



# Florida Department of Transportation

## 2017 Highway Safety Plan

### Annual Report



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# Executive Summary

This Florida Department of Transportation (FDOT) Fiscal Year 2017 (FY2017) Highway Safety Plan (HSP) Annual Report covers the time period from October 1, 2016 to September 30, 2017 and addresses the use of funding apportioned to the State from Title 23, United States Code, related to highway safety provisions administered by the National Highway Traffic Safety Administration (NHTSA). Funding comes from the Section 402 State and Community Highway Safety grant program and Section 405 National Priority Safety Funding grant program. Funds received under these Sections of Title 23 supported projects in the following NHTSA program categories: community traffic safety, distracted driving, impaired driving, motorcycle safety, occupant protection, paid media, pedestrian and bicycle safety, planning and administration, police traffic services, speed management, teen traffic safety, and traffic safety information. This Annual Report reflects the activities undertaken by State and local entities working together to reduce motor vehicle crashes and the resulting serious injuries and fatalities on all Florida roadways.

The FY2017 HSP identified \$21,653,691 in subgrant-funded projects that were selected from traffic fatality and serious injury reduction strategies submitted by local and statewide entities and organizations. Project selection was based upon the expected receipt of NHTSA funding that was projected for FY2017. Five amendments were made to the original HSP, throughout the year, and a total of \$20,882,581 was awarded, consisting of 108 individual subgrants. The total expenditures for FY2017 were \$16,065,872.

Florida's FY2017 successes include a new all-time high in observed safety belt use rate of 90.2%, which exceeded the State's goal of 90%. With this new observed safety belt usage rate, Florida is now considered a "High Seat Belt Rate Use State" by NHTSA. High visibility enforcement efforts during FY2017 reinforced the Florida law enforcement community's commitment to keeping roadway users safe, yielding 553 safety belt citations, 1,848 impaired driving arrests, and over 4,285 citations for speeding violations.

Despite the increase in enforcement and education, traffic crashes on Florida's roadways have increased, for the third year in a row, from 2,938 in 2015 to 3,174 in 2016. This increase mirrors the national trend of increased fatalities and serious injuries on roadways in 2016. National totals for fatalities increased 5.6 percent from 2015.

# Introduction

The Florida Department of Transportation (FDOT) State Safety Office is pleased to present this Annual Report detailing Highway Safety Plan activities for Federal Fiscal Year 2017.



## FLORIDA HIGHWAY SAFETY PLAN (HSP) PROCESS

This Federal Fiscal Year 2016-17 Highway Safety Plan (hereafter referred to as Florida's 2017 HSP) is Florida's action plan for distribution of NHTSA highway safety funds. The Plan is based on Florida's Strategic Highway Safety Plan (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 2017 HSP and separated into the following categories:

- Aging Road Users
- Community Traffic Safety Outreach
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection/Child Passenger Safety
- Paid Media
- Pedestrian and Bicycle Safety

- Planning and Administration
- Police Traffic Services
- Public Traffic Safety Professionals Training
- Speed/Aggressive Control
- Teen Driver Safety
- Traffic Records

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

Subgrants were 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 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, etc.).

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.



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 will assess 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.

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.

This annual report provides a summary of how Florida implemented planned safety projects and a current status of performance goals as we continue to work toward the ultimate goal of zero traffic fatalities.



# 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 risk for crashes, serious injuries, and fatalities. The Florida Highway Safety Matrix consists of county- and city-level matrices that rank on a per capita basis the combined traffic serious injuries and fatalities based on five years of data (2010-2014). This provides Florida decision-makers with critical information about levels of traffic safety risk for 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 “5” next to Broward indicates it has the 5<sup>th</sup> highest number of serious injuries and fatalities in impaired driving related crashes among the 24 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
- **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 and crashes where drugs were a contributing circumstance
- **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

Impaired Driving and Speed or Aggressive Driving are treated as causal factors, so that all individual serious injuries and fatalities involved in a single crash where these factors are cited are counted. On the other hand, Drivers 65+, Motorcycle Related, Occupant Protection, Pedestrian or Bicycle Related, and Teen Drivers are only counted once per crash 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 and 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 only 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.

The FDOT State Safety Office also reviews the number of serious injuries and fatalities related to crashes involving unsecured loads on non-commercial vehicles. Examination of five years of cumulative data (2010-2014) reveals a total of 7 fatalities and 96 serious injuries were sustained by Florida motorist's due to unsecure loads, or an average of slightly more than one fatality and 19 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.



# Highway Safety Matrix

FY2017 Highway Safety Matrix - Ranking of Florida Counties																										
(Based on total actual serious injuries and fatalities during 2010 - 2014.)																										
Group I - Population of 200,001 and above - 24 Counties				Group II - Population of 50,001 to 200,000 - 17 Counties				Group III - Population of up to 50,000 - 26 Counties																		
Florida County (Group I)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida County (Group II)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida County (Group III)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Alachua	18	20	16	21	16	17	20	17	Bay	2	5	1	3	1	2	1	1	Baker	8	10	4	15	5	8	16	9
Brevard	10	8	12	10	10	10	9	9	Charlotte	8	3	13	8	13	4	13	13	Bradford	19	18	16	16	19	9	19	22
Broward	2	1	5	3	2	2	1	1	Citrus	6	2	12	4	5	9	3	5	Calhoun	20	26	20	23	18	24	14	12
Collier	23	19	20	24	22	18	18	23	Clay	16	16	9	9	14	8	12	10	De Soto	6	5	9	3	13	1	23	7
Duval	7	10	6	9	5	7	8	8	Columbia	9	13	6	16	2	14	10	6	Dixie	17	11	7	21	15	12	21	20
Escambia	15	16	13	16	14	15	13	15	Flagler	7	7	8	5	15	11	9	9	Franklin	23	23	22	19	23	20	24	23
Hillsborough	3	3	1	2	3	3	2	2	Hernando	1	1	5	2	7	5	8	3	Gadsden	4	6	2	7	4	10	10	5
Lake	19	17	18	17	15	22	19	21	Highlands	14	11	16	14	10	12	15	15	Gilchrist	18	15	21	13	24	25	17	15
Lee	12	11	10	11	13	11	10	13	Indian River	13	6	14	11	16	10	14	16	Glades	24	22	25	10	26	21	20	26
Leon	22	24	21	23	18	21	16	19	Martin	12	12	10	10	12	6	7	14	Gulf	21	13	19	22	20	16	8	21
Manatee	13	12	15	13	17	12	24	12	Monroe	5	8	7	1	3	1	5	11	Hamilton	12	14	10	12	12	18	5	10
Marion	14	15	14	14	12	16	15	14	Nassau	17	17	17	17	17	17	17	17	Hardee	5	2	5	2	7	7	11	8
Miami-Dade	4	2	2	1	1	1	3	3	Okaloosa	4	9	2	7	8	3	2	4	Hendry	11	17	12	9	9	2	7	13
Orange	4	7	7	6	6	4	6	4	Putnam	15	14	11	12	9	13	11	12	Holmes	14	20	17	11	17	19	13	18
Osceola	16	18	24	20	24	19	22	16	Santa Rosa	3	10	3	6	6	7	4	2	Jackson	2	3	8	5	2	5	1	1
Palmetto Beach	6	5	3	8	4	6	4	6	Sumter	10	4	15	15	11	16	16	7	Jefferson	15	16	15	18	16	11	9	17
Pasco	8	6	8	7	11	8	11	7	Walton	11	15	4	13	4	15	6	8	Lafayette	26	25	23	26	21	23	26	25
Pinellas	5	4	4	4	7	5	5	5										Levy	3	1	3	1	3	4	3	3
Polk	11	13	11	12	8	14	12	11										Liberty	22	21	24	24	22	26	22	19
Sarasota	17	14	19	15	21	13	23	18										Madison	7	7	14	17	6	14	4	4
Seminole	21	23	22	18	23	20	14	20										Okeechobee	13	9	13	14	10	6	12	16
St. Johns	20	21	17	19	19	24	21	22										Suwannee	1	4	1	4	1	3	2	2
St. Lucie	24	22	23	22	20	23	17	24										Taylor	9	8	6	20	8	15	15	6
Volusia	9	9	9	5	9	9	7	10										Union	25	24	26	25	25	22	25	24
																		Wakulla	16	19	18	6	14	13	18	14
																		Washington	10	12	11	8	11	17	6	11

**LEGEND**  
Highest 20% in a category.

<b>FY2017 Highway Safety Matrix - Ranking of Florida Cities</b> (Based on total actual serious injuries and fatalities during 2010 - 2014.) 								
Group I - Population of 75,000 and above - 29 Cities								
Florida City (Group I)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Boca Raton	19	10	18	24	21	22	18	17
Cape Coral	11	7	10	13	13	17	10	13
Clearwater	15	16	11	11	18	12	27	19
Coral Springs	2	1	7	7	8	6	2	1
Davie	12	18	12	6	15	19	9	12
Deerfield Beach	27	27	25	26	25	24	22	28
Deltona	28	25	24	21	28	29	23	23
Ft. Lauderdale	6	11	8	5	6	5	7	8
Gainesville	8	14	6	8	7	10	17	7
Hialeah	7	8	20	12	9	8	28	10
Hollywood	14	24	14	18	11	9	11	29
Lakeland	17	20	15	15	12	26	26	18
Largo	24	13	22	23	24	14	29	22
Melbourne	10	6	9	9	17	16	14	11
Miami	4	5	4	3	3	2	5	4
Miami Beach	22	28	19	10	27	7	21	26
Miami Gardens	23	26	21	22	19	18	6	25
Miramar	29	29	29	29	26	27	20	27
Orlando	1	2	3	2	2	3	4	2
Palm Bay	16	9	17	17	16	21	15	9
Palm Coast	20	15	13	20	23	28	19	16
Pembroke Pines	26	21	27	27	20	25	24	14
Plantation	21	12	26	28	29	20	25	24
Pompano Beach	18	17	23	19	10	13	12	20
St. Petersburg	5	4	2	4	4	4	3	5
Sunrise	25	22	28	25	22	23	16	15
Tallahassee	9	23	5	14	5	11	8	6
Tampa	3	3	1	1	1	1	1	3
West Palm Beach	13	19	16	16	14	15	13	21

**LEGEND**  
 Highest 20% in a category.

Florida Department of Transportation  
 State Safety Office

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FDOT		FY2017 Highway Safety Matrix - Ranking of Florida Cities														FDOT	
(Based on total actual serious injuries and fatalities during 2010 - 2014.)																	
Group II - Population of 15,000-74,999 - 96 Cities																	
Florida City (Group II)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida City (Group II)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Pedestrian or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Altamonte Springs	53	70	63	57	47	42	80	47	New Port Richey	11	5	20	11	29	10	31	8
Apopka	34	43	28	34	48	34	28	39	New Smyrna Beach	36	36	18	14	28	54	38	45
Aventura	23	13	50	27	51	26	25	55	North Lauderdale	71	64	95	69	67	52	87	74
Bartow	81	81	96	81	76	76	94	84	North Miami	26	42	31	38	36	25	60	44
Belle Glade	89	89	69	96	73	77	84	93	North Miami Beach	27	46	52	29	21	27	44	25
Bonita Springs	56	45	37	31	49	59	58	89	North Port	33	21	36	41	25	44	61	35
Boynton Beach	17	31	15	30	10	16	22	24	Oakland Park	21	30	25	21	30	13	20	30
Bradenton	1	1	1	3	1	1	17	1	Ocala	8	8	8	10	4	8	11	3
Casselberry	68	69	72	71	84	51	68	79	Ocoee	60	71	53	68	35	64	48	63
Clermont	43	47	67	53	34	45	56	51	Opa-locka	80	85	90	92	72	79	71	87
Coconut Creek	20	18	19	18	24	29	7	16	Ormond Beach	14	13	13	4	13	20	12	13
Cooper City	73	65	81	62	65	80	50	54	Oviedo	66	66	62	43	78	71	52	49
Coral Gables	24	24	27	32	33	14	51	38	Palm Beach Gardens	30	35	17	33	31	35	18	27
Crestview	67	63	84	76	59	60	42	57	Palm Springs	58	63	61	54	63	33	36	40
Cutler Bay	78	94	83	73	87	61	64	69	Palmetto Bay	82	88	92	78	79	72	88	70
Dania Beach	41	54	48	35	44	50	29	82	Panama City	10	13	5	15	7	19	8	5
Daytona Beach	3	7	8	1	1	3	2	11	Parkland	93	93	94	94	95	93	73	65
DeBary	94	87	64	86	86	96	79	72	Persepolis	6	3	4	3	6	6	10	6
DeLand	15	14	9	12	9	21	15	13	Pinecrest	84	82	93	82	82	82	82	85
DeLray Beach	13	10	10	17	8	7	4	21	Pinellas Park	2	2	7	6	16	4	5	7
Doral	55	96	65	48	77	63	47	37	Plant City	31	32	45	24	23	43	26	20
Dunedin	52	34	57	75	54	48	62	46	Port Orange	7	4	10	8	19	17	19	10
Edgewater	61	51	77	49	69	68	41	73	Punta Gorda	48	26	51	28	38	70	79	61
Eustis	75	60	54	58	61	81	63	80	Titusville	54	58	52	70	40	40	24	78
FL Myers	5	5	2	7	5	5	1	7	Rodriguez	74	55	78	72	71	89	53	83
FL Pierce	44	48	58	36	45	31	40	66	Royal Palm Beach	62	67	43	58	42	73	59	48
FL Walton Beach	63	54	49	60	57	56	49	52	Safety Harbor	90	79	70	83	93	86	72	88
Greenacres	45	62	22	46	32	41	5	36	Sanford	22	42	21	13	17	15	8	22
Haines City	59	39	76	84	64	78	86	67	Sarasota	4	3	3	5	12	2	3	8
Hallandale Beach	39	49	46	55	52	30	78	77	Sebastian	76	52	82	64	64	75	90	64
Hialeah Gardens	88	95	89	79	90	92	96	83	Seminole	96	90	87	92	88	94	85	91
Homestead	16	29	14	20	13	12	32	18	St. Cloud	85	75	66	74	85	90	91	95
Jacksonville Beach	46	59	41	47	74	32	33	29	Stuart	49	44	39	40	53	38	34	62
Jupiter	18	16	12	25	20	18	13	15	Sunny Isles Beach	83	74	74	85	81	62	89	92
Key West	12	23	11	2	2	9	18	13	Sweetwater	88	91	91	86	96	85	95	71
Kissimmee	9	13	24	16	27	11	23	4	Tamarac	37	38	58	51	41	23	65	60
Lake Mary	77	84	40	65	90	84	54	59	Tarpon Springs	25	17	26	22	43	36	55	14
Lake Worth	29	50	30	39	22	22	21	34	Temple Terrace	69	73	64	80	89	66	69	50
Lauderdale Lakes	79	72	85	91	75	57	77	86	Tibowille	35	27	33	22	18	53	45	26
Lauderhill	28	33	71	50	26	28	39	31	Venice	38	19	55	26	56	55	93	42
Leesburg	42	28	35	19	14	39	30	43	Vero Beach	64	40	42	63	58	58	66	56
Lynn Haven	87	88	88	88	83	95	83	76	Wellington	51	53	29	56	62	65	14	17
Maitland	91	92	75	89	91	91	92	94	West Melbourne	65	77	59	61	70	74	67	68
Marco Island	95	76	86	90	92	83	74	96	Weston	57	66	79	42	55	67	35	53
Margate	19	30	34	45	15	24	43	23	Winter Garden	72	78	73	87	80	69	70	75
Miami Lakes	70	83	80	77	60	88	81	58	Winter Haven	40	37	47	52	39	49	37	19
Naples	47	25	38	67	46	46	46	41	Winter Park	50	57	68	37	68	47	76	32
									Winter Springs	92	80	44	93	94	87	57	90

LEGEND  
 Highest 20% in a category.



**FDOT** FY2017 Highway Safety Matrix - Ranking of Florida Cities **FDOT**

(Based on total actual serious injuries and fatalities during 2010 - 2014.)

