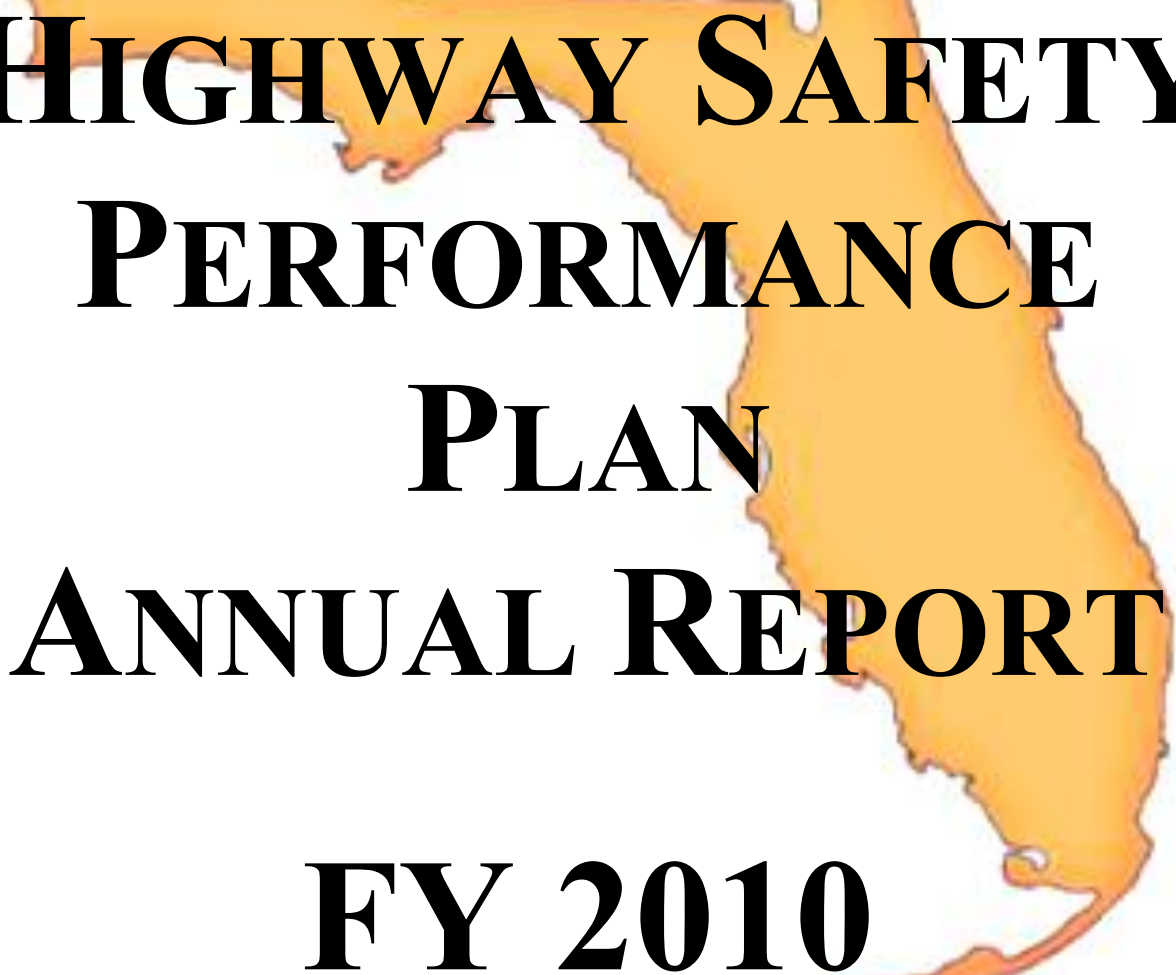


State of Florida



HIGHWAY SAFETY PERFORMANCE PLAN ANNUAL REPORT FY 2010



Florida Department of Transportation
State Safety Office
Traffic Safety Section

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Introduction

Crash Summary

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,563 people killed in traffic crashes during 2009. This represents a 14.1% decrease in fatalities compared to 2008. A 5% reduction in the rate of fatalities and serious injuries is the goal of Florida's Strategic Highway Safety Plan. The Safety Office estimates that traffic fatalities will be down about 6% in 2010.

Motorcyclist fatalities showed a 25.1% decrease in 2009. Pedestrian fatalities were down by 4.0% in 2009, and there was a 16.1% decrease in bicyclist fatalities. NHTSA's Fatality Analysis Reporting System shows a 4.6% decrease in alcohol-related fatalities involving a driver with a BAC of 0.08 or higher for 2009.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population actually decreased as of April 1, 2009 by about 57,000 residents, with an estimated population of 18,750,483. Vehicle Miles Travelled (VMT) in the state decreased to 198,494 million in 2008, compared to 198,494 million in 2008. The rate of fatalities per 100 million VMT decreased in 2009 to 1.30, according to the Department of Highway Safety and Motor Vehicles (DHSMV).

Accomplishments

The Florida Department of Transportation (FDOT), in cooperation with a group of state, local, and federal safety partners, continues to implement Florida's Strategic Highway Safety Plan (SHSP) that addresses ways to reduce traffic fatalities and serious injuries in the state. The FDOT and these partners have identified strategies for four emphasis areas and are focusing their resources and funding to further reduce the number of traffic fatalities. Those emphasis areas are aggressive driving, lane departures, intersection crashes, and vulnerable road users (bicyclists, pedestrians, and motorcyclists). Also included in the SHSP are strategies for the continued focus on three continuing priority areas – safety belts, crash data, and impaired driving. The SHSP leadership group will focus much of its quarterly meetings to the topic of amending, modifying, and re-affirming the SHSP during the first half of 2011.

A primary safety belt bill was passed during the 2009 legislative session, became law on June 30, 2009, and continues to effect change in our state. Florida's safety belt usage rate increased to a record high of 87.4% in 2010, slightly above the national average for the second time in Florida.

Challenges

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

FY 2010 Highway Safety Performance Plan – Performance Measures and Goals

Activity Measures		2007	2008	2009	2010	2011	2012
A-1	Number of Grant-Funded Safety Belt Citations ²	NA	NA	4,888	N/A		
A-2	Number of Grant-Funded Impaired Driving Arrests ¹	1,504	1,367	2,373	N/A		
A-3	Number of Grant-Funded Speeding Citations ²	NA	NA	14,597	N/A		
Behavior Measures		2007	2008	2009	2010	2011	2012
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Goal	82.0%	82.5%	83.0%	83.5%	
		Final	79.1%	85.2%	87.2%		
Core Outcome Measures		2007	2008	2009	2010	2011	2012
C-1	Number of Traffic Fatalities ³	Goal ⁵	3,300	3,000	2,900	2,850	
		Final	3,213	2,978	2,563	N/A	
C-2	Number of Serious Injuries in Traffic Crashes ⁴	Goal	NA	NA	23,500	23,250	
		Final	25,559	23,758	22,743	N/A	
C-3	Number of Fatalities/100M VMT ³	Goal - Total ⁵	1.60	1.60	1.60	1.54	1.53
		Final - Total	1.56	1.50	1.30	N/A	
		Final - Rural	3.30	3.09	N/A	N/A	
		Final - Urban	1.16	1.08	N/A	N/A	
C-4	Number of Unrestrained Occupant Fatalities – All Positions ³	Goal	NA	NA	970	950	
		Final	1,078	1,001	917	N/A	
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC ³	Goal ⁵	1,070	1,050	850	825	
		Final	917	875	813	N/A	

Core Outcome Measures		2007	2008	2009	2010	2011	2012
C-6	Goal	NA	NA	NA	540	530	
	Final	611	553	243			
C-7	Goal ⁵	400	400	500	500	490	
	Final	566	556	376			
C-8	Goal	NA	NA	NA	250	245	
	Final	265	254	149			
C-9	Goal	NA	NA	NA	470	460	
	Final	583	489	153			
C-10	Goal ⁵	525	525	525	480	470	
	Final	530	490	482			
Florida Core Outcome and Activity Measures		2007	2008	2009	2010	2011	2012
F-1	Goal ⁵	95	95	100	120	110	
	Final	119	125	99			
F-2	Goal	NA	NA	NA	413		
	Final	460	435	260			
F-3	Goal	227	208	136	300	325	
	Final	248	227	211			
F-4	Goal	NA	NA	NA	320	350	
	Final	140	300	296			
F-5	Goal	62	62	62	62	62	
	Final	46	102	182			

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

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

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

⁴ Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.

⁵ Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics. Prior to 2010 goals were set based on DHSMV data – not FARS data. Goals shown for C-5 prior to 2010 were based on "alcohol-related" fatalities as defined by DHSMV. Goals for C-7 prior to 2010 included only motorcycle driver fatalities; motorcycle passenger fatalities were not included.

Planning and Administration Overview

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

Section 402 Funds

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

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

Paid Media Program Overview

Goal:

1. To decrease traffic fatalities 2.6% from the 2008 calendar base year total of 2,978 to 2,900 by December 31, 2010 through a series of campaigns designed to increase public awareness of Florida's traffic safety problems.
2. To decrease alcohol impaired driving fatalities 2.9% from the 2008 calendar base year total of 875 to 850 by December 31, 2010, through a series of campaigns designed to increase public awareness.
3. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage point(s) from the 2008 calendar base year usage rate of 81.7% to 83% by December 31, 2010 through a series of campaigns designed to increase public awareness.
4. To decrease motorcyclist fatalities 10.1% from the 2008 calendar base year total of 556 to 500 by December 31, 2010, through a series of campaigns designed to increase public awareness

Section 402 Funds

One grant was awarded for the purpose of promoting a share the road message to all motorists to make them more aware of motorcyclists. Under this project messages were displayed on donated billboard space in order to promote "*Look Twice Save A Life*" in high impact areas in Florida. The average value of the donated billboard space received was \$179.98 per week and each of the 30 billboards was posted for approximately 20 weeks for a total value received of \$323,964. The total expended on billboard material for this campaign was \$43,196. The motorist recognition rate of the overall "*Look Twice Save A Life*" campaign was 34.4% in the general sample and 35% in the hotspots. However, billboards specifically addressing this same message were not as effective in reaching the public. Billboards only received a 15% recognition rate in the general sample and 30.2% rate in the hotspots resulting in a lower recognition rate than we had hoped.

