

STATE OF FLORIDA FY 2012



ANNUAL REPORT

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INTRODUCTION

Crash Summary

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,398 people killed in traffic crashes during 2011. This represents a 1.9% decrease in fatalities compared to 2010. A 5% reduction in the rate of fatalities and serious injuries is the goal of Florida's Strategic Highway Safety Plan. The Safety Office estimates that traffic fatalities will be down about 5% in 2013.

Total pedestrian fatalities showed a reduction of 0.4% in 2011. Motorcyclist fatalities showed an increase of 18% compared to 2010 and there was a 57% increase in bicyclist fatalities. NHTSA's Fatality Analysis Reporting System shows a 15% decrease in alcohol-related fatalities involving a driver with a BAC of 0.08 or higher for 2010.

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

Accomplishments

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

Florida's dedication to reducing impaired driving resulted in Florida being designated as a low fatality rate State.

Challenges

The Florida Department of Transportation, in cooperation with its safety partners, will address the vulnerable road user's fatality rate, specifically the fatal rate of pedestrians. 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 2011 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 ¹	Final	NA	NA	4,888	28,349	N/A	N/A
A-2	Number of Grant-Funded Impaired Driving Arrests ²	Final	1,504	1,367	2,373	2,129	N/A	N/A
A-3	Number of Grant-Funded Speeding Citations ¹	Final	NA	NA	14,597	17,217	N/A	N/A
Behavior Measures			2007	2008	2009	2010	2011	2012
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Goal	82.00%	82.00%	82.50%	83.00%	83.50%	86.20%
		Final	79.10%	81.70%	85.20%	87.40%	88.1%	N/A
Core Outcome Measures			2007	2008	2009	2010	2011	2012
C-1	Number of Traffic Fatalities ³	Goal ⁵	3,300	3,250	3,000	2,900	2,850	2,430
		Final	3,213	2,558	2,563	2,444	2,398	N/A
C-2	Number of Serious Injuries in Traffic Crashes ⁴	Goal	NA	NA	NA	23,500	23,250	20,001
		Final	25,559	23,758	22,743	21,501	N/A	N/A
C-3	Number of Fatalities/100M VMT ³	Goal - Total ⁵	1.6	1.6	1.6	1.54	1.53	N/A
		Final - Total	1.56	1.5	1.3	1.25	N/A	N/A
		Final - Rural	3.3	3.22	2.91	2.67	N/A	N/A
		Final - Urban	1.16	1.11	0.93	0.92	N/A	N/A
C-4	Number of Unrestrained Occupant Fatalities – All Positions ³	Goal	NA	NA	NA	970	950	824
		Final	1,078	1,000	846	706	609	N/A
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC ³	Goal ⁵	1,070	1,070	1,050	850	825	748
		Final	917	887	777	678	716	N/A

Core Outcome Measures			2007	2008	2009	2010	2011	2012
C-6	Number of Speeding-Related Fatalities ³	Goal	NA	NA	NA	540	530	508
		Final	611	553	536	457	296	N/A
C-7	Number of Motorcyclist Fatalities ³	Goal ⁵	400	400	500	500	490	405
		Final	566	556	413	396	464	N/A
C-8	Number of Unhelmeted Motorcyclist Fatalities ³	Goal	NA	NA	NA	390	245	199
		Final	265	254	203	205	253	N/A
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes ³	Goal	NA	NA	NA	400	460	348
		Final	583	489	363	331	294	N/A
C-10	Number of Pedestrian Fatalities ³	Goal ⁵	525	525	525	480	470	457
		Final	530	490	467	486	490	N/A
Florida Core Outcome and Activity Measures			2007	2008	2009	2010	2011	2012
F-1	Number of Bicyclist Fatalities ³	Goal ⁵	95	95	100	120	110	105
		Final	119	126	107	83	125	N/A
F-2	Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes ³	Goal	NA	NA	NA	413	400	390
		Final	460	435	260	442	397	N/A
F-3	Number of Grant-Funded DUI Checkpoints Conducted ¹	Goal	227	208	136	300	325	350
		Final	248	227	211	502	88	N/A
F-4	Number of Grant-Funded Teen Driver Events Conducted ¹	Goal	NA	NA	NA	320	350	360
		Final	140	300	296	510	239	N/A
<p>¹. Accurate data for grant-funded citations in past years is not available because, in most cases, law enforcement agencies reported all citations issued during the year, not just the totals for grant-funded activities.</p> <p>². Data for the Activity Measures is based on the quarterly reports filed by subgrantees during the fiscal year while the other measures are based on calendar year data.</p> <p>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.</p> <p>⁴. Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.</p> <p>⁵. Prior to 2010 goals were set based on DHSMV data – not FARS data. Goals shown for C-5 prior to 2010 were based on "alcohol-related" fatalities as defined by DHSMV. Goals for C-7 prior to 2010 included only motorcycle driver fatalities; motorcycle passenger fatalities were not included.</p>								

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 FDOT for 50% of the salaries and benefits for the seven employees of the Traffic Safety Section within the FDOT Safety Office. These employees administered the federal highway safety funds under Sections 402, 405, 406, 408, 410, and 2010. The staff includes a Traffic Safety Administrator, five Highway Safety Planners, and a Financial Specialist.