Group B - Population of 3,000-14,999 - 118 Cities

Florida City (Group III)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Redesign or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers	Florida City (Group II)	Serious Injuries & Fatalities	Drivers 65+	Impaired Driving	Motorcycle Related	Occupant Protection	Redesign or Bicyclist Related	Speed or Aggressive Driving	Teen Drivers
Alachua	29	29	12	37	12	101	33	17	Meclenry	43	62	34	62	32	55	62	41
Arcadia	8	8	5	10	1	5	31	7	Madras Beach	87	68	94	92	79	57	71	100
Atlantic Beach	38	42	40	60	47	13	35	73	Madison	101	106	97	83	80	104	89	91
Auburndale	14	19	11	13	23	21	40	35	Marathon	11	14	14	5	11	8	11	23
Avon Park	31	18	46	32	44	40	75	37	Marianna	41	49	63	68	50	54	55	93
Bay Harbor Islands	108	89	94	113	105	90	90	70	Mary Esther	67	81	77	77	69	73	94	25
Belle Isle	97	111	109	67	111	99	87	87	Mascotte	107	98	99	102	104	106	111	69
Belleair	113	100	125	104	114	114	115	113	Melbourne Beach	111	90	102	124	114	93	113	111
Belleview	75	93	79	63	77	102	97	78	Miami Shores	81	102	91	90	65	84	100	81
Brooksville	5	5	7	3	20	23	61	29	Miami Springs	58	91	88	41	44	35	65	43
Calusary	61	80	52	70	58	30	47	31	Midway	72	58	69	86	90	110	80	77
Cape Canaveral	53	78	29	25	41	81	64	74	Milton	5	7	18	8	16	14	6	4
Chipley	78	67	80	72	62	94	60	97	Minneola	100	87	95	98	101	68	107	89
Clewiston	51	77	35	79	34	49	36	30	Mount Dora	27	32	38	23	22	39	14	27
Coconut Beach	36	36	27	19	37	11	42	50	Mulberry	76	94	90	79	70	74	98	50
Crystal River	30	24	30	14	49	70	74	28	Neptune Beach	54	35	103	69	57	71	78	52
Dade City	27	13	45	21	36	52	20	8	Newberry	72	82	37	85	54	83	46	60
Davenport	73	66	89	71	96	111	50	95	Norville	42	56	28	42	90	24	56	33
Daytona Beach Shores	65	57	60	48	59	31	59	57	North Bay Village	82	95	104	64	72	95	51	68
DeFuniak Springs	21	21	15	45	7	92	21	26	North Palm Beach	80	100	71	89	71	75	82	98
Destin	23	54	23	13	28	26	17	8	Okeechobee	32	33	32	59	14	29	10	24
Dunedin	101	60	111	99	102	112	108	90	Oldemar	20	18	31	28	13	32	8	16
Ellisman	109	115	100	100	87	113	112	109	Orange City	18	25	17	8	19	15	23	40
Fernandina Beach	68	73	61	78	93	45	95	45	Orange Park	37	41	33	24	31	34	43	30
Flagler Beach (Flagler)	50	37	86	34	108	44	77	72	Pahokee	88	96	105	66	80	97	36	83
Florida City	40	61	76	38	50	41	76	40	Palatka	33	26	24	33	18	33	23	21
Fruitland Park	52	53	56	53	52	80	45	62	Palm Beach	44	34	64	30	91	43	63	60
Fl. Meade	98	112	130	110	100	100	105	105	Palmetto	1	1	1	2	2	1	5	1
Fl. Myers Beach	49	45	22	52	92	19	44	72	Panama City Beach	3	27	3	2	1	4	4	2
Green Cove Springs	55	46	57	39	64	64	93	54	Parler	104	107	62	111	88	109	53	107
Groveland	28	23	39	29	30	48	41	35	Pembroke Park	54	56	48	40	43	61	25	50
Gulf Breeze	69	92	68	52	60	93	67	63	Perry	83	84	92	107	64	67	69	40
Gulfport	62	47	36	62	68	36	37	76	Ponce Inlet	112	116	85	104	89	107	72	112
High Springs	70	65	78	56	94	64	68	58	Port St. Joe	90	89	81	109	74	84	102	101
Highland Beach	118	118	138	118	118	109	118	118	Quincy	94	97	82	95	83	103	85	103
Hilliard	79	75	53	88	91	64	99	79	Saribel	111	109	113	115	106	115	92	113
Holly Hill	25	31	20	17	33	18	0	32	Satellite Beach	94	105	75	82	84	77	86	109
Holmes Beach	89	103	73	80	81	85	52	84	Sebring	4	5	8	4	5	5	15	5
Indian Harbour Beach	105	113	98	72	112	78	109	82	South Bay	92	104	74	82	99	87	84	80
Indian River Shores	116	110	126	116	107	117	116	116	South Daytona	47	55	41	39	28	28	16	42
Indian Rocks Beach	66	72	67	44	76	50	48	64	South Miami	57	63	87	42	53	62	76	75
Inverness	55	12	44	13	10	26	12	12	South Pasadena	86	48	72	108	73	54	70	82
Jalisco	19	28	9	26	24	17	73	20	Springfield	63	64	58	76	49	72	57	63
Juno Beach	102	88	96	100	101	89	88	106	St. Augustine	2	6	2	3	3	2	1	5
Kenneth City	85	39	93	65	78	94	101	83	St. Augustine Beach	74	83	42	57	97	53	96	67
Key Biscayne	93	86	107	94	82	118	103	102	St. Pete Beach	35	22	13	27	69	7	24	49
Lakeland	50	79	51	54	35	63	66	44	Stark	45	51	16	47	51	59	18	61
Lady Lake	24	6	26	46	11	53	54	35	Surfside	106	114	112	112	113	69	110	108
Lake Alfred	114	90	134	105	115	108	114	114	Tavares	26	37	49	23	25	27	22	13
Lake City	3	4	6	14	4	14	3	14	Tequesta	99	70	83	87	75	88	104	88
Lake Clarke Shores	117	117	117	117	117	118	117	117	Treasure Island	64	71	59	54	109	37	58	94
Lake Park	46	44	47	74	41	79	29	34	Umatilla	84	76	54	82	48	76	83	98
Lake Wales	12	10	30	19	8	25	2	23	Valparaiso	110	108	101	103	88	114	91	110
Lakeland	34	40	21	49	25	41	34	38	Wausatche	10	11	4	22	6	46	27	8
Lauderdale-By-The-Sea	59	38	66	39	67	82	46	56	West Miami	77	74	70	87	61	65	81	90
Lighthouse Point	39	43	55	50	40	23	15	51	West Park	48	52	65	51	56	23	30	52
Longboat Key (Sanibel)	95	59	108	90	110	58	104	104	Wildwood	22	15	25	58	20	47	32	11
Longwood	13	20	30	11	23	16	7	30	Wilton Manors	14	30	43	31	27	3	28	25
Loxahatchee Groves	91	85	106	93	98	98	39	85	Zephyrhills	4	3	19	4	15	6	26	18

Legend: Highest 20% in a category.

# Performance Measures

Each year, NHTSA requires states to report on 11 core outcome measures, one behavioral measure, 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.

- B-1- To increase the observed safety belt use for passenger vehicles, front seat outboard (people sitting adjacent to the door of a vehicle) occupants, identified through an annual safety belt observational survey, from 88.8% in 2014 to at least 90% by December 30, 2017.

**Outcome status:** Florida's goal of a 90% observed safety belt use rate was exceeded in 2017; the observed safety belt use rate of 90.2% is an all-time high.

- C-1 - To decrease the number of traffic fatalities by 5% annually from the 2012 FARS data baseline year total of 2,431 to 1,881 by December 31, 2017.

**Outcome status:** Similar to the upward rising national trend for traffic fatalities, Florida's 2016 data reflects a total of 3,174 traffic fatalities, an 8% increase since the 2015 calendar year.

- C-2 - To decrease the number of serious injuries in traffic crashes by 5% annually from the 2012 FARS data baseline year total of 18,358 to 14,205 by December 31, 2017.

**Outcome status:** Serious injuries in traffic crashes increased to 21,645, a 4.6% increase since the 2015 calendar year.

- C-3 - To decrease fatalities per 100 million vehicles miles traveled (VMT) by 5% annually from the 2012 FARS data baseline year total of 1.27 to 0.98 by December 31, 2017.

**Outcome status:** At this time this information has not been released by FARS.

- C-4 - To decrease the number of unrestrained passenger vehicle occupant fatalities, all seating positions, in safety belt equipped (SBE) vehicles by 5% annually from the 2012 FARS data baseline year total of 580 to 449 by December 31, 2017.

**Outcome status:** Unrestrained passenger vehicle occupant fatalities increased to 745, which is an 23.7% increase since the 2015 calendar year.



- C-5 - To decrease the number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 and above by 5% annually from the 2012 FARS data baseline year total of 709 to 549 by December 31, 2017.

**Outcome status:** Fatalities involving drivers with a BAC of 0.08 and above increased to 841, a 6.7% increase since the 2015 calendar year.

- C-6 - To decrease the number of speeding-related fatalities by 5% annually from the 2012 FARS data baseline year total of 366 to 283 by December 31, 2017.

**Outcome status:** Speeding-related fatalities decreased to 310, a 3.1% decrease since the 2015 calendar year.

- C-7 - To decrease the number of motorcyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 492 to 381 by December 31, 2017.

**Outcome status:** Motorcyclist fatalities decreased to 586, a 4.7% decrease since the 2015 calendar year.

- C-8 - To decrease the number of unhelmeted motorcyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 252 to 195 by December 31, 2017.

**Outcome status:** Unhelmeted motorcyclist fatalities were unchanged in the 2015 calendar year, remaining at 283 fatalities.

- C-9 - To decrease the number of drivers age 20 or younger involved in fatal crashes by 5% annually from the 2012 FARS data baseline year total of 300 to 232 by December 31, 2017.

**Outcome status:** Drivers age 20 or younger involved in fatal crashes increased to 401, a 11.7% increase since the 2015 calendar year.

- C-10 - To reduce the number of pedestrian fatalities by 5% annually from the 2012 FARS data baseline year total of 477 to 369 by December 31, 2017.

**Outcome status:** Pedestrian fatalities increased to 652, a 3.6% increase since the 2015 calendar year.

- C-11 - To reduce the number of bicyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 124 to 96 by December 31, 2017.

**Outcome status:** Bicyclist fatalities decreased to 138, an 8% decrease since the 2015 calendar year.

- F-1 - To reduce the number of fatalities involving a Florida-resident elder driver (age 65 and older as classified as "Aging Road Users" in the 2012 FL SHSP) by 5% annually from the 2012 FARS data baseline year total of 363 to 281 by December 31, 2017.

**Outcome status:** Fatalities involving Florida-resident elder drivers decreased to 325, a 37% decrease since the 2015 calendar year.

## Performance Measures Chart

Activity Measures			2010	2011	2012	2013	2014	2015	2016	2017
A-1	Number of Grant-Funded Safety Belt Citations <sup>1</sup>	Final	28,349	2,897	3,057	9,019	9,016	1,105	553	3,723
A-2	Number of Grant-Funded Impaired Driving Arrests <sup>2</sup>	Final	2,129	3,015	3,132	4,003	2,133	1,060	1,848	964
A-3	Number of Grant-Funded Speeding Citations <sup>1</sup>	Final	17,217	16,573	16,571	17,725	21,148	5,737	4,285	13,408
Behavioral Measures			2010	2011	2012	2013	2014	2015	2016	2017
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Target			90.0%	90.0%	90.0%	90.0%	90.0%	90.0%
		Final	87.4%	88.1%	87.4%	87.2%	88.8%	89.4%	89.6%	90.2%
Core Performance Measures			2010	2011	2012	2013	2014	2015	2016	2017
C-1	Number of Traffic Fatalities <sup>3</sup>	Target			2,431	2,309	2,194	2,084	1,980	1,881
		Final	2,444	2,400	2,431	2,403	2,494	2,938	3,174	
C-2	Number of Serious Injuries in Traffic Crashes <sup>4</sup>	Target			18,358	17,440	16,568	15,740	14,953	14,205
		Final	21,501	19,365	18,358	12,930	20,907	21,546	21,645	
C-3	Number of Fatalities/100M VMT <sup>3</sup>	Target			1.27	1.21	1.15	1.09	1.03	0.98
		Final - Total	1.25	1.25	1.27	1.25	1.24	1.42		
C-4	Number of Unrestrained Occupant Fatalities – All Seating Positions <sup>3</sup>	Target			580	551	523	497	472	449
		Final	706	609	580	553	511	602	745	
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC <sup>3</sup>	Target			709	674	640	608	577	549
		Final	678	694	709	672	694	788	841	
C-6	Number of Speeding-Related Fatalities <sup>3</sup>	Target			366	348	330	314	298	283
		Final	457	298	366	346	245	320	310	
C-7	Number of Motorcyclist Fatalities <sup>3</sup>	Target			492	467	444	422	401	381
		Final	396	464	492	485	478	615	586	
C-8	Number of Unhelmeted Motorcyclist Fatalities <sup>3</sup>	Target			252	239	227	216	205	195
		Final	205	253	252	237	223	283	283	
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes <sup>3</sup>	Target			300	285	271	257	244	232
		Final	331	295	300	263	269	359	401	
C-10	Number of Pedestrian Fatalities <sup>3</sup>	Target			477	453	430	409	389	369
		Final	486	490	477	499	588	629	652	
C-11	Number of Bicyclist Fatalities <sup>3</sup>	Target			124	118	112	106	101	96
		Final	83	126	124	133	139	158	138	
State Performance Measures			2010	2011	2012	2013	2014	2015	2016	2017
F-1	Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes <sup>3</sup>	Target	413	400	363	345	328	311	296	281
		Final	442	397	363	465	460	516	325	
F-2	Number of Grant-Funded DUI Checkpoints Conducted <sup>1</sup>	Target	300	325	350	450	428	406	386	367
		Final	502	517	88	102	102	106	148	
F-3	Number of Grant-Funded Teen Driver Events Conducted <sup>1</sup>	Target	320	350	360	450	480	500	500	500
		Final	510	247	239	364	364	152	256	

<sup>1</sup> Accurate data for grant-funded citations in past years is not available because, in most cases, law enforcement agencies reported all citations issued during the year, not just the totals for grant-funded activities.

<sup>2</sup> Data for the Activity Measures is based on the quarterly reports filed by subgrantees during the fiscal year while the other measures are based on calendar year data.

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

<sup>4</sup> Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.

# 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 Challenge, the State's seven Law Enforcement Liaisons (LELs) work with local, county, and state law enforcement agencies to encourage participation in State and national traffic safety 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 (2010-2014), 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. Counties and cities are ranked within population groups in a particular program area, where "1" represents the location with the highest number of serious injuries and fatalities. For example, the "1" next to Hillsborough indicates it has the greatest number of impaired driving-related serious injury and fatal crashes among the 24 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injury and fatality crash data. Inmate populations are excluded in population counts.

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 awarded funding to traffic safety partners that undertake priority area enforcement programs and activities to improve traffic safety and reduce crashes, serious injuries, and fatalities. Funding was 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 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.

The outcome of the high-visibility enforcement subgrants awarded for FY2017 can be found on the following pages:

- Impaired Driving..... page 25
- Motorcycle Safety..... page 36
- Occupant Protection and Child Passenger Safety ..... page 44
- Pedestrian and Bicycle Safety..... page 61
- Speed / Aggressive Driving ..... page 77

# FDOT Program Area Reports

## Aging Road Users Program

Florida's Comprehensive Older Driver Program is administered by the Florida Department of Transportation's State Safety Office. There were three older driver subgrants awarded in FY2017 using Section 402 program funding.

According to NHTSA's 2015 Older Population Traffic Safety Facts, 6,165 individuals age 65 and older were killed and an estimated 240,000 injured in crashes nationally. Eighteen percent of all traffic fatalities in the U.S. involved individuals age 65 years and older. In 2015, Florida had the largest number of older drivers involved in fatal crashes in the nation with 581, representing 14.0 percent of the State's total fatalities.

Florida continues to lead the nation in the percentage of its population that is 65 years of age or older (19 percent). As of January 1, 2017, 21.5 percent of Florida's licensed drivers were 65 years of age or older. By the year 2030, over 25 percent of Floridians will be over age 65. Mirroring this trend, an increasing proportion of licensed drivers in Florida will be older as well. As Florida anticipates an increasing number of aging road users, the focus on safety interventions for this age group remains a priority.

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### CP-17-04-09 Elder Road User Program - CarFit

The Area Agency on Aging of Central Florida was awarded a subgrant to contract for CarFit, a national program created by AAA, 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 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, which was modified to address Florida's older road



Tallahassee CarFit Event Volunteers. May 16, 2017.



users, is run by a team of trained event coordinators and technicians to work with local community volunteers to conduct CarFit events across the state.

Thirty-Nine CarFit events were held throughout Florida in FY2017, with a total of 507 driver participants. Six of those events were grant funded with a total of 89 driver participants. An additional 58 drivers participated in one-on-one checkups with trained volunteers. There was a total of 6 Event Coordinator trainings, one of which was grant funded, where individuals were certified to conduct future events independently.

In addition to assessing vehicle “fit,” observational safety belt data was collected from drivers who attended 26 of the 39 events across the state. Data was collected for 439 drivers, and the observed safety belt compliance rate was 76.5 percent.

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### CP-17-04-10 Safe Mobility for Life Coalition

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 partnered with the Florida Bicycle Association to pilot test a “Bicyclists Are Golden” event in The Villages. Modeled after the “Transit Is Golden” events, “Bicyclists Are Golden” educates older adults on how to properly and safely use a bicycle as an alternate form of transportation. Based on the success of the pilot test, the Coalition is working with the University of Florida to develop an older adult bicycle handbook to accompany the training event along with other educational materials.



Major strides were made toward the finalization of the *Transportation Retirement Workbook* which will provide resources and information for individuals to consider as they plan for the transition when driving is no longer a safe option for them. Several

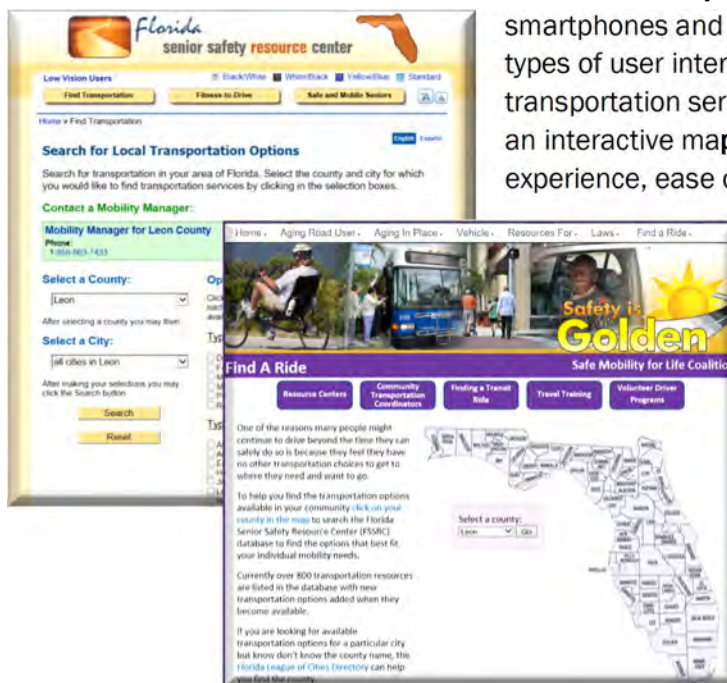
focus groups were conducted throughout the state to test the draft workbook. Feedback from these groups helped to identify the need to revise the title and to adjust the order of topics. It was decided to postpone the release of the workbook to address the identified issues.

FSU's Resource Center distributed 6,122 copies of *Florida's Guide for Aging Drivers*, including 826 in Spanish, 3,538 *Family and Caregiver* brochures, 617 *You Hold the Keys* rack cards, 255 *Countdown Pedestrian Signal* rack cards and 200 *Right on Red* rack 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 events.