One grant was awarded for the purpose of promoting the "Silver Alert" message to all motorists statewide to make them aware of the coordinated response between local and state law enforcement that quickly broadcasts important information to citizens so they can assist in the rescue of an endangered elderly person that is driving a vehicle. Approximately 3,461 spots were aired at an average of \$57.77 per spot for a total of \$199,960. This grant was awarded June 16, 2010, and ended September 30, 2010. As a result of these messages and quick response by law enforcement, 38 individuals were directly recovered as a result of the Silver Alert campaign. Since this information is not always directly conveyed to FDLE, others may have also been aided by the message, but failed to indicate it specifically in the report.

One grant was awarded for the purpose of implementing a media campaign designed to increase safety belt usage in 36 of Florida's rural counties. Coupled with high visibility enforcement efforts, media campaigns have been proven effective in increasing safety belt usage. Through this award, television and radio spots were purchased in six (6) major media markets encompassing 35 of the 36 target counties as identified by the National Traffic Highway Administration (NHTSA). Additionally, online gaming and pump topper advertising were included in the elements. The campaign covered two flights; one occurring in November, the other in May. Both campaigns focused on the *Click it or Ticket* message.

Paid Media Program Overview

One grant was awarded for the purpose of implementing a media campaign designed to increase safety belt usage among minority groups. The media campaign focused on Hispanic and African-American motorists during the May wave of the statewide *Click it or Ticket* campaign. The demographics were reached via a website specifically aimed at minorities, press releases, fact sheets, and advisories distributed by community leaders in local chambers of commerce, college student organizations, and newspapers. Messaging was delivered statewide utilizing print media, regional television, and urban radio focusing on outlets serving African-American and Hispanic audiences. Messaging was placed in sixty-four (64) newspapers whose primary readership is comprised of members of the specific communities that we were trying to reach. These efforts reached an estimated 3.3 million African-American and Hispanic motorists statewide.

Section 405 Funds

One grant was awarded for the purpose of funding a comprehensive media campaign plan surrounding *Click it or Ticket* safety belt enforcement initiatives. A comprehensive media campaign inclusive of various cable television, broadcast television, and radio outlet media buys in five (5) major demographic regions statewide was developed. Additionally, point of sale advertising was achieved through the use of gas station “pump toppers.” During the primary *Click it or Ticket* flight dates (May 22- June 6), a combined 1301 broadcast and cable television spots as well as 3,152 radio spots to promote the *Click it or Ticket* message, reaching an estimated 18,051,375 Floridians.

Section 410 Funds

Funds were awarded to implement a television paid media campaign designed to reduce the incidents of impaired motorcycle operation. “Enjoy the Ride Safe and Sober,” the tagline of the “*None for the Road*” television commercials aired under this grant project, motorcyclists reported a 41.8% recognition rate in hotspot counties and 34.3% in the general sample. In the hotspot counties, 41.8% remember the line from television while 26.6% recall it from billboards. 16% of male respondents in hotspot counties reported riding within 2 hours of drinking alcohol in the previous 30 days compared to 20.4% in 2009. Approximately 20,082 television spots were aired at an average of \$17.51 per spot for a total of \$351,635.65. The average cost of the donated billboard spots received was \$300 per week and each of the 30 billboards was posted for approximately four weeks. The total expended on billboard space for this campaign was \$12,000, while the total benefit received was \$36,000.

One grant was awarded for the purpose of implementing a statewide DUI media campaign during the “*Drunk Driving. Over the Limit, Under Arrest.*” Labor Day nationwide impaired driving crackdown. Under this grant, television and radio airtime was purchased during crackdown dates to focus on the Florida counties having the highest number of alcohol-related traffic fatalities. A total of 270 television spots and 2,490 radio spots were aired during the wave. To gauge the effectiveness of this program, a research organization was contracted to conduct pre- and post-wave telephone opinion surveys of motor vehicle operators to gauge their awareness of the activities, in addition to the effectiveness of the media buys. Results from the surveys indicate a moderate increase in awareness of the impaired driving crackdown. Responses from the surveys also indicated that deterrence remains a factor because of the messages received via the media, namely television and radio.

One grant was awarded for the purpose of utilizing Florida professional sports teams to promote safe and sober driving to their fans. The teams were encouraged to use both their venues and their celebrity team members to educate fans about the dangers of drinking and driving. The teams promoted this message through posters, signage, game announcements, LED dasher boards, websites, game day special functions, audio and visual public service announcements, and game program advertising. It is estimated that at least 5,163,236 people were reached through this campaign, which was implemented throughout all home games of the two NBA basketball teams, two NHL hockey teams, and two MLB baseball teams that call Florida home.

Paid Media Program Overview

One grant was awarded for the purpose of implementing a DUI media campaign through television ads during sporting events. Under this grant, television airtime was purchased during Florida Marlins and Tampa Bay Rays baseball games, as well as during other popular sports programming (fishing, hunting, boating, etc.) and run-of-schedule spots on the Sun Sports / Fox Sports Florida television networks. The airtime was used to advertise impaired driving messages that target sports fans and encourage sober and responsible motor vehicle operation. A total of eight (8) major media markets were reached and 312 thirty (30) second television spots were aired through this program as well as fourteen (14) six-second spots to advertise the “Over the Limit. Under Arrest.” message.

One grant was awarded for the purpose of implementing a DUI media campaign at the three (3) major NCAA Division 1 universities in Florida. While the majority of the advertising was run during football and basketball games, the impaired driving message was delivered during other sporting events such as men’s basketball, women’s softball, men’s baseball, and women’s gymnastics. Through in-arena public address announcements, radio and television spots, and creative branding and signage (e.g., schedule cards, parking passes, etc.), the impaired driving public awareness and education campaign at major college sporting events reached more than an estimated 2 million attendees.

Occupant Protection Program Overview

Goal: To increase Florida's safety belt usage rate to 83% by December 31, 2010.

There were 31 occupant protection subgrants awarded in FY 2010 using three sources of funding. Nineteen subgrants were awarded using Section 402 funds, 10 subgrants were awarded using Section 405 funds, and two subgrants were awarded using Section 406 funds.

Section 402 Funds

Statewide Seat Belt Surveys (Implementing Agency Tallahassee Community College (*TCC*)) were conducted during April 2010 (pre-survey) and June 2010 (post survey). *TCC* contracted with Preusser Research Group, Inc. (*PRG*) to conduct the surveys. Counties surveyed Broward, Collier, Duval, Hillsborough, Lee, Leon, Marion, Miami-Dade, Orange, Palm Beach, Pinellas, and Polk. These counties represent 85.8% of the state's population. Results from the post Click It or Ticket (*CIOT*) June survey indicated that the statewide use rate reached its highest rate ever recorded at 87.4%.

Relative to the April 2010 baseline, this survey showed an increase of 3.1 percentage points from pre-*CIOT* (April) to post-*CIOT* (June). Both drivers and passengers increased their usages associated with the mobilization. There were improvements noted among nearly all groups, but particularly among females (+4.1 points), younger occupants (+3.9 points), non-Whites (+5.9 to +6.4 points), and occupants of pickup trucks (+4 points). With the exception of females, these greater increases were generally found among the lowest use groups. These increases show that the 2010 *CIOT* mobilization made an impact.

Click It or Ticket Rural Safety Belt Survey (Implementing Agency Tallahassee Community College (*TCC*)) was conducted April 12-16, 2010 (pre-survey) and June 7-11, 2010 (post survey). *TCC* contracted with Preusser Research Group Inc. (*PRG*) to conduct the surveys on safety belt use at eighty selected roadways and intersections in thirteen targeted rural counties in the State. The program test areas included: Jackson, Santa Rosa, Suwannee, Walton, Columbia, Gadsden, Putnam and Dixie counties. The control areas included: Glades, Highlands, Hardee and Desoto counties. The components of the test area consisted of enforcement; observational survey; driver licensing offices questionnaire (available in both English and Spanish) on safety belt use; and media. The components of the control areas consisted of an observational survey and a questionnaire on safety belt use distributed at driver licensing offices. Results from the post *CIOT* Rural Safety Belt Survey June survey indicated a statewide use rate of 85%, which met the objective for this grant.

The University of North Florida (*UNF*) developed a *CIOT* Program evaluation survey tool to determine the impact of new and existing public information and education campaigns on reducing motor vehicle injuries and fatalities due to not using safety belts, evaluating the crash experience of individuals who did not use safety belts, understand why certain demographics choose not to use safety belts, and examine crash data to identify possible crash factors involving motor vehicles, safety belt usage and roadway design. The process included behavioral surveys, analysis of crashes, licensing, training, and registration data.

Occupant Protection Program Overview

The majority of respondents reported driving a passenger car most frequently, as opposed to other types of vehicles. In terms of distance traveled, just over one-quarter (28.7%) of respondents reported driving more than 20 miles when they drive. The largest number of respondents (29.4%) reported driving between 5 and 10 miles. Over two-thirds of respondents reported driving on surface streets as opposed to expressways. The vast majority of respondents report having a driver's license issued by the State of Florida (97.3%).

Nearly nine in ten in the general sample reported seeing the advertisement for "Click it or Ticket Florida."

In terms of factors that may lead to an individual crashing their automobile, several themes are present. Just under one-third of respondents in the general sample (31.1%) reported using a cellular phone while driving. Of those respondents that reported using a cellular phone while driving, over half reported making a call using a hands-free device. The vast majority of cellular phone users, however, reported making a call without using a hands-free device. Higher risk drivers were also far more likely to report sending and receiving text messages while driving.

