to hold certification through the Safe Kids/National Highway Traffic Safety Administration Child Passenger Safety (CPS) program. Statewide, the Florida CPS program has 91 certified instructors and 1,410 certified technicians. In FY2018, 34 stipends were awarded to CPS instructors to teach the CPS

technician course or recertification course, 20 of these were for courses taught in focus counties. A total of 334 scholarships were awarded to cover the national certification and recertification fees, 77 of these were for CPS professionals in focus counties.

In an effort to improve Florida's CPS professional attrition rate, the OPRC developed a one day, Child Passenger Safety Update class to offer CPS technicians with five continuing education credits and the opportunity to complete the five seat check offs required for recertification. Four CPS Updates were held with a total of 71 participants.

**Expenditures:**                **\$353,174.42**

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**Project Name:**                Statewide Safety Belt and Child Passenger Safety Surveys

**Project Number:**            M2X-18-20-02

**Project Description:**        The University of North Florida Institute of Police Technology and Management will oversee the comprehensive evaluation of Florida's occupant protection usage rates. A consultant will be hired to conduct a statewide observational safety belt usage survey, and child passenger restraint usage survey. Funds will also be used to conduct statewide awareness and opinion surveys about occupant protection.

**Budget:**                        **\$321,000**

**Project Activities:**            The University of North Florida—Institute of Police Technology and Management (IPTM) was awarded a subgrant to complete Florida's Statewide Safety Belt Use survey design update, and to conduct two observational surveys (Florida Statewide Safety Belt Use and Child Passenger Safety Restraint Use). IPTM also contracted for the *Click It or Ticket* (CIOT) public opinion survey.

**Statewide Child Passenger Safety Restraint Use Survey**

IPTM contracted with Preusser Research Group (PRG) to conduct the second Statewide Child Passenger Safety Restraint Use Survey. The survey, implemented throughout the month of April 2018, included one-hour observation periods across 200 distinct sites. These 200 sites were spread across 20 counties (10 per county). The 20 counties covered the 10 television/radio Designated Market Areas (DMA) serving the State of Florida.

Observational data was collected on a total of 5,013 children (age 0–12) riding in 4,435 passenger vehicles. The survey results indicated

that 84% of the children observed were restrained. The youngest children (ages 0–3) were restrained the most often (94%) while children ages 4–5 were observed restrained least often (78%). Older children (ages 6–12) were observed as restrained 81% of the time.

#### Statewide Safety Belt Use Survey

IPTM contracted with PRG to conduct Florida’s Statewide Safety Belt survey. PRG utilized 165 observational survey sites in 15 counties to ensure compliance with NHTSA’s survey design requirements. Survey data revealed a combined driver and passenger use rate of 90.6%, surpassing Florida’s goal of 90%. This is the highest safety belt usage rate in State history.

#### CIOT Public Opinion Survey

IPTM also contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the CIOT public opinion/attitude telephone survey. The survey was conducted from June 4 through June 19, 2018 and a total of 1,513 surveys were completed. Survey results showed that a clear majority of all respondents (90%) claim to wear a safety belt “All of the time” when driving a motor vehicle. Individuals ages 18–34 were less likely to respond that they wear their safety belts “All of the time” at 86%. Respondents ages 55 and older were most likely to wear their safety belt “All of the time” at 94%.

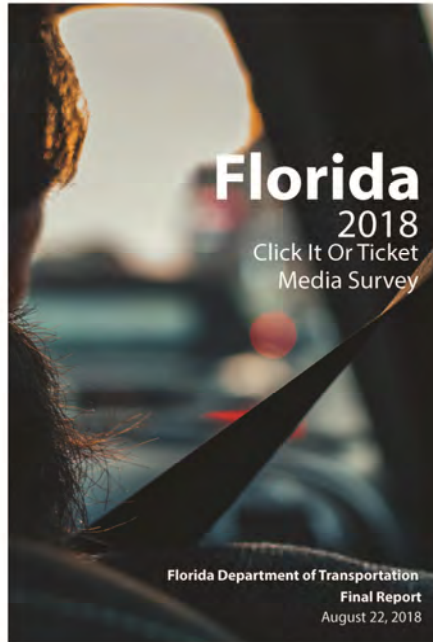
Respondents were more likely to believe that they are “Very likely” to receive a ticket if they do not wear their safety belt in 2018 (30%) compared to 2015 (28.5%). In 2015, 21% of respondents believed that safety belt laws were enforced “Very strictly”, which increased in 2018 to 30%.

The 2018 Statewide safety belt surveys (observational and public opinion) showed that the continued use of high visibility enforcement coupled with public outreach and education promoting the lifesaving value of safety belts and the potential for receiving a ticket if you do not buckle up bolstered daytime use among all motor vehicle occupant types. In addition, Florida’s improving safety belt use rate



continues to show a positive trend that has saved many lives on the state's roadways.

**Expenditures:**            **\$302,890.25**



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**Project Name:** Florida Occupant Protection Support Coordinator

**Project Number:** M2X-18-20-03

**Project Description:** Tallahassee Community College will continue supporting an Occupant Protection Support Coordinator to assist with statewide occupant protection initiatives. The Coordinator serves as the Occupant Protection Resource Center's technical contact for questions posted to the Resource Center website, conducts child passenger safety technician certification courses, and coordinates the special needs transportation program. The goal of this project is to support the statewide occupant protection plan with dedicated technical expertise.

**Budget:**                    **\$55,000**

**Project Activities:** Tallahassee Community College was awarded a subgrant for a Florida Occupant Protection Support Coordinator. The Coordinator served as the Occupant Protection Resource Center's subject matter expert and responded to 3,605 requests for child passenger safety information



and/or technical assistance in FY2018. Approximately 1,171 parents/caregivers were given information about the proper installation of child safety seats through classes and community outreach programs attended by the Coordinator. In addition, the Coordinator also served as the lead instructor for six CPS technician certification courses conducted across the State. In addition to the CPS Technician Certification courses conducted, there were 10 Special Needs Training Classes provided for the hospitals participating in the Special Needs Loaner Program.

The Coordinator served as the administrator of Florida's Special Needs Occupant Protection program and provided on-site monitoring, technical assistance, and training to participating hospital staff. This program provided loaner special needs child safety seats to families with children who cannot use a regular car seat as a result of acute health care needs and served as a resource for families that have children with chronic special health care transportation needs. In addition, training was provided to hospital-based, certified CPS technicians using a curriculum developed specifically for Florida's program.

The program operated in 10 of Florida's 17 Children's Hospitals: Sacred Heart Children's Hospital in Pensacola, Miami Children's Hospital in Miami-Dade County, Florida Hospital for Children in Orlando, Nemours Children's Hospital in Orlando, Golisano Children's Hospital of Southwest Florida in Ft. Myers, All Children's Hospital in St. Petersburg, Wolfsons Children's Hospital in Jacksonville, Palm Beach Children's Hospital at St. Mary's Medical Center in West Palm Beach, Joe DiMaggio Children's Hospital in Hollywood, and St. Joseph's Hospital for Women and Children in Tampa. Three additional hospitals also serve as special needs program sites: Tallahassee Medical Center in Tallahassee, North Florida Regional Hospital Women's Center NICU in Gainesville and Osceola Regional Medical Center Neonatal Intensive Care Unit in Orlando.

**Expenditures:                    \$50,452.56**

**Project Name:** (see below)

**Project Number:** (see below)

**Project Description:** The following local enforcement agencies have jurisdiction over communities that have high numbers of fatalities and serious injuries due to lack of safety belt use and will receive funding to conduct combined safety belt enforcement and education programs. Efforts include presentations to promote safety belt and child restraint use at schools, local civic organizations, and community events, as well as participation in the 2018 *Click It or Ticket* campaign and enforcement waves. Subgrant funding supports overtime enforcement efforts and costs associated with printing and distributing educational materials.

Project Number	Agency	Project Title	Amount
M2HVE-18-20-01	Broward Sheriff's Office	Operation Buckle Up	\$20,000
<b>Project Activities:</b>	During FY2018, the Broward County Sheriff's Office conducted a total of 41 occupant protection enforcement operations. During the operations, there were a total of 885 citations issued, which included nine speeding, 412 adult safety restraints, and 52 child safety restraint citations. Three community "Buckle Up" events were conducted throughout the project period. Three occupant protection presentations were conducted during the month of August to coincide with back to school events.		
<b>Expenditures:</b>	<b>\$19,297.53</b>		
M2HVE-18-20-02	City of Boynton Beach	Boynton Beach Occupant Protection & Child Passenger Safety Program	\$20,000
<b>Project Activities:</b>	During FY2018, the Boynton Beach Police Department issued 113 safety belt citations during occupant protection enforcement operations. The traffic unit also conducted several community presentations and participated in local events throughout the project period.		
<b>Expenditures:</b>	<b>\$7,956.79</b>		
M2HVE-18-20-03	City of Delray Beach Police Department	Delray Beach Occupant Protection/ Child Passenger Safety	\$20,000
<b>Project Activities:</b>	The Delray Beach Police Department conducted a total of 83 occupant protection overtime enforcement patrols resulting in a total of 228 safety belt citations. The department participated in five community events to educate the public about occupant protection and child passenger safety, reaching over 350 individuals.		
<b>Expenditures:</b>	<b>\$20,000.00</b>		

<b>M2HVE-18-20-04</b>	<b>City of Gainesville</b>	<b>GPD Occupant Protection Enforcement Program</b>	<b>\$10,000</b>
<b>Project Activities:</b>	<p>The Gainesville Police Department conducted nearly 50 high visibility occupant protection overtime operations in FY2018, resulting in almost 950 traffic stops and 211 citations or warnings for safety belt violations. The Traffic Unit also conducted several presentations to community groups, other city departments, and local schools stressing the importance of wearing safety belts and the proper use of child restraints.</p>		
<b>Expenditures:</b>	<b>\$7,703.78</b>		
<b>M2HVE-18-20-05</b>	<b>City of Lake City</b>	<b>LCPD Strategic Traffic Enforcement Program (STEP) - Occupant Protection</b>	<b>\$15,000</b>
<b>Project Activities:</b>	<p>The Lake City Police Department conducted six multi-day high visibility occupant protection enforcement campaigns and seven single day enforcement operations. There were 431 safety belt citations issued during these operations. The Department participated in five community events to promote occupant protection and to provide educational materials to the public. In addition, social and local media was utilized to promote occupant protection, reaching approximately 32,782 individuals through social media, 375,400 individuals through use of variable message boards, and over 814,000 individuals through radio interviews, press releases and press conferences. During FY2018, Lake City's occupant protection-related injuries saw a 38% decrease when compared to the previous three-year average. There was also a 5% increase in observed safety belt use between the beginning and the end of the project period.</p>		
<b>Expenditures:</b>	<b>\$13,624.51</b>		
<b>M2HVE-18-20-06</b>	<b>City of Margate</b>	<b>Margate Police Department Occupant Protection Program</b>	<b>\$10,500</b>
<b>Project Activities:</b>	<p>Margate Police Department conducted 12 high visibility occupant protection overtime enforcement operations which resulted in 142 safety belt citations. The department participated in 12 community events and conducted 12 educational presentations to educate the public about occupant protection and child passenger safety, reaching over 2,500 individuals of all ages.</p>		
<b>Expenditures:</b>	<b>\$10,500.00</b>		

<b>M2HVE-18-20-07</b>	<b>DeFuniak Springs Police Department</b>	<b>DeFuniak Springs Vehicle Occupant Safety Program</b>	<b>\$10,000</b>
<b>Project Activities:</b>	<p>The DeFuniak Springs Police Department conducted occupant protection overtime enforcement operations that resulted in 524 traffic stops, 128 safety belt citations, and 142 safety belt warnings. Almost 300 occupant protection-related educational materials were provided during enforcement operations. In addition, the City of DeFuniak Springs had a 2% increase in observed safety belt usage rate during the project period.</p>		
<b>Expenditures:</b>	<b>\$9,581.30</b>		
<b>M2HVE-18-20-08</b>	<b>Leesburg Police Department</b>	<b>Occupant Protection and Child Passenger Safety</b>	<b>\$15,000</b>
<b>Project Activities:</b>	<p>The Leesburg Police Department conducted 26 high visibility occupant protection overtime enforcement patrols, nine of which were conducted during the National <i>Click It or Ticket</i> enforcement mobilization. Almost 400 traffic stops were conducted resulting in 83 safety belt citations, 64 safety belt written warnings, five child restraint citations, and four child restraint written warnings. Four of the six community events conducted by the Department were a combination of educational/awareness and compliance/enforcement and were conducted in partnership with the local Healthy Start and the Leesburg Fire Department. Prior to each event, local schools provided occupant protection information in the school's information packets to make parents and guardians aware of the upcoming event and the anticipated presence of law enforcement at the school. During the events, occupant protection-related educational material was distributed. Healthy Start provided approved child restraint devices available for distribution to individuals in need. Leesburg Fire Department's Child Passenger Safety Technicians were on hand to check for proper installation of child safety seats or demonstrate proper installation when instruction was needed.</p>		
<b>Expenditures:</b>	<b>\$15,000.00</b>		
<b>M2HVE-18-20-09</b>	<b>Live Oak Police Department</b>	<b>LOPD Occupant Protection 2018</b>	<b>\$10,000</b>
<b>Project Activities:</b>	<p>Live Oak Police Department conducted 74 occupant protection enforcement details during FY2018. The focus of the details was to create a teachable moment to educate the public on the importance of safety belts and child passenger restraints. There were 551 total contacts resulting in 54 safety belt citations, 107 safety belt warnings, 11 child restraint citations, and 3 child restraint warnings. The Department also utilized social media and digital signs to promote occupant protection messages throughout the project period and radio and newspaper outlets promoted the <i>Click It Or Ticket</i> enforcement activities.</p>		
<b>Expenditures:</b>	<b>\$9,095.75</b>		

<b>M2HVE-18-20-10</b>	<b>Miami - Dade Police Department</b>	<b>Miami-Dade Police Department Occupant Protection and Child Passenger Safety Program</b>	<b>\$100,000</b>
<b>Project Activities:</b>	Live Oak Police Department conducted 74 occupant protection enforcement details during FY2018. The focus of the details was to create a teachable moment to educate the public on the importance of safety belts and child passenger restraints. There were 551 total contacts resulting in 54 safety belt citations, 107 safety belt warnings, 11 child restraint citations, and 3 child restraint warnings. The Department also utilized social media and digital signs to promote occupant protection messages throughout the project period and radio and newspaper outlets promoted the <i>Click It Or Ticket</i> enforcement activities.		
<b>Expenditures:</b>	<b>\$96,828.81</b>		
<b>M2HVE-18-20-11</b>	<b>Palm Beach County Sheriff's Office</b>	<b>Palm Beach County Occupant Protection Program</b>	<b>\$75,000</b>
<b>Project Activities:</b>	The Palm Beach County Sheriff's Office conducted a total of 22 occupant protection overtime enforcement operations resulting in 650 safety belt citations and 1,326 safety belt warnings being issued. The Sheriff's Office also utilized social media and local media outlets to promote occupant protection messages throughout the project period.		
<b>Expenditures:</b>	<b>\$74,624.96</b>		
<b>M2HVE-18-20-12</b>	<b>Suwannee County Sheriff's Office</b>	<b>SCSO Safety Belt Program</b>	<b>\$15,000</b>
<b>Project Activities:</b>	The Suwannee County Sheriff's Office conducted a total of 42 enforcement details as part of the SCSO Safety Belt Program. Almost 400 traffic stops were conducted during enforcement activities and 162 safety belt citations and 65 safety belt warnings were issued. The Sheriff's Office participated in eight community events to provide occupant protection information and educational materials to the public.		
<b>Expenditures:</b>	<b>\$14,938.35</b>		
<b>M2HVE-18-20-13</b>	<b>Town of Jupiter</b>	<b>Occupant Protection and Child Passenger Safety</b>	<b>\$15,000</b>
<b>Project Activities:</b>	A total of 27 enforcement operations were conducted by the Jupiter Police Department during FY2018. A total of 277 traffic stops were conducted resulting in 51 safety belt citations and 152 safety belt warnings. In addition to enforcement, the Jupiter Police Department deployed the electronic sign boards at multiple locations throughout the town reminding drivers to "Buckle Up". The department also utilized social media to provide occupant protection and child passenger safety messaging throughout the project period. Educational materials		

were distributed at the Jupiter Jubilee festival as well as the National Night Out event. Both of these events were attended by hundreds of residents and visitors.

**Expenditures: \$13,871.61**

M2HVE-18-20-14	Wauchula Police Department	Wauchula Police Department Occupant Protection and Child Safety Program	\$10,000
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**Project Activities:** The Wauchula Police Department conducted 29 high visibility occupant protection enforcement operations resulting in 135 contacts, 71 safety belt citations, and four child restraint violations. Throughout FY2018, the department participated in 12 community events and utilized social media to promote occupant protection. The department, in partnership with several other local agencies, reassembled a local Community Traffic Safety Team in order to to work on local traffic safety issues and to reduce local motor vehicle crashes, injuries, and fatalities.

**Expenditures: \$10,000.00**





# Paid Media

Florida's paid media plan is designed to heighten traffic safety awareness and support enforcement efforts by aggressively marketing state and national traffic safety campaigns. Each media purchase is program-specific and location and medium are selected based on the number of expected impressions, geographic location of high risk, statewide exposure benefits, available funding, and in-kind match. This focused approach to media supports education and enforcement activities around the state. Effective traffic safety media efforts will contribute to the reduction of serious injuries and fatalities throughout Florida.

Florida's media plan supports the following state education and public awareness campaigns:

- **Alert Today, Alive Tomorrow** – increases awareness of and compliance with pedestrian and bicycle laws
- **Drink + Ride = Lose** – reminds motorcyclists of the risks, as well as physical, legal, and monetary costs associated with riding impaired
- **Ride Smart** – encourages motorcyclists to not drink and ride, make themselves more visible, always wear a helmet, ride within personal and legal limits, train regularly, and obtain a motorcycle endorsement on their license
- **Share the Road** – reminds motorists to look for and share the road with motorcyclists

National traffic safety high visibility enforcement and public awareness campaigns supported via the media plan include:

- **Drive Sober or Get Pulled Over** – increases awareness of and compliance with impaired driving laws and the consequences of failing to do so
- **Click It or Ticket** – increases awareness of and compliance with safety belt use laws and the consequences of non-use

## STRATEGIES

- Increase public awareness of highway traffic safety programs and enforcement
- Expand the network of concerned individuals to build recognition and awareness of traffic safety issues

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW: Chapter 2: Pages 20-23s; Chapter 5: Pages 15, 22-24)
- *Impaired Pedestrians: Communications and Outreach* (CTW: Chapter 8: Page 27)

**Project Name:** Florida’s Bicycle/Pedestrian Focused Initiative: Communications

**Project Number:** PM-18-07-01

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will purchase advertisements promoting bicycle and pedestrian safety to all road users. This campaign is the media component of the comprehensive bicycle/pedestrian safety program recommended in the Pedestrian Program Assessment conducted in January 2012. The goal of the project is to reduce pedestrian and bicycle crashes by aggressively marketing the *Alert Today, Alive Tomorrow* safety campaign to increase awareness of pedestrian and bicycle safety laws and best safety practices.

**Budget:** \$400,000

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement a Florida Bicycle/Pedestrian educational paid media campaign. A contract was executed with NBC 6 South Florida for television, digital, sports marketing, and taxi topper advertisements promoting pedestrian and bicycle safety to English and Spanish speaking audiences. NBC 6 South Florida delivered a total of 105,000,000 paid impressions and an additional 77,600,000 earned impressions (a bonus of 73.9%).

**Expenditures:** \$399,980.81



**Project Name:** Motorcycle Safety Paid Media Campaign

**Project Number:** PM-18-07-02

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will purchase advertisements in multiple media markets to promote the *Ride Smart* concept. The campaign educates motorcyclists to not drink and ride, make themselves more visible, always wear a helmet, ride within personal and legal limits, train regularly, and obtain a motorcycle endorsement on their license. While the campaign's goal is to reach the majority of Florida's motorcyclists, the media buy will be concentrated in counties with a large number of motorcycle registrations and a significant history of crashes including Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia.

**Budget:** **\$175,000**

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the Motorcycle Safety Paid Media Campaign. Multiple media buy plans were negotiated using collected data from the previous subgrant cycle, including crash data that was presented to the marketing companies. Sponsorship agreements were executed with the Jacksonville Jaguars and Tampa Bay Buccaneers for motorcycle parking lots and advertising. CUTR personnel attended one Jaguar's Fan Zone event on December 10<sup>th</sup>, and two Buccaneer's games on December 10<sup>th</sup> and December 18<sup>th</sup> of 2017 to conduct outreach to motorcycle riders.

An advertising agreement was made with Full Throttle Magazine which allowed CUTR personnel to attend the 20<sup>th</sup> Annual Florida Motorcycle Expo and Bike Building Invitational on February 9-11, 2018. RideSmart Florida logos and name were also included on all billboards, commercials, and social media for this event. Full Throttle also provided nine months of full page advertising in their magazine and shared RideSmart Florida social media posts each month between January and September 2018. Value-added provisions included three additional months of full page ads in Full Throttle Magazine, name and logo on brochures and posters, a 3x5 banner and full-page ads in 10,000 expo event programs. RideSmart Florida ads were also posted on digital screens during the expo event. The total estimated impressions for the expo is 30,000 and the magazine is estimated at 38,000.