## CP-17-04-11 Aging Road User Information System 2016-2017

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 FY2017, focus was placed on developing interactive mapping of the dataset. Users are now routinely accessing the database through smartphones and computers capable of different types of user interface. Ability to see an alternative transportation service route and its related details in an interactive map format will improve the user experience, ease of use and accessibility.



Specifications and manual synchronization of data for the Interactive Mapping Interface was completed. Automated synchronization via a web service API should be completed in November 2017. In addition, preparations were completed to move the database to a new dedicated web server and underlying data and data structures were updated to support new website features.

# Community Traffic Safety Outreach Program

Florida's Community Traffic Safety Program includes Community Traffic Safety Teams 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 contribute to a minimum 5 percent annual reduction in fatalities.

**CP-17-04-01 – Public Information & Education Program - FDOT District 1**  
**CP-17-04-02 – Public Information & Education Program - FDOT District 2**  
**CP-17-04-03 – Public Information & Education Program - FDOT District 3**  
**CP-17-04-04 – Public Information & Education Program - FDOT District 4**  
**CP-17-04-05 – Public Information & Education Program - FDOT District 5**  
**CP-17-04-06 – Public Information & Education Program - FDOT District 6**  
**CP-17-04-07 – Public Information & Education Program - FDOT District 7**  
**Community Traffic Safety Teams**

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 FY2017, 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 FY2017, over 360 local CTST meetings were attended and over 251 outreach events were supported.





## CP-17-04-08 Community Traffic Safety Support

The Center for Urban Transportation Research (CUTR) at The University of South Florida (USF) provided assistance and support for the Florida's Community Traffic Safety Support Program. The project team assisted the FDOT Safety Office in contracting and managing highway safety contracts with the Governor's Highway Safety Association (GHS) Consulting Services Initiative (CSI) to provide technical assistance. The team also designed a highway safety grant brochure.

**FDOT 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 from the Highway Safety Fund. The Traffic Safety Office formulates a formula for the apportionment.

**Eligibility**

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, etc.).

Entities interested in applying for NHTSA funding, through FDOT's State Safety Office submit concept papers between January 1 and the last day of

**How Are Grants Awarded?**

Each year the Highway Safety Grant Program Section of the Florida Department of Transportation (FDOT) State Safety Office develops a comprehensive Highway Safety Plan that describes the projects recommended for federal funding during the upcoming federal fiscal year (October 1 to September 30).

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 Florida's Strategic Highway Safety Plan, goals of associated

**FDOT Highway Traffic Safety Program Subgrants**

**DRIVING DOWN FATALITIES**

**Program Areas**

- Aging Road Users
- Community Traffic Safety Outreach
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection and Child Passenger Safety
- Pedestrian and Bicycle Safety
- Public Traffic Safety Professionals Training
- Speed/Aggressive Driving
- Teen Driver Safety
- Traffic Records
- Work Zone Safety

FDOT State Safety Office  
www.fdot.gov/safety/3-Grants/Grants-Home.shtm



# Distracted Driving Program

Distracted driving is characterized by any mental or physical activity that takes the driver's focus (i.e., eyes and mind) off the task of driving. 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 of better data collection and crash reporting.

## DD-17-04-01

### Florida Campus Safety Program on Distracted Driving

Florida Agricultural and Mechanical University (FAMU) was awarded a subgrant to implement a Florida Campus Safety Program which focused on distracted driving.

During the previous grant cycle, a survey was designed by FAMU and administered on the campuses of FAMU and Bethune Cookman University to determine baseline knowledge of the incidence of distracted driving by students. Based on responses to the survey, a short video and presentation were produced to educate students at both universities about the dangers of distracted driving. During FY2017, a total of six presentations that included use of the video were provided at the universities. Post-surveys were conducted to determine the effectiveness of the presentation and video in increasing awareness and knowledge of distracted driving among the students.

When asked how often respondents used their cell phone while driving, 14.8% of post-survey respondents answered that they "always" use their cell phone while driving while 21.6% answered that they "never" used their cell phone while driving. In comparison to the pre-survey results, there was a 20.2% decrease in the number who "always" use their cell phone and a 10.6% increase in the number who "never" use their cell phone while driving. Post-survey responses showed a slight increase (0.4%) in the number of respondents who "always" read or sent texts while driving and a 4% decrease in the number of respondents who "never" read or sent texts while driving. Based on these results, it is clear that, continued education, especially education focused on texting while driving, is needed on both campuses.



# Impaired Driving Program

In FY2017, there were 22 impaired driving subgrants awarded using two sources of federal funding: Section 402 (one grant) program funds and Section 405 (d) program funds (the remaining 21 grants).

Impaired driving continues to be a challenge in Florida. According to the Florida Department of Highway Safety and Motor Vehicles (DHSMV) 2016 crash statistics, between 2015 and 2016:

Alcohol-suspected fatalities increased almost 7% from 849 to 908

Alcohol-confirmed fatalities increased almost 11% from 459 to 508

Drug-suspected fatalities increased 31% from 287 to 376

Drug-confirmed fatalities increased 28% from 219 to 281



## **AL-17-05-01**

### **Florida Impaired Driving Coalition**

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 obtain a Consultant 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 FY2017. Cambridge Systematics also secured a domain name for the FIDC website and updated website materials based on Coalition member input.



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## **M5CS-17-06-01**

### **DUI Prosecution Support**

Tallahassee Community College (TCC) was awarded a subgrant to support the facilitation of the Statewide DUI Prosecution Support Program. The Florida Department of Law Enforcement's Alcohol Testing Program utilized a Statewide DUI Prosecution Support subgrant program to assist with complex DUI cases. In FY2017, the program aided Florida Assistant State Attorneys with cases. Program staff attended court hearings, depositions, and trials to ensure that DUI cases were not dismissed, pled down, or postponed due to lack of expert assistance relating to the Intoxilyzer 8000.

## **M5CS-16-06-02**

### **Traffic Safety Resource Prosecutor Program**

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 FY2017, the TSRP program conducted 15 courses across the State that trained DUI prosecutors in the legal, scientific, and tactical aspect of DUI prosecution, including vehicular manslaughter prosecution and drugged driving. 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. This program provided training for 188 prosecutors and 209 law enforcement officers during the 2017 grant cycle.

Although the TSRP position was vacant for half of the grant 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.



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## **M5CS-17-06-03**

### **24/7 Sobriety Monitoring Program Expansion**

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. The Jacksonville Sheriff's Office was able to obtain a Program Coordinator in June of 2017. They began working with the Northeast Florida Safety Council to learn about the program that included six participants at that time. Location of program activities was a primary concern as participants do not have a valid driver's license due to losing them because of the DUI conviction, and it was decided that mobile breath testing kiosks would be located throughout Jacksonville for participants. Although this grant began in the fourth quarter, there have been 30 program participants added to the program since the Program Coordinator began.

### **M5X-17-06-01**

#### **Mothers Against Drunk Driving Florida - Safe and Aware**

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 grant 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 25,000 people with a total outreach of 65,302 people which does not include the media and social media reach in all communities. Another objective was that Program Specialists would receive a 70% or higher rating on evaluations collected from presentations with a satisfaction rate for all programs being 80% or greater.

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### **M5X-17-06-02**

#### **DRE Call-Out**

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.

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### **M5X-17-06-04**

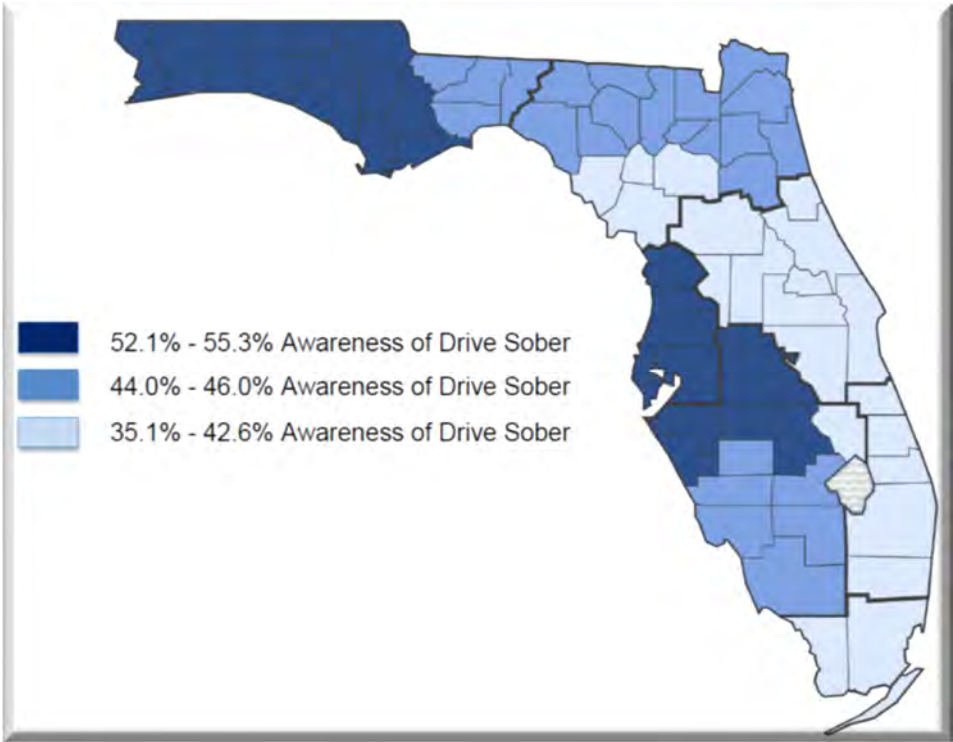
#### **Enhanced DUI Enforcement Mobile Equipment & Overtime**

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to support the equipment needs of the State's enhanced DUI enforcement initiative. The Florida Highway Patrol (FHP) purchased and installed Intoxilyzer 8000 instruments in 14 patrol vehicles and purchased 14 printers. In FY2017, FHP troopers made 129 DUI arrests during overtime activity, 84 of which utilized equipment that was purchased via this subgrant or previous years. Approximately 900 hours of overtime were worked by 25 troopers.



**M5X-17-06-06**  
**DUI Media Survey**

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 early March 2017, 1,475 telephone interviews were completed with adult respondents across the State. Of all respondents, 5.5% admit to operating a motor vehicle within 2 hours of drinking in the past 30 days and almost half of the sample has seen or heard the Drive Sober or Get Pulled Over message (44.7%).



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**M5X-17-06-07**  
**The Megan Napier Foundation -Value Life**

This project award was delayed and no activity was accomplished due to missing the scheduling opportunity to present during the school year. However, the Foundation continued to be a valued traffic safety partner and would be considered for funding in the future.

## LOCAL LAW ENFORCEMENT AGENCIES

The FDOT State Safety Office anticipated awarding 21 Section 405(d) subgrants as detailed in the 2017 HSP of which 13 were ultimately awarded to assist law enforcement agencies in addressing impaired driving within their communities and statewide. This funding was specifically allocated to fund overtime staffing for DUI checkpoints and saturation patrols, the purchase of breath test instruments, and to support DUI enforcement and education activities.

Although the majority of projects funded resulted in reduced fatalities, one law enforcement agency was awarded overtime subgrant funds for enforcement activities and reported an increase in impaired driving-related fatalities.

Throughout FY2017, many local law enforcement agencies continued to report a noticeable increase in the use of taxis and ride-share programs by drinkers. They attributed this to an increased awareness of saturation patrols and checkpoints that were announced in advance on social media and in news reports. Additionally, the agencies reported that more people are receiving messages about driving sober from social media and educational events hosted by local law enforcement agencies. During these educational events, drivers learned about the dangers of impaired driving, the consequences of being arrested, and the importance of having a plan for a designated driver or a safe ride home.

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### M5HVE-17-06-01

#### Ocala Police Department DUI Suppression Program

The Ocala Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 52 DUI patrols, made 13 DUI arrests, and issued three open container citations during subgrant operations. Impaired related crashes decreased to 39 from 57 in FY2016 and there were zero impaired related fatalities this year compared to four in FY2016. This was a 37.5% reduction in impaired crashes between FY2016 and FY2017.

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### M5HVE-17-06-02

#### HCSO Operation Trident: Outreach, Education and Enforcement Impaired Driving Safety Program

The Hillsborough County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office utilized numerous hours of overtime making 101 DUI arrests, 45 saturation patrols, 73 heightened patrols and conducted six education outreach presentations.

### **M5HVE-17-06-03** **DUIs A Problem That Affects Us All**

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 grant 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.



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### **M5HVE-17-06-04** **Tampa Enhanced DUI Enforcement Project, "BAC to Basics"**

The Tampa Police Department 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 Tampa PD'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, the Department 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, Tampa PD 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.

### **M5HVE-17-06-05**

#### **Miami DUI Checkpoint and Saturation Patrol Overtime Project**

The City of Miami Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Miami PD conducted one large scale DUI Checkpoint Operation one DUI Saturation Patrol and supported 20 local and state DUI checkpoints with manpower and equipment. There were 32 impaired traffic related fatalities within the City of Miami in 2017 and the number of alcohol related fatalities and crashes were reduced to 2.67%.

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### **M5HVE-17-06-06**

#### **DUI Enforcement**

The Tallahassee Police Department (TPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing and to purchase an intoxilyzer and printer for their Blood Alcohol Testing mobile. In 2017 there was an 11% reduction in DUI related crashes as compared to the previous year. TPD hosted five DUI checkpoints, participated in other agency checkpoints as a member of the Leon County DUI Strike Force, hosted multiple saturation patrols, and hosted Mothers Against Drunk Driving Victim Impact Panels 9 times during this grant period. There were a total of 27 arrests made during these checkpoints. Also, a total of 37 underage DUI incidents were made during this grant period and to combat this the Department conducted 21 underage alcohol possession/sale enforcement operations. An intoxilyzer and printer was also purchased for their Blood Alcohol Testing mobile which is used frequently during the checkpoints. FY2017 closed with one DUI related fatality, 128 DUI related crashes, and 54 DUI crashes with injuries.

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### **M5HVE-17-06-07**

#### **Specialized Enforcement Operations Targeting Impaired Driving**

The Miami-Dade Police Department (MDPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing and to purchase an intoxilyzer and printer to equip a dedicated DUI SUV. During FY2017, a total of 22 operations were conducted that included 18 saturation patrols and three DUI Checkpoints. Twelve of the 105 DUI arrests were made with the grant funded Mobile Intoxilyzer in SUVs.



## **M5HVE-17-06-08** **Sober Driving is No Accident**

The Okaloosa County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted two Sobriety and Safety Checkpoints to reduce DUI related traffic crashes. Specifically, 61 impaired driver arrests were made, nine open container citations, and 17 narcotics arrests. Not only were there a total of 1,271 vehicle stops conducted, but the Department utilized traffic message boards in multiple locations throughout Okaloosa County encouraging sober driving.



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## **M5HVE-17-06-09** **Orlando Police Department DUI Enforcement Team**

The Orlando Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department's DUI Enforcement Team utilized 12 DUI-Certified officers who worked 253 shifts of approximately eight hours each. The team participated in six multi-agency saturation patrols and 35 department saturation patrols throughout FY2017. There were 82 DUI arrests made and they administered 168 standardized field sobriety tests and two blood draws.

### **M5HVE-17-06-10**

#### **Cape Coral Impaired Driving Enforcement and Education**

The City of Cape Coral was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Cape Coral Police Department conducted 10 saturation patrols and issued 226 citations to include 12 DUI arrests and two open container violations. There were over 74 press releases, in addition to social media posts specifically related to traffic safety, education, and awareness during the sub-grant period.



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### **M5HVE-17-06-11**

#### **Palm Beach County Impaired Driving Initiative**

The Palm Beach County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During the grant period, the Department conducted 13 saturation patrols which resulted in 26 DUI arrests and presented 12 community awareness events for impaired driving.

## M5HVE-17-06-12 Continuation of DUI Enforcement Grant

The Pensacola Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department officers arrested 21 drivers for DUI during overtime enforcement operations. Even with significant manpower issues, officers managed to conduct 60 saturation patrols and made 21 DUI arrests. The Pensacola Police Department has met their objective by reducing the number of DUI related crashes by 11.1% and has reduced the number of DUI fatalities to zero.

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## M5HVE-17-06-13 DUI Enforcement

The Boynton Beach Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 54 overtime enforcement operations and made 11 DUI arrests during FY2017. The department also participated in two DUI saturation patrols that were hosted by the county and participated in national campaigns. In addition, four DUI educational presentations were given to the community members targeted in the SE area of Boynton Beach with 78 people in attendance. These attendees ranged from 12-20-year-old teenagers and college aged students.



# Motorcycle Safety Program

The Motorcycle Safety Program is administered by the Florida Department of Transportation's State Safety Office. There were 10 motorcycle safety subgrants awarded using Section 402 and 405 funds in FY 2017.

For nearly ten years preceding the establishment of the Florida Motorcycle Safety Coalition, Florida experienced a significant increase in motorcycle registrations, endorsements, crashes, fatalities, and injuries. Since the inception of the Motorcycle Safety Coalition in 2009, there has been a 20% reduction in the number of Motorcycle fatalities and a 16% reduction of motorcycle crashes from 2008-2012. In 2013 data shows an increase in motorcycle fatalities but in 2014 there was a slight decrease in fatalities from 489 in 2013 to 459 in 2014 and increased again in 2015 to 595. In 2016 Florida saw a 6% decrease from 2015 numbers, 595 to 564.

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## MC-17-10-01

### Florida's Comprehensive Motorcycle Safety Program

The University of South Florida Center for Urban Transportation and Research (CUTR) is responsible for the Implementation of Florida's Motorcycle Strategic Safety Plan (MSSP) and to support the functions of Florida's Motorcycle Safety Coalition. Motorcycle crashes pose a serious concern because of the health, economic, and social issues they raise.

The causes of motorcycle crashes cannot be attributed to any single source. A combination of elements are involved. Therefore, comprehensive safety campaigns and approaches are necessary in order to address the many different contributing causes.

This statewide program is 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.