Cell phone usage was not the only potentially distracting activity respondents reported engaging in while driving. Moreover, more than seven in ten respondents (71.4%) reported engaging in a distracting activity while driving in the past 30 days, with some approximately the same percentage saying they had engaged in such an activity within the past week.

Most respondents reported driving within the speed limit. Nearly 90% of respondents reported at least "frequently" driving within the speed limit. However, when asked about the fastest they had driven in a car, 75% reported driving at unlawful speeds. More than 90% of respondents said they are wearing their safety belt "all of the time". A similar percentage of respondents also require their passengers to wear their safety belts when they are traveling with others.

In terms of perception of enforcement of Florida safety belt law, slightly less than two-thirds of respondents felt that it was likely that they would be ticketed if they were not wearing a safety belt. Similarly, the majority of respondents reported that the Florida safety belt law is enforced strictly. However, an even greater percentage (more than eight out of ten) reported that they felt that Florida safety belt law is effective in encouraging safety belt usage.

The Florida Highway Patrol (FHP) used a comprehensive, statewide effort to ensure public safety, to help parents/caregivers understand the importance of child restraints and usage following federal guidelines/state laws that are put in place to protect children in vehicles in our state. The FHP Occupant Protection Team (OPT) also ensured that teens and adult occupants understand the importance of safety belt use, obeying the state's traffic laws, and the critical importance of safe driving practices. The OPT continued to provide public education and training required to help ensure optimum safety for motorists on Florida roadways. In addition, the OPT stepped up and expanded their outreach efforts, participating in more public events than ever to increase motor vehicle safety awareness. They distributed traffic safety information and promotional items to support safety belt use among the general public and spread word across the state that safety belts save lives.

During the 2010 grant cycle, the OPT educated 174,803 citizens of the state on occupant protection (safety belts and child passenger safety) including Spanish speaking citizens. They conducted 2,613 occupant protection safety demonstrations and/or presentations targeting teens and young drivers. As a result of their efforts traffic-related fatalities and injuries decreased by more than 1% during 2009, as compared to the previous year's data. The number of safety presentations conducted is +6.6% from 2009 numbers; the number of safety belt presentations conducted for teens is +11% from 2009 numbers; the number of car seat inspections, and classes is +17.4% from 2009 numbers; and the number of safety belt citations issued is +21.4% from 2008 numbers (2009 data not yet available). All objectives of this grant were either met or exceeded established numbers.

Occupant Protection Program Overview

The Florida Special Needs Occupant Protection Program (Implementing Agency Florida Department of Health) provides a "loaner" special needs car seat for children with acute special health care needs and functions as a child passenger safety restraint resource for children with chronic special health care needs. Florida has 17 children's hospitals; this program is implemented and operational in the following seven (7): Miami Children's Hospital, Arnold Palmer Hospital for Women and Children, the Children's Hospital of Southwest Florida, All Children's Hospital, Shands Children's Hospital at the University of Florida, Joe DiMaggio Children's Hospital, and the St. Joseph's Hospital for Women and Children.

The Special Needs Program sites loaned a total of 331 seats and replacement harnesses, conducted 293 evaluations and 281 referrals during the grant year. These seven (7) hospitals evaluated 293 children with special health care needs and a total of 331 seats were loaned to patients with acute special health care needs – a 25-seat increase from the previous year.

Riley Children's Hospital in Indianapolis, Indiana, wrote the current curriculum used to train the CPS technicians. The Project Director has worked with the staff at Riley to ensure qualified coordinators within the program become approved to teach Riley's curriculum. One has received her certification, and the second person has completed the requirements for certification. The Riley curriculum includes training on all special needs transportation issues. To better serve the State and utilize resources, this program will develop a curriculum that pertains to the limited specific seats and restraints used in Florida. This would provide the CPS technicians with the vital additional information they need and eliminate time trained on seats, restraints, and wheelchairs that the program does not use. The Project Director expects to have this new curriculum ready for review during the 2011 grant cycle.

The Florida Teen Driver Challenge (Implemented by the Florida Sheriff's Association (FSA) is one of the most effective ways to demonstrate the safety advantages of safety belts use is to use the seat belt convincer, a sled like device with a seat and safety belt which participants can ride restrained, feeling the force of a 7-10 mph crash. This equipment drives home the important message that safety belts prevent ejection and really do save lives. FSA had seven (7) seat belt convincers constructed during the second quarter. Convincers were shipped to the FSA district offices during the third quarter and during the 4th quarter the convincers were used in conjunction with FSA's public safety belt presentations. A total of 13 presentations were conducted with a total of 165 students participating from July – September, 2010.

The remainder of Section 402 funding used to fund the Occupant Protection Program's during the FY 2010 grant cycle was used to fund eleven (11) grants that used Section 402 funding to expand/ implement local child passenger safety programs that distributed 1,747 car seats, conducted 1,145 car seat inspections, provided 1,945 parents/caregivers with their CPS Awareness Presentations, and conducted 112 CPS technicians certification courses. We funded two (2) grants that used Section 402 funding to implement local occupant protection projects. The High School Safety Outreach Program that provided 321, 6'x 9' Buckle Up Florida and CIOT banners to be displayed at ever high school in the state.

Occupant Protection Program Overview

The Florida “*Stay Alive From Education*” (S.A.F.E.) Program is a prevention program that gives students information about the dangers of alcohol, drugs, and not wearing a safety belt while driving. While offering first-hand experience and messages that affect attitudes. It makes students aware of how trauma is caused by driving under the influence of drugs and/or alcohol, and aware of the importance of wearing safety belts. The S.A.F.E. program offers students information which will allow them to make rational decisions concerning their safety, as well as reducing motor vehicle crashes, DUI’s, injuries, and fatalities. This program is presented by two Florida certified firefighters/paramedics. In FY 2010, 3105 students in six (6) counties received this training opportunity.

Section 405 Funds

St. Joseph’s Children’s Advocacy Center in Hillsborough County employs two Certified Child Passenger Safety Technicians who coordinate their Child Passenger Safety Program. These technicians coordinate, schedule, and teach classes as well as assist families with the correct installation of child safety seats. An additional five center employees are Certified Child Passenger Safety Technicians to assist at large community or check-up events.

In 2008, St. Joseph’s Women’s Hospital delivered over 8,000 babies and over one-third of those infants are delivered to mothers on Medicaid. These families are able to schedule appointments to have their car seat checked by CPS technicians at St. Joseph’s Women’s Hospital. By having an inspection station at the Women's Hospital, the opportunity is great to provide education to new parents and sets the stage for the parents to understand the importance of child passenger safety from day one. It also helps to establish the hospital system as a resource for accurate information on the child's safety.

In addition, the Women’s Hospital offers CPS classes and child safety seats at the Family Support and Resource Centers that fall under the St. Joseph’s Children’s Hospital umbrella. These centers target high risk families in four low-income areas in our county. The classes are offered on a monthly basis at four different locations throughout Hillsborough County, which provides for easy access for families. The majority of car seats provided to families in need are distributed upon completion of this class. CPS services are also provided to migrant farm workers, foster parents, and various organizations who serve underserved communities by request. In addition, education and child safety seats are provided to families who have children with special needs and NICU graduates.

St. Joseph’s Children’s Advocacy Center distributed 613 child safety seats, and 3,005 families received child passenger safety education.

The remainder of Section 405 funding used to fund the Occupant Protection Program’s during the FY 2010 grant cycle was used to fund nine (9) grants to expand/implement local child passenger safety programs that distributed 1,527 car seats, conducted 1,692 car seat inspections, provided 6,409 parents/caregivers with their CPS Awareness Presentations, and conducted 15 CPS technicians certification courses.

Occupant Protection Program Overview

Section 406 Funds

The Florida Minority Occupant Protection Task Force (FMOPTF) (Implemented by Florida Agriculture and Mechanical University (FAMU) worked with various stakeholders' and organizations to implement the FMOPTF as part of a comprehensive approach to motor vehicle safety. FMOPTF's objective for this grant was to increase safety belt use within the State's area of critical concern: African Americans and Hispanics.

FMOPTF worked closely with individuals and organizations that represent various ethnic and cultural populations reflected in State demographics. FMOPTF was also responsible for evaluating and developing culturally sensitive materials to use in their outreach efforts.

Three hour observational safety belt surveys were conducted June 29-30, 2010 (pre-survey) and August 31-September 1, 2010 (post survey) at nine intersections in African American and Hispanic communities in the Tampa area. On August 19-22, 2010, the FMOPTF conducted their community outreach efforts; the outreach was conducted utilizing the communities surrounding the targeted intersections for assessment. On Thursday the FMOPTF visited nursery and elementary schools; on Friday the FMOPTF visited restaurants; on Saturday the FMOPTF visited beauty parlors, barber shops, and nail salons; and on Sunday the FMOPTF visited/participated in church services. This outreach was well received: business owners were so excited that someone cared enough about their community to come and share these important safety belt usage messages and materials. They asked for and received extra materials so that they could continue the outreach efforts long after the FMOPTF left their community.

Relative to the June 2010 baseline, the post survey showed an increase of 4 percentage points for both African American and Hispanic populations.

The FMOPTF also participated in the annual Tom Joyner Family Reunion held in Orlando over the Labor Day weekend. This four day event reaches out to over 40,000 African Americans. The FMOPTF were exhibitors in the Health and Wellness Hall. A member of the FHP Occupant Protection Team is an FMOPTF member and he was able to bring a roll-over simulator that drew thousands to the exhibit.

The FMOPTF also participated as exhibitors/presenters at the 14th Annual African American Men's Health and Wellness Summit also held in Orlando at the Orange County Convention Center, this summit draws 2,000 to 2,500 attendees annually.