Between August and September 2018, a video pre-roll and radio advertisements campaign was run to target motorcycle riders. The

video pre-roll campaign targeted motorcyclists in high risk areas and included a :15 forced view video viewed before regular video content begins. The total estimated gross impressions for the video pre-roll was 2.1 million. As an added-value, there was bonus delivery on Cox O&O stations: The Bone, Eagle, and 97X in Tampa with an estimated total gross impression count of 30,000. The radio endorsements were run on WXTB-FM in Tampa and WJRR-FM in Orlando and were :30 in length with half of the message targeting motorcyclists and the second half targeting drivers. There was a minimum of one spot run each day. The total estimated gross impressions count was 574,000.

Facebook ads were also run during the life of the subgrant with the "The Road is Not Your Racetrack" video and reached 1,209,108 people with a total of 3,876,691 impressions. There were 8,535 post reactions, 465 post comments, 3,245 post shares, and 6,246 link clicks which directed users to the RideSmartFlorida.com website.

**Expenditures:** **\$169,641.55**




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**Project Name:** You Hold the Keys to your Transportation Future Campaign  
**Project Number:** PM-18-07-03  
**Project Description:** Florida State University will purchase advertisements in multiple markets that cover priority counties as well as unreached rural counties to promote the You Hold the Keys to your Transportation Future campaign which will help aging road users' transition from driving.  
**Budget:** **\$40,000**  
**Project Activities:** This project was removed from the FY2018 HSP in Amendment 1. Florida State University was unable to accept a subgrant that did not include personnel costs and ultimately declined subgrant funding for this FY2018 project.  
**Expenditures:** **\$0**

**Project Name:** Florida *Click It or Ticket* Campaign

**Project Number:** M2PEM-18-20-01

**Project Description:** Tallahassee Community College will purchase advertisements in multiple markets to promote the Memorial Day holiday *Click It or Ticket* enforcement wave. Safety belt messages will be promoted through mediums such as television ads, online and traffic radio, internet displays and videos, social media, outdoor billboards, etc.

**Budget:** **\$950,000**

**Project Activities:** Tallahassee Community College (TCC) was awarded funding to conduct the statewide *Click it or Ticket* (CIOT) media campaign using NHTSA messaging. TCC contracted with St. John & Partners to develop a comprehensive media effort to support Florida's *Click It or Ticket* safety belt enforcement initiatives. The primary target audience for this messaging was men 18 to 34 years of age and pick-up truck drivers. A secondary target audience was African American and newly arrived Latino men 18 to 34 years of age. Using a multi-platform approach that aligned with the target audience's media consumption habits, a buckle up or risk a citation message was seen on network and cable television, via radio, digital radio (Pandora), digital video (YouTube and Pre-Roll), social media (Facebook and Instagram), outdoor digital displays, gas stations, and other platforms. Total estimated impressions for the campaign was 98,028,754.

**Expenditures:** **\$929,628.52**



**Project Name:** Occupant Protection and Child Passenger Safety Campaign Development

**Project Number:** M2PEM-18-20-02

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will work with FDOT to create a comprehensive media package that includes ads that can be used in: television, radio, magazine, events, internet, billboards, posters, brochures, social media, etc. The ads will be developed to target Florida citizens and visitors to encourage them to wear their safety belts and make sure any children are secured in the proper restraint system or seat.

**Budget:** **\$25,000**

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to create a comprehensive media package for Occupant Protection. A total of three tasks were assigned within the subgrant cycle. “Love it, click it” materials were translated into Spanish and creative development was initiated for occupant protection campaign materials for Florida law enforcement to distribute. In both cases the materials were created and shown to the Florida Occupant Protection Coalition to gather input. The Spanish materials have been distributed and the safety belt campaign materials are still in the process of being finalized. CUTR also developed advertisements for the annual Click it or Ticket campaign that can be used in television, radio, magazine, internet, billboards, and social media.

**Expenditures:** **\$14,116.38**

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**Project Name:** Impaired Driving Campaign Development

**Project Number:** M5PEM-18-16-01

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will work with FDOT to create a comprehensive DUI media package that includes ads that can be used in television, radio, magazine, events, internet, billboards, posters, brochures, social media, etc. The ads will be developed to target Florida citizens and visitors to encourage them to drive sober.

**Budget:** **\$50,000**

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to create a comprehensive DUI Media package. CUTR worked on a total of 14 assigned tasks. Sports advertising promoting the *Drive Sober or Get Pulled Over* message was created for the Florida vs. Georgia football game,



University of Miami, Miami-Homestead Racetrack, Daytona Speedway, and Tampa Bay Buccaneers. CUTR also developed advertisements for St. Patrick's Day, Labor Day, and other PSA's and radio commercials. Additionally, updated tip cards and tablecloths were created by the team for the promotion of the *Drive Sober or Get Pulled Over* media campaign.

**Expenditures:**           **\$32,243.56**

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**Project Name:**           Impaired Motorcyclist PSA Campaign

**Project Number:**       M5PEM-18-16-02

**Project Description:**   The University of South Florida, Center for Urban Transportation Research (CUTR) will purchase advertisements in multiple markets to promote the *Drink + Ride = Lose* campaign to reduce fatalities and injuries involving impaired motorcyclists. While this is a statewide campaign, the media buy will be concentrated in counties identified as the top 10 for motorcycle crashes: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia.

**Budget:**                   **\$300,000**

**Project Activities:**     The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant for the Impaired Motorcyclist PSA Campaign. Multiple media buy plans were negotiated using collected data from the previous subgrant cycle, including crash data that was presented to the marketing companies. A gas station advertising plan was selected to run during March 2018 for Bike Week in Volusia, Flagler, and St. John counties at 67 stations with an estimated gross impression count of 213,216. Gas station advertising was also run during the Month of May for Motorcycle Safety Awareness Month in Miami-Dade, Broward, and Palm Beach counties at 298 stations with an estimated gross impression count of 1,096,084.

A billboard media buy campaign was also implemented during Daytona Bike Week. Five vinyl billboards were located at prime areas for Bike Week traffic from February 26-March 25, while two digital billboards ran from February 26-March 9, with a total estimated impression count of 18,337,592.

In August 2018, a media buy campaign was run which included gas station advertising, both indoor and outdoor; as well as truckside advertising and added value run time into October. Outdoor gas pump advertising took place at 230 locations in Hillsborough, Orange, Volusia, Broward, and Miami-Dade counties which are high risk

counties. The total estimated gross impressions for outdoor advertising was 27,013,500. Indoor advertising took place in 230 locations in Hillsborough, Orange, Volusia, Broward, and Miami-Dade counties as well which involved added value benefits of common area posters, mirror clings, standees, table tents, and coasters. The total estimated gross impressions for indoor advertising was 13,800,000. Truckside advertising was run on 12 trucks in Hillsborough and Pinellas counties, as well as eight trucks in Orange and Volusia counties for four weeks plus two additional weeks that were added value. The total estimated impressions for truckside advertising was 33,588,000.

During the life of the subgrant Facebook ads were run with the Don't Be a Star campaign, these ads reached 1,339,530 and included total gross impression count of 4,266,584. This campaign had 10,263 post reactions, 546 post comments, 4,641 post shares, 9,298 link clicks which led users to the RideSmartFlorida.com website.

Additionally, the campaign was boosted during the Daytona Bike Week 2018 and it reached 191,012 people and had total gross impression count of 394,972. There were 3,272 post reactions, 173 post comments, 1,589 post shares, 2,087 link clicks that led users to the RideSmartFlorida.com website, and 60 new page likes.

**Expenditures:                   \$289,203.87**

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**Project Name:**                   DUI Statewide Media Campaign

**Project Number:**               M5PEM-18-16-03

**Project Description:**       Tallahassee Community College will purchase advertisements in multiple markets to promote *Drive Sober or Get Pulled Over* awareness and enforcement efforts during NHTSA crackdowns and waves. Impaired driving prevention messages will be promoted through mediums such as television ads, online and traffic radio, internet displays and videos, social media, outdoor billboards, etc.

**Budget:**                           **\$650,000**

**Project Activities:**           Tallahassee Community College was awarded a subgrant to contract with St. John & Partners to develop a comprehensive media campaign to support Florida's *Drive Sober or Get Pulled Over* enforcement initiatives during the St. Patrick's Day, Cinco de Mayo, and Labor Day crackdowns. This impaired driving awareness campaign used a multi-platform approach that aligned with the media

consumption habits of the target audience of 18 to 34 year-olds that was seen on, digital video (YouTube and Pre-Roll), social media (Facebook and Instagram), outdoor digital displays, via radio, and digital radio (Pandora and Spotify). Total estimated impressions for the campaign was 66,191,988.

Expenditures: \$641,276.66



**Project Name:** Impaired Driving Professional Sports Marketing

**Project Number:** M5PEM-18-16-04

**Project Description:** Tallahassee Community College will purchase advertisements with professional sports teams and venues to promote *Drive Sober or Get Pulled Over* to sports fans. The FY 2018 professional sports marketing plan is estimated to include the following teams and venues: Florida Panthers (NHL), Florida Marlins (MLB), Jacksonville Jaguars (NFL), Miami Dolphins (NFL), Miami Heat (NBA), Orlando Magic (NBA), Tampa Bay Buccaneers (NFL), Tampa Bay Rays (MLB), Tampa Bay Lightning (NHL), Homestead-Miami Speedway (NASCAR), and Daytona Speedway (NASCAR). Impaired driving prevention messages will be conveyed through mediums such as radio and television advertisements, public service announcements, on parking passes and signs located in and around the venues, and via game day activations. Marketing impaired driving prevention messages through professional sports teams and venues enables the FDOT State Safety Office to reach 18-34-year-old males, the demographic most likely to drive impaired.

**Budget:** **\$2,000,000**

**Project Activities:** Tallahassee Community College purchased advertisements with Florida professional sports teams and venues to promote the Drive Sober or Get Pulled Over campaign to sports fans. The FY2018 professional sports marketing plan funded media advertisements with the following nine professional sports teams: Orlando Magic (NBA), Miami Heat (NBA), Tampa Bay Rays (MLB), Miami Marlins (MLB), Tampa Bay Lightning (NHL), Florida Panthers (NHL), Miami Dolphins (NFL), Tampa Bay Buccaneers (NFL), and Jacksonville Jaguars (NFL), along with two NASCAR race tracks: Homestead-Miami Speedway, and Daytona Speedway. Impaired driving messages were promoted through posters, signage, game announcements, alcohol-free nights, special promotional functions, and in-house audio and video PSAs. TCC also contracted with an activation company that uses Drive Sober or Get Pulled Over logo attired brand ambassadors to engage with fans while they are tailgating at football and NASCAR stadiums. Impaired driving deterrence messages and activities that included fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired. Total estimated impressions for the campaign was over 7,617,076.

**Expenditures:** **\$1,898,640.00**





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**Project Name:** Impaired Driving Major College Sports Marketing

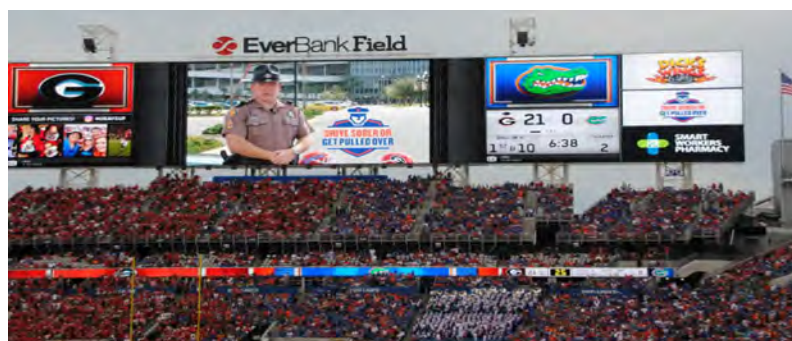
**Project Number:** M5PEM-18-16-05

**Project Description:** Tallahassee Community College will purchase advertisements with Florida collegiate sports teams and venues to promote *Drive Sober or Get Pulled Over* to collegiate sports fans at the following schools: University of Florida, Florida State University, and University of Miami, along with the annual Florida vs Georgia football game. Impaired driving prevention messages will be conveyed through mediums such as radio and television advertisements on collegiate networks, on parking passes, public service announcements, and signs located in and around venues, and via game day activations. Marketing impaired driving prevention messages through collegiate sports teams and venues enables the FDOT State Safety Office to reach 18-34 year old males, the demographic most likely to drive impaired.

**Budget:** \$459,000

**Project Activities:** Tallahassee Community College (TCC) purchased advertisements with Florida collegiate sports teams and venues to promote *Drive Sober or Get Pulled Over* to collegiate sports fans at the following schools: University of Florida, Florida State University, and University of Miami. Impaired driving messages were promoted via posters, game announcements, radio/TV advertisements on collegiate networks, printed messages in game day programs, and sign placement at sports venues and around campus. TCC also contracted with an activation company that uses *Drive Sober or Get Pulled Over* logo attired brand ambassadors to engage with fans while they are tailgating at stadiums. Impaired driving deterrence messages and activities that included fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired. Total estimated impressions for the campaign was over 2,400,000.

**Expenditures:** \$435,240.00



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**Project Name:** Impaired Driving Sports Campaign

**Project Number:** M5PEM-18-16-06

**Project Description:** Tallahassee Community College will purchase advertisements with Florida-based television broadcasters that specialize in covering sporting events. The ads will target sports fans and encourage driving sober.

**Budget:** **\$216,000**

**Project Activities:** Tallahassee Community College purchased TV advertisements with Fox Sports. The ads targeted sports fans and encouraged sober and responsible driving. The FY2018 marketing plan funded media advertisements during sporting telecasts on the Fox Sports channel for the following six professional sports teams: Orlando Magic (NBA), Miami Heat (NBA), Tampa Bay Rays (MLB), Miami Marlins (MLB), Tampa Bay Lightning (NHL), and Florida Panthers (NHL), along with college basketball and football. Impaired driving messages were promoted through tv game announcements, commercial breaks, and streaming delivery. Total estimated impressions for the campaign was 9,180,552.

**Expenditures:** **\$215,999.80**

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**Project Name:** *Share the Road* PSA Campaign

**Project Number:** M9MA-18-11-01

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will contract with multiple media venues to promote the *Share the Road* campaign. Media efforts will be concentrated in the top 10 motorcycle crash counties in Florida: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia. Media will also be purchased around motorcycle events that occur in other areas of the state, but most funding will be utilized within the top 10 counties.

**Budget:** **\$291,578**

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant for the *Share the Road* PSA Campaign. Multiple media buy plans were negotiated using collected data from the previous subgrant cycle, including crash data that was presented to the marketing companies. Gas station advertising was planned and implemented in February 2018 and ran through May



2018. TV spots at gas station pump toppers ran at stations in Volusia County (44 stations), Miami-Dade, Broward, and Palm Beach counties (298 stations); Hillsborough, Pinellas, and Pasco Counties (77 stations). The total estimated gross impressions for this campaign is 467,529 for Volusia, 3,550,925 for Miami-Dade, Broward, and Palm Beach, and 1,133,019 for Hillsborough, Pinellas, and Pasco for a combined impression count of 5,151,473.

From January 2018 to April 2018, and added value runs during May 2018 for Motorcycle Safety Month, radio endorsements were aired on seven stations: WHYI-FM and WMIB-FM in Miami, WFLZ-FM and WXTB-FM in Tampa, and WFRR-FM, WRUM-FM, and WXXL-FM in Orlando. The radio endorsements were :15 in length and delivered approximately 10 times a week by the radio personalities in areas with high risk populations for motorcycle accidents and fatalities. The total estimated gross impressions for each area were 5,004,300 for Tampa, 3,610,050 for Orlando, and 7,658,400 in Miami for a total impression count of 16,272,750.

Additional Radio Endorsements were run from August 20<sup>th</sup> to September 14<sup>th</sup> in 2018 on two stations; WXTB-FM in Tampa, and WJRR-FM in Orlando. Spots were :30 in length with the first half addressing drivers specifically and the other :15 addressing motorcyclists; spots were run a minimum of one time per day on each station. The total estimated gross impressions for both stations during the run time was 574,000.

During the life of the subgrant, Facebooks ads were run with the Make the Right Choice video which reached 2,334,249 people total and had 5,701,751 impressions total. The campaign had 9,572 post reactions, 428 post comments, 8,697 post shares, 9,402 link clicks which directed users to the RideSmartFlorida.com website.

Additionally, the campaign was boosted during the Month of May for Motorcycle Safety Awareness Month and the Motorcycle Fatality Free campaign. During this time, the ads reached 544 people with total impressions count of 5,898. There were 28 post reactions, 24 post shares, and 29 link clicks which directed users to the RideSmartFlorida.com website.

**Expenditures:                    \$278,118.52**

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<b>Project Name:</b>	Pedestrian and Bicycle Safety Public Education Program
<b>Project Number:</b>	FHPE-18-08-01
<b>Project Description:</b>	Funds will be used for transit advertising in and on transit buses and transit shelters to increase awareness of traffic laws pertaining to pedestrians and bicyclists and to promote pedestrian and bicycle safety messages. This program will focus on lower socioeconomic areas in an effort to improve pedestrian, bicyclist, and motorist behavior and compliance with traffic laws. The University of South Florida Center for Urban Transportation Research will purchase transit advertising using GIS data that supports the lower socioeconomic areas with the greatest need for improvement.
<b>Budget:</b>	<b>\$200,000</b>
<b>Project Activities:</b>	The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant for public education about walking and biking safely around railways and rail crossings. CUTR contracted with Brightline, a new rail transit vendor in Florida that had experienced some fatal crashes with pedestrians and bicyclists early in their operation, to increase awareness and educate on crossing safely. Advertisements were placed in and around train stations, ticket counters, and sent out via e-mail to Brightline’s consumer database of approximately 46,230 individuals. Messages were integrated to show both Alert Today Florida and Brightline brands and focused on the safety of people walking or biking along or near train tracks and crossings. Messages were exhibited through 384 rotations per day resulting in 2,100,000 impressions.
<b>Expenditures:</b>	<b>\$199,100.00</b>

# Pedestrian and Bicycle Safety

Walking and biking are popular in Florida due to the year-round moderate climate. Given the vulnerability of a pedestrian or bicyclist, however, these activities can result in death and serious injury when they come into conflict with a motor vehicle.

Several factors are involved in these crashes. Approximately two-thirds of pedestrian and bicyclist-related fatal crashes occur outside of a marked crosswalk or bicycle lane. A major factor in these crashes is failure to yield the right-of-way on the part of motorists, pedestrians, and bicyclists. More than 40 percent of bicyclist fatalities are related to traumatic brain injury involving a cyclist who was not wearing a helmet, or who wore a helmet improperly.

The goal of the Florida Pedestrian and Bicycle Safety Program is to reduce crash-related fatalities and injuries by promoting safe and effective conditions for those who travel by foot and bicycle. The Program provides funding for communication and awareness campaigns in communities and other focused educational efforts to increase safety awareness and skills among pedestrians, bicyclists, and motorists who share the road.

Statewide initiatives, such as Florida's Pedestrian and Bicycling Safety Resource Center, promote safe pedestrian and bicycling activities for citizens and visitors of all ages by providing educational materials and information across the state. The Center also provides critical safety equipment to bicyclists through its coordination of the statewide bicycle helmet distribution program. Helmets are distributed by trained individuals who receive free helmet fitter certification training provided by the Center.

## STRATEGIES

- Increase awareness and understanding of safety issues and compliance with traffic laws and regulations related to pedestrians and bicyclists
- Develop and use a systematic approach to identify locations and behaviors prone to pedestrian and bicycle crashes and implement multi-disciplinary countermeasures
- Create urban and rural built environments to support and encourage safe bicycling and walking
- Support national, state, and local initiatives and policies that promote bicycle and pedestrian safety

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *All Pedestrians* (CTW: Chapter 8, Pages 30-41)
- *All Bicyclists* (CTW: Chapter 9, Pages 25-32)

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<b>Project Name:</b>	Florida’s Comprehensive Pedestrian and Bicycle Safety Program
<b>Project Number:</b>	PS-18-08-01
<b>Project Description:</b>	The University of South Florida’s Center for Urban Transportation Research will develop and implement Florida’s Pedestrian Strategic Safety Plan and oversee Florida’s Pedestrian Safety Coalition. These efforts are recommended in the Pedestrian Safety Program Technical Assessment that was conducted in January 2012. The project will be “data-driven, with clear goals for overall injury and fatality reduction, has the active involvement of stakeholders, identifies specific priorities, and is focused on implementing proven countermeasures and best practices.”
<b>Budget:</b>	<b>\$650,000</b>
<b>Project Activities:</b>	The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant for the facilitation and support of the functions of Florida’s Comprehensive Pedestrian and Bicycle Safety Program and Coalition. CUTR provided support to the Coalition through the facilitation of four in-person meetings and four mid quarter conference call sessions to advance the implementation of Florida’s Pedestrian and Bicycle Strategic Safety Plan. They also attended 23 grassroots educational outreach events, facilitated 26 paid media contracts, and facilitated 53 high visibility enforcement contracts supporting pedestrian and bicycle safety in priority counties.
<b>Expenditures:</b>	<b>\$525,985.49</b>

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**Project Name:** Pedestrian and Bicycle Program Evaluation and Data Collection  
**Project Number:** PS-18-08-02  
**Project Description:** The University of South Florida’s Center for Urban Transportation Research will conduct formative, process, outcome, and impact evaluations of the state’s Comprehensive Pedestrian/Bicycle program. The formative and process evaluations will be an ongoing evaluation process to determine if revisions need to be made to increase the effectiveness of the program.