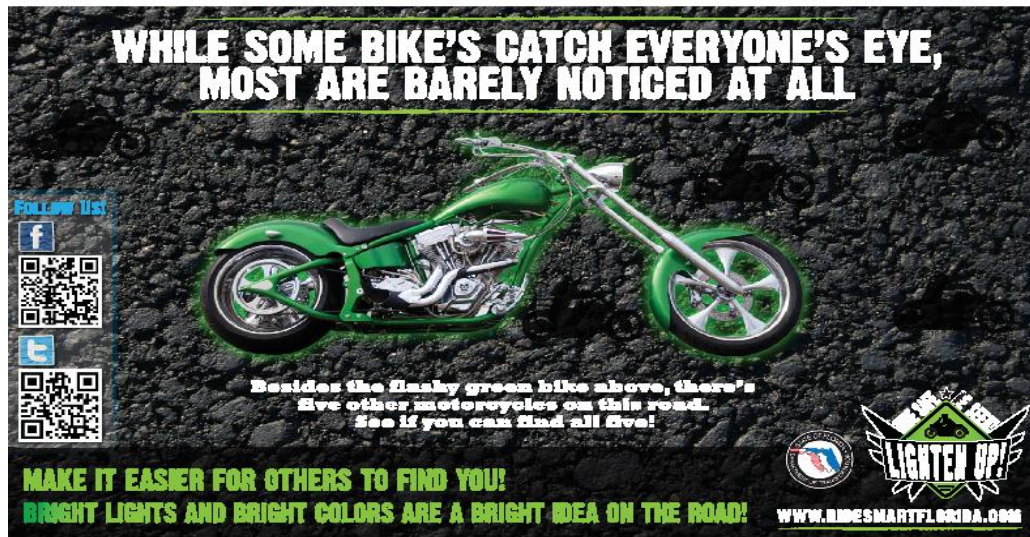
A second subgrant to the Tallahassee Community College provided a part time OPS Staff Assistant to support the Traffic Safety Section. This person was also hired part time with State funds to provide support functions for the Financial Specialist.

PAID MEDIA PROGRAM OVERVIEW

- Goals:**
1. To decrease traffic fatalities 2.6% from the 2010 calendar year total by December 31, 2011 through a series of campaigns designed to increase public awareness of Florida's traffic safety challenges.
 2. To decrease alcohol impaired driving fatalities 2.9% from the 2010 calendar year total by December 31, 2011, 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 0.8% from the 2011 calendar year usage rate of 88.1% to 89.1% by December 31, 2011 through a series of campaigns designed to increase public awareness.
 4. To maintain motorcyclist fatalities at the 2010 calendar year total of 396 by December 31, 2011, through a series of campaigns designed to increase public awareness.

Section 402 Funds

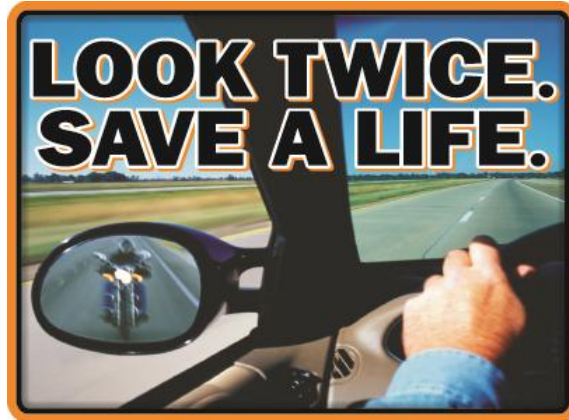
One grant was awarded for the purpose of promoting the motorcycle conspicuity "Lighten Up" message to all motorcyclists, by using pump toppers at gas stations. The pump toppers each contained a unique QR Code for each county. University of South Florida Center for Urban Traffic Research (CUTR) was able to provide tracking information for each county, to see how many people have scanned the QR code with their cellphone and visited www.RideSmartFlorida.com. Although scanning information is useful, it is only a very small percentage of the actual number of people that these ads were reaching. The actual contact statistics for the entire campaign (March through September) are as follows: Brevard 25, Broward 68, Duval 33, Hillsborough 27, Miami-Dade 242, Orange 72, Palm Beach 104, Pasco 40, Pinellas 41, and Volusia 41 for a total of 693 QR Code Scans. The pump toppers were displayed at a total of 405 stations throughout the state of Florida in the high priority counties.



PAID MEDIA PROGRAM OVERVIEW

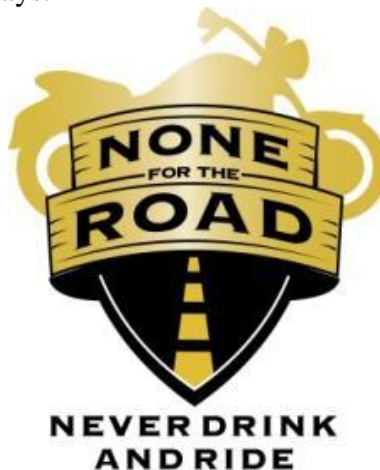
Section 2010 Funds

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 billboard space, and aired on television and radio in order to promote “*Look Twice Save a Life*” in high impact areas in Florida. A total of 5,986 television commercials and 2,494 radio commercials were aired in 26 markets, and a total of 52 billboards were utilized throughout the grant cycle. The motorist recognition rate of the overall “*Look Twice Save A Life*” campaign was 60.8% collected from a drivers Survey conducted in 2012 by the University of South Florida Center for Urban Transportation Research (CUTR).