There were four Motorcycle Coalition meetings held during the 2017 grant cycle. 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 2016, January 2017, May 2017, and August 2017, respectively. CUTR assisted the coalition to effectively implement 11 strategies/action steps identified in the MSSP Business Plan a few are as follows: the development of an outreach plan, coordinating and attending 15 major outreach events and many more local events promoting motorcycle safety throughout Florida, establishing partnerships with high priority counties (Dr. Chanyoung Lee from CUTR attended four Community Traffic Safety Team meetings in District 7 to disseminate motorcycle crash data to help them understand the problem areas in their community), educating engineers and planners in Florida, developing a 300 word briefing document for educating legislators on motorcycle safety issues, and creating new educational materials to educate the public.



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## MC-17-10-02 Motorcycle Program Evaluation and Data Collection

The University of South Florida Center for Urban Transportation and Research (CUTR) was awarded funds 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 2017 Florida Motorcyclist Survey. A survey website ([www.mipiusf.org](http://www.mipiusf.org)) was developed, and the link was distributed through the following two methods:

- Address-Based Sampling (ABS) – Postcards with an invitation to complete the web-based survey were sent to a random sample of endorsed motorcyclists in Florida. In total, 30,000 addresses were sampled from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) database of endorsed motorcyclists who own at least one registered motorcycle in Florida. Each sampled address was contacted once by postcard.



- Facebook – A paid advertisement that targeted motorcycle riders ages 18–40 was posted on Facebook for 10 days to advertise the web survey. This was done to recruit survey responses from this specific age group, which, according to survey results in previous years, is difficult to reach regarding motorcycle safety.

In total, 1,306 survey responses (including partially-completed surveys) were collected. Overall, the survey reached a representative motorcycling population in Florida. According to the survey, 66.6% of respondents reported riding for more than 10 years and about 2.0% riding for less than one year.

According to the survey, the number of respondents who had completed motorcycle training to obtain their motorcycle endorsement was 70%. After obtaining endorsement, only 16% attended some form of motorcycle safety training; of these, 52% attended to improve riding skills, 26% attended because it was required, and the remaining respondents attended because of a club activity, purchasing a new motorcycle, or for some other reason.

Respondents were asked their opinion about the 2008 Florida law requiring all new riders to complete a basic training course before obtaining a motorcycle endorsement. The survey showed that about 97% of respondents either supported or strongly supported the statute. A majority of respondents (73%) believed that formal motorcycle training is very important, and only 1% felt that formal motorcycle training was not important at all. Most other respondents felt that motorcycle training was of some importance.

Helmet use was relatively positive, with about two thirds (66%) of respondents stating that they always wore a helmet when riding a motorcycle and only 7% stating that they seldom or never wore a helmet. For personal protective gear worn by motorcyclists, 33% owned a DOT compliant helmet, 25% owned riding gloves, 23% wore a riding jacket, 10% owned a motorcycle riding vest, 7% owned riding shoes, and 3% owned body armor.

Respondents were asked about their opinion towards the reinstatement of a universal helmet law in Florida; approximately one third (31%) strongly supported the reinstatement and approximately 22% supported reinstatement to a lesser degree. Most respondents (65%) felt that it is very important for motorcyclists to wear a helmet, followed by those who felt helmet wearing was important (14%), fairly important (9%), slightly important (8%), and not important at all (4%).

Respondents were asked to describe their level of risk aversion. More than half (60%) identified themselves as a “risk avoider,” 39% said they were “risk acceptors,” and only 1% self-identified as “risk seekers.” An overwhelming majority (89%) of respondents never rode within two hours of drinking alcohol in the past 30 days, 10% rode one to two times in the past 30 days within two hours of drinking, and the remaining respondents rode more frequently. In total, 70% of respondents indicated

that they had never been involved in a crash that required a visit to a hospital or doctor's office, 21% had been involved in at least one crash that required medical attention, and the remaining respondents had experienced at least three or more crashes resulting in medical treatment.

The perception among respondents was that motorcycle awareness among Florida drivers had not changed; drivers not paying enough attention was a factor of extreme concern to most respondents (89%). Most respondents (43%) did not see their skills as a rider as a concern when it related to overcoming unexpected hazards, 32% were only slightly concerned, and, notably, only 2% of respondents were extremely concerned about their skills.

Of all possible methods to inform motorcyclists about safety issues and information, the preferred methods included email (26%), direct mail (21%), social network sites (13%), and television (13%). Respondents were asked on which social media networks they had a personal profile; Facebook was the most popular, at 39%; 13% used LinkedIn, 11% used YouTube, and 10% used Instagram. Less than 10% used Twitter, Pinterest, Google+, Tumblr, Snapchat, or Flickr.



### MC-17-10-03

## Motorcycle Education and Injury Prevention Program in Trauma Centers

Funds were 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 2016-2017 grant cycle, they have trained a total of 452 pre-hospital staff throughout the state of Florida. The program is now available to pre-hospital staff throughout the state in an interactive computer based training with a pre-and post-survey, as well as a new and updated presentation that includes voice-overs and space to include program feedback. They continue to offer 2.0 Continuing education credits and certificates for participants.

This year, they vetted, surveyed, and educated 47 motorcycle and scooter crash patients out of 297 screened. All 47 patients agreed to the three-month follow-up phone call. For those patients who provided valid contact information, 20 patients received follow-up interviews. There were 297 motorcycle crash characteristics and injuries analyzed to improve care for motorcycle crash victims and updated the patient and EMS/paramedic education modules with the most recent crash data obtained. Preliminary data shows Miami-Dade County motorcycle fatalities significantly down from 69 motorcycle fatalities in 2015 to 44 motorcycle fatalities in 2016 due to better care of motorcycle crash victims coming into the trauma centers due to pre-hospital staff education.



#### **MC-17-10-04**

### **Safe Motorcycle and Rider Techniques (SMART)**

Funds were awarded to the Osceola Sheriff's Office for motorcycle training offered to the Public. This training was offered free to riders monthly 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 a total of 12 courses conducted during the grant cycle with 242 riders completing the course.

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#### **MC-17-10-05**

### **Motorcycle Awareness Survey**

Funds were awarded to the University of North Florida Institute of Police Technology Management to conduct a motorcycle safety message paid media survey. The survey took place during July 2017 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 1,479 completed survey responses collected from the 10 counties: 383 motorcyclists and 1,096 non-motorcyclists. The survey found that motorcyclists (89.8%) were more likely to have heard of the "Watch for Motorcycles" safety message than non-motorcyclists (65.6%) and both motorcyclists and non-motorcyclists were more likely to see the "Ride Smart" and "Watch for Motorcycles" safety message on bumper stickers than any other advertising platform with outdoor billboards being the second most.

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#### **MC-17-10-06**

### **Preventing Street Racing Through Legal Alternatives**

A subgrant was awarded to Florida State University (FSU) police department for continuing a pilot project to educate sport bike riders at amateur level sanctioned motorsports events 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.

FSU participated in numerous different types of events with the Motorsports Team this year including six co-sponsored track day events which have become the main focus of the program. FSU had a lot of success and great feedback regarding the track day program. FSU sponsored 41 riders this year, many of which have attended track days on their own after graduating from the program. Several riders have stated that they are no longer street racing or stunting on the public roadways due to the

training they received (which is the goal of the project) and many have encouraged other sport bike enthusiasts to contact FSU about future sponsorship opportunities.



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### **MC-17-10-07**

#### **City of Gainesville Motorcycle/Scooter Safety and Education Program**

Funds were 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 monthly 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 the grant cycle with 94 riders completing the course. There were 32 enforcement operations held yielding 308 citations for motorcycle/scooter violations.

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### **MC-17-10-08**

#### **MBPD Motorcycle Safety Campaign**

Funds were awarded to Miami Beach Police Department for motorcycle enforcement and educational efforts. The department conducted 43 enforcement operations that yielded two arrests, 145 criminal citations, 71 motorcycle endorsement citation/arrests, 1,012 motorcycle citations, and 278 vehicle citations. Officers also distributed 1,262 Motorcycle violation checklists educating riders on Florida's motorcycle laws. Motorcycle/Scooter crashes decreased 27% from the previous year due to enforcement activities.



## MC-17-10-09 Motorcycle Safety Training

Funds were awarded to the North-East Safety Council for motorcycle training offered to the Public. This training was offered free to riders monthly 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 the grant cycle with 73 riders completing the course.

## MC-17-10-10 HCSO Triple L: Listen, Learn and Live Motorcycle Education and Safety Program

Funds were awarded to Hillsborough County Sheriff's Office for motorcycle enforcement and educational efforts. The department conducted 94 motorcycle enforcement operations yielding 762 traffic stops, 48 criminal citations, 86 motorcycle endorsement citations/arrests and 54 moving citations. Deputies also distributed 1,032 motorcycle violations checklists educating riders on Florida's motorcycle laws. During various educational and outreach activities Hillsborough County Sheriff's office made personal contact with approximately 6,574 members of the motorcycle community at local events educating them on motorcycle safety.

**RIDE BRIGHT**  
Give drivers a chance to see you.

**BE SMART... BE SEEN!**

*"I didn't see him."* A common complaint of street riders is that other motorists fail to observe them. Motorists who encroach on motorcyclists' rights of way frequently state, "I didn't see him," or "He came out of nowhere." Motorists are likely to see you sooner and give you plenty of room, if you take steps to make yourself more conspicuous.

Clothing colors have similar visibility rankings in day and night, but daylight visibility is also affected by the environment and seasonal changes in weather and foliage. Think of how "camouflage" is used by animals in nature and by hunters to adjust for changing seasons. Night visibility has been well-documented as illustrated in the chart on the right.

**Research indicates:**

- Wearing reflective or fluorescent clothing and white or light colored helmets and using headlights in daytime could reduce serious injuries or death from motorcycle crashes by up to one-third.
- Fluorescent yellow and orange provide the best daytime visibility for clothing.
- Retroreflective materials provide extra conspicuity at night.
- High intensity discharge (HID) or xenon headlamps seem more conspicuous to road users.

Distance at which a driver will first see different colored clothing at night

Color	Distance (ft)
Black	~100
White	~150
Yellow	~200
Orange	~250
Red	~300
Blue	~350
Green	~400
Fluorescent Yellow	~500
Fluorescent Orange	~600
Fluorescent Green	~700

Funded by FDOT  
www.RideSmartFlorida.com

# Occupant Protection and Child Passenger Safety Program

To improve statewide safety belt and child safety seat usage in FY2017, the Florida Department of Transportation State Safety Office (FDOT) awarded nine occupant protection subgrants using Section 402 and 405 (b) program funds.

Florida's safety belt survey is conducted annually in March/April and June. The June 2017 survey revealed a combined driver and passenger use rate of 90.2%, surpassing Florida's goal of 90%. This is the highest safety belt usage rate in State history.

The following FY2017 Occupant Protection Program projects contributed to Florida's high level of safety belt usage and helped to increase the public's knowledge about the proper use of child passenger safety seats, which is critical for ensuring the safety of the State's most vulnerable motor vehicle passengers.

## **SAFETY BELT ENFORCEMENT AND EDUCATION**

Four law enforcement agencies received funding to conduct combined safety belt enforcement and education programs throughout the State and participated in the FY2017 Click It or Ticket campaign and enforcement waves. The University of Florida, the University of North Florida's Institute of Police Technology and Management (IPTM) and Tallahassee Community College also received funding to promote safety belt and child passenger safety seat use. These efforts included presentations at schools and community events, and to local civic and service organizations.



## **M2HVE-17-20-01**

### **Buckle Up Putnam County Phase II**

During FY2017, the Buckle Up Putnam County Enforcement Program conducted four safety belt enforcement waves, educated children and adults about the importance of buckling up at schools and four community events, and distributed occupant protection-related materials. Data collected during the pre-activity observational survey for Phase I (conducted in October 2015), showed that 79.9% of occupants were wearing safety belts. The post-activity observational survey for Phase II (conducted in September 2017) showed an overall use rate of 91.8%, an 11.9% increase, attributed largely to subgrant activities.

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## **M2HVE-17-20-02**

### **Ocala Police Department Occupant Protection Program**

During FY2017, the City of Ocala Police Department issued 572 safety belt citations and 44 child restraint citations. Six child passenger safety restraint classes were conducted with 38 parents/caregivers in attendance and 33 safety seats installed. Over 160 individuals attended the department's National Seat Check Saturday event where 26 seats were inspected and another 14 new restraints were installed. In addition, four occupant protection presentations were provided at local high schools reaching 73 students.

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## **M2HVE-17-20-03**

### **North Miami Police Department Occupant Protection Program**

The North Miami Police Department conducted 18 high visibility enforcement details focused on occupant protection and a total of 333 safety belt and 33 child restraint citations were issued in FY2017. The department participated in six community events and conducted six educational presentations to educate the public about occupant protection and child passenger safety, reaching over 2,000 individuals of all ages.

## **M2HVE-17-20-04**

### **Occupant Protection Enforcement**

The Tallahassee Police Department worked 1,120 occupant protection enforcement hours, resulting in 2,907 traffic stops, 3,221 total citations issued and 134 arrests made. Of the citations issued, 2,232 were for safety belt and/or child restraint violations. Eighteen educational programs on occupant protection were conducted and 89 child safety seats/restraints were installed and another 201 were inspected for proper installation. During FY2017, the City of Tallahassee saw a 7% reduction in traffic crashes and a 37% decrease in crash fatalities when compared to the previous year.

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## **M2X-17-20-01**

### **Florida's Occupant Protection Resource Center**

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 FY2017, 22 new physical resources and 14 new electronic resources were added to the materials available on the OPRC website. A total of 15,919 physical resources were provided to CPS professionals statewide and an additional 26,285 electronic resources were downloaded. In total, 1,674 seats were distributed to CPS technicians for distribution to low-income families who could not afford to purchase a safety seat. An additional 235 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 97 certified instructors and 1,377 certified technicians. In FY2017, 39 stipends were awarded to CPS instructors to teach the CPS technician course or recertification course, 37 of these were for courses taught in focus counties. A total of 228 scholarships were awarded to cover National certification and recertification fees, 107 of these were for CPS professionals in focus counties.

In an effort to improve Florida's CPS professional attrition rate, surveys were conducted to gather statewide information. Approximately 1/3 of the former CPS professionals who did not recertify and 1/3 of the current CPS professionals who did not plan on recertifying responded that the recertification process was too time-

intensive. The most common response on what could be done to encourage CPS professionals to recertify was to provide additional opportunities for seat check offs, since these are required for recertification and require a CPS instructor or technician proxy to verify. Based on responses, the OPRC developed a one day, Child Passenger Safety Update class to offer CPS technicians with six continuing education credits and the opportunity to complete the five seat check offs required for recertification. Two CPS Updates were held with a total of 57 participants.



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## M2X-17-20-02 Statewide Safety Belt and Public Opinion Surveys

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; to conduct two observational surveys, the Florida Statewide Safety Belt Use and Child Passenger Safety Restraint Use surveys and 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 initial Statewide Child Passenger Safety Restraint Use Survey. PRG worked closely with FDOT to design the observational survey as there are currently no federally mandated standards. It was decided to select two counties in each of the 10 television/radio media designated market areas (DMAs) across Florida. The two most populated counties in each DMA was selected and 10 survey sites were collected per county, giving a total of 200 survey sites.

Observations took place at the beginning of April and data was collected on a total of 5,230 children (age 0–12) riding in 4,550 passenger vehicles. The survey results indicated that 85.9% of the children observed were restrained. The youngest children (ages 0–3) were restrained the most often (95%) while children ages 4–5 were observed restrained least often (78%). Older children (ages 6–12) were observed as restrained 84% of the time.



- Statewide Safety Belt Survey Design Update

IPTM contracted with Preusser Research Group, Inc. (PRG) to conduct Florida's required safety belt survey design update as required by NHTSA. PRG reselected roadway segments for observation, determined safe observation locations, pin mapped all 165 new road segments plus alternatives and determined days and times for observation periods. All were completed according to national design criteria. The design update was determined to be "fully compliant" by NHTSA on March 6, 2017.

- Statewide Safety Belt Use Survey

IPTM contracted with PRG to conduct Florida's Statewide Safety Belt survey. Unlike previous years, FY2017's observational survey did not include the pre-wave survey done prior to the National Click It or Ticket (CIOT) enforcement wave. The FDOT State Safety Office elected to transfer the funding in order to conduct the state's first Statewide Child Passenger Safety Restraint Use 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 90.2%, 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 5 through June 19, 2017 and a total of 1,539 surveys were completed. Survey results showed that a clear majority of all respondents (91.8%) 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 87.2%. Respondents ages 55 and older were most likely to wear their safety belt "All of the time" at 96.0%.

Respondents were more likely to believe that they are "Very likely" to receive a ticket if they do not wear their safety belt in 2017 (34.1%) compared to 2015 (28.5%). Respondents believed they are more likely to have been stopped and ticketed for not wearing their safety belt if they "Rarely" or "Never" wear their safety belt (41.7%) than if they wear their safety belt "All of the time" (11.2%). In 2015, 21.4% of respondents believed that safety belt laws were enforced "Very strictly", which increased in 2017 to 31.4%.

The 2017 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.

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## OP-17-02-01

### Florida's Task Force on Occupant Protection

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).

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 State Safety Office of concerns at the local level and emerging issues.

Four meetings were initially planned for FY2017, but due to procurement delays in selecting a strategic plan vendor only three meetings were held. Cambridge Systematics Inc. (CS) was selected as the vendor to facilitate the Coalition meetings and strategic plan process. The initial FOPC meeting was held April 17–18, 2017 in Gainesville, Florida. During this meeting, members created and refined a list of actions to serve as the basis of the strategic plan. During meeting two, (June 14–15, 2017) members formed a draft plan of objectives, strategies, action steps and performance measures. At the third meeting, held August 30–31, 2017, Coalition members were provided with the draft strategic plan and additional refinements were suggested. In addition, Coalition groups selected activities to focus on during FY2018.



## M2X-17-20-04 Florida Occupant Protection Support Coordinator

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 2,202 requests for child passenger safety information and/or technical assistance in FY2017. Approximately 1,147 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.