The Safely Ride or Die Campaign was implemented by the Florida Agriculture and Mechanical University (FAMU) at Ed Waters College in Jacksonville. The campaign logo was communicated through various methods, such as t-shirts, reflective backpacks, and reflective awareness bracelets in college/university specific school colors. The use of the school colors serves to motivate students to participate in the Safety Ride or Die campaign. The Safely Ride or Die video was distributed for campus wide viewing by both students and faculty. As a result of the campaign's efforts the safety belt use rate increased 26% after the intervention program as determined by observation surveys of vehicle occupants on campus.

Community Traffic Safety Program Overview

Goal:

1. To decrease traffic fatalities 2.6% from the 2008 calendar base year total of 2,978 to 2,900 by December 31, 2010, by supporting the ongoing public information and education programs of Florida's Community Traffic Safety Teams.
 2. To decrease the number of drivers under age 21 involved in fatal crashes 3.9% from the 2008 calendar base year total of 489 to 470 by December 31, 2010, through education.
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Twenty (20) community traffic safety subgrants were awarded in FY 2009 using Section 402 funding.

Section 402 Funds

Seven (7) Public Information and Education grants were awarded to DOT District Offices to support the Community Traffic Safety Teams in Florida. As a result of all the combined efforts to promote traffic safety in Florida, crashes declined from 243,342 in 2008 to 235,778 in 2009, and fatalities dropped from 2,983 in 2008 to 2,563 in 2009. This reflects a 3.1% decrease in overall crashes and a 14.1% reduction in fatalities.

Eight Public Information and Education grants were awarded to state and local agencies, law enforcement agencies, and not for profit organizations to support teen driver safety. These programs included the "*Florida Sheriff's Association Teen Driver Challenge*", PSA competitions, a "*Take the Wheel.net*" website, "*Battle of the Belts*" competitions, "*Ghost Out*" events, and motivational speakers. As a result of these successful programs, teen driver crashes in Florida were reduced 7.9% between 2008 and 2009. There were 32,012 teen crashes in 2008 and 29,485 teen crashes in 2009 (DHSMV Traffic Crash Facts 2009). Teen crash related fatalities reflected a 21% decrease from 193 in 2008 to 153 in 2009, and injuries were reduced from 20,347 in 2008 to 19,292 in 2009. (DHSMV Traffic Crash Facts)

One grant was awarded to provide print materials and incentive items to increase community support. This project supported outreach activities related to teens, motorcyclist, law enforcement, school bus safety, and older drivers during the grant period.

One grant was awarded for an elder road user information system. This program established a data base of all transportation resources for seniors who can no longer drive and mobility challenged seniors in support of Florida's Safe and Mobile Seniors program.

One grant was awarded for Hispanic Latino outreach. This project supported distracted driving messages and resulted in a 58% reduction in citations related to careless and/or improper driving and failure to use due care in the areas where this program was administered. Overall, the State experienced a 6% decrease in crashes involving Hispanic drivers (DHSMV final report).

One grant was awarded in a rural county to support ATV safety. Florida recently passed a law that ATV's can be ridden on unpaved public roads with a posted speed limit of 35mph or less. Even though Levy County adopted an ordinance against this, they experienced an influx of crashes on public roadways as a result of this law change. As a result of this program, locals not only receive a citation for this offense, but also receive an information packet filled with ATV safety information and laws pertaining to use of ATVs on roadways. In 2007, Levy County Sheriff's Office responded to 127 calls in response to illegal ATV usage on public roadways. As a result of the effectiveness of this program, in 2010, Levy County Sheriff's Office responded to 57 calls in response to illegal ATV usage on public roadways. This reflects a 56% reduction over the three year period of this project.

Community Traffic Safety Program Overview

One grant was awarded for Highway Safety Training Support. This grant provided travel support for Highway Safety Professional development, project monitoring, and other safety related initiatives for State Safety Office Staff and designees throughout the grant period.

Alcohol Program Overview

Goal:

1. To decrease alcohol impaired driving fatalities 2.9% from the 2008 calendar base year total of 875 to 850 by December 31, 2010.
 2. To conduct at least 300 DUI checkpoints between October 1, 2009 and September 30, 2010.
 3. To provide specialized training to at least 1,440 law enforcement officers and prosecutors by September 30, 2010.
-

There were 28 alcohol subgrants awarded in FY 2010 using two sources of funding. Seven (7) subgrants were awarded using Section 402 funds, and twenty-one were awarded using Section 410 funds.

Section 402 Funds

In 2010, Florida committed \$1,678,867 to targeting problems associated with alcohol-related crashes and fatalities. These funds were provided not only to city and county law enforcement agencies throughout the state to address problems on a local level, but also to agencies for statewide initiatives.

On the local level, \$203,784 was provided to three law enforcement agencies to fund personnel overtime for DUI checkpoints, saturation patrols, and four enforcement vehicles were purchased to address alcohol-related crashes. As a result of the efforts by these agencies, 301 arrests were made for impaired driving, 20 DUI Checkpoints and Saturation Patrols were conducted throughout the State. The law enforcement agencies saw great success with their programs. The Sarasota County Sheriff's Office was awarded funding in late FY 2010; however, they were able to increase their DUI arrests by 56% compared to the same time period in 2009.

Statewide, \$934,885 was provided for tuition-free training of law enforcement. Additionally, Florida was able to certify at least 219 law enforcement officers in Drug Recognition and Evaluation, a 10 percent increase over last year. The Florida Impaired Driving Coalition was formed and by the end of the fiscal year, Florida had its first Strategic Plan addressing prevailing issues to combat the Impaired Driving problems in the state.

Section 410 Funds

Eleven of the twenty-one Section 410 subgrants, or approximately \$1,276,927, was provided to local law enforcement agencies to address alcohol-related crashes within their communities. This funding provided 3 traffic officer positions, seven enforcement vehicles, and several breath test instruments. \$747,774 was specifically allocated to fund DUI Checkpoints for personnel overtime. This investment in local DUI programs netted over 1,600 arrests for impaired driving and 482 DUI Checkpoints and Saturation Patrols.

In Manatee and Sarasota Counties, local DUI Court Programs continued to keep program participants sober and reduce DUI recidivism and alcohol-related crashes. These programs include on-going judicial supervision, intensive community supervision, treatment, alcohol screenings, and community involvement. This program is not a diversion program (participants will still face criminal charges); it is simply a support mechanism for offenders that struggle with alcohol abuse. Sarasota County's program experienced a 46% increase in participation over the past year. The program continues as a model for other jurisdictions within Florida and nationally; teams from Broward County (FL), Volusia County (FL), and as far away as Iowa have come to observe and shape their programs based on Sarasota's success.

While Sarasota County's program excelled, its younger sibling in Manatee County also had success. In its second year of existence, Manatee's program expanded to 46 clients. Between the two programs, over 490 home visits were conducted and over 65% of all participants are now gainfully employed.

Alcohol Program Overview

Law enforcement agencies also saw their share of success as demonstrated by the North Miami Beach Police Department. In its second year of funding, the NMBPD continued its trend of reducing DUI arrests while maintaining zero (0) alcohol related fatalities.

In order to address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike, the Traffic Safety Resource Prosecutor Program (TSRP) was reinvigorated in Florida. This program is designed to train prosecutors and law enforcement officers, and to provide technical support to prosecutors. The two TSRPs train DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provide lectures at seminars throughout the state, and are involved in the Florida Impaired Driving Coalition. As often as possible, TSRPs attend alcohol and drug-impaired classes to law enforcement, and participate in ride-alongs with DUI enforcement officers throughout the state. TSRPs have trained over 432 prosecutors and law enforcement officers through this program, and have attended at least 60 summits, meetings, workshops, trials, and committees during the course of the fiscal year.

The Florida Sustained Enforcement Program was also continued this year in order to increase statewide participation of law enforcement agencies by providing incentives and recognition for their programs. This was accomplished by utilizing the Florida Law Enforcement Liaison Program to work with local agencies in developing and coordinating their checkpoints and saturation patrols. Florida has one of the largest Hispanic populations in the nation. As a result a significant number of persons arrested for DUI speak only Spanish. In response to this issue, Florida allocated \$116,760 to train DUI enforcement officers to conduct their investigations in Spanish. This has enhanced the quality of the arrests and in turn allowed for more successful prosecution of the Spanish only speaking DUI subject.

Finally, the Florida Department of Law Enforcement forensic toxicology laboratory received funds to enhance its testing capability on blood samples by receiving a DSX Screening Instrument. This instrument is used exclusively for the analysis of impaired driving cases from alcohol and other drug-related misdemeanor and felony DUI cases from the Tallahassee and Orlando Operation Centers. This funding contributed to greater efficiencies in processing, which increased the case load capacity and assisted the toxicology section in reducing the backlog of case work. The results of the toxicology screens are more timely and available to law enforcement and prosecutors for more effective adjudication of these cases.

Pedestrian/Bicycle Safety Program Overview

Goals:

1. To reduce bicyclist fatalities 4.0% from the 2009 calendar base year total of 99 to 95 by December 31, 2011.
 2. To reduce pedestrian fatalities 2.0% from the 2009 calendar base year total of 482 to 472 by December 31, 2011.
-

There were nine (9) sub-grants awarded in FY-2010 using Section 402 as the sources of funding.

Section 402 Funds

According to the Florida Department of Highway Safety and Motor Vehicles, (DHSMV), Florida Traffic Crash Statistics Report, there were 99 bicyclist traffic fatalities in Florida in 2009; this is a 16.1% decrease from 2008. The single most effective safety device to reduce head injury and death from bicycle crashes is a properly fitted helmet. Unfortunately, national estimates report that only 15 to 25 percent of children wear helmets while bicycling. This holds true for Florida even though helmets are mandated by law for youth under the age of 16.