Section 410 Funds

One grant was awarded for the purpose of reducing the incidents of impaired motorcycle operation by utilizing television paid media campaign and billboard displays. A total of 6,920 television commercials were aired in 26 markets, and a total of 209 billboards were utilized throughout the grant cycle. Following the “*None for the Road*” and “*Don’t Drink and Ride*” billboards and television commercials aired under this grant project, motorcyclists reported a 23.1% recognition rate in hotspot counties and 20.1% in the general sample. In the hotspot counties, 50.3% remember the line from the television commercial while 38.4% recalled it from billboards. 20% of male respondents in hotspot counties reported that they rode within 2 hours of drinking alcohol at least once in the previous 30 days.



PAID MEDIA PROGRAM OVERVIEW

Section 405 Funds

One subgrant was awarded to support the “Florida’s Click It or Ticket” (CIOT) paid media campaign. The lead agency for this grant was Tallahassee Community College’s Florida Public Safety Institute (FPSI). FPSI contracted with the The Tombras Group to develop a comprehensive media campaign plan surrounding the Click It Or Ticket safety belt enforcement initiatives. A comprehensive media campaign inclusive of various cable television, broadcast television, and radio outlet media buys targeted five major demographic regions statewide: Jacksonville, Miami, Orlando, Tallahassee, and Tampa. Additionally, point of sale advertising was achieved through the use of gas station pump toppers. During the primary Click It or Ticket (CIOT) enforcement dates (May 21–June 3), a combined 5,968 broadcast cable television spots and 5, 818 radio spots promotes the Click It Or Ticket (CIOT) message, reaching approximately 2,013,000 Floridians. An additional 4,798 television and radio spots were also provided as partnership in supporting these efforts.

OCCUPANT PROTECTION PROGRAM OVERVIEW

- Goals:**
1. To decrease traffic fatalities 2.6% from the 2010 year total fatalities by September 30, 2012.
 2. To increase Florida's safety belt use rate to 90% by September 30, 2012.
 3. To decrease the number of unrestrained children 5 years and under by 5% from the 2010 year total by September 30, 2012.
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There were ten occupant protection subgrants awarded in FY 2012 using Section 402 funds.

Section 402 Funds

One subgrant was awarded to Tallahassee Community College Florida Public Safety Institute (FPSI) to support the continuation of the Statewide Seat Belt Surveys. TCC contracted with Preusser Research Group Inc. (PRG) to redesign the statewide survey in order to meet new NHTSA design requirements and to conduct the surveys. NHTSA's biggest design change was to revise the geographic coverage of the sampling frame from the population-based exclusion criterion to a fatality-based exclusion criterion and to identify the road types that are required to be included in a State's sampling frame. PRG conducted pre-surveys during April 2012 and post survey during June 2012.

During the period 2005 – 2009, Florida had a total of 9,348 passenger vehicle fatalities, on a steadily downward trend, from 2,207 in 2005 to 1,515 in 2009. Florida has a total of 67 counties. The 35 counties with the greatest number of fatalities account for 85.4% of the passenger vehicle occupant fatalities. PRG utilized 15 of those counties, a number consistent with NHTSA's (1998) sampling recommendations and three more than in the previous design.

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

The result is that all necessary information was provided for developing a sampling plan according to NHTSA guidelines. PRG selected 165 observation sites, 11 from each county, distributed across five roadway functional categories, or strata.

In order to assess the equivalence of the sampling design to the current plan, Florida measured belt use twice in June 2011, once following the previous plan and once following an example of what ultimately became the proposed plan. By comparing the results of the two plans, tests were performed to identify systematic changes in belt use figures due to the new observation plan. Results were a weighted use rate of 87.4% using the estimate plan; which was 0.7% below, but not statistically significantly different than the 2011 reported rate of 88.1% utilizing the previous design.

Once the redesign plan was approved by NHTSA, PRG implemented the new survey in both April and June of 2012 to help verify Click It or Ticket (CIOT) program effects as well as determine a current seat belt use rate for Florida.

OCCUPANT PROTECTION PROGRAM OVERVIEW

Results from the post Click It or Ticket (CIOT) June 2012 post survey indicated that the statewide use rate reached 87.4%. The 15 counties surveyed were Alachua; Broward; Collier; Duval; Escambia; Hillsborough; Lake; Lee, Miami-Dade; Orange; Pasco; Palm Beach; Seminole; St. Johns; and Volusia. All genders, ages, and race/ethnicities showed improvements, especially those with the most room for growth such as African Americans occupants (+4.5%) and occupants of pickup trucks (+4.1%). PRG found that the 2012 Click It or Ticket (CIOT) Mobilization to be effective in improving occupant protection through continued use of high visibility programs focused on seat belt enforcement. These increases show that the 2012 CIOT mobilization made an impact; one which was generally greater among the lowest use groups.

One subgrant was awarded to University of Florida's Transportation Technology Center (T-Squared) to support the implementation of the Florida Occupant Protection Resource Center (FOPRC), this web-based resource center is a one-stop shop for educational materials, promotional items, child safety seats, training opportunities and links to other occupant protection websites.

During the 2012 Grant Cycle, the resource center distributed more than 189,000 pieces of educational materials and promotional items in an effort to educate the public about the proper installation and use of child safety seats and distributed 4,276 child safety seats. The resource center also provided funding for 11 Child Passenger Safety (CPS) Instructors to conduct CPS Technician Certification/ Recertification courses.