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, Wolfson 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. Two additional hospitals also serve as special needs program sites: Tallahassee Medical Center in Tallahassee and St. Joseph's Hospital Neonatal Intensive Care in Orlando. During FY2017, these special needs program sites conducted 225 child passenger safety evaluations, resulting in the loan of 179 special needs restraints.



## M2X-17-20-05

### Click It or Ticket Vehicle Wrap and Updated Graphics

The Lynn Haven Police Department received funding to rewrap a 2010 truck with Click It or Ticket (CIOT) campaign logos. The vehicle is a focal point at presentations to promote safety belt and child restraint use at schools, local civic organizations, and community events, as well as during enforcement operations. During FY2017, the truck was utilized at 30 community events and during four CIOT enforcement waves.



# Paid Media Program

**PM-17-07-01**

## **Florida Bicycle/Pedestrian Focused Initiative: Communications**

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the Florida Bicycle/Pedestrian educational paid media campaigns. Contracts were executed with iHeartMedia and Florida Public Broadcasting to broadcast radio commercials, poster billboards and transit shelter advertising. iHeartMedia delivered 61,796,702 impressions, 5,963 10-second commercials that associated the “brought to you by” billboards, 20,072 30-second PSAs, 20 billboards and 15 transit shelters. Florida Public Broadcasting delivered 519 spots for a total of 2,344,286 impressions.





## PM-17-07-02

### Motorcycle Safety Paid Media Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the Ride Smart Paid Media Campaign. The video pre-roll campaign “The road is not your racetrack” earned 1,255,570 impressions, with 555 click throughs to the [www.ridesmartflorida.com](http://www.ridesmartflorida.com) website, and a full completion rate of 81.39%. The campaign over delivered by 2,310 impressions over the expected return. Miami (139), Tampa (130), and Orlando/Daytona (131) were the top three geographical locations accumulating 400 click throughs altogether.

On December 10, 2016, CUTR Personnel attended a Jacksonville Jaguars game with an outreach tent in the fan entertainment zone. RideSmart Florida also received recognition with sponsor marks on banners, t-shirts, a full banner, and via social media in the motorcycle parking area during each preseason and regular season home game in the 2016/2017 NFL season. Additionally, RideSmart Florida received a total of 21 30-second radio spots broadcasted in each initial radio broadcast of the Tailgate Show. During the 2016-2017 subgrant cycle, the Tampa Bay Buccaneers placed the RideSmart logo on their website until the end of the season, as well as game day radio advertising with one 30-second commercial during each network pregame show and local pre-game show. The Players Radio Show also broadcasted one 30-second spot during their Thursday and Friday weekly broadcasts. On November 27, 2016 and December 11, 2016, RideSmart Florida had game day outreach presence at the Bucs home game with a location provided by the team. The Bucs also provided our branding in Lot 14, motorcycle parking, with 3 signs with the RideSmart logo.

Online ads ran on Facebook and Instagram during the reporting period and had post reactions, comments, post shares, and link clicks which brought viewers to the RideSmart Florida website. From October 13, 2016 to September 25, 2017, the Road Is Not Your Racetrack video ran on the Ride Smart Florida Facebook page. The video reached 900,145 people and made 2,280,557 impressions. The video received 1,261,891 different post engagements. It was shared 408 times and obtained 95 comments. The video had 1,235,774 three-second video views and 875,915 10-second video views.

To mitigate the unusual increase of motorcycle crashes and fatalities in Tampa Bay, a video “Did you know?” advertisement was developed. The video ran in two separate periods. In the first wave, the video reached 69,207 people and made 149,466 impressions. The video received 71,114 different post engagements. It was shared 279 times and obtained 88 comments. The video has 70,246 three-second video views and 32,400 10-second video views. In the second wave, the video was seen by 61,448 people and it made 105,484 impressions. The video received 65,683 different post engagements including post likes, post comments, post

shares, website clicks, and video views. It was shared 78 times and obtained 26 comments. The video had 65,229 three-second video views and 39,845 10-second video views.



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## M2PE-17-20-01 Florida Click It or Ticket Campaign

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, as well as promoted via radio (including streaming audio), social media (Facebook and Instagram), outdoor digital displays, gas stations, and other platforms. Total estimated impressions for the campaign was 106,978,167.

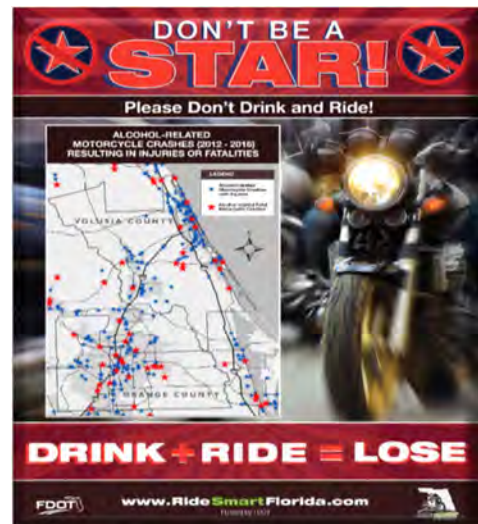
## M5PEM-17-16-01 Impaired Motorcyclist PSA Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the “Drink + Ride = Lose” campaign. A media buy plan was negotiated and all of the data collected from the previous grant cycle, including crash data, was presented to the marketing company and they were asked to develop a media buy strategy. A video pre-roll (runs before viewer consumes video content online) was selected. The approach is targeted to reach motorcyclists. It is estimated that there are more than 800,000 motorcyclists (based on third party sources) within the top 20 motorcycle fatality counties in Florida. During this grant cycle, the video pre-rolls attained a total of 3,450,128 impressions and 8,835 click throughs.

In addition, online ads were run on Facebook (FB) and Instagram during bike events. A video advertisement “Don’t be a STAR” was run on FB during 2016 Biketoberfest and Bike Week. During these two periods, the video reached a total of 280,633 people and made 965,348 impressions. The video received 374,487 different post engagements. It was shared 22,715 times and obtained 395 comments. The video has 355,813 three-second video views and 174,390 10-second video views.

Other than the Bike Week Events the “Don’t be a STAR” video ran on Facebook throughout the grant cycle. Throughout the year the video was seen by 979,153 people and it made a total of 2,476,948 impressions. The video received 1,268,955 different post engagements including post likes, post comments, post shares, website clicks, and video views. It was shared 663 times and obtained 210 comments. The video has 1,241,652 three-second video views and 700,145 10-second video views.

A media buy plan was also negotiated with All Over Media in September to include Gas station pump topper and restaurant indoor advertising. Gas Station advertising was hosted in Broward County (38 stations), Hillsborough County (38 stations), Miami-Dade (39 stations), Orange County (38 stations), Pinellas County (38 stations), and Volusia County (39 stations) for an estimated total of 105,434,875 impressions. Restaurant indoor advertising was hosted in Broward County (38), Hillsborough County (38), Miami-Dade (39), Orange County (38), Pinellas County (38), and Volusia County (39) for an estimated total of 71,300,000 impressions.



## M5PEM-17-16-02 DUI Statewide Media Campaign

Tallahassee Community College contracted with St. John & Partners to develop a comprehensive media campaign to support Florida's *Drive Sober or Get Pulled Over* enforcement initiatives during the Winter Holiday, St. Patrick's Day, 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 included radio (including streaming audio), social media (Facebook and Instagram), and outdoor digital displays. Total estimated impressions for the campaign was 57,020,479.



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## M5PEM-17-16-03 Impaired Driving Professional Sports Marketing

Tallahassee Community College (TCC) purchased advertisements with Florida professional sports teams and venues to promote the *Drive Sober or Get Pulled Over* campaign to sports fans. The FY2017 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). 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 stadiums.



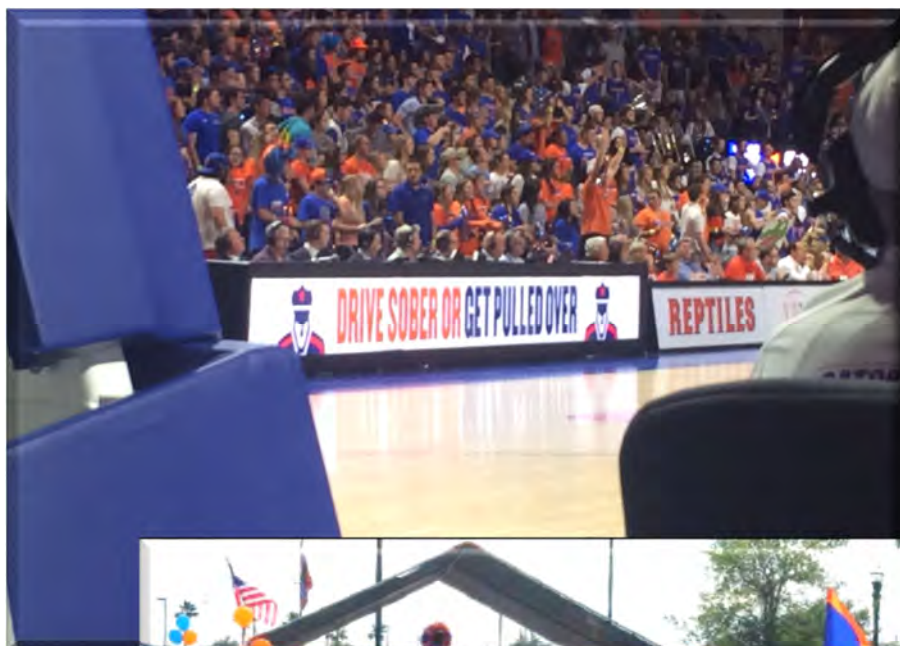
Impaired driving deterrence messages and activities that included fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired.





## M5PEM-17-16-04 Impaired Driving Major College Sports Marketing

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.



## M5PEM-17-16-05 Impaired Driving Sports Campaign

Tallahassee Community College purchased TV advertisements with a Florida-based sports broadcasting television company. The ads targeted sports fans and encouraged sober and responsible driving. The FY2017 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). Impaired driving messages were promoted through game announcements and commercial breaks.

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## M5PEM-17-16-06 Impaired Driving Campaign Development

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant 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. During FY2017 CUTR took on nine separate tasks that assisted with the promotion of the *Drive Sober or Get Pulled Over* media campaign.



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## M9MA-17-11-01 Share the Road PSA Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the Share the Road Campaign. All collected data from the previous grant cycle, including crash data, was presented to the marketing company and a media buy strategy was developed. To be able to reach drivers while they are in the car, radio media was selected. Radio can be targeted to reach certain age groups. Radio advertisements ran in Tampa via WFLZ-FM and WXTB-FM, Miami

via WMIB-FM and WHYI-FM, and in Orlando via WXXL-FM, WRUM-FM, and WJRR-FM during this grant cycle. All recorded endorsements can be downloaded at:

[www.dropbox.com/sh/kjfx9ua657zdyig/AADQvsb7Dw1se5oazWX2wKsda/CUTR%20Miami?dl=0](http://www.dropbox.com/sh/kjfx9ua657zdyig/AADQvsb7Dw1se5oazWX2wKsda/CUTR%20Miami?dl=0)

Additionally, between February and April 2017, billboard advertisements ran in the Orlando/Daytona area (12 vinyl billboards and three digital), and in the Miami area (three vinyl billboards and three digital). The advertisements are estimated to have achieved 11,952,892 total impressions.

Online advertisements were also run throughout the subgrant cycle. The CUTR team ran the video “Make the right choice” on Facebook from October 13, 2016 to September 25, 2017. The video has reached a total of 1,878,115 people and has made 6,533,615 impressions. The video has also received 2,445,778 different post engagements and it has been shared 3,980 times and has obtained 297 comments. The average cost per post share is \$3.63 and the cost per post engagement is \$0.01. The cost per 1,000 people reached is \$7.69. The video has 2,416,431 three-second video views and 926,411 10-second video views.



# Pedestrian and Bicycle Safety Program

In FY2017, the FDOT State Safety Office awarded six Pedestrian and Bicycle Safety subgrants using Section 402 program funds. The following projects contributed to Florida's efforts to stem the increase in motor vehicle crashes resulting in pedestrian and bicyclist injuries and fatalities.

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## PS-17-08-01

### Florida Comprehensive Pedestrian and Bicycle Safety Program

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 (PBSP) and Coalition.

CUTR provided full assistance and support for the Coalition and facilitated four meetings, the update of the Florida PBSP strategic plan, supported 40 educational outreach events, supported 13 pedestrian paid media contracts to support HVE activities, and two paid media contracts for overall pedestrian safety education. The CUTR team also fully supported 58 HVE subcontracts for pedestrian and bicycle safety enforcement.



## **PS-17-08-02**

### **Pedestrian and Bicycle Program Evaluation and Data Collection**

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 7,419 public opinion surveys and 9,632 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 in 2015.

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.

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## **PS-17-08-03**

### **Florida's Pedestrian and Bicycle Safety Resource Center**

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. Many updates were made to webpages and forms to communicate things like upcoming changes to end users and the announcement of training opportunities. Programming level changes were also made to improve order process, documentation and report functionality.

All orders from the SRC must include a Public Awareness Materials Plan (PAMP) that informs the SRC of the event(s) planned for the distribution of resources. During this grant cycle 42 PAMPs were received and 39 were shipped. Over 84% of SRC items went to focus counties. Over 89% of helmets went to focus counties. 626 new helmet fitters were trained and received certificates. Seven new Regional Trainers were added to the list of Regional Trainers. Sixty-six individuals engaged in the Helmet Fitter Refresher Computer Based Training (CBT).



#### **PS-17-08-04**

### **Sustainability of Implementation of the WalkSafe Curriculum Statewide**

The lead agency for this subgrant was the University of Miami Miller School of Medicine. The program was established to disseminate the WalkSafe for children curriculum statewide. There were 24 new schools that implemented the WalkSafe curriculum, 43 new teachers trained and 13,636 students educated during FY2017.

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#### **PS-17-08-05**

### **WalkWise Statewide Educational Campaigns on Pedestrian Safety**

The lead agency for this subgrant was the University of South Florida Center for Urban Transportation (CUTR). 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 three counties (Duval, Palm Beach and Brevard) 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 Hillsborough, Pasco, Orange, Polk and Broward counties. There were 120 pedestrian safety presentations conducted during FY2017 with a total of 1,515 people attending the presentations and becoming ambassadors for Pedestrian and Bicycle safety.

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#### **PS-17-08-06**

### **Improving Pedestrian and Bicycle Safety via Statewide University Educational Outreach**

A subgrant was awarded to the University of South Florida Center for Urban Transportation Research (CUTR) to increase knowledge about safety actions for pedestrians and bicyclists in a university setting. The desired outcome was increased awareness of the pedestrian and bicycle safety program, increased safety knowledge and safe behaviors, and retained safety knowledge. CUTR conducted a pedestrian and bicycle safety campaign on the USF Tampa Campus via the sixth USF Bulls Walk and Bike Week. The campaign proved to be a best practice for pedestrian and bicycle safety outreach on a university campus. The weeklong educational campaign was evaluated by a pre-event survey and a post-event online survey on participant perception of the campaign and retention of pedestrian and bicycle safety knowledge and campaign messages.

Following a successful educational campaign on pedestrian and bicycle safety and improving pedestrian and bicycle safety through a university education outreach

program, Bulls Walk and Bike Week will continue to improve and enhance pedestrian and bicycle safety for young road users. To better sustain such a program, student government should be encouraged to pursue a peer-to-peer safety program. Many university and college campuses have safety programs already in place, and a pedestrian and bicycle safety campus presentation would be an added benefit for these campus safety programs.



# Planning and Administration

In FY2017, the FDOT State Safety Office used two subgrants with Section 402 program funds to administer the NHTSA funding. The following projects contributed to Florida's efforts to stem the increase in motor vehicle crashes, serious injuries, and fatalities.

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## **PA-17-01-01**

### **Operation of the Highway Traffic Safety Grant Section**

The Florida Department of Transportation received a subgrant for the reimbursement of 50% of the salary and benefit costs for up to eight full-time FDOT State Safety Office employees. The staff included a Traffic Safety Administrator, one Traffic Safety Program Operations Coordinator, four Traffic Safety Program Managers, and two Traffic Safety Financial Analysts. The staff developed and implemented the *FY2017 Highway Safety Plan*, *FY2016 Highway Safety Annual Report*, and other traffic safety projects. Staff members were responsible for multiple NHTSA program areas, therefore salaries were charged to Planning and Administration rather than a specific program.

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## **PA-17-01-02**

### **Highway Safety Travel and Training**

The Florida Department of Transportation received a subgrant to reimburse travel expenses for the FDOT State Safety Office staff who conducted on-site monitoring of subgrant funded programs and required subgrant related training; and/or attended professional development programs, workshops, training, and coalition meetings; and/or various highway safety related meetings throughout the State during FY2017.

# Police Traffic Services – Combined Areas Program

**PT-17-12-05**

## **CTEP: Comprehensive Traffic Enforcement Program**

The Panama City Beach Police Department was awarded a subgrant to conduct comprehensive traffic enforcement using overtime staffing. Panama City Beach Police Department officers participated in Florida Law Enforcement Liaison Local Area Network (LEL LAN) meetings, Community Traffic Safety Team (CTST) meetings, national/state traffic safety challenges, and made public announcements about the importance of traffic safety and the benefits of combined efforts in the Comprehensive Traffic Enforcement Program (CTEP) by utilizing variable message board signs. Officers also continued to work with Bay County Traffic Engineers to discuss concerns regarding roadway and pedestrian traffic safety issues. October 21, 2017, the Panama City Beach Police Department hosted its Annual Cops-N-Kids event where all sorts of FDOT pamphlets and educational materials were handed out to over 2,000 children. The total project resulted in 115 officers participating in 229 saturation overtime patrols with 1,145 hours being worked. There were 503 speeding tickets, 99 seatbelt tickets, and 8 DUI (arrests) tickets issued.

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## Police Traffic Services – LEL Program

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.

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.

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## PT-17-12-01 Florida Law Enforcement Liaison Program

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 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 DUI Sustained Enforcement, the 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 34 LAN meetings and 34 training presentations during the year. The LEL team also participated in an additional 126 events including Coalition meetings, Child Passenger Safety seat check events, and onsite agency visits. In

addition, the team attended a total of 136 Community Traffic Safety Team meetings around the state.