**Budget:** \$250,000

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to evaluate the effectiveness of Florida’s focused initiative of improving pedestrian and bicyclist safety. A total of 2,059 public opinion surveys and 9,141 observations of pedestrian and bicyclist behavior were collected in a one-year period. Observational surveys were completed at intersections with the highest crash frequencies in top 20 high-priority counties with the highest representation of pedestrian and bicyclist traffic crashes that resulted in fatalities and injuries between 2014 and 2016. The evaluation indicated that the targeted sites made improvements in safety over the previous year, further pinpointed problematic geographic areas, and identified the roadway users who may benefit most from additional enforcement and safety education campaigns.

**Expenditures:** \$244,406.55

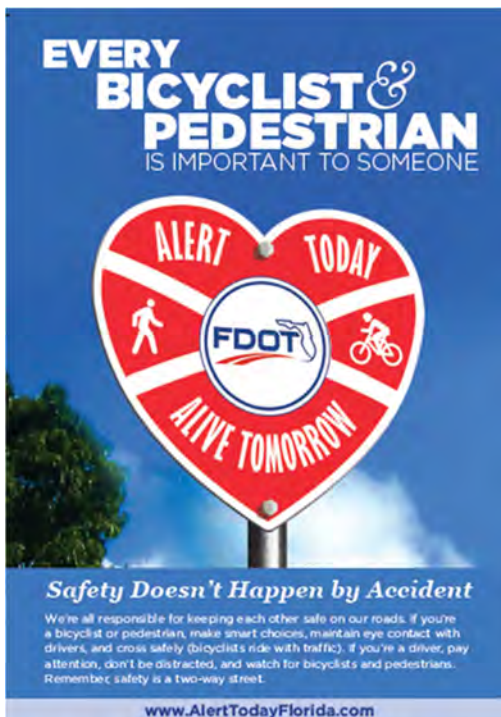
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**Project Name:** Florida’s Pedestrian and Bicycle Safety Resource Center  
**Project Number:** PS-18-08-03  
**Project Description:** The Florida Pedestrian and Bicycle Resource Center, an effort of the University of Florida Transportation Research Center, will identify, obtain, purchase, and deliver pedestrian and bicycle safety materials specific to Florida’s at-risk populations, as directed by the State Bicycle/Pedestrian Safety Program Manager. The Center will work to address recommendations outlined in the January 2012 Pedestrian Program Assessment Technical Report that call on the State to “significantly expand programs and materials available for identified at-risk populations, ensuring their cultural sensitivity, appropriateness, usability, and desirability, by using focus groups, developing material specifically for those populations and testing for receptivity and results.”

**Budget:** \$450,000

**Project Activities:** A subgrant was awarded to the University of Florida to provide assistance and support to Florida's Comprehensive Pedestrian Safety Program through facilitation of Florida's Pedestrian and Bicycle Safety Resource Center (SRC). The PedBike SRC website was maintained by the SRC staff with the support of an e-commerce vendor. The SRC provided safety educational materials statewide with an emphasis on the 25 areas with the highest representation of pedestrian and bicycle serious and fatal injury crashes. They also provided training for helmet fitters, helmets, and helmet fitting and distribution events for the program. During this subgrant cycle, the SRC received 668 requests for 216,232 safety materials. 632 of the requests met the program requirements and 213,444 materials were distributed to support these requests. 316 requests for helmets were received and 36,452 helmets were distributed to certified helmet fitters for public distribution. Currently Florida has 4,470 certified helmet fitters. 433 helmet fitters took the CBT refresher course and four new trainers were trained to train new helmet fitters during this subgrant cycle.

**Expenditures:** \$411,581.14





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<b>Project Name:</b>	WalkWise Statewide Educational Campaigns on Pedestrian Safety
<b>Project Number:</b>	PS-18-08-04
<b>Project Description:</b>	The University of South Florida will conduct an extensive and targeted public education and outreach campaign to increase adults' knowledge and practice of appropriate pedestrian safety measures. The goal is to increase the knowledge level of pedestrians and drivers in Duval, Hillsborough, Miami Dade, Palm Beach, Orange and Brevard counties in order to decrease crashes and increase compliance with existing pedestrian laws.
<b>Budget:</b>	<b>\$100,000</b>
<b>Project Activities:</b>	The University of South Florida Center for Urban Transportation (CUTR) was awarded a subgrant to lead the WalkWise program. The program was established to conduct an extensive and targeted public education and outreach campaign to increase both pedestrian and driving adults' knowledge and practice of appropriate pedestrian safety measures. The program selected two counties (Duval and Palm Beach) out of the top 20 high priority counties identified by the Florida Pedestrian and Bicycle Strategic Safety Program to concentrate their efforts in. Presentations were also conducted in Alachua, Brevard, Orange, Polk, Miami-Dade, Leon and Volusia. There were 118 pedestrian safety presentations conducted during FY2018 with a total of 1,350 people attending the presentations with 92% knowledge retention.
<b>Expenditures:</b>	<b>\$95,125.92</b>

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<b>Project Name:</b>	Pedestrian and Bicycle Education and Injury Prevention Program
<b>Project Number:</b>	FHX-18-18-01
<b>Project Description:</b>	The goal of this program is to deliver safety information and education in trauma center emergency departments and to admitted patients and their families during the recovery process (with consent). The emergency department component will consist of print materials and PSAs played on continuous loop feed while the in-patient component will provide one on one information about safety that targets preventing future injury. Ryder Trauma Center will develop, produce, deliver, and pilot test the educational and information elements during this project period with the goal of distributing to other trauma centers in future years.

**Budget:** \$150,000

**Project Activities:** The University of Miami Miller School of Medicine was awarded a subgrant to improve effective injury prevention education to injured pedestrian and bicyclists treated in Florida trauma centers. This project requires surveying and educating hospital patients which cannot be conducted without permission from the Institutional Review Board (IRB). Due to delays in receiving this permission, the project was developed, but has not yet been delivered. A training event was conducted for medical professionals in preparation for the program delivery and approximately 100 attendees were trained. Once IRB approval is received, the University intends to move forward with the roll out.

**Expenditures:** \$26,707.07

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**Project Name:** Promoting Safe and Active Transportation

**Project Number:** FHX-18-18-02

**Project Description:** Promoting Safe and Active Transportation will be used as a tool to encourage communities to commit to creating, improving, and maintaining walkable and bikeable places. The Florida Department of Health will develop this program to encourage walking and biking as healthy and convenient transportation options; to teach and encourage local community groups and leaders to conduct walkability and bikeability assessments; and to promote educational messages about walking and biking safely and the health benefits of walking and biking. This project will support development and implementation of programs at the state and local level including “toolkits” that can be re-used by local community groups. Tool kits will contain safety vests, clipboards, pens, and yard signs to support walkability and bikeability assessments. In addition to the tool kits, tip cards and other printed educational information will be provided which can be distributed to the walking and biking public.

**Budget:** \$50,000

**Project Activities:** This project was deleted from the FY2018 HSP in Amendment 3. This project was removed from the FY2018 HSP in Amendment 3. The Florida Department of Health decided to not move forward with the subgrant funding for this FY2018 project.

**Expenditures:** \$0.00

**Project Name:** Pedestrian and Bicycle Enforcement and Education

**Project Number:** (see below)

**Project Description:** The following local law enforcement agencies will receive funding to conduct Pedestrian and Bicycle enforcement and education initiatives. Efforts include presentations to promote safe practices at schools, local civic organizations, and community events, as well as participation in enforcement waves.

Project Number	Agency	Project Title	Amount
PS-18-08-05	New Port Richey Police Department	Pedestrian and Bicycle Safety Grant	\$15,000
<b>Project Activities:</b>	A subgrant was awarded to Monroe County Sheriff's Office for pedestrian and bicycle enforcement and educational efforts. The department conducted 12 enforcement operations yielding 108 pedestrian citations and one warrant arrest. Social media was utilized monthly to educate the public on pedestrian safety. During this subgrant cycle pedestrian/bicycle crashes were reduced 33.3% compared to last year.		
<b>Expenditures:</b>	\$4,666.28		
PS-18-08-06	Monroe County Sheriff's Office	The "Keys" to Safe Biking and Hiking	\$75,000
<b>Project Activities:</b>	A subgrant was awarded to Monroe County Sheriff's Office for pedestrian and bicycle enforcement and educational efforts. The department conducted 20 enforcement operations yielding 1590 traffic stops, 129 bicycle citations, four pedestrian citations, 133 other citations, 1054 warnings, 10 felony arrests, and 10 misdemeanor arrests. During various educational and outreach activities Monroe County Sherriff's office made personal contact with approximately 2,150 kids and adults and distributed 2,615 safety brochures, bicycle helmets, and equipment		
<b>Expenditures:</b>	\$75,000.00		
PS-18-08-07	Suwannee County Sheriff's Office	SCSO Pedestrian Initiative	\$10,000
<b>Project Activities:</b>	The Suwannee County Sheriff's Office elected to decline the subgrant due to current staffing issues that would prevent implementation.		
<b>Expenditures:</b>	\$0		

# Planning and Administration

<b>Project Name:</b>	Operation of the Highway Traffic Safety Grant Section
<b>Project Number:</b>	PA-18-01-01
<b>Project Description:</b>	FDOT will receive reimbursement for 50 percent of salary and benefit costs for up to eight full-time employees. The staff includes a Traffic Safety Administrator, five Traffic Safety Program Managers and two Traffic Safety Financial Analysts. The FDOT State Safety Office – Highway Traffic Safety Grant Section staff is responsible for analyzing, directing, and monitoring highway safety countermeasure activities through traffic safety subgrant programs. The goal of the project is to develop and implement an effective Highway Safety Plan that provides the best formula for investing in making a difference in "driving down fatalities." Staff members are responsible for multiple NHTSA program areas; therefore, salaries are charged to Planning and Administration rather than a specific program area.
<b>Budget:</b>	<b>\$300,000</b>
<b>Project Activities:</b>	The FDOT State Safety Office received a subgrant for 50% of the salary and benefit costs for up to eight full-time employees. The FDOT State Safety Office was without one Program Manager position for the majority of the FY2018 subgrant cycle. A new Impaired Driving Program Manager was hired September 2018. The Highway Safety Plan for FY2018 was fully implemented.
<b>Expenditures:</b>	<b>\$213,908.51</b>

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<b>Project Name:</b>	Highway Safety Travel and Training
<b>Project Number:</b>	PA-18-01-02
<b>Project Description:</b>	FDOT will reimburse travel expenses for FDOT State Safety Office staff to conduct required on-site monitoring of funded programs and to attend professional development programs or workshops, training, and highway safety-related meetings. Prior approval is required for all out-of-state and conference travel. This project also allows for the reimbursement of travel costs for other traffic safety professionals to promote or address traffic safety issues in Florida. The goal of this project is to enable adequate project monitoring, provide training opportunities, and ensure FDOT State Safety Office staff and other

traffic safety professionals attend relevant traffic safety meetings, conferences, and workshops.

**Budget:** \$40,000

**Project Activities:** The FDOT State Safety Office was awarded a subgrant for the travel expenses of the FDOT State Safety Office staff to conduct required on-site monitoring and attend professional development programs, workshops, training, and highway safety-related meetings. During the FY2018 subgrant cycle, staff coordinated and attended quarterly coalition meetings, conducted on-site monitoring, supervised NTHSA mobilization campaign outreach, and supported neighboring State safety initiatives such as Hands Across the Border and Operation Southern Shield.

**Expenditures:** \$18,862.32

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# Police Traffic Services - LEL

The Florida Law Enforcement Liaison (LEL) program is funded by FDOT and the National Highway Traffic Safety Administration (NHTSA). The goal of the LEL program is to reduce traffic-related fatalities and injuries by working with law enforcement agencies across the state to increase safety belt use, reduce impaired driving, and encourage the implementation of other traffic safety initiatives.

## STRATEGIES

- Increase public awareness about traffic safety programs and enforcement
- Expand the network of concerned individuals to build recognition and awareness about traffic safety enforcement
- Support initiatives that enhance traffic laws and regulations related to safe driving
- Support national, state, and local initiatives and policies that promote traffic safety programs and enforcement
- Increase traffic safety professionals' awareness of traffic safety enforcement issues
- Increase law enforcement officer understanding of Florida traffic crash reporting and accurate data collection and analysis
- Work with law enforcement agencies to increase enforcement of traffic safety laws
- Facilitate collaboration of multi-agency initiatives and projects that improve traffic safety
- Support high-visibility enforcement mobilizations for traffic safety enforcement

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 4: Pages 21-22)
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**Project Name:** Florida Law Enforcement Liaison Program

**Project Number:** PT-18-12-01

**Project Description:** The University of North Florida, Institute of Police Technology and Management (IPTM) will receive funding to support the Law Enforcement Liaison (LEL) Program, which promotes statewide highway traffic safety initiatives promoted by the FDOT State Safety Office. The LEL Program, through its Law Enforcement Liaisons, will partner with law enforcement agencies to promote and increase participation in the 3 NHTSA traffic safety national enforcement waves and the annual Florida Law Enforcement Liaison Traffic Safety Challenge to increase awareness and participation in traffic safety-related efforts. Funding will reimburse salaries and benefits of personnel assigned to the LEL program, their travel, vehicles and maintenance, facility, and office supplies. IPTM has set a goal of maintaining a minimum of 85 percent participation by Florida law enforcement agencies reporting on highway traffic safety initiatives. The LEL initiative will support the goal of encouraging statewide enforcement of traffic safety laws to reduce traffic fatalities.

**Budget:** \$1,000,000

**Project Activities:** Florida's Law Enforcement Liaison (LEL) program assisted the Florida Department of Transportation (FDOT) State Safety Office with increasing law enforcement participation in statewide traffic safety efforts. It also worked to increase public awareness of traffic safety issues as well. The LEL Program improves the connection and cooperation between law enforcement agencies, FDOT, and 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 and NHTSA's campaigns and initiatives.

The Law Enforcement Liaison (LEL) Program, promoted statewide highway traffic safety initiatives promoted by the FDOT State Safety Office. The LEL Program, through its Law Enforcement Liaisons, partnered with law enforcement agencies to promote and increase participation in the three NHTSA traffic safety national enforcement waves and the annual Florida Law Enforcement Liaison Traffic Safety Challenge to increase awareness and participation in traffic safety-related efforts.

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 Drive Sober or Get Pulled Over, Click It or Ticket, Hands Across the Border, and law enforcement training opportunities available through the Florida Public Safety Institute (FPSI) and the Institute of Police Technology Management (IPTM). The LELs conducted a total of 445 LAN meetings with approximately 854 attendees during the year. The LEL team also participated in an additional 187 Community Traffic Safety Team meetings around the state and a total of 29 Traffic Safety Coalition meetings. In addition, the team attended 19 Child Passenger Safety seat check events, and conducted many onsite agency visits with law enforcement agencies.

The Florida LEL Program continues to be an effective marketing arm for the FDOT State Safety Office. The effectiveness of this promotion and marketing is evidenced in the level of participation in the national waves, law enforcement challenge, and training events. 246 agencies participated in the Click It or Ticket waves, 225 in the Drive Sober or Get Pulled Over waves, and 240 in the Florida Law Enforcement Traffic Safety Challenge and training event.

**Expenditures:** **\$870,001.77**

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<b>Project Name:</b>	Florida Law Enforcement Liaison Traffic Safety Challenge
<b>Project Number:</b>	PT-18-12-02
<b>Project Description:</b>	The Florida Law Enforcement Liaison Traffic Safety Challenge recognizes the best overall traffic safety programs in Florida. The areas of concentration include efforts to enforce traffic safety laws and educate the public about distracted and impaired driving, motorcycle safety, occupant protection and child passenger safety, pedestrian and bicycle safety, speed and aggressive driving, and other traffic safety issues that impact the safety of Florida's roadway users. Law enforcement agencies submit an application that documents their agency's efforts and effectiveness in these areas, along with their participation in the 3 NHTSA national enforcement waves. Funds will be used to purchase recognition awards in the form of coins and plaques to recognize outstanding traffic enforcement agencies and officers along with hosting a training and formal awards ceremony to present the recognition. This challenge supports the goal of encouraging increased statewide enforcement of traffic safety laws to reduce traffic crashes, serious injuries, and fatalities. As per NHTSA guidelines, no law enforcement equipment will be purchased under

this program and it has been redesigned in 2017 to comply with the May 18, 2016 memorandum from NHTSA's Chief Counsel.

**Budget:** \$250,000

**Project Activities:** The LEL team used the Florida Law Enforcement Liaison Traffic Safety Challenge to facilitate law enforcement participation in the national traffic safety waves and maintain consistent high visibility enforcement of Florida's traffic laws. A total of 240 law enforcement agencies participated in this year's challenge out of the 325 agencies in the state, for a total of 74% statewide participation rate.

The Florida Law Enforcement Traffic Safety Challenge and Training event was held on July 12<sup>th</sup> and 13<sup>th</sup>, 2018 at the Renaissance Sea World. Over 150 law enforcement officers participated in the four-hour training session that included Stop the Bleed, Traffic Enforcement and Opioids, and Below 100. Over 300 traffic safety professionals, representing more than 28 agencies were in attendance for the awards ceremony, coming together to recognize the agencies for their outstanding traffic safety efforts.

**Expenditures:** \$76,577.22



**Project Name:** Florida Law Enforcement Liaison Occupant Protection Awareness Program

**Project Number:** M2X-18-20-04

**Project Description:** This is a statewide public awareness project designed to maximize the exposure of Florida's efforts to reduce injuries and fatalities resulting from lack of safety belt usage. Combining the *Click it or Ticket* message with proactive enforcement activities will help reduce fatalities and serious injuries on Florida's roadways. Funds will be used to purchase printed educational materials, such as banners and yard signs to be provided to law enforcement agencies that take multi-faceted approach to addressing safety belt use in their respective communities and participate in the yearly NHTSA national enforcement wave. As per NHTSA guidelines, no law enforcement equipment will be purchased under this awareness program.

**Budget:** \$250,000

**Project Activities:** The LEL team used the Florida Law Enforcement Liaison Occupant Protection Awareness Program to facilitate law enforcement participation in the national *Click it or Ticket* campaign. Funding was used to purchase banners, yard signs, CPS reference guides, and USB drives to distribute to Florida law enforcement agencies. A total of 246 law enforcement agencies participated in this year's campaign out of the 325 agencies in the state. During the *Click It or Ticket* Enforcement Campaign the participating agencies reported a total of 16,839 safety belt and 569 Child safety seat citations were issued.

**Expenditures:** \$60,000.00





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**Project Name:** Florida Law Enforcement Liaison Impaired Driving Awareness Program

**Project Number:** M5X-18-06-05

**Project Description:** This is a statewide public awareness project designed to maximize the exposure of Florida’s efforts to reduce injuries and fatalities resulting from impaired driving. Combining the *Drive Sober or Get Pulled Over* message with proactive enforcement activities will help reduce fatalities and serious injuries on Florida’s roadways. Funds will be used to purchase printed educational materials, such as banners and yard signs to be provided to law enforcement agencies that take multi-faceted approach to addressing impaired driving in their respective communities and participate in the 2 NHTSA national enforcement waves. As per NHTSA guidelines, no law enforcement equipment will be purchased under this awareness program.

**Budget:** \$250,000

**Project Activities:** The Florida LEL Impaired Driving Awareness Program enabled the LELs to support law enforcement agencies with educational and enforcement efforts regarding impaired driving. This subgrant award assisted the LELs in promoting NHTSA’s national campaign “Drive Sober or Get Pulled Over”. Funding was used to purchase banners, yard signs, Implied consent cards, miranda rights cards, and USB drives to distribute to Florida law enforcement agencies.

During 2018, a total of 225 agencies reported during the national Drive Sober or Get Pulled Over campaign, out of the 325 agencies in the state. The agencies participating reported a total of 94,596 hours on DUI enforcement, 17 checkpoint operations conducted, and 2,203 DUI arrests made.

**Expenditures:** \$52,678.80



# Public Traffic Safety Professionals

Law enforcement is a critical partner in the pursuit of highway safety. Police officers, sheriff's deputies, State law enforcement officers, and other traffic safety partners must be able to accurately investigate traffic crashes, assist safety stakeholders in identifying dangerous driving behaviors and conditions, and proactively enforce traffic laws to reduce crashes. This program provides selected traffic safety training opportunities to traffic safety professionals based upon needs identified throughout the state.

To address these training needs, FDOT provides funding for the instruction of traffic safety professionals in traffic crash investigation and traffic enforcement practices. Through this training, professionals are equipped with new techniques, theories, and technology that can address deficiencies, expand ongoing activities, and develop new programs specific to each jurisdiction.

## STRATEGIES

- Increase traffic safety professionals' awareness of highway safety issues
- Improve traffic enforcement and detection skills
- Improve crash investigation and prosecution skills
- Improve detection, prosecution, and adjudication of impaired driving cases
- Increase understanding of the importance of accurate data collection and analysis

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Deterrence: Enforcement* (CTW: Chapter 1, Pages 21-28)
- *Deterrence: Prosecution and Adjudication* (CTW: Chapter 1, Pages 29-35)



**Project Name:** (see below)

**Project Number:** (see below)

**Project Description:** Funding will be provided to training institutions and state agencies for comprehensive traffic safety and traffic enforcement-related classes for professionals employed by Florida traffic safety-related institutions. These include, but are not limited to, law enforcement agencies, law enforcement academy instructors, civilian crash investigators, and expert witnesses employed by law enforcement agencies, investigators from the Florida State Attorney's offices, Medical Examiner's Office employees, and prosecutors across the state.