The FOPRC also provides Child Passenger Safety (CPS) technical information to the states 89 CPS instructors and 1,190 technicians via national and local state news on the FOPRC website.

One subgrant was awarded to Tallahassee Community College Florida Public Safety Institute (FPSI) to support the continuation of the Florida's Click It or Ticket (CIOT) Challenge. This project provided incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular those that make concerted efforts to enforce occupant protection. When law enforcement agencies "step it up" motorists benefit by having safer roadways. The agencies that earned awards through the Challenge benefit by receiving new equipment for effective enforcement of traffic laws. This is equipment that agencies may not have been able to purchase for themselves, given the severe fiscal limitations most agencies currently operate under.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 116 local area network meetings to promote and incentivize the Click It Or Ticket (CIOT) Challenge as well as a resource for other Florida Department of Transportation occupant protection measures. Various promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. A 2012 Dodge Charger custom police vehicle was purchased as the grand prize and presented at the 2012 LEL Challenge Awards Ceremony.

259 agencies participated in the 2012 Click It or Ticket (CIOT) Challenge. The online application process through www.floridalel.org website continues to be an effective and efficient means of applying for this and other Challenges. Approximately \$380,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs.

OCCUPANT PROTECTION PROGRAM OVERVIEW

One subgrant was awarded to the University of South Florida's Center for Urban Transportation (CUTR) to support the continuation of the Florida Minority Task Force on Occupant Protection (FMTFOP). CUTR worked with various stakeholders' and organizations to continue the FMTFOP as part of a comprehensive approach to motor vehicle safety. The task force objective for this grant was to increase safety belt use with the States area of critically concerned: African Americans and Hispanics.

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

This year, the Florida Minority Task Force on Occupant Protection chose to focus this grant cycle on improving the seat belt/child restraint usage in Duval County, specifically the Jacksonville area (the largest land-mass city in Florida) as its target. With such a large area to cover and with the late start that the task force experienced it was decided that they would focus their intervention on the African American community during the 2012 Grant Cycle. The survey site locations were selected based on the previous year's crash reports.

An observational safety belt survey was conducted on each area before and after an outreach was conducted. The observational surveys took place on Tuesdays between the hours of 7:30 AM to 9:30 AM and 4:00 PM to 6:00 PM. between five locations were selected for the observational survey.

Community Outreach: The Florida Minority Task Force on Occupant Protection distributed occupant protection, seat belt/child safety seat educational materials throughout the five selected survey sites. The targeted locations included churches, daycares, schools, retail/grocery stores, restaurants, and barber/ beauty shops. As part of the community outreach this year, new promotional materials were developed. A new task force logo was created and all promotional items were designed to increase effectiveness and appeal to a larger demographic within each community. Figure 1 shows the flyer created for outreach for the African American communities with the newly developed logo.

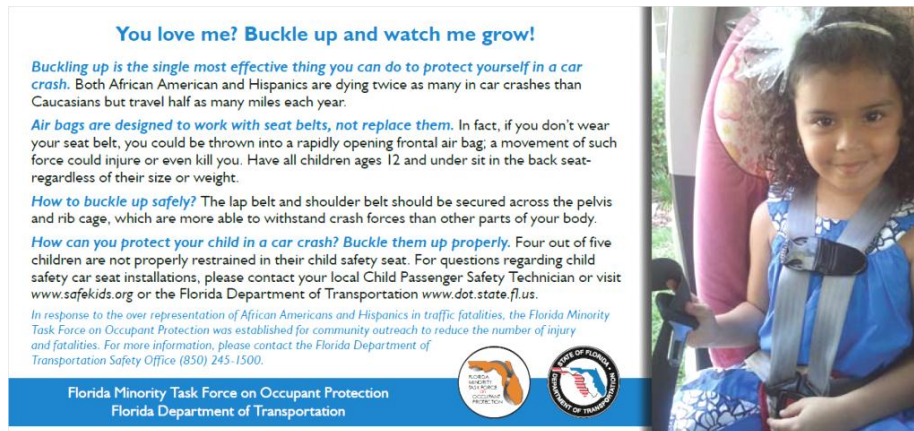


Figure1- Flyer for the African American Communities

OCCUPANT PROTECTION PROGRAM OVERVIEW

In conjunction with the community outreach, the FMTFOP core task force group took part in the Funk Festival held in Jacksonville on May 11-12, 2012. They distributed educational materials such as mood cups, keychains, gadget grips and flyers. They also discussed seat belt/child safety with the participants. FMTFOP also took part in Lifesavers Conference in Orlando on June 14-16, 2012 and the 16th Annual Black Men's Health and Wellness Expo Summit on June 16, 2012. They distributed educational materials and discussed seat belt/child safety with the participants. They also set up promotional items and had participants utilize the materials to help better educate the members. FMTFOP also took part in the Latino Leadership Conference on August 3, 2012 in Orlando, FL. The task force distributed educational materials and helmets, and discussed seat belt/child safety with the participants. Mr. Reggie Belle was a guest speaker and he informed the parents and participants at the conference about seat belt/child safety. FMTFOP took part in the Kidz in Motion Conference on August 16th, 2012 in Orlando, FL. The following pictures show some of the events in which the FMTFOP participated.