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. 219 agencies participated in the Click It or Ticket waves; 119 in the Drive Sober or Get Pulled Over waves; and 201 in the Florida Law Enforcement Challenge and training event.

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### **PT-17-12-02**

#### **Florida Law Enforcement Traffic Safety Challenge**

The Florida Law Enforcement Challenge and Training event is a program run by Florida's Law Enforcement Liaison (LEL) team recognizing outstanding traffic safety programs, innovative ideas, and the "best of the best" in traffic safety in Florida. The LEL team uses the challenge to facilitate participation in the national traffic safety waves and maintain consistent high visibility enforcement of Florida's traffic laws. Not only did this event recognize the best of the best for their traffic safety efforts but it also included a four-hour block of instruction in partnership with the Florida Highway Patrol, covering the Arrive Alive Program and Roadway Assessment importance.

This year's challenge and training event was held July 6th, 2017 at the Hilton Bonnet Creek in Orlando Florida. 201 Florida law enforcement agencies participated in this year's challenge with 27 agencies invited to the recognition and training event for their outstanding traffic safety efforts.



**M2X-17-20-06**  
**Florida Occupant Protection Awareness Program**

The Florida LEL Occupant Protection Awareness Program was designed to enable the LELs to support Law Enforcement agencies with educational and enforcement efforts regarding Occupant Protection. This Grant award was to assist the LELs in promoting the National Highway Safety Administration’s national campaign “Click It or Ticket”.

Due to NHTSA rule changes, this project award was delayed and no activity was accomplished. However, the LEL program continued to be a valued traffic safety tool and this project would be considered for funding in the future.

During the Click It or Ticket Enforcement Campaign 219 agencies reported a total of 21,968 safety belt and 545 Child safety seat citations issued.





## M5X-17-06-05

### Florida Law Enforcement Liaison Impaired Driving Awareness Program

The Florida LEL Impaired Driving Awareness Program enabled the LELs to support Law Enforcement agencies with educational and enforcement efforts regarding Impaired driving. This Grant award assisted the LELs in promoting NHTSA's national campaign "Drive Sober or Get Pulled Over".

This year 190 agencies reported during the national Drive Sober or Get Pulled Over campaign. The numbers reported are as follows: Total hours worked on DUI enforcement 40,271.50; Checkpoint operations conducted 1,269; DUI arrests made 1,141.



# Public Traffic Safety Professionals Training Program

Funding was provided to training institutions and State agencies to provide comprehensive traffic safety and traffic enforcement-related training to professionals employed by Florida traffic safety-related institutions. Professionals participating in these training programs included, but were not limited to, law enforcement officers and support staff, law enforcement academy instructors, civilian crash investigators, expert witnesses employed by law enforcement agencies, investigators from the Florida State Attorneys' offices, Medical Examiners' office employees, and prosecutors from across the State. The subgrant-funded training projects are described below.

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## M5TR-17-06-01 Legal Training for Hearing Officers

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	100
Law Enforcement Training	59



**M5TR-17-06-02**  
**Drug Recognition Expert Florida Highway Patrol Training**

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to train the Drug Recognition Experts (DRE). The subgrant was exclusive to Florida Highway Patrol (FHP) Troopers and covered tuition, student material, and certification costs. The subgrant had a maximum of 30 training slots, but due to Hurricane Irma, Troopers scheduled to be trained were reassigned to hurricane relief duties. However, FHP continues to be a valued traffic safety partner and the training is important to Florida so this project will be considered for funding in the future. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
DRE Training for FHP	7

**M5TR-17-06-03**  
**Public Traffic Safety Professionals Training – Impaired Driving**

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.

Training	Students Trained
Standardized Field Sobriety Testing	356
Advanced Roadside Impaired Driving Enforcement	188
DUI Instructor	22
Spanish for Law Enforcement	116



## M5TR-17-06-04 Medical Foundations for Visual Systems

The University of Florida – Institute of Police Technology and Management was awarded a subgrant to continue 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
Medical Foundations for Visual Systems Testing	58

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## M5TR-17-06-05 Marijuana Impaired Driving Enforcement

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. IPTM trained Florida Law Enforcement Officers and Prosecutors representing 109 agencies throughout Florida. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Marijuana Impaired Driving Detection for Law Enforcement	297

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## M5TR-17-06-06 DRE Instructor Program

The University of Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate the Drug Recognition Expert (DRE) Instructor Program. The objective of this project was to increase the number of certified DRE Instructors by 20, from 46 to 66. During the grant year, the number of DRE Instructors in Florida increased by 10, bringing our total DRE Instructors to 56. Although 15 new DRE Instructors were trained, five previously trained DRE Instructors were lost due to attrition and reassignments. A DRE Instructor school was planned for September 2017 with 10 additional applicants, however the class had to be cancelled due to Hurricane Irma making landfall in Florida and these officers

being reassigned to hurricane disaster relief. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
DRE Instructor	15

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### **M5TR-17-06-07**

#### **Drug Recognition Expert Program**

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 251 at the beginning of this subgrant to 303, a 21% increase and a total of 105 DREs completed the DRE Recertification course. The State Coordinator and the three Regional Coordinators attended the National DRE Conference in National Harbor, MD where numerous topics were presented including sessions in regard to the legalization of medical marijuana. This information has begun to be implemented in the DRE classes and it is also planned to be a topic in the upcoming DRE Recertification Trainings. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
DRE New Certification Training	52
DRE Recertification	105

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### **PT-17-12-04**

#### **Public Traffic Safety Professionals Training Support Staff**

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 Department of Transportation 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 1,008 students.

## PT-17-12-06

### Public Traffic Safety Professionals Training – Traffic Safety

Tallahassee Community College - Florida Public Safety Institute (FPSI) was awarded a subgrant to continue to provide traffic safety related 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. Participants were also provided certifications after the completion of each course. The total number of students trained during the subgrant period is provided below.

Training	Students Trained
Basic Traffic Homicide Investigation (BASIC THI)	90
Advanced Traffic Homicide Investigation (ADV THI)	50
Traffic Crash Reconstruction	32
Speed Measurement (operators) Course	75
Speed Measurement (instructors) Course	29
Crash Scene Mapping with Speed Lasers (CRSMP)	50

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## PT-17-12-07

### Public Traffic Safety Professionals Training – Traffic Safety

The University of 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	71
Human Factors in Traffic Crash Reconstruction	29
Event Data Recorder Use in Traffic Crash Reconstruction – Level 1	55
Police Motorcycle Instructor	34
Pedestrian/Bicycle Crash Investigation	44
Investigation of Motorcycle Crashes	35

# Speed/Aggressive Driving Program

As vehicles have become safer, some motorists may be driving faster than before, which may result in higher speeds on roads where speed limits have not changed. Speeding, as a primary collision factor in fatal and serious injury crashes, remains a significant problem on Florida highways and is a growing problem at the community level. Therefore, law enforcement agencies must maximize the impact of speed enforcement using existing staff and resources, while simultaneously gaining community support for lifesaving speed enforcement.

High-risk locations were identified and analyzed by local law enforcement agencies, and a systematic speed enforcement plan was developed. Implementation of the speed enforcement and public education plan can include the use of Radar, VASCAR, LiDAR, and other speed enforcement methods, as well as supportive public education efforts to underscore the enforcement. The key to making an impact on speed in the community is to follow the enforcement and public information plans.

The following agencies received funding in FY2017 to conduct speed and aggressive driving enforcement countermeasures in their specific geographic areas. Funding was used for overtime salaries, benefits, and equipment necessary for successful enforcement as well as community education about the dangers of excessive speed and aggressive driving.

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## **SC-17-13-01** **HCSO Speed: Know Your Limits**

The Hillsborough County Sheriff's Office (HCSO) was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Sheriff's Office conducted 20 overtime enforcement detail operations during FY2017 subgrant period. They conducted 2,246 traffic stops which resulted in 477 speeding citations, 100 safety belt citations, 26 arrests, and 1,634 written warnings. HCSO also conducted 12 school and community-based educational presentations that reached a total of 267 attendees.



### **SC-17-13-02**

#### **Commitment to Traffic Safety Through Speed Reduction**

The Santa Rosa County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement and community education on the dangers of speeding. The Sheriff's Office conducted seven overtime enforcement detail operations during the FY2017 subgrant period. They conducted 2,034 traffic stops which resulted in 1,204 speeding citations, 99 safety belt citations, seven narcotic arrests, 23 traffic arrests (to include 3 outstanding warrants), two DUIs, 377 other citations, and 348 written warnings. The Sheriff's Office also disseminated educational materials to motorists in the county utilizing their various social media outlets in support of subgrant operations. During holidays and special traffic enforcement, they also post LEL and driver education materials on Facebook along with consistently sharing information on the department's TV show for driver education and improvement. They also promoted the traffic related programs as they conducted community events. Additionally, the Sheriff's Office also conducted distracted driving awareness, an Arrive Alive event at two separate high schools (one in Navarre, FL & the other in Milton, FL), DUI reenactment assemblies at schools, and bi-yearly Naval Air Station Whiting Field Stand-Down DUI Awareness event.

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### **SC-17-13-03**

#### **Speed and Aggressive Driving Grant**

The Coral Springs Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement and community education on the dangers of speeding. The Coral Springs Police Department conducted 506 hours of overtime enforcement operations during the FY2017 subgrant period and successfully achieved their target by reducing crash related injuries and fatalities. They conducted 1,898 traffic stops which resulted in 1,312 speeding citations, 130 safety belt citations, 621 moving/non-moving citations, eight misdemeanor arrests, and two felony arrests. The Coral Springs Police also conducted speed and aggressive driving, distracted driving, and senior driving classes in schools and community-based locations throughout the subgrant period.

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### **SC-17-13-04**

#### **Aggressive Driving and Traffic Safety Enforcement in Tampa**

The Tampa Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through High Visibility Enforcement (HVE) operations. The Tampa Police Department had a total of 21 officers participating in the HVE enforcement. The Department conducted 59 overtime enforcement detail

operations during the FY2017 subgrant period and were successful in achieving their target of reducing crash related injuries and fatalities by 5%. While conducting subgrant enforcement 4,034 traffic stops were made which resulted in 2,589 speeding citations, 1,857 warnings, 92 misdemeanor arrests, four felony arrests, 96 safety belt citations, and six impaired driving arrests. The Tampa Police Department also conducted 55 school and community-based educational presentations to promote the safe driving message and convey to drivers the responsibility of driving safely. These community outreach events were conducted in support of the subgrant goal to decrease speed and aggressive driving, and were funded by the City as the subgrant award was used mostly for enforcement.

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### **SC-17-13-05**

#### **Fort Myers Speed and Aggressive Driving Enforcement and Education Program**

The Fort Myers Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement and community education on the dangers of speeding and aggressive driving. The Fort Myers Police Department conducted six overtime enforcement details, conducted by seven officers working 83 hours of overtime enforcement during the 16/17 Fiscal Year grant period.

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### **SC-17-13-06**

#### **MCSO SPEED/AGGRESSIVE DRIVING 2017**

The Madison County Sheriff's Office (MCSO) was awarded a subgrant to conduct overtime speed and aggressive driving enforcement details. MCSO worked a total of 2,108.5 overtime hours and conducted 349 overtime enforcement operations during the subgrant period. A total of 1,950 written citations and 1,079 warnings were issued, during subgrant operations. Of the 1,950 issued citations 1,371 were for speeding, 73 were safety belt violations, and six violations were for careless and distracted driving. In addition, 17 arrests were made. Enforcement detail was worked by 20 deputies and six dispatchers.

# Teen Driver Safety Program

Teen Drivers have been identified as an At-Risk Road User Emphasis Area in Florida's SHSP. Florida's Statewide Teen Driver Safety program targets drivers 15 to 19 years of age, 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. In FY2017, the FDOT State Safety Office awarded five Teen Driver Safety subgrants using Section 402 program funds.

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## TSP-17-04-01 Florida Teen Traffic Safety

The Florida Public Safety Institute at Tallahassee Community College was awarded a subgrant for the statewide alcohol prevention activities of the Student's Against Destructive Decisions (SADD) program. 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.



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 and traditional education programming, purchase and distribution of awareness items, and training for student leaders. During the FY2017 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 3 Week of Awareness events across the State of Florida, where 10,700 students were reached through presentations by subcontractors, and provided educational material from SADD and our local stakeholders. Posters created and developed through subgrant won the 2016 American Advertising Awards (ADDY) for Best in Show Nationally and in Florida. The Project Director was nationally recognized and awarded by the National Safety Council as the recipient of their Excellence in Leadership Award for Teen Traffic Safety.



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### **TSP-17-04-02**

#### **Teen Driving Safety**

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. This multicultural, interactive teen outreach program was designed to explain teen driving laws and Graduated Driver License (GDL) requirements and restrictions, which address 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 210 outreach events and presentations across the State and reached 5,931 participants. This is an increase of 329.5% in participants and 411.76% increase in presentations from the previous fiscal year.

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### **TSP-17-04-03**

#### **Teens Reaching Teens - Matters of Life or Death**

The Florida Public Safety Institute at Tallahassee Community College was awarded a subgrant for the statewide teen traffic safety prevention activities of the Florida Teen Safe Driving Coalition (FTSDC). FTSDC is made up of public and private groups working together on teen traffic safety, especially regarding 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 FY2017 subgrant year, FTSDC held quarterly coalition meetings with membership from 26 agencies and one private citizen. The Coalition planned, created, and developed all logistics for the 2017 Florida Teen Leadership Academy which took place in Tampa, Florida June 22-25, 2017. This fiscal year FTSDC collaborated with the National SADD Conference which provided the Florida youth the opportunity to network and learn what other states are doing to fight distracted driving. In attendance from Florida were 61 teens and 38 adults, representing 22 schools and 19 counties across the state. Each student learned the reason for facilitating projects that promote positive driving behaviors and disseminating educational materials and information to their peers. They also learned project charter development and action planning to help them execute their projects successfully. The teens partnered with coalition member mentors to help them get the data and buy-in they needed from their communities. The project director for this subgrant was the recipient of the National Safety Council's Excellence in Leadership Award.





### **TSP-17-04-04**

#### **Engaging Older Teen Drivers – Pilot Year 2**

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a FY2017 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 grant year 39 outreach events were held during which time 640 older teens participated in various hands-on activities, and 6,509 educational materials were distributed.

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### **TSP-17-04-05**

#### **Teen Driver Challenge**

The Florida Sheriff's Association (FSA) was awarded a FY2017 subgrant to launch a 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. During this subgrant period TDCs were launched in Jackson County and Suwanee County. During this grant year nine instructors from Jackson County were trained in TDC and were later certified by the Florida Department of Highway Safety and Motor Vehicles as Commercial Driving School Instructors, eight instructors for Suwanee County were trained to teach TDC, eight Jackson County and 13 Suwanee County students completed and were certified in the TDC program. Discussions have occurred with Franklin and St. Johns County to implement TDC in FY2018.

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# Traffic Records Program

The 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 assist with the 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.

The Florida Department of Transportation (FDOT) State Safety Office awarded 9 traffic records subgrants to various organizations in FY2017. Four subgrants were funded with Section 402 program funds and the remaining five with Section 405(c) program funds.

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## TR-17-09-01

### Traffic Records Program Manager/TRCC Coordinator

Tallahassee Community College was awarded a subgrant to facilitate the hiring of a Traffic Records Program Coordinator. The existing FDOT State Safety Office staff was unable to support the growing needs of the Florida Traffic Records Coordinating Committee (TRCC) and Traffic Data



Improvement Program. A Traffic Safety Program Manager/TRCC Coordinator was hired and housed in the FDOT State Safety Office. The position not only serves as the State of Florida TRCC Coordinator, but also supports the FDOT Traffic Safety Administrator in managing all NHTSA funded subgrants within the traffic data improvement program area.

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## TR-17-09-02

### Traffic Records Coordinating Committee Support

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.

## TR-17-09-03

### Crash and Citation Data Accuracy Improvement Project

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant for the Crash and Citation Data Accuracy Improvement Project. The objectives were to increase the accuracy and completeness of crash data by 5% when compared to baselines based on 2015 crash data.

The DHSMV grant team established the performance measurement criteria to score crash reports for accuracy and completeness which consisted of 32 checks for accuracy and 53 checks for completeness. Metrics were reviewed to determine specific areas of target within the crash program to improve the overall quality of data in the state of Florida. In addition, based upon which agencies registered to attend the workshops, performance data was pulled to provide guidance to those specific attendees on improving their crash data quality. The Uniform Traffic Citation (UTC) training curriculum focused on identifying and correcting errors that impacted timeliness and data quality. Once completed, 11 train-the-trainer crash workshops and 11 train-the-trainer e-citation workshops were conducted throughout Florida. The workshops were well attended with 618 law enforcement participants representing 144 agencies, and post-workshop survey results indicated an overall approval rating of 97%. Overall, the team exceeded the 5% accuracy and completeness improvement goal in the following crash report categories: Event, Person, and Vehicle.

Four approved electronic crash and UTC data-collection software vendors were reviewed during this grant period as well. These reviews resulted in the creation of a best practices document which recommends enhanced data validations, suggested cross-field edits, and programmatic solutions to improve the data-collection and reporting process.

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## M3DA-17-18-01 & TR-17-09-04

### TraCS Support, Enhancement, and Training

The College of Engineering at Florida State University was awarded a subgrant for Florida's TraCS (Traffic and Criminal Software) program which provides a free electronic solution to Florida law enforcement agencies that use electronic crash forms and citations. At the end of FY2017, TraCS had 190 affiliated agencies with at least 18,230 users. There was a total of 187,168 TraCS generated crash reports submitted which consumes approximately 28 percent of all electronic crashes submitted to the Florida Department of Highway Safety and Motor Vehicles (DHSMV) statewide. TraCS crash



reports were loaded into DHSMV's database in a combined average of about eight days at an overall load success rate of approximately 99.99%.