Project Number	Agency	Project Title	Amount
PT-18-12-03	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training Support Staff	\$55,000
<b>Project Activities:</b>	Tallahassee Community College Florida Public Safety Institute (FPSI) was awarded a subgrant to obtain a training support staff member to conduct the day to day management of the FDOT State Safety Office funded training subgrants. The staff member scheduled and advertised training programs, ensured availability and appropriateness of class material and classroom management, planned all logistical aspects of trainings, communicated with Law Enforcement Liaisons, criminal justice agencies, and sworn personnel of the State of Florida to promote the subgrant funded trainings. The support staff member assisted in the operations and trainings for 134 students. The support staff member resigned in April and FPSI choose to cancel the remainder of the training classes for the subgrant year.		
<b>Expenditures:</b>	<b>\$18,361.29</b>		



PT-18-12-04	Tallahassee Community College - FPSI	<b>Public Traffic Safety Professionals Training - Traffic Safety</b>	<b>\$275,042</b>
		<ul style="list-style-type: none"> <li>* Advanced Traffic Homicide Investigation Training - \$60,000</li> <li>* Basic Training Homicide Investigation Training - \$65,000</li> <li>* Crash Scene Mapping with Speed Lasers Training - \$25,000</li> <li>* Speed Measurement Training- \$35,000</li> <li>* Speed Measurement Instructor Training - \$25,042</li> <li>* Traffic Crash Reconstruction Training - \$65,000</li> </ul>	

Tallahassee Community College - Florida Public Safety Institute (FPSI) was awarded a subgrant to continue to provide traffic safety training to Law Enforcement Personnel. FPSI provides education and refresher courses to teach the knowledge, skills, and abilities needed to assist in identifying and removing DUI drivers from Florida's roads, and enforce Florida's traffic safety laws. Participants were also provided certifications after the completion of each course. The total number of students trained during the subgrant period is provided below.

**Project Activities:**

Basic Traffic Homicide Investigation (BASIC THI)	80
Advanced Traffic Homicide Investigation (ADV THI)	68
Traffic Crash Reconstruction	19
Speed Measurement (operators) Course	68
Speed Measurement (instructors) Course	11
Crash Scene Mapping with Speed Lasers (CRSMP)	36

**Expenditures: \$154,659.75**

PT-18-12-05	University of North Florida - IPTM	Data-Driven Approaches to Crime and Traffic Safety (DDACTS)	\$65,000
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**Project Activities:**

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to continue to provide comprehensive traffic safety and traffic enforcement training to Law Enforcement Officers employed by the State of Florida. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Data Driven Approaches to Crime and Traffic Safety	24

**Expenditures: \$14,280.00**

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PT-18-12-06	University of North Florida - IPTM	<b>Public Traffic Safety Professionals Training - Traffic Safety</b> * Event Data Recorder Use in Traffic Crash Reconstruction - Level I - \$27,800 * Human Factors in Traffic Crash Reconstruction - \$25,000 * Investigation of Motorcycle Crashes - Level I - \$31,800 * Pedestrian/Bicycle Crash Investigation - Level I - \$35,775 * Police Motorcycle Instructor Course - \$60,000	<b>\$180,375</b>
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The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to provide comprehensive traffic safety and traffic enforcement training to Law Enforcement Officers employed by the State of Florida. The total number of students trained during the subgrant period is provided below.

<b>Project Activities:</b>	<b>Training</b>	<b>Students Trained</b>
	Human Factors in Traffic Crash Reconstruction	26
	Event Data Recorder Use in Traffic Crash Reconstruction – Level 1	39
	Police Motorcycle Instructor	34
	Pedestrian/Bicycle Crash Investigation	43
	Investigation of Motorcycle Crashes	44
<b>Expenditures:</b>	<b>\$165,540.00</b>	



<b>M5TR-18-06-01</b>	<b>Florida Department of Highway Safety and Motor Vehicles</b>	<b>Legal Training for Hearing Officers</b>	<b>\$117,000</b>
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**Project Activities:**

The Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to enhance the knowledge and improve the effectiveness of Legal Hearing Officers. Hearing Officers are charged with conducting hearings and issuing final orders for persons whose licenses have been suspended, revoked or disqualified usually due to driving under the influence (DUI), or refusing to submit to DUI testing. Hearing Officers are tasked with interpreting and applying laws and case law with oftentimes limited training; additionally, each year new laws are enacted that affect the way Hearing Officers conduct their business. DHSMV, with funding from the subgrant, has implemented and facilitated trainings specific to the needs of Hearing Officers. Training was also provided to Law Enforcement participating in the hearings to provide assistance and expert knowledge of the administrative process and DUI processes as it relates to administrative suspension. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Hearing Officer Training	78
Law Enforcement Training	612

<b>Expenditures:</b>	<b>\$77,325.57</b>		
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<b>M5TR-18-06-02</b>	<b>University of North Florida - IPTM</b>	<b>DRE FHP Training</b>	<b>\$75,000</b>
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**Project Activities:**

The University of North Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate Drug Recognition Expert (DRE) training for Florida Highway Patrol (FHP) officers. IPTM worked with FHP to market the training during the subgrant period. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
DRE FHP Training	8

<b>Expenditures:</b>	<b>\$19,402.14</b>		
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M5TR-18-06-03	Tallahassee Community College – FPSI	<b>Public Traffic Safety Professionals Training – Impaired Driving</b> * Standardized Field Sobriety Testing Training - \$144,270 * DUI Instructor Training - \$32,550 * Spanish Language Training - \$73,581	<b>\$250,401</b>
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**Project Activities:** Tallahassee Community College - Florida Public Safety Institute was awarded a subgrant to continue to provide impaired driving related training to Law Enforcement Officers employed by the State of Florida. Participants were provided skills training and certifications after completing the course. The total number of students trained during the subgrant period is provided below. It should be noted that the training coordinator resigned, therefore, several classes were cancelled near the end of the subgrant year.

Training	Students Trained
Standardized Field Sobriety Testing	201
DUI Instructor	13
Spanish for Law Enforcement	22

**Expenditures: \$95,760.00**

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M5TR-18-06-04	University of North Florida – IPTM	<b>Public Traffic Safety Professionals Training – Impaired Driving</b> * Advanced Roadside Impaired Driving Enforcement (ARIDE)- \$79,000 * Standardized Field Sobriety Testing (SFST) Instructor Update - \$11,250 * Standardized Field Sobriety Testing (SFST) Refresher - \$37,500	<b>\$127,750</b>
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**Project Activities:** University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to provide impaired driving related training to Law Enforcement Officers employed by the State of Florida. Participants were provided skills training and certifications after completing the course. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Advanced Roadside Impaired Driving Enforcement	203
DWI Detection and Standardized Field Sobriety Testing - Instructor Update	42

	DWI Detection and Standardized Field Sobriety Testing Refresher	74
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**Expenditures: \$97,575.00**

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M5TR-18-06-05	University of North Florida – IPTM	<b>Public Traffic Safety Professionals Training – Drugged Driving</b> * Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)- \$58,500 * Medical Foundations of Visual Systems Testing - \$37,500	<b>\$96,000</b>
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**Project Activities:** The University of Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to provide training in Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE), which provides officers with the education they need to accurately investigate and testify marijuana-impaired driving violations and to provide impaired driving training to Law Enforcement Officers employed by the State of Florida. This training is intended for officers who are Certified Drug Recognition Experts (DREs) and prosecutors who handle DUI and drug cases as well as DUI instructors and Standardized Field Sobriety Testing (SFST) practitioners. The training provides the medical and scientific foundations of the various components of the DRE protocol, including the eye tests, vital signs and psychophysical and divided attention tasks. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Marijuana Impaired Driving Detection for Law Enforcement	234
Medical Foundations of Visual Systems Testing	46

**Expenditures: \$73,000.00**

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M5TR-18-06-06	University of North Florida – IPTM	<b>Drug Recognition Expert Program</b>	<b>\$415,000</b>
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**Project Activities:** The University of Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate the Drug Recognition Expert (DRE) Program. The subgrant included DRE new certification training, and required bi-annual re-certifications. The total number of certified DREs increased from 303 at the beginning of this subgrant to 314, despite attrition and retirements. A total of 40 law enforcement officers completed the training during the subgrant year. A total of 99 DREs completed the DRE Recertification course.

**Expenditures: \$219,542.85**

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<b>M5TR-18-06-07</b>	<b>Sarasota County</b>	<b>Sarasota County DUI Court Program Training</b>	<b>\$3,000</b>						
<b>Project Activities:</b>	<p>Sarasota County Board of County Commissioners – Twelfth Judicial Circuit was awarded a subgrant for the Sarasota County DUI Court Program staff to coordinate an in-house presentation by the National Center for DWI Courts regarding Operational Tune-Up Training. The training is designed for DWI court teams that have already taken the Foundational Training and provides advanced practices to enhance the court program built on the 10 Guiding Principles for DWI Courts and the National Association of Drug Court Professionals’ Best Practice Standards. Topics such as Best-Practices, Latest Research, Facilitated Action Planning and Implementation and others were addressed. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>DWI Court Operational Tune-Up Training</td> <td>12</td> </tr> </tbody> </table>			Training	Students Trained	DWI Court Operational Tune-Up Training	12		
Training	Students Trained								
DWI Court Operational Tune-Up Training	12								
<b>Expenditures:</b>	<b>\$3,000.00</b>								
<b>FHTR-18-08-01</b>	<b>University of North Florida – IPTM</b>	<b>Florida Laws – Pedestrian and Bicycle Enforcement</b>	<b>\$360,000</b>						
<b>Project Activities:</b>	<p>This project was The University of North Florida Institute of Police Technology and Management (IPTM) was awarded a subgrant for the development of a four-hour classroom based training course to improve the effectiveness of officers taking part in High Visibility Enforcement to support pedestrian and bicycle safety in Florida. A curriculum development committee was put into place and three curriculum development meetings were conducted in the spring of 2018. The final draft of the curriculum was pilot tested on June 15, 2018 and finalized in July 2018. A train the trainer course was conducted on July 25, 2018 and IPTM certified 15 instructors as trainers to deliver the course. Between August and September 2018, 15 training sessions were held and a total of 339 officers were trained. The average scores improved from 65.4 on the pre-test to 88.5 on the post test, resulting in a 35.3% improvement in officer knowledge.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Train the Trainer</td> <td>15</td> </tr> <tr> <td>Officer Training</td> <td>339</td> </tr> </tbody> </table>			Training	Students Trained	Train the Trainer	15	Officer Training	339
Training	Students Trained								
Train the Trainer	15								
Officer Training	339								
<b>Expenditures:</b>	<b>\$96,908.98</b>								

# Speed/Aggressive Driving

The chances of dying in a crash doubles for every 10 miles per hour (mph) a car travels above 50 mph. Speeding reduces the time a driver has to react to a dangerous situation and increases the impact energy and risk of death in the event of a crash.

According to the National Safety Council, if a car is traveling at 30 mph and accelerates to 60 mph, the amount of energy upon impact is four times greater. That impact ripples across the three types of collisions that are part of a crash: the vehicle collision when the car hits another car or object; the human collision when the people in the car hit the interior of the vehicle or another occupant; and the internal collision when organs in the body collide with the body's skeleton or other organs.

A crash is considered to be speed-related when a driver is driving too fast for conditions or exceeding the posted speed limit. Speeding is part of the overall problem of aggressive driving, which can also involve following too closely, refusing to yield the right-of-way, running red lights, weaving in and out of traffic, and passing improperly. In addition to the effects on reaction time and impact, speeding reduces a driver's ability to steer safely around other vehicles, curves, or objects in the roadway; extends the distance necessary to stop a vehicle; and increases the distance a vehicle travels before a hazard is noticed. While quieter, better designed cars and smoother and wider roadways can contribute to the speed problem, driver attitudes and cultural norms are ultimately the major factor in decisions to speed.

To combat this, local law enforcement must conduct highly visible enforcement of speed limits and educate their communities about the safety implications of excessive speed and aggressive driving.

To aid local enforcement agencies in these efforts, Florida's speed and aggressive driving projects provide agencies with resources for overtime enforcement. Enforcement may include the use of Radar, VASCAR, LiDAR, and other speed enforcement methods. The FY2018 projects include local agencies addressing these problems in several geographic areas throughout Florida.

## STRATEGIES

- Enforce speeding and aggressive driving laws by focusing on high-risk locations
- Incorporate technology and other innovations at high risk locations
- Evaluate crash hot spots and implement appropriate engineering countermeasures to control speed and reduce aggressive driving behavior
- Conduct community-based public awareness and education regarding speeding and aggressive driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Enforcement: High Visibility Enforcement (CTW: Chapter 3, Pages 24-27)*

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**Project Name:** Speed/Aggressive Driving Enforcement and Education

**Project Number:** (see below)

**Project Description:** The following enforcement agencies work in communities that have high numbers of fatalities and serious injuries due to speed/aggressive driving. They will receive funding to conduct speed and aggressive driving countermeasures that include overtime salaries, benefits, and limited equipment necessary for successful enforcement. The goal of each project is to reduce fatalities and injuries resulting from speeding and aggressive driving by using data-driven approaches. The FDOT State Safety Office will continuously monitor enforcement activities as well as offer technical support to ensure the success of each program.

Project Number	Agency	Project Title	Amount
SC-18-13-01	City of Coral Springs	Speed and Aggressive Driving Grant	\$60,500
<b>Project Activities:</b>	<p>The Coral Springs Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through high visibility enforcement (HVE) and for the purchase of 10 speed measurement devices. The department had a total of 13 officers certified to use both radars and lasers at the Florida Public Safety Institute, of those officers 9 participated in the HVE operations and conducted 466 hours of overtime details throughout the FY2018 subgrant year. During subgrant enforcement operations a total of 1,342 traffic stops were made which resulted in 843 speeding citations, 82 safety belt citations, and 1 impaired driving arrest. Additionally, 503 moving/non-moving citations were distributed, and 2 misdemeanors and 1 felony arrest were made. The Coral Springs Police Department also facilitated several school and community outreach events in support of the subgrant goal to decrease speed and aggressive driving through education. These outreach events were funded by the department as subgrant funding was utilized solely for enforcement operations. The subgrant objective to reduce crash-related serious injuries and fatalities by 5% was successfully achieved. HCSO also conducted 12 school and community-based educational presentations, with a cumulative of 267 attendees, in support of subgrant operations.</p>		
<b>Expenditures:</b>	<b>\$54,717.79</b>		

<b>SC-18-13-02</b>	<b>Pensacola Police Department</b>	<b>Pensacola Speed and Aggressive Driving Grant</b>	<b>\$30,000</b>
<b>Project Activities:</b>	This project was deleted from the FY2018 HSP in Amendment 1. The Pensacola Police Department experienced significant staffing and equipment shortages at the beginning of the subgrant cycle which prohibited the intended execution of the project; therefore, subgrant funding was declined by the subrecipient and not awarded in FY2018.		
<b>Expenditures:</b>	<b>\$0</b>		
<b>SC-18-13-03</b>	<b>Pinellas County Sheriff's Office</b>	<b>Strategic Policing through Education and Enforcement for Drivers (SPEED)</b>	<b>\$100,000</b>
<b>Project Activities:</b>	<p>The Pinellas County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through high visibility enforcement (HVE) and to purchase six traffic speed measurement devices to be utilized by deputies, who received certification in "Speed Measurement Techniques" from the Florida Public Safety Institute. The Sheriff's Office conducted a total of 84 high visibility enforcement operations equating to 1,258 hours, of which 1,178 hours were billed for overtime details throughout the FY2018 subgrant year. Although a delay in subgrant start time occurred due to the needed training and certifications for officers to utilize equipment, the subgrant objective for reducing speed-related motor vehicle crashes by 5% was accomplished and exceeded. The previous three-year average was approximately 52 crashes per month. During the subgrant period this number was reduced by 32.6% for a total of approximately 35 crashes per month. During the subgrant period a total number of 20 arrests were made, 2 of which were for impaired driving. A total of 1,955 moving/non-moving violators were provided warnings. A total of 395 citations were issued of which 183 were for speeding, 32 were for safety belt violations and 180 were for other. The Sheriff's Office, through internal funding, also utilized the agency's helicopter during their "Memorial Day SALE" initiative. The helicopter was used to measure speed on Bayside Bridge, which has a posted speed limit of 55 MPH. Numerous citations were distributed to drivers exceeding the speed limit by 15+ MPH, of which 2 drivers were calculated at driving speeds of 115 and 116 MPH, 7 drivers were calculated at speeds in excess of 90 MPH, and a dozen drivers at a speed in excess of 80 MPH.</p>		
<b>Expenditures:</b>	<b>\$100,000.00</b>		
<b>SC-18-13-04</b>	<b>Bradenton Police Department</b>	<b>Speed &amp; Aggressive Driving: Implementation of Bradenton Police Department "Lead Foot"</b>	<b>\$25,000</b>
<b>Project Activities:</b>	The Bradenton Police Department was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). The Department conducted a total of number of 83 HVE operations with the		

465.25 hours facilitated by 6 officers. A total of 637 contacts were made, 544 of which were speeding-related. Of the speed contacts, 77 were citations and the remaining 467 were warnings. There were 2 safety belt citations and 1 impaired driving citation distributed during the subgrant period, and 14 misdemeanors and 2 felony arrests were made as well. Operations were conducted in data selected high crash locations and several school zones. During the subgrant period the Bradenton Police Department heavily increased their social media presence, worked closely with the local Law Enforcement Liaison, and the City of Bradenton's Traffic Safety Team. The officers worked with various organizations such as the Manatee High School Driver's Education Program and community youth groups to discuss the dangers of speeding and aggressive driving. Through these initiatives the Department successfully achieved all subgrant objectives by reducing the overall amount of traffic crashes by 7.5%, reducing crashes resulting in serious injuries by 18.3%, and increasing speed-related contacts by 19.46%.

**Expenditures:** \$25,000.00

SC-18-13-05	Palmetto Police Department	City of Palmetto Speed and Aggressive Driving Abatement Program	\$10,000
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**Project Activities:**

The Palmetto Police Department was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). During the FY2018 subgrant year the Palmetto Police Department conducted 144 hours of HVE details, made 245 contacts, issued 135 uniform traffic citations, of which 65 were speeding citations, and 36 were safety belt citations. There were 155 written warnings, 4 arrests, and 1 vehicle search as well. The Palmetto Police Department disseminated traffic safety related posts on multiple social media sites and during the campaign printed educational materials were provided to anyone who the officers made contact with. From January to September 2018 the total number of traffic crashes were reduced by 10%, the total number of traffic citations issued increased by 29%, and the total number of traffic-related contacts was increased by 30% when compared to the same time period in 2017. The agency was successful in achieving the majority of their subgrant objectives.

**Expenditures:** \$5,003.28

SC-18-13-06	City of Lake City	LCPD Strategic Traffic Enforcement Program (STEP) - Speed and Aggressive Driving	\$15,000
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**Project Activities:**

The Lake City Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through high visibility enforcement (HVE). Lake City Police Department conducted 48 HVE detail operations, working over 320 hours of overtime directly related to speed and aggressive driving. A total number of 431 safety belt citations, and 213 speeding citations were distributed during the subgrant period. There were also 86 impaired driving arrests made. Although the objective to reduce speed-related traffic



crashes by 5% was not achieved, the Department increased overtime speed-related contacts by 187%.