As mentioned before, the observational survey was conducted in five survey sites. In terms of the restraint use by site and race/ethnicity, the observational survey shows that there were minimal changes on restraint use for African American occupants in Duval County. An increase of 1.5% was observed for this area. Below are photos from the June 2012 Funk Festival held at Jacksonville's Municipal Park.



One subgrant was awarded to Florida Safe Inc. to support the continuation of the Florida Stay Alive For Education (S.A.F.E.) Program. This program offers young adults information that will allow them to make rational decisions concerning their safety and well being. Florida S.A.F.E. staff reached 4,653 students through 22 presentations to high schools.

S.A.F.E.'s dynamic program increases students understanding of the reality of traumatic incidents. 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 seat belts. The S.A.F.E. program offers students information which allows them to make rational decisions concerning their safety and well-being. This reduces motor vehicle crashes, DUI, injuries and fatalities. The S.A.F.E. program is presented by two Florida certified Firefighters/Paramedics. Overall the 2012 S.A.F.E. program fell well short of their goal of 15,000 students and 60 presentations for due to the delay the grant award on January 23, 2012 which fell during the second school semester in Florida, which is scheduled with Florida Comprehensive Assessment Test (FCAT) preparation and testing. An earlier award for the 2013 Grant Cycle, should alleviate this problem.

OCCUPANT PROTECTION PROGRAM OVERVIEW

One subgrant was awarded to Florida Department of Health to support the continuation of the Florida Special Needs Occupant Protection Program. This program 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 : Sacred Hearts Children's Hospital, Miami Children's Hospital, Arnold Palmer Hospital for Women and Children, the Children's Hospital of Southwest Florida, All Children's Hospital, Shands Children's Hospital at the University of Florida, Joe DiMaggio Children's Hospital, and the St. Joseph's Hospital for Women and Children. During this grant cycle, the program was rounded out by the addition of the central Panhandle area of Florida. Tallahassee Memorial Hospital, a level II Trauma Center, completed the application process and was selected to be the 9th Special Needs Site for the state and the first non-children's hospital in the program.

The Special Needs Program Sites loaned a total of 333 seats and replacement harnesses and conducted 384 evaluations during the grant year.

The Special Needs Program took part in the 2012 Lifesavers Conference in Orlando on June 14-16, 2012, both as presenters and exhibitors. Their presentation at Lifesavers was very well received, one participant from Utah, shared that with this program "Florida Rocks!"

One subgrant was awarded to Tallahassee Community College Florida Public Safety Institute (FPSI) to support the continuation of the Florida's Click It Or Ticket(CIOT) Attitude/Opinion Survey. FPSI contracted with the Orion Matrix Group (OMG) to conduct this attitude/opinion survey. OMG collected survey data April 23-27, 2012, from a sample of Florida drivers license holders prior to the broadcast of any paid media or safety belt enforcement related to the Click It or Ticket (CIOT) campaign. 86.1% in the general sample reported seeing the advertisement Click It or Ticket (CIOT) with a slightly higher percentage 87.9% of the higher risk drivers reporting having seen the advertisement pre-campaign.

June 4-8, 2012, following the Click It or Ticket (CIOT) paid media blitz and enforcement wave, a post survey was conducted to again gauge the effectiveness of the campaign and determine its effect on driver behavior. Following the campaign, 88.2% of the general sample and 90.8% of the higher risk driver group reported either seeing or hearing the advertisement in the previous thirty days. Recall of the Click It Or Ticket (CIOT) advertisement increased 2.10% in the general samples and 2.9% of the higher risk driver group after the campaign.

The surveys were standardized and all respondent information was submitted anonymously.

One subgrant was awarded to All Children's Hospital in St Petersburg, Florida to support the continuation of the Occupant Protection Program. An increase in the number of locations child passenger safety (CPS) classes offered for the community in addition to ongoing car seat check events have been a positive accomplishments for this program. The addition of the Occupant Protection (OP) Educator has positively contributed to the coordination of child passenger safety classes and car seat check events available for parents and caregivers in the six county region this program serves. The OP Educator routinely participates in CPS appointments at seven locations for All Children's Hospital, Inc. in addition to community events as budgeted hours allow. Furthermore, online appointment scheduling has been created and positive feedback has been received by families and community partners regarding an increase in convenience for scheduling cps appointments. There are now six registered CPS Inspection Stations in the St. Petersburg area. It is planned to continue increasing the number of registered Inspection Stations within the All Children's Hospital Health Care System as programming continues.

OCCUPANT PROTECTION PROGRAM OVERVIEW

During the 2012 Grant Cycle, this grantee added a safety belt component to their project. Ten high schools in Polk County were invited to participate in the “Battle of the Belts” program, four high schools accepted the invitation with awesome results.

On a congratulatory note, the project director for this program is the 2012 Chairperson of the National Child Passenger Safety Board (NCPSB). The director has successfully used grant funding to contribute to diversity in the child passenger safety programming. It is a great honor for the State of Florida to have a representative as chair on this national board. The NCPSB is made up of 21 members and selection is made through an application and interview process. Appointment for the position of Vice-Chairperson was conducted by nomination and then full Board vote.

They believe they’ve made great strides during this funding period and appreciate the opportunity to receive support from and work with FDOT on this project.

The remainder of Section 402 funding was used to fund two grants to expand/implement local child passenger safety (CPS) programs. These programs distributed 273 child safety seats, conducted 350 car seat inspections, provided 118 parents/caregivers with their CPS Awareness Presentations, and issued 114 child safety seat citations.