According to the US Consumer Product Safety Commission, wearing a bicycle helmet while biking can reduce the risk of head and brain injury by 85 to 88 percent, respectively (Brain Injury Association of Florida, Inc., Support Group Newsletter, September, 2006). To address the issue, Florida has continued to support the Florida Department of Health's Florida Bike Helmet Promotion Program. This group distributed over 21,148 bicycle helmets statewide to low-income families through their 104 community partners. Bicycle helmet fittings were conducted at every event; each child went home with a properly fitted bike helmet. There were 14 bicycle helmet trainings conducted statewide by 25 regional bicycle helmet trainers.

In addition, Florida has another statewide program that serves citizens with epilepsy. The Epilepsy Foundation of Florida (EFOF) works to reduce the prevalence of head injuries and hence epilepsy, through the provision of "no cost" bicycle helmets and head injury prevention education materials to children, teens and adults in need throughout Florida's 67 counties. EFOF distributed over 40,706 bicycle helmets, education was provided on the proper wear and fit of the bike helmet.

There were two local bicycle safety programs in Collier County and Naples, Florida. These two programs provided distributed 2,241 bicycle light combo kits (front and back lights), and 487 bicycle helmets. In both grant educational materials were provided with the bicycle safety equipment. In Collier County, the implementing agency, the Collier County Sheriff's Office (CCSO), formed a team called the Safety and Traffic Enforcement Bureau (STEB). STEB conducted six (6) "*Operation Be Safe – Be Seen*" enforcement efforts and bicycle lights, bicycle helmets, and educational materials were provided to citizens in Collier County that the STEB identified as riding their bicycles in an unsafe manner. During this grant cycle, the CCSO's project director for this grant received the 2010 National Sheriff's Association's J. Stannard Baker Award for Traffic Safety.

Pedestrian/Bicycle Safety Program Overview

The University of Florida's Transportation Technology Transfer Center has implemented Florida's Pedestrian/ Bicycling Safety Resource Center, which consists of a web-based resource center for citizens of Florida to obtain pedestrian/bicycle safety brochures, videos, lending library, educational materials, promotional items and access to their quarterly newsletter. During the 2010 grant cycle there were 624,965 items added to the resource center and twelve (12) articles with a pedestrian/bike safety focus were written; and the resource center filled 583 requests for promotional items, this is an increase of 501 requests from 2009. Their website address is <http://t2ctt.ce.ufl.edu>.

The Assistant Bicycle-Pedestrian Coordinator funded through a grant with the Tallahassee Community College answered 929 requests from FDOT staff, local agencies (including law enforcement), the general public, reporters, engineers, and consultants. Major activities this year included support of the Florida School Crossing Guard Training Program including the review of new and revised training materials) as the acting administrator left and the permanent administrator returned from military active duty. This coordinator also revised/updated the Florida Bicycle Law Enforcement Guide and the Florida Bicycling Street Smarts to reflect the changes made by the 2010 Legislature.

Finally, according to the DHSMV, *Florida Traffic Crash Statistics Report*, there were 482 pedestrian traffic fatalities in Florida in 2009 this is a 4% decrease from 2008 data. There were two (2) grants in the Miami area, one grant focused on elder pedestrian issues, such a crossing the street and the second grant focused on pedestrian safety for elementary school aged children. Both grants were implemented by the University of Miami, Miller School of Medicine. We also had one grant in the Tampa area that focused on pedestrian and bicycle safety, the implementing agency is the Hillsborough County Sheriff's Office (HCSO). HCSO conducted four (4) pedestrian safety programs for senior citizens and distributed 400 reflective safety vests at the conclusion of these programs. HCSO also distributed 1,105 free bicycle helmets. To receive a free bicycle helmet the individual was required to attend the HCSO bicycle helmet fitting training. Miami and Tampa are listed in the top three cities in the nation for pedestrian injuries and fatalities.

The Bicycle/Pedestrian Program will continue to improve bicycle/pedestrian safety initiatives to meet the needs of every demographic throughout Florida.

Traffic Records Program Overview

Goals:

1. To increase the number of law enforcement agencies submitting crash reports electronically from four on July 1, 2009 to September 30, 2010.
 2. To increase the percentage of crash reports entered into the Crash Master database within 10 days of the crash form 23.1% on June 15, 2009 to 30% on June 15, 2010.
 3. To increase the percentage of EMS providers who are entering run reports in to the EMSTARS system from 27.7% on June 15, 2009 to 50% by June 15, 2010.
-

There were a total of 18 traffic record subgrants awarded in FY2010 using two sources of funding. There were 11 subgrants awarded using Section 402 funds, and 7 were awarded using Section 408 funds.

Section 402

The major activity for the TraCS Office at Florida State University has been facilitating the transition to TraCS 10 software with simultaneous deployment of the new DHSMV crash report. TraCS 10 was released and installed with all new installations. In addition, updates to the DUI citation and UTC form were made to satisfy DHSMV requirements. Ten agencies are now submitting crash data electronically to DHSMV, compared to only two agencies at the beginning of the year. These agencies successfully submitted a total of 2,424 to DHSMV electronically via the TraCS system during this fiscal year. The TraCS staff conducted 22 training workshops and made 8 on-site visits to demonstrate the TraCS software package to law enforcement agencies. The technical support staff made 23 on-site support visits to address software issues and responded to 1,505 phone calls for technical support. It was noted that efforts to maximize resource effectiveness, telephone tutorials have been provided to agencies interested in installing TraCS. In response to frequently asked support questions, the TraCS Florida team updated their web site, providing current versions of TraCS software components, as well as a knowledge base (wiki) to support routing installation tasks and provide answers to questions asked most frequently by field officers.

One grant was awarded to the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to add a function to the Driver and Vehicle Information Database (DAVID) system allowing law enforcement officers to complete medical reporting forms on-line. This application was developed, tested, and went on-line on August 13, 2010, requiring limiting training for use. All law enforcement agencies were notified and provided with instructions for use of the new feature which allowed for immediate implementation. From August 13, 2010 through September 30, 2010 (651) drivers were reported to DHSMV using the new function in DAVID compared to 244 drivers who were reported during the same time period in 2009 using the manual method. In addition, the total number of unsafe drivers reported to DHSMV from all sources (law enforcement, physicians, concerned citizens) increased from 1,265 to 1,843 during this same time period. These on-line reports provided detailed information which allowed for immediate action to be taken on potentially unsafe drivers.

Six law enforcement agencies received subgrants to purchase equipment that would enhance their ability to use TraCS. One agency received funding for black box technology to assist with fatal traffic crash investigations which allowed them to increase their use of this information by 250%.

One grant awarded to TCC provided a short term employee to update the Highway Safety Matrix, a tool used by the Safety Office planners to determine where projects need to be funded.

Traffic Records Program Overview

Section 408

The Florida Department of Health (DOH) hired consultants to continue improvements to and the expansion of the EMSTARS project. DOH provided computer equipment to ten local EMS providers to all them to begin submitting run reports to EMSTARS. Local EMS providers transmitting records to EMSTARS has increased from 102 to 120 at the end of this grant cycle. Since the inception of EMSTARS 2,674,412 NEMSIS-compliant records to the EMSTARS database. A grand total of 2,170,765 records have been uploaded to NEMSIS. Florida is currently ranked second in the nation for NEMSIS reporting as a result of the EMSTARS program.

The University of Florida received funding to continue the development for implementation of the web-based data entry system for use by DHSMV. Most of the work was focused on modifications of the application and the database to support the new crash form and web-based citations. An electronic web-based citation model was also started and is near completion. Additionally, a web-based crash site diagramming tool was developed to allow law enforcement to diagram a crash site without the need of the standalone drawing software. The analytical and statistical reporting module was enhanced with new functions that include querying capabilities for participants, such as driver, bicycle, or pedestrian and their gender and age as well as the ability to export this data. Based on the progress done in this year, statewide implementation of the pilot phase will begin next year. FHP will be the pilot agency. One of the difficulties encountered this year is the lack of the web-based access to state databases of driver license and vehicle registration. UF is currently working with DHSMV to find a suitable solution in order to integrate extraction of the driver and vehicle registration information from the state database into the web-based crash data collection.

Funding for the Traffic Related Injury Prevention Program (TRIP) continued into phase II of development, which included 1) the continued expansion of TRIP schema to allow a seamless “flow of information” that captures multiple aspects of a crash, especially of its victims; 2) the integration of additional data sources into the TRIP warehouse (e.g., substance abuse; coroner’s office); 3) TRIP System and Scalability and Security with the help of the TRCC in developing requirements for necessary for networked statewide implementation; 4) Identification of requirements necessary for the training of TRIP personnel associated with the following three types of activities: (1) Data acquisition and integrity; (2) Data Analysis; and (3) Maintenance and Extension of TRIP; 5) The development of two views for development of the eventual roadmap and unifying architecture to support TRIP plug-in applications for statewide implementation.

A subgrant to the Florida Department of Transportation (FDOT) for the Unified Roadway Basemap continued the annual purchase of the statewide license for the product. There were a total of 78 new agencies that subscribed to the licenses to gain access to the Unified Roadway Basemap. This project continues to allow for better prioritization of distribution of Federal funds for transportation safety improvement projects through: facilitating merging/sharing local and state data; providing communication mechanisms; and producing more timely and accurate data.

Another subgrant awarded to FDOT for the Off State Road Crash Location program continued with the Base Map Migration and Map Generation including route generation and route calibration. New maps were developed to illustrate the local intersection and local road crash locations. The final data flow map for the crash data process from initial report through to insertion into Crash Analysis/Reporting (CAR) tables was generated. The scope was expanded to include AADT efforts, analysis of enhancements to portal and crash analysis process. TeleAtlas to NavTeq Base Map Migration was completed. The initial completion, deployment and evolution of the Safety Web Portal was completed in the last month of the grant cycle.