<b>Expenditures:</b>	<b>\$15,000.00</b>		
<b>SC-18-13-07</b>	<b>City of New Port Richey</b>	<b>Speed and Aggressive Driving Grant</b>	<b>\$30,000</b>
<b>Project Activities:</b>	<p>The New Port Richey Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through high visibility enforcement (HVE) and to purchase several speed measurement devices. The Department purchased 1 in-car stationary radar device and 3 portable handheld devices to be used during the subgrant HVE details. 29 officers were certified and had access to the handheld devices. The in-car radar unit was assigned to the officer that conducts the majority of the traffic enforcement. During the subgrant period, a group of 39 officers conducted the overtime speed and aggressive driving HVE operations working a total number of 149 hours patrolling US Highway 19 within the City of New Port Richey jurisdiction. During subgrant operations a total number of 179 speeding citations, 1 safety belt citations, 3 aggressive driving citations, and 100 other citations were issued. During HVE contacts, officers distributed educational materials to drivers informing on the importance of driving safely and the dangers of speeding and aggressive driving.</p>		
<b>Expenditures:</b>	<b>\$12,630.10</b>		
<b>SC-18-13-08</b>	<b>Town of Jupiter</b>	<b>Speed and Aggressive Driving</b>	<b>\$28,000</b>
<b>Project Activities:</b>	<p>The Jupiter Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The Department began their HVE detail in November 2017 and completed 33 enforcement details by September 2018. The Jupiter Police Department utilized their personal electronic sign boards throughout the Town of Jupiter to educate and inform drivers to obey speed limits. They also posted traffic safety messages, regarding speeding and aggressive driving, on their various social media accounts. Educational signs and brochures were also available to public visitors of the Jupiter Police Department. During the subgrant period a 210% increase in speed and aggressive driving contacts were made. Of these contacts, there were 403 speed contacts of which 192 resulted in the issuance of citations. A total of 3 safety belt citations, 27 criminal citations, and 71 other traffic citations were also issued. There were 2 misdemeanors, 4 felony, 1 DUI arrest, and total of 412 written warnings given.</p>		
<b>Expenditures:</b>	<b>\$27,781.38</b>		



SC-18-13-09	Tampa Police Department	Aggressive Driving and Traffic Safety Enforcement in Tampa - Year #2	\$100,000
Project Activities:	<p>The Tampa Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The Department began their HVE detail in December 2017 and had 24 Traffic Unit officers assigned to implement the overtime operations required by the subgrant. The officers facilitated 57 small and large-scale overtime HVE details, 32 more than anticipated. A total number of 1,757 speeding citations, and 28 safety belt citations were issued and 2 impaired driving arrests were made during the overtime HVE details. The Department also conducted 74 community presentations to citizens and students, educating on traffic safety. Other outreach and education was implemented using media, television and social, and school outreach events targeting younger drivers. There was a 10% decrease in speed-related traffic crashes resulting in serious injuries, and an 8% reduction in speed-related traffic crashes the result in a fatality. During the subgrant period a total number of 3,313 overtime enforcement contacts occurred. This was a decrease from the previous subgrant year, however, there was a reduction in the available funding for the FY2018 subgrant period.</p>		
Expenditures:	\$99,210.09		
SC-18-13-10	Panama City Beach Police Department	PCBPD Outreach Program to Fight Against Speed and Aggressive Driving	\$50,000
Project Activities:	<p>The Panama City Beach Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The Department began their HVE detail in December 2017 and conducted 241 speed and aggressive driving HVE patrols, working 1,209.5 hours through September 2018. During the subgrant period a total number of 669 speeding citations, and 37 safety belt citations were issued. There were 3 impaired driving arrests made. The Panama City Beach Police Department worked closely with the local Law Enforcement Liaison and participated in the Local Area Network meetings, as well as the Community Traffic Safety Team, meetings. The Department also participated in national and state traffic safety campaigns and made public announcements regarding the importance of traffic safety.</p>		
Expenditures:	\$33,312.35		
SC-18-13-11	Madison County Sheriff's Office	2018 MCSO Speed/Aggressive Driving Grant	\$50,000
Project Activities:	<p>The Madison County Sheriff's Office (MCSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in November 2017. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on greatest number of traffic crashes and fatalities. During the subgrant period a total number of 242 HVE details were conducted by 16 sworn deputies</p>		

who worked 1,457.5 overtime hours. A total number of 1,419 written citations and 1,078 warnings were provided. Of the citations issued, 64 were for safety belt infractions and 863 were speeding violations. MCSO also participated in and provided educational materials during community events, school presentations, and to civil organizations.

<b>Expenditures:</b>	<b>\$50,000.00</b>		
<b>SC-18-13-12</b>	<b>City of Holly Hill</b>	<b>Aggressive Driving and Speed Program</b>	<b>\$40,000</b>

**Project Activities:** The Holly Hill Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details and to purchase 3 speed measurement lasers to be utilized by speed measurement device certified officers who participated in the subgrant. The officers were able to conduct 965 traffic stops initiated by excessive speed. 847 written warnings and 74 citations were issued for various infractions during the stops. Of the citations written, 6 were for safety belt infractions and two were for excessive speed. During the subgrant period 45 arrests were also made during overtime HVE operations. The two main areas of issue in Holly Hill are Ridgewood and Nova Road. The majority of stops were conducted on Ridgewood and there it is clear that the program has positively impacted the area and motorists have slowed down. Details were difficult to facilitate on Nova Road due to the limited areas to safely conduct a traffic stop.

<b>Expenditures:</b>	<b>\$39,685.00</b>		
<b>SC-18-13-13</b>	<b>Live Oak Police Department</b>	<b>LOPD Speed &amp; Aggressive Driving 2018</b>	<b>\$20,000</b>

**Project Activities:** The Live Oak Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. During the Subgrant period a total number of 1,082 contacts were made. These contacts resulted in the issuance of 143 speeding citations, and 347 speed warnings. There were 37 safety belt citations issued and 1 impaired driving arrest made as well. There was a 54% increase in citations during FY2018 when compared to the same period in FY2017. The Department conducted 163 HVE overtime operations, working a total of 540 overtime hours, an average of approximately 12 hours per week.

<b>Expenditures:</b>	<b>\$18,296.65</b>		

<b>SC-18-13-14</b>	<b>Bay County Sheriff's Office</b>	<b>Speed and Aggressive Driving Enforcement</b>	<b>\$100,000</b>
<b>Project Activities:</b>	The Bay County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. Overtime HVE details began in November of 2017 and concluded September 2018. During the subgrant period a total number of 2,850 traffic stops were made, over 2,000 citations were issued, and over 1,500 warnings were given. Over 900 speed-related, 125 safety-belt, and 150 criminal citations were issued, along with more than 20 felony arrests, 75 misdemeanor arrests, and 40 suspended/revoked license citations or arrests. The agency participated in local Community Traffic Safety Team meetings, Law Enforcement Liaison meetings, and participated traffic safety campaigns such as Hands Across the Border, Click It or Ticket, The DUI Challenge, and the Law Enforcement Challenge. Deputies facilitated presentations at local high schools and at community events relaying the importance of driving safely, and the dangers of speeding and distracted driving.		
<b>Expenditures:</b>	<b>\$100,000.00</b>		
<b>SC-18-13-15</b>	<b>Suwannee County Sheriff's Office</b>	<b>SCSO Speed/Aggressive Driving</b>	<b>\$20,000</b>
<b>Project Activities:</b>	The Suwannee County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details during the FY2018 subgrant year. Overtime HVE details began in December of 2017 and concluded September 2018. During the subgrant period and total number of 45 overtime HVE enforcement operations were conducted, during which time a total of 632 traffic contacts were made resulting in 177 citations of which 23 were safety belt infractions and 97 were speeding infractions, and 514 warnings of which 350 were speed-related. The agency met and exceeded their goal to reduce traffic crashes by 5% by reducing crashes by 9.68%.		
<b>Expenditures:</b>	<b>\$17,956.11</b>		
<b>SC-18-13-16</b>	<b>City of Delray Beach Police Department</b>	<b>Delray Beach Police Speed/Aggressive Driving Enforcement Program</b>	<b>\$50,000</b>
<b>Project Activities:</b>	The Delray Beach Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details during the FY2018 subgrant year. Overtime HVE details began in December of 2017 and concluded September 2018. During the subgrant period and total number of 6 sworn officers worked 836 overtime hours facilitating subgrant operations. A total number of 2,936 citations were issued, of which 141 were safety belt infractions and 1,288 were speeding citations. The Department disseminated traffic safety messages and educational information through their various social media accounts, and officers also facilitated educational presentations during local school events. In addition, the agency's message board was utilized during spring break and the 4 <sup>th</sup> of July holiday.		
<b>Expenditures:</b>	<b>\$50,000.00</b>		

<b>SC-18-13-17</b>	<b>Santa Rosa Sheriff's Office</b>	<b>Commitment to Traffic Safety through Speed Reduction</b>	<b>\$50,000</b>
<b>Project Activities:</b>	<p>The Santa Rosa Sheriff's Office (SRSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in October 2017 and began operations in areas known for speeding, and during times when data indicated peak crashes. In December, the agency decided to implement overtime HVE operations during popular travel times and holidays because data indicated these were times when the most crashes were occurring. A total number of 73 officers worked 1,313.5 overtime HVE hours during the subgrant period and the support staff had 930 service calls during subgrant operations as well. During overtime HVE subgrant operations a total number of 142 safety belt citations and 732 speeding citations were issued. There were also 6 impaired driving arrests made.</p>		
<b>Expenditures:</b>	<b>\$45,931.70</b>		
<b>SC-18-13-18</b>	<b>County of Volusia</b>	<b>Speed/Aggressive Driving</b>	<b>\$50,000</b>
<b>Project Activities:</b>	<p>The Volusia County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in December 2017. A total of 23 speed measurement devices were certified, deputies and sergeants worked the subgrant details which were conducted at intersections where data indicated the highest number of traffic crashes occurred. During the subgrant period a total number of 131 HVE operations were facilitated and 15 outreach activities were conducted over a 43-week period. A total number of 1,921 traffic contacts were made, and 2,831 citations were issued, 883 were speed citations, and 288 were safety belt citations. There was 1 impaired driving arrest made as well. The project objective to decrease speed-related crashes by 5% was met and exceeded with a total reduction of 17% and traffic-related contacts were increased by 10%.</p>		
<b>Expenditures:</b>	<b>\$45,233.46</b>		
<b>SC-18-13-19</b>	<b>Palm Beach County Sheriff's Office</b>	<b>Palm Beach County Speed and Aggressive Driving Campaign</b>	<b>\$100,000</b>
<b>Project Activities:</b>	<p>The Palm Beach County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in November 2017. They utilized various data systems to select appropriate locations to conduct the HVE operations based on greatest number of traffic crashes and traffic crash fatalities. A total number of 65 operations were conducted, which resulted in the issuance of 1,668 speeding citations and 248 safety belt citations. 2 impaired driving arrests also occurred during subgrant operations. They met and exceeded their subgrant objectives and were able to reduce speed-related citations, through the</p>		

dissemination of educational materials and HVE operations, by approximately 11%, and total traffic crashes and traffic crash fatalities by almost 30% when compared to the same time period as the previous fiscal year.

<b>Expenditures:</b>	<b>\$100,000.00</b>		
<b>SC-18-13-20</b>	<b>City of Boynton Beach</b>	<b>Boynton Beach Speed &amp; Aggressive Driving Program</b>	<b>\$40,000</b>

**Project Activities:**

The Boynton Beach Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in December of 2017. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on greatest number of traffic crashes and traffic crash fatalities. Despite weather and personnel shortage setbacks, speed-related contacts were increased by 326 from the previous year. There was an overall traffic crash reduction of 74%, a 73% reduction in traffic crashes resulting in serious injury, and a reduction of 44% in traffic crash fatalities when compared to the previous three calendar years. The agency issued 834 speed citations, and 94 safety belt citations during subgrant operations. There were also 2 impaired driving arrests made.

<b>Expenditures:</b>	<b>\$24,895.40</b>		
<b>SC-18-13-21</b>	<b>Hillsborough County Sheriff's Office</b>	<b>HCSO Speed: Know Your Limits</b>	<b>\$50,000</b>

**Project Activities:**

The Hillsborough County Sheriff's Office (HCSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The HCSO Speed: Know Your Limit program is in its 3<sup>rd</sup> year of implementation. The agency began their HVE detail in October of 2017. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on greatest number of traffic crashes and traffic crash fatalities. Between the months of October 2017 through August 2018 the HCSO conducted 1,570 traffic stops which resulted in 1,131 written warnings and the issuance of 631 citations. Of those citations, 393 were for speeding and 75 were for safety belt infractions. There was also 1 impaired driving arrest made. HCSO also facilitated educational presentations in Hillsborough high schools. A total number of 14 presentations were conducted reaching approximately 387 teens.

<b>Expenditures:</b>	<b>\$50,000.00</b>		



SC-18-13-22	Broward Sheriff's Office	Broward Aggressive Speed Enforcement Program	\$100,000
Project Activities:	<p>The Broward County Sheriff's Office (BSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began their HVE detail in May of 2018 and concluded in August of 2018. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on areas where high number of citations and crashes related to reckless/careless driving and speeding occur, and areas of concern for speeding and aggressive driving. The deputies conducted a total number of 1,393 overtime hours during which time 75 aggressive driving, 206 move-over, 349 moving, 711 non-moving 1,416 speeding, 412 uninsured motorists, and 128 safety belt citations were made. There were also 1,131 written warnings given along with educational materials provided to all contacts made.</p>		
Expenditures:	\$99,882.23		





# Teen Driver Safety

As any parent knows, handing the car keys to a new driver is a proud yet terrifying experience. Florida has over 400,000 registered teen drivers, age 15 to 19. Teen drivers are involved in approximately 40,000 crashes resulting in 200 fatalities and 2,500 serious injuries each year. Nationally, drivers aged 16 and 17 have the highest crash rates of any age group.

Teen drivers do not have years of experience in recognizing and avoiding dangerous situations. The Centers for Disease Control and Prevention (CDC) finds that teens often engage in risky behaviors. In one-third of the deaths and serious injuries involving teen drivers, safety belts were not worn. Teens are more likely to underestimate dangerous situations, speed, and allow shorter distances between vehicles.

Florida's statewide Teen Driver Safety program targets these teen drivers age 15 to 19, by coaching and empowering them to educate their peers, parents and communities about teen safe driving. Topics include using safety belts, driving within the speed limit and based on road conditions, not driving impaired or distracted, and the crash risk associated with driving with multiple teen passengers.

The FY2018 projects address teen driving issues from several angles, and include both statewide projects and local efforts to address problems in specific geographic areas.

## STRATEGIES

- Educate stakeholders about the potential safety benefits of improving Florida's Graduated Driver License law to include passenger and cell phone restrictions
- Educate parents, caregivers, and role models on the dangers of impaired driving for teen drivers including the prohibition on providing alcohol or drugs to anyone under the age of 21
- Work with law enforcement agencies to increase enforcement of GDL and other traffic safety laws including safety belt use and impaired driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Parents* (CTW, Chapter 6: Pages 23-26)

**Project Name:** Florida Teen Traffic Safety

**Project Number:** TSP-18-04-01

**Project Description:** The Tallahassee Community College - Florida Public Safety Institute will continue to provide coordination for the alcohol prevention activities of the Students Against Destructive Decisions (SADD) program, and the Florida Teen Safe Driving Coalition (FTSDC). Funds will support the salaries of the program's coordinator and administrative assistant, the maintenance of web-based and traditional educational programming, the purchase and distribution of public information and education items, and training for student leaders. SADD is a long-standing, student-led education and outreach program that provides effective peer-to-peer education to help teens make good traffic safety decisions to ensure their safety.

**Budget:** **\$375,000**

**Project Activities:** The Florida Public Safety Institute at Tallahassee Community College was awarded a subgrant for the statewide teen traffic safety activities of the Florida Student's Against Destructive Decisions (SADD) program and The Florida Teen Safe Driving Coalition (FTSDC). SADD is a long-standing, student led education and outreach program that provides proven peer-to-peer education addressing traffic safety behaviors and decision-making. Subgrant funds supported Coordinator and Assistant Coordinator salaries, maintenance and management of website [www.FloridaSADD.org](http://www.FloridaSADD.org), social media postings for Florida SADD, traditional education programming, purchase and distribution of awareness items, and training for student leaders. During the FY2018 subgrant year SADD accomplished the following: held Florida SADD Student Advisory Board meeting, produced and distributed the monthly Florida SADD activity guide, conducted site visits, training, and educational presentations for teens with staff and subcontracted presenters. SADD hosted 8 Week of Awareness events across the State of Florida, where 31,955 students were reached through presentations by subcontractors, and provided educational material from SADD and our local stakeholders.

FTSDC is made up of public and private groups working together on teen traffic safety, including Graduation Driver Licensing (GDL) awareness education. The coalition focuses on increasing traffic safety awareness amongst teens and adults through the creation and dissemination of peer focused educational materials and the facilitation of the yearly Florida Teen Traffic Safety Leadership Academy. During the FY2018 subgrant year, FTSDC held quarterly coalition meetings with membership from 21 agencies and one private citizen. The coalition planned, created, and developed a new

3-year strategic plan with the assistance of Cambridge Systematics. The coalition also planned all logistics for the 2018 Florida Teen Leadership Academy which took place in St. Petersburg, Florida June 10-13, 2018. During the FY2018 subgrant year FTSDC collaborated with the National SADD Conference which provided Florida youth the opportunity to network and learn what other states are doing to increase teen traffic safety. In attendance from Florida were 64 teens and 41 adults, representing 20 schools and 12 counties across the state. Each student learned the importance of traffic safety and the reason for facilitating projects that promote positive driving behaviors and disseminate educational materials and information to their peers. The teens were provided with project kits that contained specific instructions on all the materials, information, and stakeholders they would need to execute their projects successfully, as well as where they would upload their completed project information. They were also taught project charter development and action planning to help them execute their projects successfully.

**Expenditures:           \$272,962.13**



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<b>Project Name:</b>	Teen Driver Challenge
<b>Project Number:</b>	TSP-18-04-02
<b>Project Description:</b>	The Florida Sheriff's Association will receive funding to enhance the statewide Teen Driver Challenge (TDC) program that provides teens with knowledge and hands-on experience in collision avoidance and safe driving techniques. The program will be expanded to include five additional counties based on areas with the greatest need, increasing the statewide program to a total of 40 counties covered. It will also create a web portal to enable parents to easily register teens. The website will also be used by instructors to collect and exchange course data.
<b>Budget:</b>	<b>\$30,000</b>
<b>Project Activities:</b>	The Florida Sheriff's Association (FSA) was awarded a FY2018 subgrant to continue the implementation of the Teen Driver Challenge (TDC) program. TDC programs strive to reduce the number of crashes, fatal crashes, DUIs, and aggressive driving citations for teen drivers. Teens participating in TDC are given classroom training, workbooks and tests to ensure that upon leaving the course they have the knowledge and concept of positive driving behaviors and are cognizant of safety belt and occupant restraint use, fatigued and impaired driving, distracted driving, and speed and aggressive driving. In April of 2018, the Columbia County Sheriff's Office launched a TDC program. FSA staff and TDC Advisory Group instructors provided training on course set-up and assisted in the first TDC course, with 7 students in attendance. FSA has been in contact with Franklin and St. John's County with the intent of launching TDC programs in those areas during the FY2019 subgrant period.
<b>Expenditures:</b>	<b>\$2,103.77</b>

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<b>Project Name:</b>	Teen Driver Safety
<b>Project Number:</b>	TSP-18-04-03
<b>Project Description:</b>	The Florida Department of Highway Safety and Motor Vehicles will provide an interactive teen outreach program, primarily in high school settings, to explain driving laws, Graduated Driver Licensing (GDL) restrictions, violation penalties, courteous vs. aggressive driving, alert vs. distracted driving, impaired driving, and safety belt usage. The goal of the program is to reach teens during the graduated

licensing stage to impart an understanding of safe driving skills and behaviors as well as the consequences of making risky, unsafe driving decisions.

**Budget:** \$100,000

**Project Activities:** The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to continue the facilitation of the Teen Drive with Courtesy, Attention, Responsibility, Experience (CARE) program (DWC). This multicultural, interactive teen outreach program was designed to explain teen driving laws and Graduated Driver License (GDL) requirements and restrictions, which addresses the importance of developing good driving skills and behaviors. The program also educates parents about their responsibility to coach and monitor their novice driver and the importance of remaining actively involved during and after the completion of Florida's GDL requirements. The program facilitated 316 outreach events and presentations across the State and reached 8,111 students. The DWC team also collaborated with Florida Student's Against Destructive Decisions and the Florida Teen Safe Driving Coalition to participate in 8 partnered events for the Drive to Save Lives Tour, which reached over 2,700 teens across the State of Florida.

**Expenditures:** \$26,521.39

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**Project Name:** Engaging Older Teen Drivers – Expansion

**Project Number:** TSP-18-04-04

**Project Description:** The Florida Department of Highway Safety and Motor Vehicles will continue this pilot program to engage older teen drivers at post-secondary institutions through hands-on activities and outreach that address the dangers of distracted driving. During this third grant year, outreach activities will be expanded to include community-based safety and health fairs, student orientations and other on-campus events that target older teens 18 to 20 years of age in Tallahassee, Leon, Gadsden, Bay, and Madison counties.

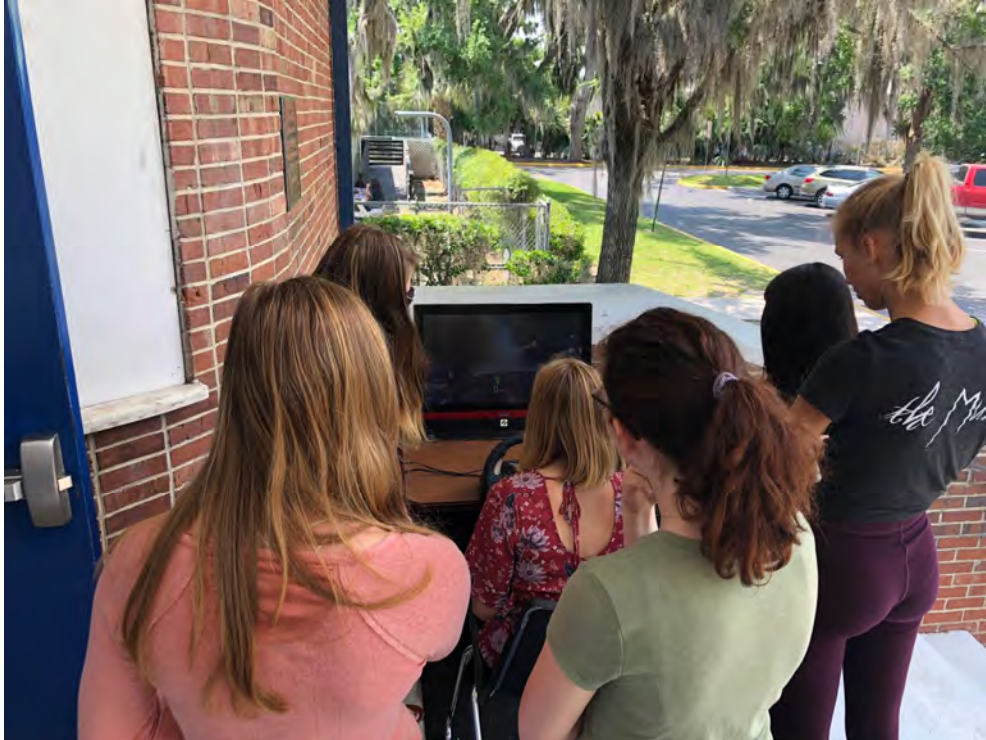
**Budget:** \$45,000

**Project Activities:** The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a FY2018 subgrant for the continuation of a pilot program to engage older teen drivers (18-19) at post-secondary institutions (colleges and universities) using hands-on activities and outreach to educate on the dangers of distracted driving and encouraging positive behavior change. During this subgrant year, 21 outreach events were held during which time 355 older teens



participated in various hands-on activities, including the distracted driving simulator, and 3,571 educational materials were distributed.