COMMUNITY TRAFFIC SAFETY PROGRAM OVERVIEW

- Goals:**
1. To decrease traffic fatalities 2.6% from the 2009 calendar base year total of 2,563 to 2,496 by December 31, 2011 through a series of campaigns designed to increase public awareness of Florida's traffic safety problems and by supporting the ongoing public information and education programs of Florida's Community Traffic Safety Teams.
 2. To decrease the number of teen drivers and passengers involved in fatal crashes from the 2009 calendar base year total of 153 through educational programs that support seat belt usage and addresses speed, distracted driving, aggressive driving, and impaired driving.

There were 11 community traffic safety subgrants awarded in FY 2012 using Section 402 funding.

One subgrant was awarded for community support. This project supported outreach activities related to teen traffic safety, work zone safety, seatbelt safety, motorcyclist safety, law enforcement materials, older driver safety, and to support the National Lifesavers Conference, hosted by Florida Department of Transportation during the grant period.



Seven Public Information and Education subgrants were awarded to DOT District Offices to support the Community Traffic Safety Teams in Florida. A “Unified Campaign” component is part of each district’s grant. Without a distracted driving law in Florida, the seven district coordinators decided to conduct a “Put It Down” education campaign as their Statewide Unified Project. Each district received positive feedback from the citizens they serve.

On November 13, 2012 the Florida Department of Transportation and the USAA Insurance Corporation co-hosted a Distract Driving Summit held at the Tampa Convention Center, in Tampa, Florida. U.S. Secretary of Transportation Ray LaHood was the keynote speaker. For the outstanding work that district six did with their “Put It Down” campaign, Carlos Sarimento, District Six CTST Coordinator, participated in a press event with Secretary LaHood and victims’ families.

Carlos Sarimento (FDOT District Six CTST Coordinator) delivering Distracted Driving Awareness message (at podium) along with victims’ families and US Secretary of Transportation, Ray LaHood (right)



COMMUNITY TRAFFIC SAFETY PROGRAM OVERVIEW

One grant was awarded for a Statewide Teen Drive With CARE (Courtesy, Attention, Responsibility, and Experience) program. This is a multicultural, interactive teen outreach program designed to explain driving laws and restrictions to teens and their parents while addressing the importance of developing good driving skills and behaviors. 70 presentations were delivered at high schools in Miami-Dade, Hillsborough, Orange, Duval and Marion Counties, where over 3,700 students attended. Results of post presentation evaluations, on a scale of 1-4 (4= Excellent) the average scores are as follows: convincing you of the importance of avoiding distracted behavior: 3.88; convincing you to practice courteous responsible safe behavior: 3.85; effectiveness of materials: 3.8.

The Collier County Sheriff's Office was awarded a grant for the purchase of a Simulated Impaired Driving Experience (SIDNE) vehicle. The grant was awarded during the later part of the second quarter which delayed some of the initial outreach; however, the vehicle was received and used for the Sheriff's Office "Hot Summer Nights" program and also used for Teen Driver Challenge events and in conjunction with Golden Gate High School driver education classes.

ALCOHOL PROGRAM OVERVIEW

- Goal:**
1. To decrease alcohol impaired driving fatalities 2.5% by December 31, 2012.
 2. To conduct at least 300 DUI checkpoints / saturation patrols between October 1, 2010 and September 30, 2012.
 3. To provide specialized training to at least 1,440 law enforcement officers and prosecutors by September 30, 2012.
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There were 38 alcohol subgrants awarded in FY 2012 using two sources of funding. Five subgrants were awarded using Section 402 funds, 33 were awarded using Section 410 funds.

Section 402 Funds

In 2012, Florida committed \$2,352,592 to targeting problems associated with alcohol-related crashes and fatalities.

Statewide, \$874,025 was provided for training of law enforcement which provided for 38 classes for Standard Field Sobriety Testing (SFST) and 7 Advance Roadside Impaired Driving Enforcement (ARIDE). Additionally, Florida is able report that the state now has 230 law enforcement officers certified in Drug Recognition and Evaluation. The Florida Impaired Driving Coalition continued to move forward addressing prevailing issues to combat the Impaired Driving problems in the state.

Section 410 Funds

Twenty of 33 Section 410 subgrants, or approximately \$1,905,000, was provided to law enforcement agencies to address alcohol-related crashes within their communities and statewide. This funding provided vehicles, in-car video systems, light towers, and several breath test instruments. \$1,800,000 was specifically allocated to fund DUI Checkpoints and Saturation Patrols for personnel overtime. This investment in local DUI programs netted over 3,198 arrests for impaired driving and 1123 DUI Checkpoints and Saturation Patrols.



ALCOHOL PROGRAM OVERVIEW

Florida continued to increase its efforts to eradicate the repeat offender by adding a new DUI Court in Volusia County. Meanwhile, 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 completed its final year of funding and experienced less than a 10% recidivism rate over the entire length of funding. The program continues as a model for other jurisdictions within Florida and nationally.