Motorcycle Safety Program Overview

Goal:

1. To decrease motorcyclist fatalities 10.1% from the 2008 calendar base year total of 556 to 500 by December 31, 2010 by improving motorcycle safety public awareness and training programs with emphasis placed on implementing recommendations set forth in the new *Motorcycle Strategic Safety Plan* and the 2008 Motorcycle Assessment.
 2. To have at least 62 people complete rider coach/rider coach trainer classes by September 30, 2010.
-

There were 6 motorcycle safety subgrants awarded using Section 402 funds and 2 subgrants were awarded using Section 2010 funds in FY 2009.

Section 402 Funds

One subgrant was awarded for public opinion surveys which were used to evaluate the effectiveness of Florida's Comprehensive Motorcycle Safety Program. This behavioral and statistical study of motorcyclists is in accordance with the recommendations set forth by the Motorcycle Assessment Team in February 2008 to "*develop objective evaluation tools and use them to determine the effect of funded grant projects on reducing motorcycle crashes, fatalities, and injuries,*" and "*conduct the rider phone survey at least annually and adapt it to trends and recent FDOT, DHSMV, and FHP activities.*" The Public Opinion Research Laboratory at the University of North Florida conducted in 2009 consisted of a series of three public opinion surveys, one for those who completed a Florida Rider Training Program for motorcyclists, one for those with motorcycle endorsements from the State of Florida, and one for automobile drivers in the State of Florida. These studies were conducted in 2008 as well as 2009. Below is a comparison between the 2008 results and the 2009 results for each of the aforementioned three surveys.

In terms of the Florida Rider Training Program survey, we find that:

- 1) Overall, motorcycle ridership appears to have declined from 2008 to 2010, with fewer respondents reporting riding their motorcycle every day (a drop of 5% from 2008 to 2009), with a similar drop (7.4%) in those who report riding their motorcycles more than once per week.
- 2) When it comes to frequency of helmet use, no significant change was noted from 2008 to 2009. However, it is worth noting that overall frequency of helmet use appears to have decreased somewhat from 2008 to 2009, with fewer respondents reporting that they wear a helmet every time they ride.
- 3) There was an almost two-fold increase in the percentage of riders who reported in 2008 *always* riding within the speed limit and those who reported in 2009 and 2010 *always* riding within the speed limit.
- 4) While the percentage of respondents who report not drinking at all during an average week seems to have increased from 2008 to 2010, a greater percentage of riders also appear to be drinking two or more alcoholic beverages in a sitting *each* day of the week.

Motorcycle Safety Program Overview

- 5) Florida motorcycle riders appear to continue to hold the Florida Basic Rider Course in high esteem. However, respondents seem to be less effusive in their approval in 2009 and 2010, as overall numbers reflect a marginal decrease in those who would rate the program as either “excellent” or “good.” While there was a nearly 3.0% increase in 2010 over 2008 of those who rated the program as “fair,” fewer respondents in 2009 rated the program as “poor.”

In terms of the motorcyclist survey, we find that:

- 1) There appears to be an overall increase in everyday ridership among both the general population and in hotspot areas. Interestingly, those residing in hotspot areas are about 3.3% less likely to report riding their motorcycle everyday as compared to those among the general population.
- 2) Riders report riding less on interstates, the Florida turnpike, or expressways in 2009 and 2010 than in 2008. This holds true for both the general population and those in the hotspots; however, the decline in 2010 over 2008 is very small.
- 3) Interestingly, in 2010, reports of riding within the speed limit have nearly doubled since 2008. 80.2% of the general motorcycle-riding population in Florida report always riding within the speed limit, as compared to only 39.8% in 2008.
- 4) In 2010, in the hotspot areas, there was a drop of 5.5% in reports of riding a motorcycle within two hours of consuming alcohol.
- 5) There was an overall increase from 2008 to 2010 in terms of how safe respondents feel that Florida roads are for motorcyclists. Both groups (general population and those in hotspot areas) were significantly more likely to report in 2010 than in 2008 that Florida roads are either somewhat safe or very safe for motorcyclists.
- 6) In all three years, “Think! Look Twice for Motorcycles” appears to be the most recallable safety campaign. There was an increase from 2008 to 2010 in recallability of the “Ride Legal. Ride Smart” and “Enjoy the Ride Safe and Sober” campaigns among those in both groups.

In terms of the motorists’ survey, we find that:

- 1) An increase in the percentage of respondents reporting they drive most frequently on interstates, Florida’s turnpike, or expressways is present. In 2008 some 27.7% of respondents reported expressways were the most common type of road they drive on, compared with 32.3% in 2009, and 27.7% in 2010.

Motorcycle Safety Program Overview

- 2) In 2008 30.2% of respondents reported having taken the Basic Rider Course offered by the FRTP. This compares to 57.9% of respondents in 2009 and 32.3% in 2010. In addition, this trend is evident within hotspot counties where in 2008 one third of respondents reported having taken the Basic Ride Course, compared to 40.7% in 2009, and 36.2% in 2010.
- 3) A decrease in the percentage of respondents reporting cell phone usage while driving is present when 2008, 2009, and 2010 figures are compared.
- 4) Reports of usage of hands-free devices are up since 2008 and making calls without using a hands-free device is down. However, the usage of text messaging appears to have increased.
- 5) There continues to be a large variation between the 2008, 2009, and 2010 figures in terms of whether a respondent agrees that they are driving more slowly on expressways because of the increased price of gas. In 2008, 29.7% of respondents “strongly agreed” that the increased price of gas had impacted their driving habits. In 2009, only 13.1% “strongly agreed”, with 15.0% in 2010. The same occurred in hotspot counties with 30.8% reporting they “strongly agreed” in 2008, compared to 18.4% in 2009, 19.2% in 2010.
- 6) In 2009, there is a further increase in respondents reporting Florida roads are very safe for car drivers. However, while there is an increase in the perception of Florida’s roads as being “very safe,” over the past three years at the same time respondents in 2010 are more likely to report that they “strongly agree” that roads in Florida are more dangerous during Bike Week, an increase of 7% over 2008.
- 7) In terms of media outlet through which respondents recall seeing “Think! Look Twice for Motorcycles,” an increased number of respondents in 2010 reported remembering the ad from a billboard.
- 8) In 2009, 58.8% of 18 to 24 year olds reported involvement in a crash, compared to 47.8% in 2008. In 2010, only 34.1% of 18-24 year olds reported involvement in a crash, a decrease of 24% over the previous year.
- 9) In 2008, 65.2% of respondents aged 18 to 24 years reported using a cell phone while driving. This compares to 41.2% of such respondents in 2009, and 51.2% in 2010.

One subgrant was awarded for Florida’s Comprehensive Motorcycle Safety Program, implementation of Florida’s Motorcycle Strategic Safety Plan (MSSP), and to support the functions of Florida’s Motorcycle Safety Coalition. The University of South Florida’s Center for Urban Transportation Research coordinates Florida’s Motorcycle Safety Coalition and the implementation of the MSSP utilizing a business plan to “identify critical issues, establish achievable performance indicators, and evaluate the effectiveness of all motorcycle safety programs comprehensively.

The Comprehensive Motorcycle Safety Program was awarded the 2010 Peter O’Rourke Program of Excellence by the GHSA at the annual meeting in September 2010 and the Tampa Bay Institute of

Transportation Engineers (TBITE) Project of the Year at their 2010 Banquet and Award Dinner on December 1, 2010.

Motorcycle Safety Program Overview

Under the direction of the Comprehensive Motorcycle Safety Program in 2009, the Motorcycle Safety Coalition: Finalized Florida's Motorcycle Safety Strategic Plan (MSSP); conducted GIS mapping and trend analysis of motorcycle crashes in high fatality counties in Florida; created a "Law Enforcement Roll Call Video" on motorcycle traffic law enforcement which was distributed, with a copy of the MSSP, to every law enforcement agency in Florida; produced a "Quick Reference Guide to Florida Traffic Laws" that included motorcycle licensing requirements, helmet requirements, motorcycle violations, and a motorcycle DUI Detection Guide that was distributed to every law enforcement officer in Florida; created and implemented Florida's first Impaired Riding campaign specific to Motorcyclists, "None for the Road" and Florida's first statewide motorist awareness campaign "Look Twice. Save a Life." These campaigns included 60 second public service announcements, print materials, public information and education materials, and media campaigns utilizing television, radio, billboards, "yard" signs, and bus stop bench backs, the Coalition hosted the NHTSA Motorcycle Safety Program Coordination training course; conducted a Public Opinion Research Survey to measure the impact of the first full year of the law requiring the Basic Rider Course (BRC) and evaluated the public information and education campaigns being distributed to both motorcyclists and motorists. The survey also included self reporting of motorcyclists' riding behaviors and their use of personal protective equipment and helmets; developed Florida's motorcycle safety website "Ridesmartflorida.com" as a tool for all stakeholders in motorcycle safety and promoted motorcycle safety awareness at major bike events including *Bike Week* (Daytona), *Biketoberfest* (Daytona), and *Thunder Beach* (Panama City Beach).

In 2009, motorcyclists accounted for less than 6% of Florida's road users, yet only 15.7% of all traffic fatalities in Florida were motorcyclists and their passengers compared to 17.8% in 2008. Florida experienced 8,313 motorcycle crashes on its roadways in 2009, reflecting a 13.6% decrease from 2008; 402 fatalities, reflecting a 25% decrease from 2008; and 8,202 injuries, reflecting a 13% decrease from 2008. (Data Source: DHSMV Traffic Crash Facts)

Hospital charges for the initial treatment of the injured motorcyclists were \$385,492,147. This equates to 1,305 fewer motorcycle crashes, 130 fewer motorcycle fatalities, 1,200 fewer injuries, and \$11,364,142 in reduced hospital charges than in 2008. (Data Source: Florida Department of Health, Office of Injury Prevention)

One subgrant was awarded for an observational survey of motorcyclists. The survey was conducted in May/June 2010 to evaluate the actual use of motorcycle helmets in 15 different counties. A total of 7,302 motorcyclists were observed, including 6,593 motorcycle operators and 709 passengers.