The TraCS staff also attended and participated in conferences, coordinated with agencies on software upgrades, existing issues, and training on how to use their electronic crash reports and citations and many other forms. Their fourth TraCS User Conference was held on April 5 & 6, 2017 with 80 attendees to include representation from 40 state agencies and law enforcement agencies. Developers continued the enhancement of the TraCS software and a joint Center for Transportation and Public safety (CTPS) website was implemented allowing users to reach TraCS and its partner software, ELVIS, webpages and issue ticket trackers from one common location. The team also managed a centralized hosting facility at the Panama City Police Department, hosting data for over 120 agencies.

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### **M3DA-17-18-02**

#### **Electronic License and Vehicle Information System (ELVIS)**

The Florida State University College of Engineering was awarded a subgrant to continue the Electronic License and Vehicle Information System (ELVIS) Project. ELVIS provides Florida Law Enforcement Agencies (LEA) a no-cost solution to query Criminal Justice Information Systems (CJIS), including the Florida and National Crime Information Centers (FCIC). In FY2017, 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 46 LEA trainings and provided 20 full-length demonstrations of the software. FY2017 closed with a total of 128 agencies and 11,455 users, a large increase when compared to FY2016's total of 86 agencies and 4,832 users. ELVIS users submitted a total of 4,478,937 queries which averages over 12,000 a day. FBI CJIS requirements also required the staff to complete the revision of authentication procedures and the Memorandum of Understanding signed by agencies requesting access.



### **M3DA-17-18-03**

#### **Field Data Collection for National EMS Information System (NEMSIS) Compliance**

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 FY2017, 191 EMS agencies submitted EMS data runs through EMSTARS, during which time 84 agencies transitioned to the new NEMSIS Version 3.

Additional goals for this project were to increase the timeliness of EMS run submissions and decrease the exclusion of two of the most common data elements: Social Security Number and primary impression/overall diagnosis information. By the end of FY17, 11.84% of submissions were submitted within 10 days and 45.13% were submitted within 30 days. EMS data runs missing Social Security Numbers have decreased to 0.59% from 0.94% and missing impressions decreased to 0.08% from 1.19%.

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.

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### **M3DA-17-18-04**

#### **Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics**

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 geolocation of crashes that have been entered in the Florida crash database and citation data from the Florida Highway Patrol, Hialeah Police Department, and Panama City Police Department provided by TraCS. This fiscal year continued with transitioning the system migration to a newer platform, but also focused more on user management and reporting. A new management module was created and has the capability to streamline the user management, increase security, and reduce the time to get users access to the S4 Analytics.



Fifty-eight new agencies and 448 new users gained access to the S4 Analytics system during this subgrant cycle. At present, there are 2,732 current users representing 400 agencies in the system. The average crash data load error was 1.67% which is 16.75 errors per 1,000 reports. Specialized trainings were conducted through a webinar platform for Metro plan Orlando, Broward County, St. Petersburg Engineering, Miami-Dade MPO, University of South Florida, and FDOT users.

### M3DA-17-18-05

## A Unified and Sustainable Solution to Improve Geo-Location Accuracy and Timeliness of Crashes and Citations

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 123 law enforcement agencies (LEA) including nine agencies requiring the mandatory use of the tool for electronic crashes and 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 FY2017. A total of 75,234 crash reports were geolocated compared to 39,911 in FY2016. The geo-location of citations has increased as well with 42,092 citations mapped compared to 19,007 in FY2016. Demonstration of the Geo-Location Tool was provided to electronic crash and citation software vendors such as SmartCOP, LexusNexus/Lyetek, and Sungard/OSSI. These vendors are currently planning on implementing this tool within their systems. Ongoing trainings of the tool were conducted at four LEAs and demonstrated to 35 LEAs in attendance at the TraCS User Conference in April. The staff continues to improve the geo-location service and provides services and support 24 hours, 7 days a week, 365 days a year.



# 1906 Racial Profiling Data Collection Program

Funding for Racial Profiling Data Collection was not received until July of 2017 from NHTSA, which would have only allowed a maximum of four months of efforts in FY2017. It was decided that this funding would be held until the beginning of FY2018, to allow proper planning for the amount of funding provided and a full year to implement.

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**Project Number: TBD**  
**Central Repository for Traffic Data**

This project was not awarded due to delays in receiving funding.

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**Project Number: TBD**  
**TraCS Mobile Platform Improvements**

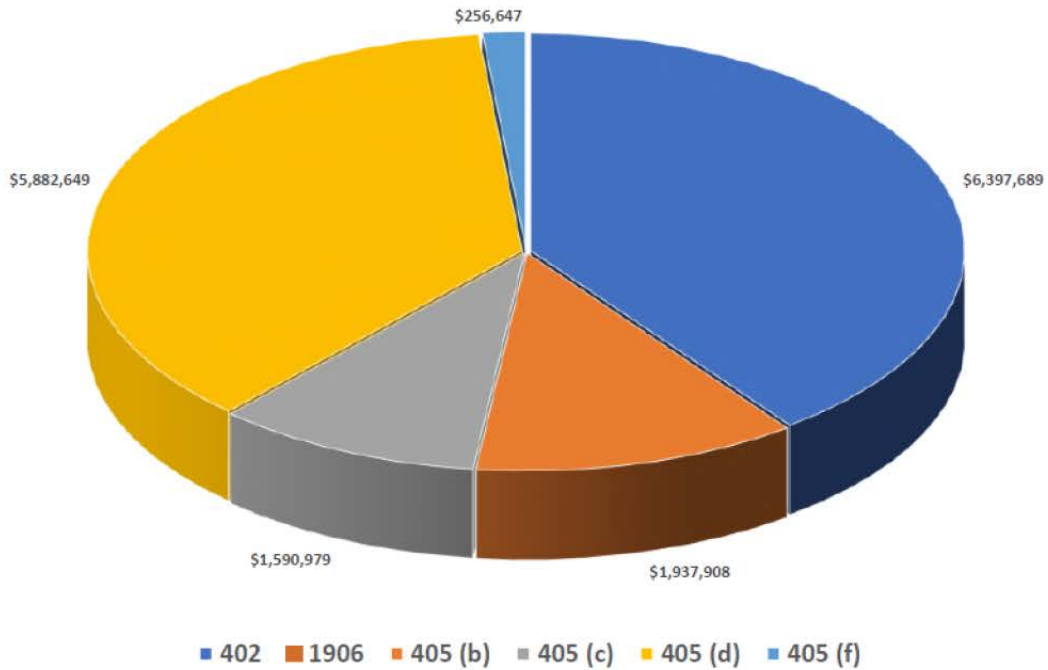
This project was not awarded due to delays in receiving funding.

# Financial Summary

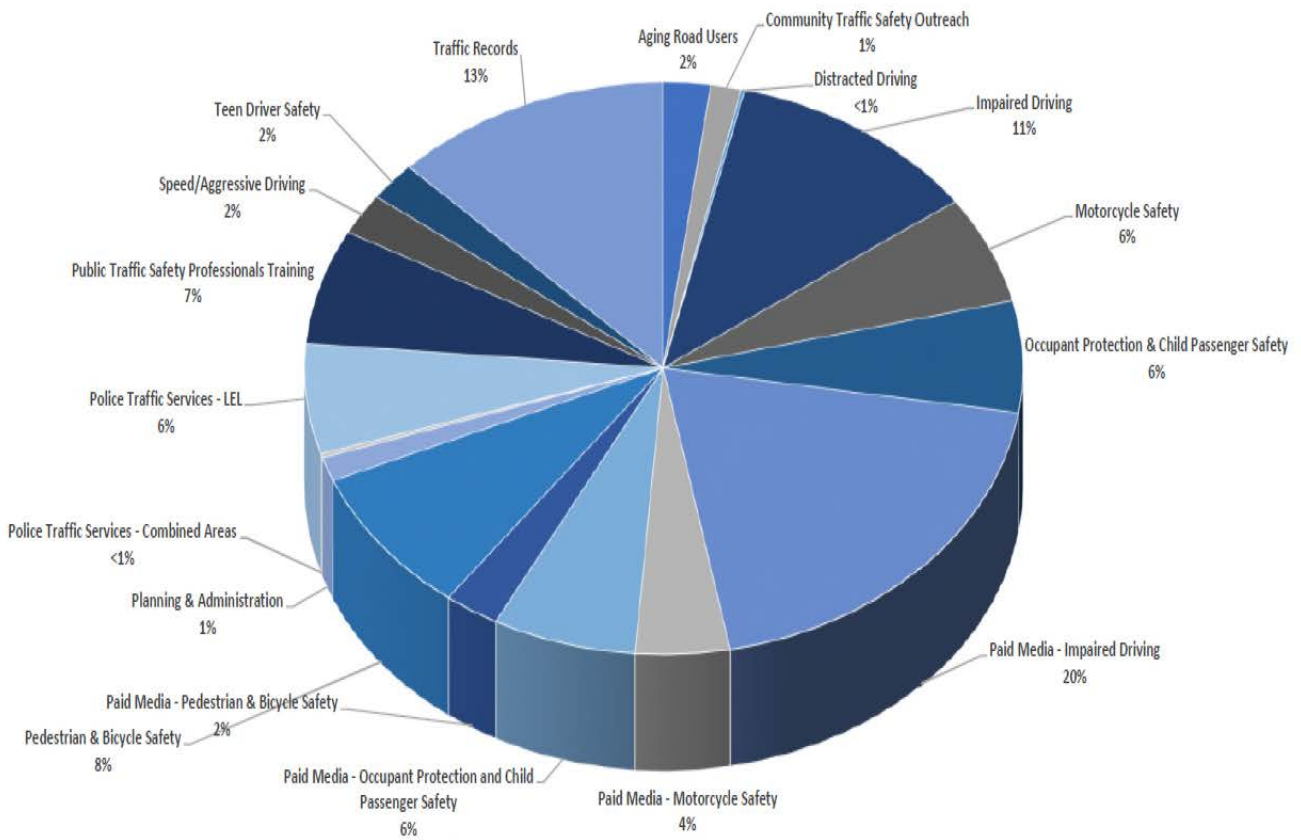
## FY 2017 Annual Report Financial Summary

FDOT Program Areas	NHTSA Funding	402	1906	405 (b)	405 (c)	405 (d)	405 (f)	Grand Total	Percentage Expended
Aging Road Users	Awarded	\$ 587,370						\$ 587,370	
	Expenditures	\$ 341,478						\$ 341,478	58%
Community Traffic Safety Outreach	Awarded	\$ 385,000						\$ 385,000	
	Expenditures	\$ 221,724						\$ 221,724	58%
Distracted Driving	Awarded	\$ 30,000						\$ 30,000	
	Expenditures	\$ 25,428						\$ 25,428	85%
Impaired Driving	Awarded	\$ 100,000				\$ 2,519,000		\$ 2,619,000	
	Expenditures	\$ 67,205				\$ 1,769,332		\$ 1,836,537	70%
Motorcycle Safety	Awarded	\$ 1,178,500						\$ 1,178,500	
	Expenditures	\$ 983,484						\$ 983,484	83%
Occupant Protection and Child Passenger Safety	Awarded	\$ 137,000		\$ 1,067,120				\$ 1,204,120	
	Expenditures	\$ 111,412		\$ 897,839				\$ 1,009,251	84%
Paid Media - Impaired Driving	Awarded					\$ 3,248,000		\$ 3,248,000	
	Expenditures					\$ 3,134,053		\$ 3,134,053	96%
Paid Media - Motorcycle Safety	Awarded	\$ 150,000				\$ 300,000	\$ 257,685	\$ 707,685	
	Expenditures	\$ 129,259				\$ 294,946	\$ 256,647	\$ 680,852	96%
Paid Media - Occupant Protection and Child Passenger Safety	Awarded			\$ 1,050,000				\$ 1,050,000	
	Expenditures			\$ 1,040,069				\$ 1,040,069	99%
Paid Media - Pedestrian and Bicycle Safety	Awarded	\$ 400,000						\$ 400,000	
	Expenditures	\$ 399,400						\$ 399,400	100%
Pedestrian and Bicycle Safety	Awarded	\$ 1,610,000						\$ 1,610,000	
	Expenditures	\$ 1,344,157						\$ 1,344,157	83%
Planning & Administration	Awarded	\$ 340,000						\$ 340,000	
	Expenditures	\$ 215,556						\$ 215,556	63%
Police Traffic Services - Combined Areas	Awarded	\$ 70,000						\$ 70,000	
	Expenditures	\$ 37,616						\$ 37,616	54%
Police Traffic Services - LEL	Awarded	\$ 1,476,460		\$ 322,605		\$ 322,605		\$ 2,121,670	
	Expenditures	\$ 965,446		\$ -		\$ 34,267		\$ 999,713	47%
Public Traffic Safety Professionals Training	Awarded	\$ 631,520				\$ 1,061,021		\$ 1,692,541	
	Expenditures	\$ 396,617				\$ 650,051		\$ 1,046,668	62%
Speed/Aggressive Driving	Awarded	\$ 439,000						\$ 439,000	
	Expenditures	\$ 376,277						\$ 376,277	86%
Teen Driver Safety	Awarded	\$ 492,000						\$ 492,000	
	Expenditures	\$ 352,993						\$ 352,993	72%
Traffic Records	Awarded	\$ 514,000	\$ -		\$ 1,660,695			\$ 2,174,695	
	Expenditures	\$ 429,637			\$ 1,590,979			\$ 2,020,616	93%
<b>Awarded Total</b>		<b>\$ 8,540,850</b>	<b>\$ -</b>	<b>\$ 2,439,725</b>	<b>\$ 1,660,695</b>	<b>\$ 7,450,626</b>	<b>\$ 257,685</b>	<b>\$ 20,349,581</b>	
<b>Expenditures Total</b>		<b>\$ 6,397,689</b>		<b>\$ 1,937,908</b>	<b>\$ 1,590,979</b>	<b>\$ 5,882,649</b>	<b>\$ 256,647</b>	<b>\$ 16,065,872</b>	
<b>Difference</b>		<b>75%</b>		<b>79%</b>	<b>96%</b>	<b>79%</b>	<b>100%</b>	<b>79%</b>	

### FY 2017 Expenditures by NHTSA Fund



### FY 2017 Expenditures by FDOT Program Areas





# Project List

Funding Source	FDOT Program Area	Project Number	Agency	Project Title	HSF Amount	Amount Awarded	Actual Expenditures	Percentage Expended
402	Impaired Driving	AL-17-05-01	Tallahassee Community College - FPSI	Florida Impaired Driving Coalition	\$ 100,000	\$ 100,000	\$ 67,205	67%
402	Community Traffic Safety Outreach	CP-17-04-01	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-17-04-02	Florida Department of Transportation - District 2	Public Information & Education Program - District 2	\$ 30,000	\$ 30,000	\$ 29,999	100%
402	Community Traffic Safety Outreach	CP-17-04-03	Florida Department of Transportation - District 3	Public Information & Education Program - District 3	\$ 30,000	\$ 30,000	\$ 29,170	97%
402	Community Traffic Safety Outreach	CP-17-04-04	Florida Department of Transportation - District 4	Public Information & Education Program - District 4	\$ 30,000	\$ 30,000	\$ 29,996	100%
402	Community Traffic Safety Outreach	CP-17-04-05	Florida Department of Transportation - District 5	Public Information & Education Program - District 5	\$ 30,000	\$ 30,000	\$ -	0%
402	Community Traffic Safety Outreach	CP-17-04-06	Florida Department of Transportation - District 6	Public Information & Education Program - District 6	\$ 30,000	\$ 30,000	\$ 29,091	97%
402	Community Traffic Safety Outreach	CP-17-04-07	Florida Department of Transportation - District 7	Public Information & Education Program - District 7	\$ 30,000	\$ 30,000	\$ 30,000	100%
402	Community Traffic Safety Outreach	CP-17-04-08	University of South Florida - CUTR	Community Traffic Safety Support	\$ 175,000	\$ 175,000	\$ 43,467	25%
402	Aging Road Users	CP-17-04-09	Area Agency on Aging of Central Florida, Inc., dba Senior Resource Alliance	Elder Road User Program - CarFit	\$ 225,000	\$ 225,000	\$ 29,285	13%
402	Aging Road Users	CP-17-04-10	Florida State University	Safe Mobility for Life Coalition	\$ 229,000	\$ 229,000	\$ 200,181	87%
402	Aging Road Users	CP-17-04-11	UF, Department of Occupational Therapy	Aging Road User Information System 2016-2017	\$ 133,370	\$ 133,370	\$ 112,012	84%
402	Distracted Driving	DD-17-04-01	Florida A & M University	Florida Campus Safety Program on Distracted Driving	\$ 30,000	\$ 30,000	\$ 25,428	85%
402	Motorcycle Safety	MC-17-10-01	University of South Florida - CUTR	Florida's Comprehensive Motorcycle Safety Program	\$ 523,000	\$ 523,000	\$ 412,306	79%
402	Motorcycle Safety	MC-17-10-02	University of South Florida - CUTR	Motorcycle Program Evaluation and Data Collection	\$ 100,000	\$ 100,000	\$ 77,943	78%
402	Motorcycle Safety	MC-17-10-03	University of Miami	Motorcycle Education and Injury Prevention Program in Trauma Centers	\$ 200,000	\$ 200,000	\$ 178,392	89%
402	Motorcycle Safety	MC-17-10-04	Osceola County Sheriff's Office	Safe Motorcycle and Rider Techniques (SMART)	\$ 38,500	\$ 38,500	\$ 36,030	94%
402	Motorcycle Safety	MC-17-10-05	University of North Florida - IPTM	Motorcycle Awareness Survey	\$ 60,000	\$ 60,000	\$ 60,000	100%
402	Motorcycle Safety	MC-17-10-06	Florida State University Police Department	Preventing Street Racing Through Legal Alternatives	\$ 70,000	\$ 70,000	\$ 67,130	96%
402	Motorcycle Safety	MC-17-10-07	Gainesville Police Department	City of Gainesville Motorcycle/Scooter Safety and Education Program	\$ 40,000	\$ 40,000	\$ 14,563	36%
402	Motorcycle Safety	MC-17-10-08	City of Miami Beach	MBPD Motorcycle Safety Campaign	\$ 30,000	\$ 30,000	\$ 30,000	100%
402	Motorcycle Safety	MC-17-10-09	Northeast Florida Safety Council	Motorcycle Safety Training	\$ 15,000	\$ 15,000	\$ 7,100	47%
402	Motorcycle Safety	MC-17-10-10	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	Occupant Protection and Child Passenger Safety	OP-17-02-01	University of Florida Board of Trustees	Florida's Task Force on Occupant Protection	\$ 137,000	\$ 137,000	\$ 111,412	81%
402	Planning and Administration	PA-17-01-01	FDOT - State Safety Office	Operation of the Highway Traffic Safety Grant Section	\$ 300,000	\$ 300,000	\$ 198,851	66%
402	Planning and Administration	PA-17-01-02	FDOT - State Safety Office	Highway Safety Travel and Training	\$ 40,000	\$ 40,000	\$ 16,705	42%
402	Paid Media - Pedestrian and Bicycle Safety	PM-17-07-01	University of South Florida - CUTR	Florida Bicycle/Pedestrian Focused Initiative: Communications	\$ 400,000	\$ 400,000	\$ 399,400	100%
402	Paid Media - Motorcycle Safety	PM-17-07-02	University of South Florida - CUTR	Motorcycle Safety Paid Media Campaign	\$ 150,000	\$ 150,000	\$ 129,259	86%
402	Pedestrian and Bicycle Safety	PS-17-08-01	University of South Florida - CUTR	Florida's Comprehensive Pedestrian and Bicycle Safety Program	\$ 630,000	\$ 630,000	\$ 512,098	79%
402	Pedestrian and Bicycle Safety	PS-17-08-02	University of South Florida - CUTR	Pedestrian and Bicycle Program Evaluation and Data Collection	\$ 250,000	\$ 250,000	\$ 206,182	82%
402	Pedestrian and Bicycle Safety	PS-17-08-03	University of Florida Board of Trustees	Florida's Pedestrian and Bicycle Safety Resource Center	\$ 450,000	\$ 450,000	\$ 429,083	95%
402	Pedestrian and Bicycle Safety	PS-17-08-04	University of Miami Miller School Medicine	Sustainability of Implementation of the WalkSafe Curriculum Statewide	\$ 130,000	\$ 130,000	\$ 106,173	82%
402	Pedestrian and Bicycle Safety	PS-17-08-05	University of South Florida - CUTR	WalkWise Statewide Educational Campaigns on Pedestrian Safety	\$ 100,000	\$ 100,000	\$ 72,442	72%
402	Pedestrian and Bicycle Safety	PS-17-08-06	University of South Florida - CUTR	Improving Pedestrian and Bicycle Safety via Statewide University Educational Outreach	\$ 30,000	\$ 30,000	\$ 18,177	61%
402	Police Traffic Services - LEL	PT-17-12-01	University of North Florida - IPTM	Florida Law Enforcement Liaison Program	\$ 1,065,045	\$ 1,065,045	\$ 892,348	84%
402	Police Traffic Services - LEL	PT-17-12-02	University of North Florida - IPTM	Florida Law Enforcement Traffic Safety Challenge	\$ 411,415	\$ 411,415	\$ 73,098	18%
402	Public Traffic Safety Professionals Training	PT-17-12-04	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training Support Staff	\$ 90,000	\$ 90,000	\$ 768	1%
402	Police Traffic Services - Combined Areas	PT-17-12-05	Panama City Beach Police Department	CTEP: Comprehensive Traffic Enforcement Program	\$ 70,000	\$ 70,000	\$ 37,616	54%