Law enforcement agencies also saw their share of success in FY 2012 as demonstrated by the Ocala Police Department (OPD) and the Miami-Dade Police Department (MDPD). The Ocala Police Department saw significant success in its third year of funding. By the use of data driven targeted patrols, OPD was able to reduce impaired driving crashes by 32% and increase DUI arrests by 51%. Through funding of an aggressive data driven enforcement program, the OPD has been able to resolve many of the DUI issues plaguing their community. Additionally, the OPD took an educational approach to eradicating impaired driving by reaching out to high school students. The OPD was able to conduct several presentations at area high schools, educated some 510 or 34% more students than last year.

The Miami-Dade Police Department in their second year of funding was able to improve upon their success from the previous year. Again, by the use of data driven targeted patrols, MDPD was able to reduce impaired driving increase DUI arrests by 4.8% and reduce impaired driving related fatalities by 30%. While an almost 5% increase in arrest may not sound significant, it translates to 475 persons being arrested for impaired driving. Those numbers are expected to climb due to the addition of two grant funded enforcement vehicles that are equipped with intoxilyzers. The addition of these vehicles will allow for faster processing, and thus return the officers back in service to apprehend additional impaired drivers.

To address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike, the Traffic Safety Resource Prosecutor Program (TSRP) was reinvigorated in Florida. This program is designed to train prosecutors and law enforcement officers, and to provide technical support to prosecutors. The two TSRPs train DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provide lectures at seminars throughout the state, and are involved in the Florida Impaired Driving Coalition. As often as possible, TSRPs attend alcohol and drug-impaired classes to law enforcement, and participates in ride-alongs with DUI enforcement officers throughout the state. TSRPs have trained 177 prosecutors and 45 law enforcement officers and have attended at many summits, meetings, workshops, trials and committees during the course of the fiscal year.

One of the biggest hurdles to the successful prosecution of the impaired driver is the enormous case loads carried by Florida's prosecutors. In order to ensure that the most complex and significant impaired driving cases receive the specialized experience needed to prosecute successfully, Florida is piloting a Special DUI Prosecutor in the 2nd Judicial Circuit. Now in its second year, this program has made significant progress in ensuring impaired driving convictions, based upon decreases in motions to dismiss, challenges of evidentiary issues and reclassification of DUI charges to reckless driving. This has been accomplished by having an experienced prosecutor aggressively counter the tactics used by defense attorneys.

ALCOHOL PROGRAM OVERVIEW

A new incentive program was introduced to Florida's law enforcement agencies during FY2012, The Florida DUI Challenge. The Florida DUI Challenge is open to all state, county, and municipal law enforcement agencies within Florida and will allow all Florida agencies to participate in a program which challenges their efforts in six areas: policy, DUI enforcement, DUI special operations, participation in Florida and National impaired driving campaigns, law enforcement training and public information. This program will provide incentive awards to winning agencies based on their performance within their category based on agency size. 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 \$250,000 to train DUI enforcement officers to conduct their investigations in Spanish. This has enhanced the quality of the arrests and in turn allowed for more successful prosecution of the Spanish only speaking DUI subject. A total of 88 DUI officers were provided this training during this fiscal year.

PEDESTRIAN/BICYCLE SAFETY PROGRAM OVERVIEW

- Goals:**
1. To reduce bicyclist fatalities 4.0% from the 2010 data by December 31, 2012.
 2. To reduce pedestrian fatalities 2.0% from the 2010 data by September 30, 2012.
-

There were 14 subgrants awarded in FY2010 using Section 402 funding.

One subgrant was awarded to support the continuation of Florida's Pedestrian/ Bicycling Safety Resource Center, the lead agency for the resource center is the University of Florida's Transportation Technology Transfer Center. This is a web-based resource center for citizens of Florida to obtain bicycle helmets, pedestrian/bicycle safety brochures, videos, lending library, educational materials, promotional items and access to their quarterly newsletter. During the 2012 grant cycle there were 51,000 bicycle helmets distributed; 518,506 items added to the resource center; four articles with a pedestrian/bike safety focus published in the T-Square Newsletter; and they filled 959 requests representing 670,909 promotional/educational items, this is an increase of 104 requests from 2011. Their website address is <http://t2ctt.ce.ufl.edu>.

One subgrant was awarded to support the Pedestrian and Bicycle Support Staff, the lead agency for this grant: Tallahassee Community College's Florida Public Safety Institute. The Assistant Bicycle-Pedestrian Coordinator answered 930 requests from FDOT staff, local agencies (including law enforcement), the general public, reporters, engineers, and consultants, attended 61 meetings and conducted 18 bicycle/pedestrian training activities.

One subgrant was awarded to support the Pedestrian and Bicycle Law Enforcement Training Program. Tallahassee Community College's Florida Public Safety Institute contracted with the Florida Bicycle Association (FBA) and The Center for Education and Research in Safety (CERS) to develop "roll-call" videos for law enforcement to use/store in their training libraries. FBA produced two bicycle safety roll-call videos on how to enforce bicycle safety laws. The first video is called "Cyclists and Roadway Use", the second "Who are Bicyclists/Cyclists". CERS produced two "high visibility enforcement of pedestrian right of way laws" roll-call videos, the first "Part 1: Uncontrolled Crosswalks, the second is called Part 2: Crosswalks at Signalized Intersections. These videos are available on-line in the Florida Public Safety Institute (FSPI) law enforcement training library.

One subgrant was awarded to Volusia Transportation Planning Organization (VTPO) to support the Pedestrian Safety Improvement Program for Selected Cities in Volusia County. The VTPO contracted with The Center for Education and Research in Safety (CERS) to develop "high visibility pedestrian safety enforcement at crosswalks", a low cost campaign to increase the safety of pedestrians in crosswalks. Nineteen operations took place, 558 motorists were stopped during these operations, 31 citations were written and 557 warnings issued.