The survey showed that 54 percent of motorcycle riders in Florida wore helmets, which is a slight increase compared to 47 percent in the 2002 survey. The use of DOT approved helmets was increased for almost all types of motorcycles and the use of novelty helmets was reduced compared to a 2002 survey. The observed helmet use rate is different based on the type of motorcycle; "Sport bike" riders (76%) wore helmets the most while "Cruiser" riders (45%) wore helmets much less. While there is no major change in the percentage of observed motorcycle types and the overall use of personal protective gear in the Florida rider population between two survey cycles, it was observed that nearly 10 percent of motorcycle riders do not wear any sort of eye protection whether they were helmeted or not. Florida law requires all motorcycle riders to wear eye protection.

Motorcycle Safety Program Overview

According to the survey, observed helmet use is quite different from county to county in Florida. A statistical analysis showed that the proportion of fatal motorcycle crashes to the total number of motorcycles and observed helmet use at the county level are correlated. The Pearson correlation is equal to -0.656 (P-Value = 0.008), which means certain counties in Florida can be more vulnerable to fatal crashes due to the low rate of helmet use. An ANOVA test also confirmed that “county” is a significant variable for crash injury severity as well as “crash year”, “rider age”, and “alcohol use.” While a further in-depth study can be recommended to establish a causal relationship between increased fatal motorcycle crashes in Florida and helmet law changes, this study presented a clear trend of motorcycle crashes in Florida 10 years before and after the helmet law change and the use of helmets among motorcycle riders without the mandatory helmet law.

The motorcycle dealership opinion survey showed a willingness by motorcycle dealers to assist in improving motorcycle safety. Respondents were willing to distribute safety awareness promotional materials and about 56% of dealers expressed interest in obtaining more information on ways to partner with Florida’s Motorcycle Safety Coalition. Motorcycle dealerships’ active involvement in promoting rider education and safety presents a great opportunity to positively affect motorcycle safety in Florida.

It is also notable that the state of Florida has recently made rigorous efforts to address the increase in motorcycle crashes in Florida including a recent law change that mandates basic rider training for all new motorcyclists in order to obtain their motorcycle riding endorsement. Preliminary analysis results of the 2009 Florida crashes from the latest Traffic Crash Statistics Report shows a 24.4 percent reduction in motorcycle-related fatalities and a 13.6 percent reduction in overall motorcycle-related crashes.

Three subgrants were awarded to conduct training on motorcycle specific issues to highway engineers and contractors, in-service training for patrol deputies to reinforce motorcycle traffic statutes, enforcement techniques, and public relations/education skills, utilize local media outlets to promote public awareness of motorcycle enforcement activities, and to promote motorcycle safety. Programs included presentations to local motorcycle organizations and at local motorcycle events to solicit support for enforcement strategies, inspection stations, and public education and information of conspicuity and personal protective equipment. These programs promoted positive interaction between motorcyclists and law enforcement while at the same time, increased awareness of motorcyclists and highway engineers of motorcycle safety issues.

Section 2010 Funds

One subgrant was awarded in support of the Florida Rider Training Program to contract with certified rider coach trainers to conduct quality assurance audits of rider training schools and to teach rider coach training classes. This agency also participated in motorcycle rider events to distribute public information and education materials encouraging safe riding behaviors and conveying messages about personal protective equipment and rider conspicuity.

During the course of this project, 28 of the required 55 Rider Coaches were trained, 125 of the required 100 Quality Assurance Audits were conducted, 0 of the required 1 Certified Rider Coach was trained, and an “Update” training session was conducted as required.

Motorcycle Safety Program Overview

Due to statutory changes requested by the Florida Department of Highway Safety and Motor Vehicles and approved by the Florida Legislature, the Florida Rider Training Program is no longer eligible for funding under this program.

One subgrant was awarded to support motorcycle education and injury prevention to assist in meeting Goal 3.12 of Florida's Motorcycle Strategic Safety Plan, which is to "ensure state and local motorcycle safety programs include law enforcement and emergency services components", Strategy 4 to "partner with emergency services and trauma centers to provide public education on motorcycle safety", and Section 6.3 of Florida's Strategic Highway Safety Plan which directs that "paramedics and other medical responders must have the appropriate training and equipment to provide effective medical treatment". The Florida Department of Health, Office of Trauma will conduct an injury prevention and education program that will be utilized in Trauma Centers. This program allows Trauma Centers to offer safety related educational programs directed towards a multidisciplinary team of EMS and other pre-hospital personnel, trauma surgeons, emergency medicine physicians, consulting physicians, nurses and ancillary staff and provide safety education and information directly to motorcycle crash victims as well as their families and caregivers.

The primary focus of the outreach efforts to motorcyclists, their families and caregivers is education on the consequences of unsafe riding behaviors and the benefits of utilizing personal protective equipment such as helmets and reflective gear, while topics such as an EMT trauma overview, transport and triage, traumatic brain injuries, chest and abdominal injuries, and other injuries specific to motorcyclists are directed to health care professionals in an effort to improve upon the process of assessment, evaluation, and care of trauma patients.

Police Traffic Safety Program Overview

Goal:

1. To decrease traffic fatalities 2.5% from the 2008 calendar base year total of 2,978 to 2,900 by December 31, 2010.
 2. To decrease speeding-related fatalities 2.3% from the 2008 calendar base year total of 553 to 540 by December 31, 2010.
 3. To train at least 500 members of law enforcement, judiciary, and medical examiner agencies in advanced traffic safety techniques that pertain to enforcement, management and investigations.
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There were 5 Police Traffic Service subgrants awarded in FY 2010 using Section 402 funds.

Section 402 Funds

Since 2007, the Florida Law Enforcement Liaison (LEL) Program has been increasingly developed to not only promote law enforcement participation in statewide traffic safety efforts, but to increase public awareness of these issues as well. In 2008, the LEL Program grew in size from 4 to 7 LELs, assigned throughout the state. In 2009, the program was restructured to include an LEL Coordinator, and to add an administrative support position of Program Assistant (to the Coordinator). Their duties include developing local area networks of law enforcement officers to improve communication among agencies, increasing multi-agency enforcement and awareness efforts, increasing participation in the annual Florida Law Enforcement Challenge, and providing traffic safety resources, training, and materials to law enforcement personnel and other traffic safety partners. The Law Enforcement Liaisons conducted at least 3 press events and 2 press releases throughout the State to kick off and promote the 'Click It or Ticket Safety Belt Enforcement Wave', the 'Hands Across the Border' initiative, the 'Over the Limit, Under Arrest' initiatives. The LELs conducted at least 115 Law Enforcement Area Network meetings, and participated in at least 94 Community Traffic Safety Team meetings with traffic safety partners and leaders throughout the state.

In addition to leading and participating in Florida Safety Office-sponsored events throughout Florida, the LEL Team participated in health and safety expositions, law enforcement conferences, and various other events that provide an opportunity to raise traffic safety awareness and to promote Florida's traffic safety programs (including the LEL Program). These events included, but were not limited to: the Thunder Beach motorcycle event, various police motorcycle rodeos and safety trials, the Florida Motorcycle Safety Coalition, mock DUI crashes, texting and driving lectures at high schools, the Florida DUI Symposium, the Florida Police Chief's Association and Florida Sheriff's Association conferences, and work zone safety awareness events. The LELs also participated in the annual LEL Region IV Conference in South Carolina, in order to support the program's regional network, and also to prepare for the 2011 Conference, which will be hosted in Florida. LELs have worked with LELs from other states in order to assist in implementing the Florida LEL model in those states, and have attended instructor update courses in order to assist with training smaller agencies that cannot send their officers to training for extended periods of time.

Police Traffic Safety Program Overview

Through the Law Enforcement Liaison and Law Enforcement Challenge programs, Florida has gained the support of over 178 agencies in statewide enforcement waves. In 2009, the website was updated to consolidate all of the traffic safety websites into one centralized location for law enforcement and traffic safety partners. Developments were also made to improve the online reporting of law enforcement activities, in addition to the ordering processes for the Challenge Rewards program. In 2010, the Florida Law Enforcement Challenge distributed 85 certificates, 14,264 promotional items, and 392 equipment items to law enforcement agencies. There were also 39 law enforcement and traffic safety partners in attendance at the Challenge ceremony this year.

Under the annual Florida Law Enforcement Challenge ceremony, the LELs sponsored a Click It or Ticket Challenge, and a Motor Unit Challenge. The Click It or Ticket Challenge recognized law enforcement agencies that made a significant impact in the implementation of their safety belt enforcement, education, and awareness programs. The applicant agencies participate by completing an online application at www.floridalel.org that is data-driven and results oriented. The applications are then reviewed and the data entered into a system that mathematically determines a ranking for all participating agencies. The Motor Unit Challenge (in its 3rd year of funding) was created to recognize Florida police motorcycle units that make the greatest impact through aggressive enforcement. The Motor Unit Challenge is a data-driven-only application process, The Click It or Ticket Challenge had 236 participating agencies, and the Motor Unit Challenge had 84 participating agencies. In addition, there were 33,238 incentive items distributed to the participating law enforcement agencies this year.

Florida also provided tuition-free training to law enforcement personnel through the Police Traffic Training Program, which is provided through the Florida Public Safety Institute. This Institute is a full-service public safety training and certification facility, complete with training and access to the latest traffic safety technology and some of the best instructors in the State. The Police Traffic Training courses include instruction in: traffic crash investigation and reconstruction, police motorcycle instructor certification, speed measurement device instructor certification, traffic engineering for law enforcement, and crash scene mapping with laser courses. There were a total of 65 Florida law enforcement officers who completed the instructor courses, and 301 officers who completed the crash investigation courses.