Funding Source	FDOT Program Area	Project Number	Agency	Project Title	HSP Amount	Amount Awarded	Actual Expenditures	Percentage Expended
402	Public Traffic Safety Professionals Training	PT-17-12-06	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training - Traffic Safety	\$ 266,120	\$ 266,120	\$ 177,629	67%
402	Public Traffic Safety Professionals Training	PT-17-12-07	University of North Florida - IPTM	Public Traffic Safety Professionals Training - Traffic Safety	\$ 273,400	\$ 273,400	\$ 218,220	79%
402	Speed/Aggressive Driving	SC-17-13-01	Hillsborough County Sheriff's Office	HCSO Speed: Know Your Limits	\$ 73,000	\$ 73,000	\$ 73,000	100%
402	Speed/Aggressive Driving	SC-17-13-02	Santa Rosa County Sheriff's Office	Commitment to Traffic Safety Through Speed Reduction	\$ 63,000	\$ 63,000	\$ 63,000	100%
402	Speed/Aggressive Driving	SC-17-13-03	City of Coral Springs	Speed and Aggressive Driving Grant	\$ 38,000	\$ 38,000	\$ 34,128	90%
402	Speed/Aggressive Driving	SC-17-13-04	Tampa Police Department	Aggressive Driving and Traffic Safety Enforcement in Tampa	\$ 125,000	\$ 125,000	\$ 122,589	98%
402	Speed/Aggressive Driving	SC-17-13-05	Fort Myers Police Department	Fort Myers Speed and Aggressive Driving Enforcement and Education Program	\$ 63,000	\$ 63,000	\$ 6,643	11%
402	Speed/Aggressive Driving	SC-17-13-06	Madison County Sheriff's Office	MCISO Speed/ Aggressive Driving 2017	\$ 73,000	\$ 73,000	\$ 74,918	100%
402	Traffic Records	TR-17-09-01	Tallahassee Community College - FPSI	Traffic Records Program Manager/ TRCC Coordinator	\$ 60,000	\$ 57,000	\$ 47,470	83%
402	Traffic Records	TR-17-09-02	Tallahassee Community College - FPSI	Traffic Records Coordinating Committee Support	\$ 95,000	\$ 95,000	\$ 29,944	32%
402	Traffic Records	TR-17-09-03	Florida Department of Highway Safety and Motor Vehicles	Crash and Citation Data Accuracy Improvement Project	\$ 162,000	\$ 162,000	\$ 156,411	97%
402	Traffic Records	TR-17-09-04	Florida State University	TraCS Support, Enhancement and Training	\$ 200,000	\$ 200,000	\$ 195,812	98%
402	Teen Driver Safety	TSP-17-04-01	Tallahassee Community College - FPSI	Florida Teen Traffic Safety	\$ 230,000	\$ 230,000	\$ 213,344	93%
402	Teen Driver Safety	TSP-17-04-02	Florida Department of Highway Safety and Motor Vehicles	Teen Driving Safety	\$ 73,000	\$ 73,000	\$ 19,134	26%
402	Teen Driver Safety	TSP-17-04-03	Tallahassee Community College - FPSI	Teens Reaching Teens- Matters of Life or Death	\$ 100,000	\$ 100,000	\$ 96,923	97%
402	Teen Driver Safety	TSP-17-04-04	Florida Department of Highway Safety and Motor Vehicles	Engaging Older Teen Drivers - Pilot Year 2	\$ 32,000	\$ 32,000	\$ 4,180	13%
402	Teen Driver Safety	TSP-17-04-05	Florida Sheriff's Association	Teen Driver Challenge	\$ 33,000	\$ 33,000	\$ 19,412	53%
1906	Traffic Records	TBD	Florida Court Clerks and Comptrollers	Central Repository for Traffic Data	\$ 230,000	\$ -	\$ -	
1906	Traffic Records	TBD	Florida State University	TraCS Mobile Platform Improvements	\$ 300,000	\$ -	\$ -	
403 (a)	Occupant Protection and Child Passenger Safety	M2HVE-17-20-01	Putnam County Sheriff's Office	Buckle Up Putnam County Phase II	\$ 10,000	\$ 10,000	\$ 4,134	41%
403 (a)	Occupant Protection and Child Passenger Safety	M2HVE-17-20-02	City of Ocala	Ocala Police Department Occupant Protection Program	\$ 3,000	\$ 3,000	\$ 2,978	60%
403 (a)	Occupant Protection and Child Passenger Safety	M2HVE-17-20-03	City of North Miami	North Miami Police Department Occupant Protection Program	\$ 44,000	\$ 44,000	\$ 40,000	91%
403 (a)	Occupant Protection and Child Passenger Safety	M2HVE-17-20-04	City of Tallahassee	Occupant Protection Enforcement	\$ 75,000	\$ 75,000	\$ 57,879	77%
403 (a)	Paid Media - Occupant Protection and Child Passenger Safety	M2PE-17-20-01	Tallahassee Community College - FPSI	Florida Click It or Ticket Campaign	\$ 1,050,000	\$ 1,050,000	\$ 1,040,069	99%
403 (a)	Occupant Protection and Child Passenger Safety	M2X-17-20-01	University of Florida Board of Trustees	Florida's Occupant Protection Resource Center	\$ 337,000	\$ 337,000	\$ 411,840	77%
403 (a)	Occupant Protection and Child Passenger Safety	M2X-17-20-02	University of North Florida - IPTM	Statewide Safety Belt and Public Opinion Surveys	\$ 338,120	\$ 338,120	\$ 332,830	98%
403 (a)	Occupant Protection and Child Passenger Safety	M2X-17-20-04	Tallahassee Community College - FPSI	Florida Occupant Protection Support Coordinator	\$ 33,000	\$ 33,000	\$ 45,139	82%
403 (a)	Occupant Protection and Child Passenger Safety	M2X-17-20-05	Lynn Haven Police Department	Click it or Ticket Vehicle Wrap and Updated Graphics	\$ 3,000	\$ 3,000	\$ 3,000	100%
403 (a)	Police Traffic Services-LEL	M2X-17-20-06	University of North Florida - IPTM	Florida Occupant Protection Awareness Program	\$ 322,605	\$ 322,605	\$ -	0%
403 (c)	Traffic Records	M3DA-17-18-01	Florida State University	TraCS Support, Enhancement, and Training	\$ 370,000	\$ 370,000	\$ 366,494	99%
403 (c)	Traffic Records	M3DA-17-18-02	Florida State University	Electronic License and Vehicle Information System (ELVIS)	\$ 479,000	\$ 479,000	\$ 462,423	97%
403 (c)	Traffic Records	M3DA-17-18-03	Department of Health	Field Data Collection for NEMGIS Compliance	\$ 346,693	\$ 346,693	\$ 300,771	87%
403 (c)	Traffic Records	M3DA-17-18-04	University of Florida Board of Trustees	Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics	\$ 169,000	\$ 169,000	\$ 165,734	98%
403 (c)	Traffic Records	M3DA-17-18-05	University of Florida Board of Trustees	A Unified and Sustainable Solution to Improve Geo-Location Accuracy and Timeliness of Crashes and Citations	\$ 96,000	\$ 96,000	\$ 93,338	100%



Funding Source	FDOT Program Area	Project Number	Agency	Project Title	HSP Amount	Amount Awarded	Actual Expenditures	Percentage Expended
405 (d)	Impaired Driving	M5CS-17-06-01	Tallahassee Community College - FPSI	DUI Prosecution Support	\$ 210,000	\$ 210,000	\$ 93,510	43%
405 (d)	Impaired Driving	M5CS-17-06-02	Tallahassee Community College - FPSI	Traffic Safety Resource Prosecutor Program	\$ 450,000	\$ 450,000	\$ 129,123	29%
405 (d)	Impaired Driving	M5CS-17-06-03	City of Jacksonville	24/7 Sobriety Monitoring Program Expansion	\$ 24,000	\$ 24,000	\$ 6,644	28%
405 (d)	Impaired Driving	M5HVE-17-06-01	City of Ocala Police Department	Ocala Police Department DUI Suppression Program	\$ 25,000	\$ 25,000	\$ 19,551	78%
405 (d)	Impaired Driving	M5HVE-17-06-02	Hillsborough County Sheriff's Office	HCSD Operation Trident: Outreach, Education and Enforcement Impaired Driving Safety Program	\$ 125,000	\$ 125,000	\$ 124,981	100%
405 (d)	Impaired Driving	M5HVE-17-06-03	Santa Rosa County Sheriff's Office	DUIs A Problem That Affects Us All	\$ 30,000	\$ 30,000	\$ 30,000	100%
405 (d)	Impaired Driving	M5HVE-17-06-04	Tampa Police Department	Tampa Enhanced DUI Enforcement Project, "BAC to Basics"	\$ 175,000	\$ 175,000	\$ 171,431	98%
405 (d)	Impaired Driving	M5HVE-17-06-05	City of Miami Police Department	Miami DUI Checkpoint and Saturation Patrol Overtime Project	\$ 80,000	\$ 80,000	\$ 29,134	36%
405 (d)	Impaired Driving	M5HVE-17-06-06	City of Tallahassee	DUI Enforcement	\$ 100,000	\$ 100,000	\$ 97,006	97%
405 (d)	Impaired Driving	M5HVE-17-06-07	Miami-Dade Police Department	Specialized Enforcement Operations Targeting Impaired Driving	\$ 300,000	\$ 300,000	\$ 290,390	97%
405 (d)	Impaired Driving	M5HVE-17-06-08	Okaloosa County Sheriff's Office	Sober Driving is No Accident	\$ 75,000	\$ 75,000	\$ 43,426	58%
405 (d)	Impaired Driving	M5HVE-17-06-09	Orlando Police Department	Orlando Police Department DUI Enforcement Team	\$ 100,000	\$ 100,000	\$ 100,000	100%
405 (d)	Impaired Driving	M5HVE-17-06-10	City of Cape Coral	Cape Coral Impaired Driving Enforcement and Education	\$ 20,000	\$ 20,000	\$ 20,000	100%
405 (d)	Impaired Driving	M5HVE-17-06-11	Palm Beach County Sheriff's Office	Palm Beach County Impaired Driving Initiative	\$ 60,000	\$ 60,000	\$ 59,347	99%
405 (d)	Impaired Driving	M5HVE-17-06-12	City of Pensacola	Continuation of DUI Enforcement Grant	\$ 25,000	\$ 25,000	\$ 12,382	50%
405 (d)	Impaired Driving	M5HVE-17-06-13	City of Boynton Beach	DUI Enforcement	\$ 40,000	\$ 40,000	\$ 39,002	98%
405 (d)	Paid Media - Motorcycle Safety	M3PEM-17-16-01	University of South Florida - CUTR	Impaired Motorcyclist PSA Campaign	\$ 300,000	\$ 300,000	\$ 294,946	98%
405 (d)	Paid Media - Impaired Driving	M3PEM-17-16-02	Tallahassee Community College - FPSI	DUI Statewide Media Campaign	\$ 650,000	\$ 650,000	\$ 644,412	99%
405 (d)	Paid Media - Impaired Driving	M3PEM-17-16-03	Tallahassee Community College - FPSI	Impaired Driving Professional Sports Marketing	\$ 1,900,000	\$ 1,900,000	\$ 1,798,200	95%
405 (d)	Paid Media - Impaired Driving	M3PEM-17-16-04	Tallahassee Community College - FPSI	Impaired Driving Major College Sports Marketing	\$ 432,000	\$ 432,000	\$ 432,000	100%
405 (d)	Paid Media - Impaired Driving	M3PEM-17-16-05	Tallahassee Community College - FPSI	Impaired Driving Sports Campaign	\$ 216,000	\$ 216,000	\$ 216,000	100%
405 (d)	Paid Media - Impaired Driving	M3PEM-17-16-06	University of South Florida - CUTR	Impaired Driving Campaign Development	\$ 30,000	\$ 30,000	\$ 43,441	87%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-01	Florida Department of Highway Safety and Motor Vehicles	Legal Training for Hearing Officers	\$ 117,000	\$ 117,000	\$ 91,450	78%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-02	University of North Florida - IPTM	Drug Recognition Expert Florida Highway Patrol Training	\$ 75,000	\$ 75,000	\$ 13,234	20%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-03	Tallahassee Community College - FPSI	Public Traffic Safety Professionals Training - Impaired Driving	\$ 334,821	\$ 334,821	\$ 215,917	64%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-04	University of North Florida - IPTM	Medical Foundations for Visual Systems	\$ 35,700	\$ 35,700	\$ 34,510	97%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-05	University of North Florida - IPTM	Marijuana Impaired Driving Enforcement	\$ 38,500	\$ 38,500	\$ 37,915	99%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-06	University of North Florida - IPTM	DRE Instructor Program	\$ 25,000	\$ 25,000	\$ 12,375	50%
405 (d)	Public Traffic Safety Professionals Training	M3TR-17-06-07	University of North Florida - IPTM	Drug Recognition Expert Program	\$ 415,000	\$ 415,000	\$ 222,650	54%
405 (d)	Impaired Driving	M3X-17-06-01	Mothers Against Drunk Driving (MADD) Florida	Mothers Against Drunk Driving Florida - Safe and Aware	\$ 300,000	\$ 300,000	\$ 259,396	86%
405 (d)	Impaired Driving	M3X-17-06-02	University of North Florida - IPTM	DRE Call Out	\$ 30,000	\$ 30,000	\$ 5,583	11%
405 (d)	Impaired Driving	M3X-17-06-04	Florida Department of Highway Safety and Motor Vehicles	Enhanced DUI Enforcement Mobile Equipment & Overtime	\$ 225,000	\$ 225,000	\$ 138,413	70%
405 (d)	Police Traffic Services - LEL	M3X-17-06-05	University of North Florida - IPTM	Florida Law Enforcement Liaison Impaired Driving Awareness Program	\$ 322,605	\$ 322,605	\$ 34,267	11%
405 (d)	Impaired Driving	M3X-17-06-06	University of North Florida - IPTM	DUI Media Survey	\$ 60,000	\$ 60,000	\$ 60,000	100%
405 (d)	Impaired Driving	M3X-17-06-07	Florida Sheriff's Association	The Mesgan Napier Foundation - Value Life	\$ 25,000	\$ 25,000	\$ -	0%
405 (f)	Paid Media - Motorcycle Safety	M3MA-17-11-01	University of South Florida - CUTR	Share the Road PSA Campaign	\$ 257,685	\$ 257,685	\$ 256,647	100%

\*\*Expenditures are reported as billed to NHTSA, which may include applied credits and program income.

\$ 20,882,581 \$ 20,349,581 \$ 16,063,872 79%