**Expenditures: \$4,841.50**



**Project Name:** Teen/Young Adult Driving Initiative

**Project Number:** TSP-18-04-05

**Project Description:** The Dade City Police Department will receive funding to provide a program that provides teens with knowledge and hands-on experience in collision avoidance as well as safe driving techniques at local secondary schools as well as 1st and 2nd year students at a local community college.

**Budget:** \$17,000

**Project Activities:** The Dade City Police Department was awarded a subgrant to develop a Teen Driving Initiative targeting students at Pasco High School and Pasco Hernando State College. The subgrant began November 2017 and supported the development of a curriculum involving classroom instruction and experiential exercises on the Criminal Justice Academy's driving pad at Pasco-Hernando State College (PHSC). The Dade City Police Department was only able to conduct 2 of the 3 trainings planned, due to planning issues and a lack of interest from



college students. The 2 trainings conducted were well enjoyed with extremely positive student evaluations. A total of 37 students participated and experienced impaired-driving goggles to experience the debilitating effects of alcohol on coordination, use of the driving pad which provides exercises in speed control on curves and difficult driving maneuvers. There was a clear improvement on pre-and post-tests by 100% of the students and 100% safety belt usage.

**Expenditures: \$13,854.91**

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**Project Name:** Broward Sheriff's Office Teen Driver Safety Program

**Project Number:** TSP-18-04-06

**Project Description:** The Broward County Sheriff's Office will receive funding to provide a program that not only educates teens about the special risk factors associated with their age group but also supports directed enforcement as it relates to teen driving issues.

**Budget:** \$53,000

**Project Activities:** The Broward Sheriff's Office was awarded a subgrant to implement the Broward Sheriff's Office Teen Driver Safety Program to be implemented in 15 cities within Broward County. The program's purpose was to conduct high visibility enforcement patrols in areas known for unsafe teen driving behaviors. Over the course of the subgrant period a total of 28 operations were conducted, which included a DUI checkpoint during which 7 teens were administered impaired driving tests. A total of 198 speeding, 1 careless driving, and 574 non-moving violations citations were issued. A total number of 1,082 warnings were written, and 26 arrests were made. The agency conducted 184 overtime hours during HVE details along with additional educational presentations. Sworn deputies presented at a summer camp with over 200 teens in attendance. The presentation included safe driving habits, the dangers of drinking and driving, the dangers of cell phone use while driving, and the importance of wearing a safety belt.

**Expenditures: \$51,167.20**

# Traffic Records

Data is the foundation of any effort to improve traffic safety. Using data to identify safety problems creates an evidence-based safety planning process and results in better decision-making.

A traffic records system consists of data about a State's roadway network and the people and vehicles that use it. The six traffic records categories are: crash, vehicle, driver, roadway, citation/adjudication, and emergency medical services/injury surveillance. The data from these categories are used to understand driver demographics, licensure, behavior, and sanctions; vehicle types, configurations, and usage; engineering, education, and enforcement measures; crash-related medical issues and actions; and how all of these factors affect highway safety.

Florida's Traffic Records Program supports statewide data initiatives to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the data used by the FDOT State Safety Office and its partners to inform roadway safety decisions that will save lives and prevent injuries. Florida's Traffic Records Coordinating Committee (TRCC) provides a statewide forum to discuss data issues that impact the planning, coordination, and implementation of projects to improve the State's traffic records system.

## STRATEGIES

- Develop and maintain complete, accurate, uniform, and timely traffic records data
- Promote the use of traffic records data for decision-making purposes and ensure its accessibility
- Facilitate collaboration of multi-agency initiatives and projects that improve traffic records information systems
- Create the same key data fields and definitions among Florida's six data categories to allow end users to link traffic records data

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the State's safety data that is needed to identify priorities for federal, state and local highway and traffic safety programs through development of data collection and access systems.

**Project Name:** Traffic Records Program Manager/TRCC Coordinator  
**Project Number:** TR-18-09-01  
**Project Description:** Tallahassee Community College will support a full-time Traffic Records Program Manager, who will also serve as the TRCC Coordinator. The individual in this position will work in the FDOT State Safety Office and facilitate TRCC meeting coordination and outreach, administer and monitor traffic records subgrants, and represent TRCC and data interests at stakeholder and coalition meetings. The Traffic Records Program Manager will also provide data analyst support for the FDOT State Safety Office.

**Budget:** \$65,000

**Project Activities:** Tallahassee Community College (TCC) was awarded a subgrant to facilitate the hiring of a Traffic Records Program Coordinator. Due to issues with recruiting and filling the position, the decision was made to create and house this position within the FDOT State Safety Office. All duties were handled by the FDOT State Safety Office, so there were no project performance measures or financial obligations required on behalf of TCC.

**Expenditures:** \$0.00

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**Project Name:** Traffic Records Coordinating Committee Support  
**Project Number:** TR-18-09-02  
**Project Description:** Tallahassee Community College will contract with a consultant to provide technical advice and support to the TRCC Executive Board and its committees. The technical advisor will assist in the update of the Traffic Records Strategic Plan as well as host and maintain the Florida TRCC website.

**Budget:** \$27,463

**Project Activities:** Tallahassee Community College (TCC) was awarded a subgrant to obtain administrative support for the Traffic Records Coordinating Committee (TRCC). Cambridge Systematics was contracted to support quarterly TRCC meetings, compile meeting minutes, upload content to the TRCC website, and assist with the updating of the TRCC Strategic Plan and Traffic Records Action Plans.

**Expenditures:** \$27,462.24

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<b>Project Name:</b>	Electronic License and Vehicle Information System (ELVIS)
<b>Project Number:</b>	TR-18-09-03
<b>Project Description:</b>	Florida State University will maintain and upgrade an import data tool to provide access to the Florida National Crime Information Center (FCIC) and National Crime Information Center (NCIC) data that will be provided without charge to local law enforcement agencies. The tool will improve the accuracy and quality of crash data submitted by these agencies, while reducing the redundancy and labor costs associated with manual entry. Many agencies currently pay separate licensing costs to query FCIC/NCIC data from providers whose software does not easily partner with TraCS. The proposed Electronic License and Vehicle Information System (ELVIS) will provide all Florida law enforcement agencies the ability to run queries and to import contact information into TraCS forms. Resources will be allocated to a full-time systems architect, developer, IT Support Specialist, a network architect, and the following part-time positions: program coordinator, an assistant systems architect and principal investigator.
<b>Budget:</b>	<b>\$527,000</b>
<b>Project Activities:</b>	The Florida State University College of Engineering was awarded a subgrant to continue the Electronic License and Vehicle Information System (ELVIS) Project. In FY2018, the ELVIS staff provided support activities, added new agencies, and attended trainings to maintain and improve functionality of the free web-based solution. They performed 42 LEA trainings and provided over 40 demonstrations of the software. FY2018 closed with a total of 157 agencies and 14,571 users, an increase when compared to FY2017's total of 128 agencies and 11,455 users. ELVIS users submitted a total of 6,108,745 queries which averages over 16,000 a day. The ELVIS project successfully maintained and integrated data from all 50 states, the District of Columbia, Puerto Rico and six Canadian provinces, into the TraCS system and five different vendors throughout the State of Florida.
<b>Expenditures:</b>	<b>\$454,596.71</b>

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**Project Name:** Traffic and Criminal Software (TraCS) Support, Enhancement, and Training

**Project Number:** M3DA-18-18-01

**Project Description:** The Florida State University (FSU) College of Engineering will maintain and upgrade the Traffic and Criminal Software (TraCS) National Model software and provide training and support to law enforcement agencies. Programmers will update software to support the completion of both electronic crash and citation forms approved by the Department of Highway Safety and Motor Vehicles (DHSMV). Resources will be allocated to a full-time systems architect, four support /developers, a network architect, systems administrator, and the following part-time positions: program coordinator, an assistant systems architect and principal investigator. Funds will also be used to train and enforce the Geo-Location tool to be used to plot crashes for every agency and begin testing the usage of this tool on citations.

**Budget:** **\$902,600**

**Project Activities:** The TraCS project approached the TRCC to request an increase from the originally awarded amount of \$882,600 by \$20,000 for scope increase. The request was approved by the TRCC and the increase was reflected in FY18 HSP Amendment 3. The College of Engineering at Florida State University was awarded a subgrant for Florida’s TraCS (Traffic and Criminal Software) project which provides a free electronic solution to Florida law enforcement agencies that use electronic crash forms and citations. At the end of FY2018, TraCS had 190 affiliated agencies with at least 19,063 users. There was a total of 213,514 TraCS generated crash reports submitted which consumes approximately 30 percent of all electronic crashes submitted statewide. TraCS crash reports were loaded into DHSMV’s database in a combined average of about 9 days at an overall load success rate of approximately 99.94 percent.

Integration objectives were also met by maintaining interfaces for 17 Florida Crime Information Center (FCIC) programs used by all of the TraCS agencies. About 71 percent of TraCS agencies use the Electronic License Vehicle Information Systems (ELVIS) tool to import both FCIC and the National Crime Information Center data which enables out of state and in state license and vehicle data to import onto TraCS forms. The integration with Signal Four Analytics’ Geo-Location tool has also begun. This tool was used by 7,033 users at 58 agencies for crash reports and 1,000 users at 12 agencies for

citation reporting. A statewide implementation will be set in the near future.

The TraCS staff attended and participated in conferences, coordinated with agencies on software upgrades, existing issues, and training on how to use their electronic crash reports, citations and many other forms. The team created various training material options for users which include online wiki articles, a TraCS Florida YouTube channel with quick video tutorials and PowerPoint Presentations. Two remote training courses were held and included training on how to use Signal Four's location tool. The biggest achievement was the TraCS' network architecture was rebuilt and supported to ensure one single point of hardware failure would not result in a systemwide failure.

**Expenditures:                   \$887,379.69**

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**Project Name:**                   Crash and Uniform Traffic Citation Data Improvement

**Project Number:**               M3DA-18-18-02

**Project Description:**       The Florida Department of Highway Safety and Motor Vehicles (DHSMV) will hire two employees tasked with improving Florida crash and uniform traffic citation (UTC) data to allow the Department and stakeholders to make more informed and accurate decisions and countermeasures. An Other Personnel Services (OPS) Management Analyst will evaluate the current crash report data elements against the most current MMUCC guideline, perform a forecast trend analysis for the total count of crashes expected from counties/agencies, develop an accuracy and completeness performance scoring mechanism and measurements for UTC submissions and update DHSMV's crash manual to include definitions from the MMUCC for MMUCC specific data elements and attributes. An OPS Coordinator will be hired for scheduling, preparing presentation materials, agendas, surveys, coordinating travel arrangements, documentation and updating manuals as needed. Train-the-trainer sessions throughout the state will be conducted to further educate law enforcement agencies (LEA) on what constitutes as accurate and complete crash reports and UTCs. These sessions will be tailored to the audience by utilizing established performance measures applied specifically to the attending LEAs.

**Budget:                               \$115,901**

**Project Activities:**           The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant for the Crash and UTC Data





Improvement project. The objectives were to increase the accuracy and completeness of crash and UTC data by 5% when compared to baselines based on 2016 data.

The DHSMV subgrant team developed formal crash and UTC data completeness and accuracy performance measurements which allowed them to target specific areas within the data to improve the overall quality of the data in the State of Florida. Although the team failed to meet the UTC improvement goal for accuracy and completeness both by less than 1%, the value of the established criteria and baseline scores proved themselves immediately. For example, the team discovered a county with the highest submission volume in the state was not receiving types of citation or disposition errors being returned to the county for correction due to a programming glitch. In regard to the crash data improvement, the subgrant team did exceed the crash accuracy (+0.98%) and completeness (+1.93%) goals.

An additional objective was to review four approved electronic crash and UTC data-collection software vendors which resulted in numerous new data edits being recommended for both the crash and UTC applications. A UTC vendor review document based on the newly established accuracy and completeness reports was created as well. The subgrant team conducted six train-the-trainer workshops throughout the state, which exceeded the subgrant objective of five trainings. The workshops focused on improving data-collection and quality for crashes and citations by identifying common issues and providing specific and targeted feedback to the agencies in attendance. The workshops were well attended with 517 law enforcement participants representing 211 agencies, and post-workshop survey results indicated an overall approval rating of 99.05%.

**Expenditures:**           **\$113,263.24**

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**Project Name:**           Field Data Collection for National EMS Information System (NEMSIS) Compliance

**Project Number:**       M3DA-18-18-03

**Project Description:**   The Florida Department of Health will work on increasing the number of agencies submitting data to the state repository in compliance with the current NEMSIS standards. It will also work on transitioning agencies into compliance with the new NEMSIS version 3 standards by September 2018. The subgrant will fund 3 contracted employees,

along with data hosting services, required vendor change orders, software subscriptions, and travel expenses to inform local EMS agencies on data collection standards.

**Budget:** **\$366,470**

**Project Activities:** The Florida Department of Health (DOH) was awarded a subgrant for the continuation of the field data collection for NEMSIS Compliance, an Expanding Accessibility program that maintains the Emergency Medical Service (EMS) Tracking and Reporting System (EMSTARS). The subgrant continued to fund a portion of personnel costs for maintaining the system, as well as annual technology hosting fees. At the end of FY2018, 195 EMS agencies submitted EMS runs through EMSTARS of which 107 agencies transitioned to the new NEMSIS Version 3 (V3).

Goals for this project were to increase the percentage of EMS runs into the state database, increase the percentage of EMS run reports received within 2 hours of the run, and to link additional data sources to the EMS state repository. By the end of FY2018, 94.4 percent of EMS runs were submitted into the state database. Approximately 55 percent of agencies utilizing NEMSIS V3, submitted EMS run reports within 2 hours of the run. The NEMSIS Compliance team has also accomplished linking crash reports via the BioSpatial platform which provides access to clinical and operational dashboards with near-real time information used to improve national bio-preparedness, operations and responses.

The DOH continued contractual service agreements for a Project Manager, Business Analyst, and Data Modeler. The staff were contracted to lead and support the EMSTARS project for NEMSIS compliance. Not only did they work with EMS provider agencies on identifying problems and providing a resolution, but they monitored the progress of the new national standards for data collection and reporting with NEMSIS Version 3.

**Expenditures:** **\$292,467.30**

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**Project Name:** Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics

**Project Number:** M3DA-18-18-04

**Project Description:** This project with the University of Florida will address several Signal Four Analytics (S4) feature requests and overall system improvements. It will expand the integration of citations into S4 Analytics beyond Florida Highway Patrol data, update the base map database (e.g., crashes, roadway characteristics, citations) as needed, provide analytical functionality for pedestrian and bicycle crash analysis, monitor and update servers as needed, migrate the system to a new web platform, and promote the use of S4 Analytics through webinars and demonstrations at state and national conferences.

**Budget:** **\$239,900**

**Project Activities:** The University of Florida (UF) was awarded a subgrant for the continuation of the Expanding Accessibility, Utilization and Data Integration of Signal Four (S4) Analytics project. The S4 Analytics System provides the geolocation of crashes that have been entered in the Florida crash database and citation data from Florida Highway Patrol, Hialeah PD and other law enforcement agencies using TraCS. This fiscal year continued with transitioning the system migration to a newer platform, but also focused on optimization of queries, display of large query results, mapping and data downloads. S4 Analytics currently contains 28,430,476 historical and current citation data as well as 5,749,333 crash reports.

Twenty-eight new agencies and 557 new users gained access to the S4 Analytics system during this subgrant cycle. At present, there are 2,894 current users representing 580 agencies in the system. The average crash data load error was 0.53% which is 5.3 errors per 1,000 reports. Eight webinars were provided to educate and support law enforcement, state government agencies, and other users on using S4 Analytics. Also, a presentation of the Pedestrian and Bicycle Crash Analysis Tool in S4 Analytics was conducted for the Federal Highway Administration.

**Expenditures:** **\$199,164.45**

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**Project Name:** Unified and Sustainable Solution to Improve Geo-Location Accuracy and Timeliness of Crashes and Citations

**Project Number:** M3DA-18-18-05

**Project Description:** This project with the University of Florida (UF) will address the 58 percent error rate in location data that reduces the ability of crashes to be automatically geo-located. Geo-Location currently requires human editors to manually map crashes at a significant recurring cost. The project will solve the geo-location problem by creating a unified geo-location and validation service that can be accessed via the internet, similar to Florida's validation process used for driver and vehicle information. To accomplish this, a web service was developed using the Florida unified base map. It has become apparent that citations suffer from the same problem in relation to accurate crash location data. Therefore, the Geo-Location tool will work in partnership with TraCS agencies to incorporate the tool on their crash and e-citations system. This is the fifth year of a multi-year project that will advance this effort to the production stage. Training and technical support to agencies and vendors will also be provided.

**Budget:** **\$159,881**

**Project Activities:** The University of Florida was awarded a subgrant for the continued development of a web based geo-location tool that is currently being used by 140 law enforcement agencies (LEA) including 58 TraCS' agencies requiring the mandatory use of the tool for electronic crashes and 12 for the mapping of electronic citations. Reoccurring problems on crash reports often involve errors pertaining to location data. The improvement of data accuracy and consistency along with the timeliness of useful crash information will enable earlier detection of problems at high crash areas and identification of solutions, ultimately saving lives and preventing loss of property.

Use of this service by law enforcement officers has increased significantly in FY2018. A total of 111,050 crash reports were geolocated compared to 75,234 in FY2017. The geo-location of citations has increased as well with 65,805 citations mapped compared to 42,092 in FY2017. Demonstration of the Geo-Location Tool was provided to electronic crash and citation software vendors, law enforcement agencies during the DHSMV Crash and Uniform Traffic Citation Data Improvement trainings, Jacksonville Sheriff's Office, Coral Springs PD, and Plantation PD. The Geo-location

presentation was also given at the annual Traffic Records Forum in Milwaukee, WI.

The staff continues to improve the geo-location service and provides service and support 24 hours, 7 days a week, 365 days a year.

**Expenditures: \$139,723.48**

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**Project Name:** Central Repository for Traffic Data

**Project Number:** F1906CMD-18-30-01

**Project Description:** This project with the Florida Court Clerks and Comptrollers will create a statewide repository for citation data to allow for the combined aggregation and statistical reporting of Florida's citation dispositions from its sixty-seven County clerks and all arrest affidavits from all law enforcement agencies. This repository would allow for public inspection of statistical information on the race and ethnicity of the driver for all motor vehicle stops which cannot currently be accomplished on a statewide basis.

**Budget: \$255,000**

**Project Activities:** This project was increased in Amendment 2 from the originally planned amount of \$230,000 to reflect a more realistic scope for year one of this project implementation; however, as the planning and re-scope continued the Florida Court Clerks and Comptrollers experienced contracting issues that postponed implementation until further notice.

**Expenditures: \$0.00**

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**Project Name:** TraCS Mobile Platform Improvements

**Project Number:** TBD

**Project Description:** The Florida State University (FSU) College of Engineering will use funds to enhance current law enforcement data collection by creating a mobile platform that could be used on existing agency devices without additional equipment purchases to expedite collection and increase the accuracy of statistical information on the race and ethnicity of the driver for all motor vehicle stops which cannot currently be accomplished on a statewide basis.

**Budget:** \$300,000

**Project Activities:** This project was removed from the HSP in Amendment 2 as its implementation was meant to be in tandem with the centralized repository proposed in F1906CMD-18-30-01 and sufficient funding was not awarded to support both projects. The repository was given funding priority and residual funds allocated were not enough to partially support these efforts.

**Expenditures:** \$0.00



# Work Zone Safety

Work zones may be frustrating to many drivers, but they are essential to ensure Florida's roadways, bridges, medians, and shoulders are properly constructed and maintained. A work zone is an area set up by state and local departments of transportation or utility companies to allow highway construction, maintenance, or utility-work activities. Work zones are usually marked by signs, channeling devices, barriers, pavement markings, and/or work vehicles, and may be monitored by state or local law enforcement.

While work zone fatalities make up only three percent of serious injuries, the safe and efficient flow of traffic through work zones is an ongoing priority for Florida's transportation and safety planners. A focus on work zone safety is critical because plans for investment in maintaining existing roads and bridges and building or expanding roadways to meet the growing capacity needs of the State's transportation system creates more work zones across the state.