Police Traffic Safety Program Overview

Section 406 Funds

There were 33 Police Traffic Service subgrants awarded in FY 2010 using Section 406 funds. On May 6, 2009, Governor Charlie Crist signed into law Senate Bill 344, creating the 'Dori Slosberg and Katie Marchetti Safety Belt Law,' thereby redefining safety belt non-use in Florida as a primary nonmoving violation. This decision was made in response to overwhelming evidence that many traffic fatalities and injuries could have been prevented with the simple click of a safety belt. The Florida State Safety Office created the 'Safety Belt Enforcement Program' with a portion of the Section 406 funds received, which was the enforcement component of this funding. There were 18 county and 14 municipal law enforcement agencies (programs) that were implemented throughout the state with the purpose of conducting data-driven, high-visibility traffic enforcement at locations within those jurisdictions that suffer the greatest traffic fatality and injury crashes (with safety belt non-use as a component). The Florida Highway Patrol also conducted similar focused traffic enforcement within the counties of Duval and Leon; the two counties reflected in the safety belt survey as regressing in safety belt use.

Through these programs, the following activity was generated:

- 12,572 Overtime Hours Worked
- 30,366 Traffic Stops Conducted
- 176 Felony Arrests
- 413 Misdemeanor Arrests
- 397 Child Safety Seat Citations
- 1,121 Criminal Traffic Citations (Arrests)
- 25 Driving Under the Influence (DUI) Arrests
- 4,020 Other Moving Citations
- 10,047 Other Non-Moving Citations
- 50 Reckless Driving Citations (Arrests)
- 20,634 Safety Belt Citations
- 3,059 Speeding Citations

Police Traffic Safety Program Overview

Goal Results

Crash data was gathered from Florida traffic crash reports in order to measure speed and aggressive driving-related fatality and injury (F&I) crashes for a given year:

	<u>YEAR</u>	<u>FATALS</u>	<u>%CHG</u>	<u>F&I CRASHES</u>	<u>% CHG</u>
Speed					
	2008	323 (26.91)	-42%	4,415 (367.91)	-17%
	2009	241 (20.08)	-25%	3,922 (326.83)	-11%
	2010*	207 (20.7)	+3%**	2,775 (277.5)	-15%**

{Data provided by the Crash Analysis Reporting System (CARS) database.}

	<u>YEAR</u>	<u>CRASHES</u>	<u>%CHG</u>	<u>FATALS</u>	<u>%CHG</u>
Totals					
	2008	243,342 (20,279)	-5.02%	2,983 (249)	-7.39%
	2009	235,778 (19,648)	-3.1%	2,563 (214)	-14.1%
	2010*	250,123 (25,012)	+27%	1,880 (188)	-12%

{2010 data provided by the CARS database. 2008 and 2009 data provided by the Department of Highway Safety and Motor Vehicles.}

*Due to limited availability of data, 2010 crash statistics include only time period of 01/01/2010 to 10/31/2010. In order to measure 2010 data against the previous years, the monthly fatality or crash rate is included in parentheses.

**Change (estimated) based on per-month rate, noted within parentheses. All data found within parentheses are (estimated) rate per month.

Speed Control Program Overview

Goal:

1. To reduce the number of speed and aggressive driving related fatalities 5% in 2010 from the 359 fatalities reported in 2008, and 351 in 2009.
 2. To provide speed and aggressive driving detection equipment to at least 16 local and state law enforcement agencies by September 30, 2010.
-

There were 16 speed and aggressive driving subgrants awarded in FY 2010 using Section 402 funding.

Section 402 Funds

In 2010, Florida committed \$1,286,101 to targeting problems associated with speed and aggressive driving. These funds were provided to city and county law enforcement agencies throughout the state for speed and aggressive driving enforcement programs. The officers involved in these programs also participated in public awareness initiatives, and traffic safety education programs. In addition to local initiatives, the Florida Law Enforcement Liaison Program was also responsible for promoting the Red Light Running and Aggressive Driving enforcement waves, and the annual Law Enforcement Challenge, which strengthens law enforcement participation in statewide awareness and enforcement waves.

To address enforcement issues, grants were provided to city and county law enforcement agencies for equipment and personnel costs. For the past few years, Florida has successfully implemented an “unmarked/unconventional vehicle” program to address speed and aggressive driving problems. Feedback solicited from officers and law enforcement administrators throughout the state have confirmed that this program has significantly improved their ability to target even the most serious offenders of traffic laws in their communities. These grant programs have provided 1 fully-equipped unmarked enforcement vehicle, 3 speed monitoring and variable message board trailers, salaries and benefits for speed-related overtime enforcement activity, and continuing salaries and benefits (3rd year) for two enforcement officer positions. Many agencies also acquired speed measuring devices for the purpose of increasing the number of certified speed enforcement officers on their streets.

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

- 5,472 citations were issued for speeding
- 44,170 citations were issued for speeding (agency totals)
- 29 citations were issued for child safety seat violations
- 1,790 citations were issued for seat belt violations
- 13,835 total citations issued
- 13,633 traffic stops conducted
- 35 public awareness events conducted (agency totals).
- 184 Specialized Traffic Operations conducted (agency totals).
- 22 DUI Operations conducted (agency totals).
- 53 DUI arrests

Speed Control Program Overview

Crash data was gathered from Florida traffic crash reports in order to measure speed and aggressive driving-related fatality and injury (F&I) crashes for a given year:

	<u>YEAR</u>	<u>FATALS</u>	<u>%CHG</u>	<u>F&I CRASHES</u>	<u>% CHG</u>
Speed	2008	323 (26.91)	-42%	4,415 (367.91)	-17%
	2009	241 (20.08)	-25%	3,922 (326.83)	-11%
	2010*	207 (20.7)	+3% **	2,775 (277.5)	-15% **
Aggressive Driving	2008	161 (13.41)	-56%	3,127 (260.58)	-17%
	2009	110 (9.16)	-32%	2,875 (239.58)	-8%
	2010*	115 (11.5)	+26% **	2,035 (203.5)	-15% **

(Data provided by the Crash Analysis Reporting System database.)

*Due to limited availability of data, 2010 crash statistics include only time period of 01/01/2010 to 10/31/2010. In order to measure 2010 data against the previous years, the monthly fatality or crash rate is included in parentheses.

**Change (estimated) based on per-month rate, noted within parentheses. All data found within parentheses are (estimated) rate per month.

Roadway Safety Program Overview

Goal:

1. To reduce the number of Florida resident drivers age 65 and older involved in fatal crashes by 5% from 435 in 2008 to 413 in 2010.
 2. To provide roadway safety training to a minimum of 300 traffic engineers, technicians, and other public works personnel.
-

There were 4 roadway safety subgrants awarded in FY 2009 using Section 402 funding.

Section 402 Funds

One subgrant was awarded in support of Florida's Car Fit Program. CarFit is a national educational program created by the American Society on Aging and developed in collaboration with AAA (American Automobile Association), AARP, and the American Occupational Therapy Association. CarFit offers older adults the opportunity to check out how well their personal vehicles "fit" them and provides them with information and materials for community-specific resources and activities that could make their personal vehicles "fit" better, enhance their safety as drivers, or increase their mobility in the community. The national program, which was modified to address Florida specific older road users, utilizes a team of trained event coordinators and health professionals who work with each participant locally to conduct consumer events in order to enhance the safety of our older driver population (65 years and older). As a result of the efforts to promote traffic safety for aging road users in Florida, fatal crashes involving drivers 65 and older were reduced from 435 in 2008 to 426 in 2009, while driver crashes involving drivers 65 and older were reduced from 435 in 2008 to 426 in 2009, while driver fatalities (age 65 and older) slightly increased from 257 in 2008 to 260 in 2009. Florida leads the nation with 17.5 % of our population 65 years and older compared to 12.8% for the United States. It is projected that the number of older residents will continue to grow and Florida will remain number 1 with 27.1 percent of our population projected to be 65+ in 2030, compared to 19.7 percent for the rest of the nation (U.S. Census Bureau).

While the comparison between 2008 and 2009 is an effective way to analyze crashes and fatalities, we need to consider the population growth of this age group which increases the number of licensed drivers significantly and ultimately contributes to the problem. We also need to consider the outreach focused on driver assessment and promotion of driver cessation whenever necessary in Florida. In 2008, drivers age 65+ accounted for 18.1% of Florida's road users and 16.5% of Florida's fatalities and serious injuries. In 2009, drivers age 65+ accounted for 18.6% of Florida's road users and 17.7% of Florida's fatalities and serious injuries.

Florida's first Aging Road User Coalition was formed in the fall of 2010 and a strategic plan specific to this population group is being developed. A website www.safeandmobileseniors.org developed by the Florida Department of Transportation has also been instrumental in addressing this topic.

Roadway Safety Program Overview

One subgrant was awarded in support of Florida's Circuit Rider Training Program. This program addresses reducing fatal crashes and injuries resulting from roadway departures and collisions at intersections. The program is designed to train and share information with local officials, community traffic safety teams, and transportation agencies. Examples of classes include: Road Safety Audits for Local Governments, Low Cost Safety Improvements for Rural Roads, Intersection Safety, and Introduction to the Florida Green Book. This project served 18 locations and trained 264 attendees. Four Road Safety Audit Training for Local Governments courses were conducted resulting in 63 public agency attendees being trained, 11 Low Cost Safety Improvements for Rural Roads Courses were conducted resulting in 138 public employees being trained, and 3 Intersection Safety Courses were conducted resulting in 63 public agency attendees being trained.

Two subgrants were awarded to support local advance warning programs. Funding included the purchase of portable variable message boards with associated software, cones, flares, etc. The goal was to create an advance warning program to be used to reduce the frequency and severity of secondary crashes within incident situations throughout the counties and to notify motorists of moderate to long term incidents. One of the agencies developed a DVD "best practice" training on secondary crash prevention and trained 1,546 officers on this process.