## STRATEGIES

- Apply advanced technology to improve work zone safety such as automated work zone information systems, simplified dynamic lane merge, systems, portable changeable messages, signs, and queue warning systems
- Educate road users about work zone safety and provide timely and accurate information regarding active work zones
- Determine the feasibility and effectiveness of other improvements including installing reflectors on barrier walls, spacing on curves, changes in the penalties and fines to contractors for getting out of the roadway late, using of crash cushions, and correcting pavement marking errors
- Work with law enforcement, contractors, and FDOT personnel to reduce speeding in and around work zones through a comprehensive approach of increased fines and increased law enforcement contracts

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 2: Pages 20-21; Chapter 4, Pages 19-22; Chapter 8: Pages 8-27)

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<b>Project Name:</b>	Work Zone Safety Campaign
<b>Project Number:</b>	RS-18-15-01
<b>Project Description:</b>	The FDOT State Safety Office will work to create a comprehensive work zone safety campaign that includes ads that can be used in places such as: television, radio, magazine, events, internet, billboards, posters, brochures, tear sheets, social media, etc. The ads will be developed to target Florida citizens and visitors to encourage them to drive safely in work zones.
<b>Budget:</b>	<b>\$20,000</b>
<b>Project Activities:</b>	The implementation of this project was delayed due to staffing issues that slowed down the planning and re-scoping. However, the FDOT State Safety Office is continuing to put plans in place and intends to implement a project in FY2019.
<b>Expenditures:</b>	<b>\$0.00</b>

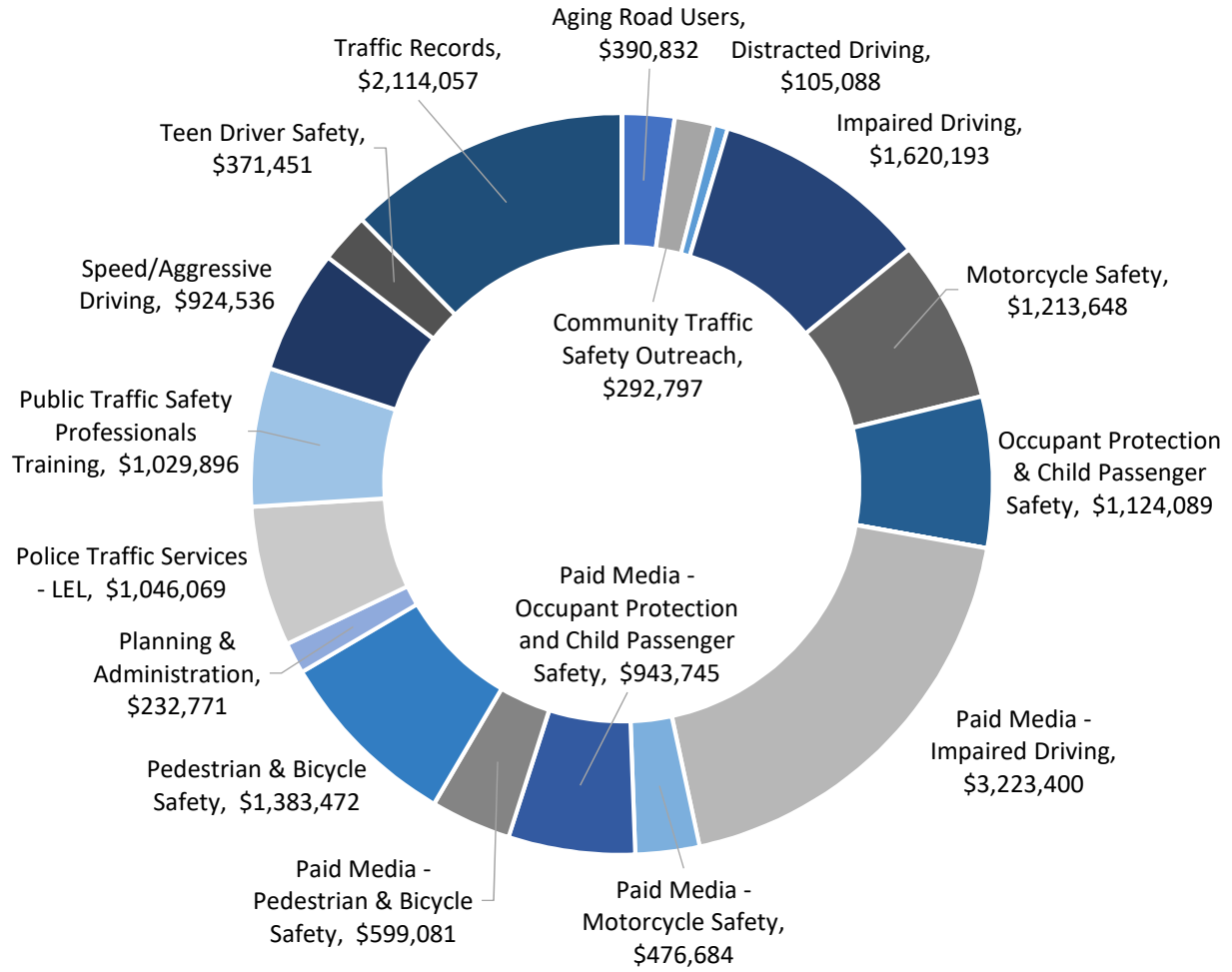
# Financial Summary

## FY2018 Annual Report Financial Summary

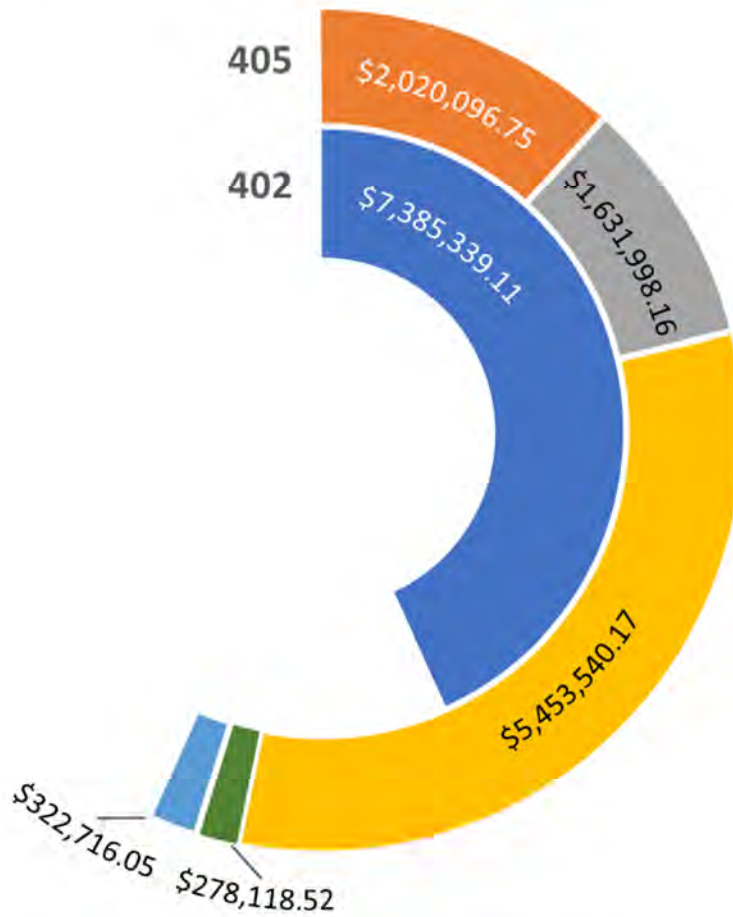
FDOT Program Areas	NHTSA Funding									Grand Total	Percentage Expended
		402	1906	405 (b)	405 (c)	405 (d)	405 (f)	405 (h)			
Aging Road Users	Awarded	\$ 480,500.00								\$ 480,500.00	
	Expenditures	\$ 390,832.04								\$ 390,832.04	81%
Community Traffic Safety Outreach	Awarded	\$ 485,000.00								\$ 485,000.00	
	Expenditures	\$ 292,797.24								\$ 292,797.24	60%
Distracted Driving	Awarded	\$ 184,500.00								\$ 184,500.00	
	Expenditures	\$ 105,087.75								\$ 105,087.75	57%
Impaired Driving	Awarded	\$ 100,000.00				\$ 1,913,500.00				\$ 2,013,500.00	
	Expenditures	\$ 51,801.52				\$ 1,568,391.92				\$ 1,620,193.44	80%
Motorcycle Safety	Awarded	\$ 1,418,000.00								\$ 1,418,000.00	
	Expenditures	\$ 1,213,648.42								\$ 1,213,648.42	86%
Occupant Protection and Child Passenger Safety	Awarded	\$ 135,000.00		\$ 1,246,500.00						\$ 1,381,500.00	
	Expenditures	\$ 94,548.15		\$ 1,029,540.62						\$ 1,124,088.77	81%
Paid Media - Aging Road Users	Awarded									\$ -	
	Expenditures									\$ -	0%
Paid Media - Impaired Driving	Awarded					\$ 3,375,000.00				\$ 3,375,000.00	
	Expenditures					\$ 3,223,400.02				\$ 3,223,400.02	96%
Paid Media - Motorcycle Safety	Awarded	\$ 175,000.00				\$ 300,000.00	\$ 291,578.00			\$ 766,578.00	
	Expenditures	\$ 169,641.55				\$ 28,923.87	\$ 278,118.52			\$ 476,683.94	62%
Paid Media - Occupant Protection and Child Passenger Safety	Awarded			\$ 975,000.00						\$ 975,000.00	
	Expenditures			\$ 943,744.90						\$ 943,744.90	97%
Paid Media - Pedestrian and Bicycle Safety	Awarded	\$ 400,000.00					\$ 200,000.00			\$ 600,000.00	
	Expenditures	\$ 399,980.81					\$ 199,100.00			\$ 599,080.81	100%
Pedestrian and Bicycle Safety	Awarded	\$ 1,550,000.00					\$ 200,000.00			\$ 1,750,000.00	
	Expenditures	\$ 1,356,765.38					\$ 26,707.07			\$ 1,383,472.45	79%
Planning & Administration	Awarded	\$ 340,000.00								\$ 340,000.00	
	Expenditures	\$ 232,770.83								\$ 232,770.83	68%
Police Traffic Services - LEL	Awarded	\$ 1,250,000.00		\$ 250,000.00		\$ 250,000.00				\$ 1,750,000.00	
	Expenditures	\$ 946,578.99		\$ 46,811.23		\$ 52,678.80				\$ 1,046,069.02	60%
Public Traffic Safety Professionals Training	Awarded	\$ 575,417.00				\$ 1,084,151.00		\$ 360,000.00		\$ 2,019,568.00	
	Expenditures	\$ 352,841.04				\$ 580,145.56		\$ 96,908.98		\$ 1,029,895.58	51%
Speed/Aggressive Driving	Awarded	\$ 1,088,500.00								\$ 1,088,500.00	
	Expenditures	\$ 924,535.54								\$ 924,535.54	85%
Teen Driver Safety	Awarded	\$ 620,000.00								\$ 620,000.00	
	Expenditures	\$ 371,450.90								\$ 371,450.90	60%
Traffic Records	Awarded	\$ 619,463.00	\$ 255,000.00		\$ 1,784,752.00					\$ 2,659,215.00	
	Expenditures	\$ 482,058.95			\$ 1,631,998.16					\$ 2,114,057.11	79%
Work Zone Safety	Awarded	\$ 20,000.00								\$ 20,000.00	
	Expenditures	\$ -								\$ -	0%
<b>Awarded Total</b>		<b>\$ 9,441,380.00</b>	<b>\$ 255,000.00</b>	<b>\$ 2,471,500.00</b>	<b>\$ 1,784,752.00</b>	<b>\$ 6,922,651.00</b>	<b>\$ 291,578.00</b>	<b>\$ 760,000.00</b>		<b>\$ 21,926,861.00</b>	
<b>Expenditures Total</b>		<b>\$ 7,385,339.11</b>	<b>\$ -</b>	<b>\$ 2,020,096.75</b>	<b>\$ 1,631,998.16</b>	<b>\$ 5,453,540.17</b>	<b>\$ 278,118.52</b>	<b>\$ 322,716.05</b>		<b>\$ 17,091,808.76</b>	
<b>Difference</b>		<b>78%</b>	<b>0%</b>	<b>82%</b>	<b>91%</b>	<b>79%</b>	<b>95%</b>	<b>42%</b>		<b>78%</b>	



## FY2018 Expenditures by FDOT Program Areas



### FY2018 Expenditures by NHTSA Fund



■ 402 ■ 1906 ■ 405 (b) ■ 405 (c) ■ 405 (d) ■ 405 (f) ■ 405 (h)

\*No 1906 funds were expended.

# Project List

Funding Source	FDOT Program Area	Project Number	Applicant Agency	Project Title	HSP Amount	Total Amount Awarded	Actual Expenditures	Percentage Expended
402	Impaired Driving	AL-18-05-01	Tallahassee Community College - FPSI	Florida Impaired Driving Coalition	\$ 100,000	\$ 100,000	51,802	52%
402	Community Traffic Safety Outreach	CP-18-04-01	Florida Department of Transportation - District 1	Public Information & Education Program - District 1	\$ 30,000	\$ 30,000	30,000	100%
402	Community Traffic Safety Outreach	CP-18-04-02	Florida Department of Transportation - District 2	Public Information & Education Program - District 2	\$ 30,000	\$ 30,000	29,400	98%
402	Community Traffic Safety Outreach	CP-18-04-03	Florida Department of Transportation - District 3	Public Information & Education Program - District 3	\$ 30,000	\$ 30,000	29,498	98%
402	Community Traffic Safety Outreach	CP-18-04-04	Florida Department of Transportation - District 4	Public Information & Education Program - District 4	\$ 30,000	\$ 30,000	29,923	100%
402	Community Traffic Safety Outreach	CP-18-04-05	Florida Department of Transportation - District 5	Public Information & Education Program - District 5	\$ 30,000	\$ 30,000	23,845	79%
402	Community Traffic Safety Outreach	CP-18-04-06	Florida Department of Transportation - District 6	Public Information & Education Program - District 6	\$ 30,000	\$ 30,000	29,971	100%
402	Community Traffic Safety Outreach	CP-18-04-07	Florida Department of Transportation - District 7	Public Information & Education Program - District 7	\$ 30,000	\$ 30,000	26,598	89%
402	Community Traffic Safety Outreach	CP-18-04-08	University of South Florida - CUTR	Community Traffic Safety Support	\$ 275,000	\$ 275,000	93,562	34%
402	Aging Road Users	CP-18-04-09	Area Agency on Aging of Central Florida, Inc., dba Senior Resource Alliance	Elder Road User Program - CarFit	\$ 75,500	\$ 75,500	46,446	62%
402	Aging Road Users	CP-18-04-10	Florida State University	Safe Mobility for Life Coalition	\$ 194,000	\$ 194,000	189,656	98%
402	Aging Road Users	CP-18-04-11	University of Florida (UF) Board of Trustees	Aging Road User Information Systems 2017-2018	\$ 174,000	\$ 174,000	144,549	83%
402	Aging Road Users	CP-18-04-12	Broward Sheriff's Office	Broward Grand Drivers 65+	\$ 32,000	\$ 32,000	6,504	20%
402	Aging Road Users	CP-18-04-13	City of Ocala Police Department	Ocala Police Department Aging Driver Program	\$ 5,000	\$ 5,000	3,677	74%
402	Distracted Driving	DD-18-04-01	University of Florida (UF) Board of Trustees	Teen Distracted Driving Education Program	\$ 180,000	\$ 180,000	105,088	58%
402	Distracted Driving	DD-18-04-02	Suwannee County Sheriff's Office	SCSO Distracted Driving Outreach Program	\$ 4,500	\$ 4,500	0	0%
1906	Traffic Records	F1906CMD-18-30-01	Florida Court Clerks and Comptrollers	Central Repository for Traffic Data	\$ 255,000	\$ -	0	0%
405 (h)	Paid Media - Pedestrian and Bicycle Safety	FHPE-18-08-01	University of South Florida - CUTR	Pedestrian and Bicycle Safety Public Education Program	\$ 200,000	\$ 200,000	199,100	100%
405 (h)	Public Traffic Safety Professionals Training	FHTR-18-08-01	University of North Florida - IPTM	Florida Laws - Pedestrian and Bicycle Enforcement	\$ 360,000	\$ 360,000	96,909	27%
405 (h)	Pedestrian and Bicycle Safety	FHX-18-18-01	University of Miami	Pedestrian and Bicycle Education and Injury Prevention Program	\$ 150,000	\$ 150,000	26,707	18%
405 (h)	Pedestrian and Bicycle Safety	FHX-18-18-02	Florida Department of Health	Promoting Safe and Active Transportation	\$ 50,000	\$ -	0	0%
405 (b)	Occupant Protection	M2HVE-18-20-01	Broward Sheriff's Office	Operation Buckle Up	\$ 20,000	\$ 20,000	19,298	96%
405 (b)	Occupant Protection	M2HVE-18-20-02	City of Boynton Beach	Boynton Beach Occupant Protection & Child Passenger Safety Program	\$ 20,000	\$ 20,000	7,957	40%
405 (b)	Occupant Protection	M2HVE-18-20-03	City of Delray Beach Police Department	Delray Beach Occupant Protection/Child Passenger Safety	\$ 20,000	\$ 20,000	20,000	100%
405 (b)	Occupant Protection	M2HVE-18-20-04	City of Gainesville	GPD Occupant Protection Enforcement Program	\$ 10,000	\$ 10,000	7,704	77%
405 (b)	Occupant Protection	M2HVE-18-20-05	City of Lake City	LCPD Strategic Traffic Enforcement Program (STEP) - Occupant Protection	\$ 15,000	\$ 15,000	13,625	91%
405 (b)	Occupant Protection	M2HVE-18-20-06	City of Margate	Margate Police Department Occupant Protection Program	\$ 10,500	\$ 10,500	10,500	100%
405 (b)	Occupant Protection	M2HVE-18-20-07	DeFuniak Springs Police Department	DeFuniak Springs Vehicle Occupant Safety Program	\$ 10,000	\$ 10,000	9,581	96%
405 (b)	Occupant Protection	M2HVE-18-20-08	Leesburg Police Department	Occupant Protection and Child Passenger Safety	\$ 15,000	\$ 15,000	15,000	100%
405 (b)	Occupant Protection	M2HVE-18-20-09	Live Oak Police Department	LOPD Occupant Protection 2018	\$ 10,000	\$ 10,000	9,096	91%
405 (b)	Occupant Protection	M2HVE-18-20-10	Miami - Dade Police Department	Miami-Dade Police Department Occupant Protection and Child Passenger Safety Program	\$ 100,000	\$ 100,000	96,829	97%
405 (b)	Occupant Protection	M2HVE-18-20-11	Palm Beach County Sheriff's Office	Palm Beach County Occupant Protection Program	\$ 75,000	\$ 75,000	74,625	99%
405 (b)	Occupant Protection	M2HVE-18-20-12	Suwannee County Sheriff's Office	SCSO Safety Belt Program	\$ 15,000	\$ 15,000	14,938	100%
405 (b)	Occupant Protection	M2HVE-18-20-13	Town of Jupiter	Occupant Protection and Child Passenger Safety	\$ 15,000	\$ 15,000	13,872	92%
405 (b)	Occupant Protection	M2HVE-18-20-14	Wauchula Police Department	Wauchula Police Department Occupant Protection and Child Safety Program	\$ 10,000	\$ 10,000	10,000	100%
405 (b)	Paid Media - Occupant Protection	M2PEM-18-20-01	Tallahassee Community College - FPSI	Florida Click It or Ticket Campaign	\$ 950,000	\$ 950,000	929,629	98%
405 (b)	Paid Media - Occupant Protection	M2PEM-18-20-02	University of South Florida - CUTR	Occupant Protection and Child Passenger Safety Campaign Development	\$ 25,000	\$ 25,000	14,116	56%
405 (b)	Occupant Protection	M2X-18-20-01	University of Florida (UF) Board of Trustees	Florida Occupant Protection Resource Center	\$ 525,000	\$ 525,000	353,174	67%



Funding Source	FDOT Program Area	Project Number	Applicant Agency	Project Title	HSP Amount	Total Amount Awarded	Actual Expenditures	Percentage Expended
405 (b)	Occupant Protection	M2X-18-20-02	University of North Florida - IPTM	Statewide Safety Belt and Child Passenger Safety Surveys	\$ 321,000	\$ 321,000	302,890	94%
405 (b)	Occupant Protection	M2X-18-20-03	Tallahassee Community College - FPSI	Florida Occupant Protection Support Coordinator	\$ 55,000	\$ 55,000	50,453	92%
405 (b)	Police Traffic Services - LEL	M2X-18-20-04	University of North Florida - IPTM	Florida Law Enforcement Liaison Occupant Protection Awareness Program	\$ 250,000	\$ 250,000	46,811	19%
405 (c)	Traffic Records	M3DA-18-18-01	Florida State University	Traffic and Criminal Software (TraCS) Support, Enhancement and Training	\$ 902,600	\$ 902,600	887,380	98%
405 (c)	Traffic Records	M3DA-18-18-02	Florida Department of Highway Safety and Motor Vehicles	Crash and Uniform Traffic Citation Data Improvement	\$ 115,901	\$ 115,901	113,263	98%
405 (c)	Traffic Records	M3DA-18-18-03	Florida Department of Health, Division of Emergency Preparedness and	Field Data Collection for National EMS Information System (NEMSIS) Compliance	\$ 366,470	\$ 366,470	292,467	80%
405 (c)	Traffic Records	M3DA-18-18-04	University of Florida	Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics	\$ 239,900	\$ 239,900	199,164	83%
405 (c)	Traffic Records	M3DA-18-18-05	University of Florida	Unified and Sustainable Solution to Improve Geo-Location Accuracy and Timeliness of Crashes and	\$ 159,881	\$ 159,881	139,723	87%
405 (d)	Impaired Driving	M5CS-18-06-02	Tallahassee Community College - FPSI	Traffic Safety Resource Prosecutor Program (TSRP)	\$ 350,000	\$ 350,000	232,405	66%
405 (d)	Impaired Driving	M5CS-18-06-03	City of Jacksonville	Duval County 24/7 Sobriety Monitoring Program Expansion	\$ 24,000	\$ 24,000	8,012	33%
405 (d)	Impaired Driving	M5HVE-18-06-01	Apopka Police Department	Help Affect Impaired Driving in Apopka (AID APOPKA)	\$ 30,000	\$ 30,000	17,485	58%
405 (d)	Impaired Driving	M5HVE-18-06-02	Bay County Sheriff's Office	Enhanced Impaired Driving Enforcement, Equipment and Overtime	\$ 100,000	\$ 100,000	30,853	31%
405 (d)	Impaired Driving	M5HVE-18-06-03	Bradenton Police Department	BPD Operation Sober Streets: Outreach, Education and Enforcement Impaired Driving Safety Program	\$ 35,000	\$ 35,000	34,028	97%
405 (d)	Impaired Driving	M5HVE-18-06-04	City of Gainesville	City of Gainesville Safe Gator Program	\$ 10,500	\$ 10,500	7,918	75%
405 (d)	Impaired Driving	M5HVE-18-06-05	City of Lake City	LCPD Strategic Traffic Enforcement Program (STEP) - Impaired Driving	\$ 15,000	\$ 15,000	12,529	84%
405 (d)	Impaired Driving	M5HVE-18-06-06	City of Miami	FY 2018 Miami DUI Checkpoint and Saturation Patrol Overtime Project	\$ 80,000	\$ 80,000	80,000	100%
405 (d)	Impaired Driving	M5HVE-18-06-07	City of Port Orange	City of Port Orange Police Department DUI/Impaired Driving Project	\$ 12,000	\$ 12,000	12,000	100%
405 (d)	Impaired Driving	M5HVE-18-06-08	Dade City Police Department	Alcohol Driving Initiative	\$ -	\$ -	0	0%
405 (d)	Impaired Driving	M5HVE-18-06-09	Florida Department of Highway Safety and Motor Vehicles	Enhanced DUI Enforcement Mobile Equipment & Overtime	\$ -	\$ -	0	0%
405 (d)	Impaired Driving	M5HVE-18-06-10	Hillsborough County Sheriff's Office	HCSO Operation Trident: Outreach, Education, and Enforcement	\$ 125,000	\$ 125,000	124,982	100%
405 (d)	Impaired Driving	M5HVE-18-06-11	Levy County Sheriff's Office	LCSO Operation "Clear the Path": Outreach, Education and Enforcement Impaired Driving Safety Program	\$ -	\$ -	0	0%
405 (d)	Impaired Driving	M5HVE-18-06-12	Miami - Dade Police Department	Specialized Enforcement Operations Targeting Impaired Driving	\$ 200,000	\$ 200,000	196,715	98%
405 (d)	Impaired Driving	M5HVE-18-06-13	Nassau County Sheriff's Office	Driving Down DUI in Hilliard	\$ 10,000	\$ 10,000	10,000	100%
405 (d)	Impaired Driving	M5HVE-18-06-14	Orlando Police Department	Orlando Police Department DUI Enforcement Team	\$ 100,000	\$ 100,000	90,591	91%
405 (d)	Impaired Driving	M5HVE-18-06-15	Panama City Beach Police Department	PCBPD Outreach Program to Fight Against Impaired Driving	\$ -	\$ -	0	0%
405 (d)	Impaired Driving	M5HVE-18-06-16	Pinellas County Sheriff's Office	DUI Enhancement Project	\$ 34,000	\$ 34,000	30,653	90%
405 (d)	Impaired Driving	M5HVE-18-06-17	Santa Rosa Sheriff's Office	DUI's - A Problem That Affects Us All	\$ 75,000	\$ 75,000	54,291	72%
405 (d)	Impaired Driving	M5HVE-18-06-18	Suwannee County Sheriff's Office	Operation Sober Suwannee	\$ 25,000	\$ 25,000	8,786	35%
405 (d)	Impaired Driving	M5HVE-18-06-19	Tampa Police Department	Tampa Enhanced DUI Enforcement Project, "BAC to Basics"	\$ 225,000	\$ 225,000	223,067	99%
405 (d)	Impaired Driving	M5HVE-18-06-20	Town of Jupiter	Impaired Driving	\$ 28,000	\$ 28,000	15,190	54%
405 (d)	Impaired Driving	M5HVE-18-06-21	Wauchula Police Department	WPD Operation Outreach, Education and Enforcement Impaired Driving Safety Program	\$ 20,000	\$ 20,000	18,796	94%
405 (d)	Paid Media - Impaired Driving	M5PEM-18-16-01	University of South Florida - CUTR	Impaired Driving Campaign Development	\$ 50,000	\$ 50,000	32,244	64%
405 (d)	Paid Media - Motorcycle Safety	M5PEM-18-16-02	University of South Florida - CUTR	Impaired Motorcyclist PSA Campaign	\$ 300,000	\$ 300,000	28,924	10%
405 (d)	Paid Media - Impaired Driving	M5PEM-18-16-03	Tallahassee Community College - FPSI	DUI Statewide Media Campaign	\$ 650,000	\$ 650,000	641,277	99%
405 (d)	Paid Media - Impaired Driving	M5PEM-18-16-04	Tallahassee Community College - FPSI	Impaired Driving Professional Sports Marketing	\$ 2,000,000	\$ 2,000,000	1,898,640	95%
405 (d)	Paid Media - Impaired Driving	M5PEM-18-16-05	Tallahassee Community College - FPSI	Impaired Driving Major College Sports Marketing	\$ 459,000	\$ 459,000	435,240	95%
405 (d)	Paid Media - Impaired Driving	M5PEM-18-16-06	Tallahassee Community College - FPSI	Impaired Driving Sports Campaign	\$ 216,000	\$ 216,000	216,000	100%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-01	Florida Department of Highway Safety and Motor Vehicles	Legal Training for Hearing Officers	\$ 117,000	\$ 117,000	77,326	66%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-02	University of North Florida - IPTM	DRE FHP Training	\$ 75,000	\$ 75,000	19,402	26%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-03	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training - Impaired Driving	\$ 250,401	\$ 250,401	90,300	36%



Funding Source	FDOT Program Area	Project Number	Applicant Agency	Project Title	HSP Amount	Total Amount Awarded	Actual Expenditures	Percentage Expended
405 (b)	Occupant Protection	M2X-18-20-02	University of North Florida - IPTM	Statewide Safety Belt and Child Passenger Safety Surveys	\$ 321,000	\$ 321,000	302,890	94%
405 (b)	Occupant Protection	M2X-18-20-03	Tallahassee Community College - FPSI	Florida Occupant Protection Support Coordinator	\$ 55,000	\$ 55,000	50,453	92%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-04	University of North Florida - IPTM	Public Traffic Safety Professionals Training - Impaired Driving	\$ 127,750	\$ 127,750	97,575	76%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-05	University of North Florida - IPTM	Public Traffic Safety Professionals Training - Drugged Driving	\$ 96,000	\$ 96,000	73,000	76%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-06	University of North Florida - IPTM	Drug Recognition Expert Program	\$ 415,000	\$ 415,000	219,543	53%
405 (d)	Public Traffic Safety Professionals Training	M5TR-18-06-07	Sarasota County Board of County Commissioners	Sarasota County DUI Court Program Training	\$ 3,000	\$ 3,000	3,000	100%
405 (d)	Impaired Driving	M5X-18-06-01	Mothers Against Drunk Driving (MADD) Florida	Mothers Against Drunk Driving (MADD) Florida Safe and Aware	\$ 300,000	\$ 300,000	277,242	92%
405 (d)	Impaired Driving	M5X-18-06-02	University of North Florida - IPTM	Drug Recognition Expert (DRE) Call-Out	\$ 30,000	\$ 30,000	3,050	10%
405 (d)	Impaired Driving	M5X-18-06-03	Florida Sheriff's Association	Value Life	\$ 25,000	\$ 25,000	19,800	79%
405 (d)	Impaired Driving	M5X-18-06-04	University of North Florida - IPTM	DUI Media Awareness Survey	\$ 60,000	\$ 60,000	60,000	100%
405 (d)	Police Traffic Services - LEL	M5X-18-06-05	University of North Florida - IPTM	Florida Law Enforcement Liaison Impaired Driving Awareness Program	\$ 250,000	\$ 250,000	52,679	21%
405 (f)	Paid Media - Motorcycle Safety	M9MA-18-11-01	University of South Florida - CUTR	Share the Road PSA Campaign	\$ 291,578	\$ 291,578	278,119	95%
402	Motorcycle Safety	MC-18-10-01	University of South Florida - CUTR	Florida's Comprehensive Motorcycle Safety Program	\$ 515,000	\$ 515,000	454,161	88%
402	Motorcycle Safety	MC-18-10-02	University of South Florida - CUTR	Motorcycle Program Evaluation and Data Collection	\$ 100,000	\$ 100,000	92,662	93%
402	Motorcycle Safety	MC-18-10-03	University of Miami	Motorcycle Education and Injury Prevention Program in Trauma Centers	\$ 225,000	\$ 225,000	181,171	81%
402	Motorcycle Safety	MC-18-10-04	Osceola County Sheriff's Office	Safe Motorcycle and Rider Techniques (SMART)	\$ 38,000	\$ 38,000	36,370	96%
402	Motorcycle Safety	MC-18-10-05	Florida State University	Preventing Street Racing Through Legal Alternatives	\$ 75,000	\$ 75,000	72,570	97%
402	Motorcycle Safety	MC-18-10-06	City of Gainesville	City of Gainesville Motorcycle/Scooter Safety and Education Program	\$ 50,000	\$ 50,000	16,606	33%
402	Motorcycle Safety	MC-18-10-07	Florida State University	FSUPD Safe Motorcycle and Rider Techniques (SMART)	\$ 20,000	\$ 20,000	9,488	47%
402	Motorcycle Safety	MC-18-10-08	University of North Florida - IPTM	Motorcycle Awareness Survey	\$ 60,000	\$ 60,000	60,000	100%
402	Motorcycle Safety	MC-18-10-09	Florida Department of Highway Safety and Motor Vehicles	Motorcycle Skill Sustainment Training Pilot	\$ 45,000	\$ 45,000	10,200	23%
402	Motorcycle Safety	MC-18-10-10	Miami Beach Police Department	MBPD Motorcycle Safety Campaign	\$ 65,000	\$ 65,000	65,000	100%
402	Motorcycle Safety	MC-18-10-11	Hillsborough County Sheriff's Office	HCSO Triple L: Listen, Learn, and Live Motorcycle Education and Safety Program	\$ 80,000	\$ 80,000	80,000	100%
402	Motorcycle Safety	MC-18-10-12	Broward County Sheriff's Office	Broward Motorcycle Safety Enforcement Program	\$ 80,000	\$ 80,000	79,984	100%
402	Motorcycle Safety	MC-18-10-13	Key West Police Department	Safe Streets Motorcycle/Scooter Education and Enforcement Campaign	\$ 50,000	\$ 50,000	49,723	99%
402	Motorcycle Safety	MC-18-10-14	City of New Port Richey	Motorcycle Safety Grant	\$ 15,000	\$ 15,000	5,713	38%
402	Occupant Protection	OP-18-02-01	University of Florida (UF) Board of Trustees	Florida's Occupant Protection Coalition	\$ 135,000	\$ 135,000	94,548	70%
402	Planning and Administration	PA-18-01-01	Florida Department of Transportation - State Safety Office	Operation of the Highway Traffic Safety Grant Section	\$ 300,000	\$ 300,000	213,909	71%
402	Planning and Administration	PA-18-01-02	Florida Department of Transportation - State Safety Office	Highway Safety Travel and Training	\$ 40,000	\$ 40,000	18,862	47%
402	Paid Media - Pedestrian and Bicycle Safety	PM-18-07-01	University of South Florida - CUTR	Florida's Bicycle / Pedestrian Focused Initiative: Communications	\$ 400,000	\$ 400,000	399,981	100%
402	Paid Media - Motorcycle Safety	PM-18-07-02	University of South Florida - CUTR	Motorcycle Safety Paid Media Campaign	\$ 175,000	\$ 175,000	169,642	97%
402	Paid Media - Aging Road Users	PM-18-07-03	Florida State University	You Hold the Keys to your Transportation Future Campaign	\$ -	\$ -	0	0%
402	Pedestrian and Bicycle Safety	PS-18-08-01	University of South Florida - CUTR	Florida's Comprehensive Pedestrian and Bicycle Safety Program	\$ 650,000	\$ 650,000	525,985	81%
402	Pedestrian and Bicycle Safety	PS-18-08-02	University of South Florida - CUTR	Pedestrian and Bicycle Program Evaluation and Data Collection	\$ 250,000	\$ 250,000	244,407	98%
402	Pedestrian and Bicycle Safety	PS-18-08-03	University of Florida (UF) Board of Trustees	Florida's Pedestrian and Bicycle Safety Resource Center	\$ 450,000	\$ 450,000	411,581	91%
402	Pedestrian and Bicycle Safety	PS-18-08-04	University of South Florida - CUTR	WalkWise Statewide Educational Campaigns on Pedestrian Safety	\$ 100,000	\$ 100,000	95,126	95%
402	Pedestrian and Bicycle Safety	PS-18-08-05	New Port Richey Police Department	Pedestrian and Bicycle Safety Grant	\$ 15,000	\$ 15,000	4,666	31%
402	Pedestrian and Bicycle Safety	PS-18-08-06	Monroe County Sheriff's Office	The "Keys" to Safe Biking and Hiking	\$ 75,000	\$ 75,000	75,000	100%
402	Pedestrian and Bicycle Safety	PS-18-08-07	Suwannee County Sheriff's Office	SCSO Pedestrian Initiative	\$ 10,000	\$ 10,000	0	0%
402	Police Traffic Services - LEL	PT-18-12-01	University of North Florida - IPTM	Florida Law Enforcement Liaison Program	\$ 1,000,000	\$ 1,000,000	870,002	87%
402	Police Traffic Services - LEL	PT-18-12-02	University of North Florida - IPTM	Florida Law Enforcement Traffic Safety Challenge	\$ 250,000	\$ 250,000	76,577	31%
402	Public Traffic Safety Professionals Training	PT-18-12-03	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training Support Staff	\$ 55,000	\$ 55,000	18,361	33%



Funding Source	FDOT Program Area	Project Number	Applicant Agency	Project Title	HSP Amount	Total Amount Awarded	Actual Expenditures	Percentage Expended
402	Public Traffic Safety Professionals Training	PT-18-12-04	Tallahassee Community College - FPSI	Public Traffic Safety professionals Training - Traffic Safety	\$ 275,042	\$ 275,042	154,660	56%
402	Public Traffic Safety Professionals Training	PT-18-12-05	University of North Florida - IPTM	Data-Driven Approaches to Crime and Traffic Safety (DDACTS)	\$ 65,000	\$ 65,000	14,280	22%
402	Public Traffic Safety Professionals Training	PT-18-12-06	University of North Florida - IPTM	Public Traffic Safety Professionals Training - Traffic Safety	\$ 180,375	\$ 180,375	165,540	92%
402	Work Zone Safety	RS-18-15-01	FDOT - State Safety Office	Work Zone Safety Campaign	\$ 20,000	\$ 20,000	0	0%
402	Speed/Aggressive Driving	SC-18-13-01	City of Coral Springs	Speed and Aggressive Driving Grant	\$ 60,500	\$ 60,500	54,718	90%
402	Speed/Aggressive Driving	SC-18-13-02	Pensacola Police Department	Pensacola Speed and Aggressive Driving Grant	\$ -	\$ -	0	0%
402	Speed/Aggressive Driving	SC-18-13-03	Pinellas County Sheriff's Office	Strategic Policing through Education and Enforcement for Drivers (SPEED)	\$ 100,000	\$ 100,000	100,000	100%
402	Speed/Aggressive Driving	SC-18-13-04	Bradenton Police Department	Speed & Aggressive Driving: Implementation of Bradenton Police Department "Lead Foot"	\$ 25,000	\$ 25,000	25,000	100%
402	Speed/Aggressive Driving	SC-18-13-05	Palmetto Police Department	City of Palmetto Speed and Aggressive Driving Abatement Program	\$ 10,000	\$ 10,000	5,003	50%
402	Speed/Aggressive Driving	SC-18-13-06	City of Lake City	LCPD Strategic Traffic Enforcement Program (STEP) - Speed and Aggressive Driving	\$ 15,000	\$ 15,000	15,000	100%
402	Speed/Aggressive Driving	SC-18-13-07	City of New Port Richey	Speed and Aggressive Driving Grant	\$ 30,000	\$ 30,000	12,630	42%
402	Speed/Aggressive Driving	SC-18-13-08	Town of Jupiter	Speed and Aggressive Driving	\$ 28,000	\$ 28,000	27,781	99%
402	Speed/Aggressive Driving	SC-18-13-09	Tampa Police Department	Aggressive Driving and Traffic Safety Enforcement in Tampa - Year #2	\$ 100,000	\$ 100,000	99,210	99%
402	Speed/Aggressive Driving	SC-18-13-10	Panama City Beach Police Department	PCBPD Outreach Program to Fight Against Speed and Aggressive Driving	\$ 50,000	\$ 50,000	33,312	67%
402	Speed/Aggressive Driving	SC-18-13-11	Madison County Sheriff's Office	2018 MCSO Speed/Aggressive Driving Grant	\$ 50,000	\$ 50,000	50,000	100%
402	Speed/Aggressive Driving	SC-18-13-12	City of Holly Hill	Aggressive Driving and Speed Program	\$ 40,000	\$ 40,000	39,685	99%
402	Speed/Aggressive Driving	SC-18-13-13	Live Oak Police Department	LOPD Speed & Aggressive Driving 2018	\$ 20,000	\$ 20,000	18,297	91%
402	Speed/Aggressive Driving	SC-18-13-14	Bay County Sheriff's Office	Speed and Aggressive Driving Enforcement	\$ 100,000	\$ 100,000	10,000	10%
402	Speed/Aggressive Driving	SC-18-13-15	Suwannee County Sheriff's Office	SCSO Speed/Aggressive Driving	\$ 20,000	\$ 20,000	17,956	90%
402	Speed/Aggressive Driving	SC-18-13-16	City of Delray Beach Police Department	Delray Beach Police Speed/Aggressive Driving Enforcement Program	\$ 50,000	\$ 50,000	50,000	100%
402	Speed/Aggressive Driving	SC-18-13-17	Santa Rosa Sheriff's Office	Commitment to Traffic Safety through Speed Reduction	\$ 50,000	\$ 50,000	45,932	92%
402	Speed/Aggressive Driving	SC-18-13-18	County of Volusia	Speed/Aggressive Driving	\$ 50,000	\$ 50,000	45,233	90%
402	Speed/Aggressive Driving	SC-18-13-19	Palm Beach County Sheriff's Office	Palm Beach County Speed and Aggressive Driving Campaign	\$ 100,000	\$ 100,000	100,000	100%
402	Speed/Aggressive Driving	SC-18-13-20	City of Boynton Beach	Boynton Beach Speed & Aggressive Driving Program	\$ 40,000	\$ 40,000	24,895	62%
402	Speed/Aggressive Driving	SC-18-13-21	Hillsborough County Sheriff's Office	HCSO Speed: Know Your Limits	\$ 50,000	\$ 50,000	50,000	100%
402	Speed/Aggressive Driving	SC-18-13-22	Broward Sheriff's Office	Broward Aggressive Speed Enforcement Program	\$ 100,000	\$ 100,000	99,882	100%
1906	Traffic Records	TBD	Florida State University	TraCS Mobile Platform Improvements	\$ -	\$ -	0	0%
402	Traffic Records	TR-18-09-01	Tallahassee Community College - FPSI	Traffic Records Program Manager / TRCC Coordinator	\$ 65,000	\$ 65,000	0	0%
402	Traffic Records	TR-18-09-02	Tallahassee Community College - FPSI	Traffic Records Coordinating Committee Support	\$ 27,463	\$ 27,463	27,462	100%
402	Traffic Records	TR-18-09-03	Florida State University	Electronic License and Vehicle Information System (ELVIS)	\$ 527,000	\$ 527,000	454,597	86%
402	Teen Driver Safety	TSP-18-04-01	Tallahassee Community College - FPSI	Florida Teen Traffic Safety	\$ 375,000	\$ 375,000	272,962	73%
402	Teen Driver Safety	TSP-18-04-02	Florida Sheriff's Association	Teen Driver Challenge	\$ 30,000	\$ 30,000	2,104	7%
402	Teen Driver Safety	TSP-18-04-03	Florida Department of Highway Safety and Motor Vehicles	Teen Driver Safety	\$ 100,000	\$ 100,000	26,521	27%
402	Teen Driver Safety	TSP-18-04-04	Florida Department of Highway Safety and Motor Vehicles	Engaging Older Teen Drivers - Expansion	\$ 45,000	\$ 45,000	4,842	11%
402	Teen Driver Safety	TSP-18-04-05	Dade City Police Department	Teen/Young Adult Driving Initiative	\$ 17,000	\$ 17,000	13,855	81%
402	Teen Driver Safety	TSP-18-04-06	Broward Sheriff's Office	Broward Sheriff's Office Teen Driver Safety Program	\$ 53,000	\$ 53,000	51,167	97%
**Expenditures are reported as billed to NHTSA, which may include applied credits and program income.					\$ 21,926,861	\$ 21,621,861	17,091,809	79%