PEDESTRIAN/BICYCLE SAFETY PROGRAM OVERVIEW

One subgrant was awarded to support Florida’s Pedestrian Program Assessment. The University of South Florida Center for Transportation Research researched, planned, and conducted the assessment in January 2012. The recommendations resulting from the assessment are being utilized to develop Florida’s first Pedestrian Strategic Safety Plan.



One subgrant was awarded to support Florida’s Bicycle and Pedestrian Focused Initiative. The University of South Florida Center for Urban Transportation Research piloted an aggressive awareness campaign “Alert Today Alive Tomorrow” in Miami-Dade and Hillsborough counties to promote pedestrian laws to both pedestrians and motorists. A multicultural diversity marketing firm was contracted to develop, focus test, and finalize a television Public Safety Announcement (PSA) and materials for billboards, bus shelters, fliers, tip cards, and transit advertisements. USF conducted a baseline survey in the two areas before kicking off the campaign, and will repeat the survey after one year of outreach and education. The goal of this project is to increase awareness of pedestrian laws by 5% by June 2013.



PEDESTRIAN/BICYCLE SAFETY PROGRAM OVERVIEW

There were eight local bicycle/pedestrian safety programs in Broward County; Gainesville; Hillsborough County (2); Key West; Miami (2); and St. Petersburg, Florida. These eight programs provided 360 bicycle/pedestrian safety education presentations and enforcement efforts resulted in 7,595 traffic stops. These traffic stops resulted in 6,317 citations written for various reasons.

TRAFFIC RECORDS PROGRAM OVERVIEW

- Goals:**
1. To increase the number of law enforcement agencies submitting crash reports electronically from the baseline of 20% on July 1, 2011 to 30% by September 30, 2012.
 2. To increase the total number of crash reports entered into the Crash Master database within 10 days of the crash from 23.1% on June 15, 2011 to 30% by June 15, 2012.
 3. To increase the percentage of EMS providers who are entering run reports into EMSTARS system from 27.7% on June 15, 2011 to 60% by June 15, 2012.
-

There were four subgrants awarded in FY2012 using Section 402 funds.

Section 402 Funds

The continuation of the TraCS Florida program was funded another year to serve as Florida's free electronic solution for agencies wishing to process electronic crash forms and tickets, through Florida State University. Primary activities performed in Fiscal Year 2011-2012 included support of existing agencies, assisting new agencies with TraCS implementations, transitioning agencies from paper crash form submission to the Department of Highway Safety Motor Vehicles (DHSMV) electronic crash form submission to DHSMV, transitioning agencies from paper citation form submission to local clerks to electronic citation form submission to local clerks, assisting the Florida Association of Clerks and Comptrollers (FACC) and DHSMV with beta testing the new eCitation vendor approval process. At the end of the previous fiscal year, 58 agencies were submitting crash data electronically to DHSMV. At the end of FY2012, there were a total of 77 affiliated agencies with 6297 users. During the fourth quarter of FY2012, 47 of these agencies submitted crash data electronically to DHSMV using the TraCS system. The largest of these agencies include the Pinellas County Sheriff's Office, Broward County Sheriff's Office, and the Miami Police Department. As new and larger agencies come on board, these numbers will continue to improve. There were 38,858 TraCS generated crash reports submitted in an average of 14.55 days from the date of the crash. Per the request of agencies and the Florida Department of Transportation (FDOT), a system backlog of short forms were submitted dated between January 2011-February 2012 after legislative changes allowed the submission of these forms; therefore, the average days from the date of the crash is skewed. As of September 2012, 15.33% of electronic crashes submitted statewide were submitted via the TraCS system.

A grant was awarded to Tallahassee Community College to hire Cambridge Systematics to facilitate support for the Florida Traffic Records Coordinating Committee to complete its required Traffic Records Assessment and submittal of the FY 2012 Section 408 funding application.

Neptune Beach Police Department was awarded a grant to purchase diagramming software. They were able to get the software at a reduced rate and were also able to purchase printers which allowed them to use TraCS software to submit their first electronic crash forms to DHSMV by September 30, 2012.

Edgewood Police Department received a grant to purchase diagramming software. They successfully purchased the software and are now submitting electronic crash reports with attached electronic crash diagramming.

TRAFFIC RECORDS PROGRAM OVERVIEW

Section 408 Funds

The Traffic Records Coordinating Committee voted to use the Section 408 funding to continue another year of funding for the Field Data Collection for NEMSIS Compliance; Data Acquisition and Sharing Support (DASH) and Traffic Injury Prevention (TRIP); Florida Unified Roadway Basemap Initiative; Supporting Electronic Crash Reporting by Local Agencies; and Supporting Electronic Crash Reporting by Local Agencies and Florida Web-Based Crash Data Collection, Reporting and Analysis (SIGNAL 4 Analytics)

The Field Data Collection for NEMSIS Compliance efforts continued via Florida's EMSTARS project. During the grant year, the project team continued collecting live patient care records from additional EMS provider agencies, setting up FTP accounts and support Key Users for EMSTARS Charter agencies, working with EMS provider agencies to help identify problems with their submissions and identify the best resolutions for the problems identified, and working with the software individual agency software vendors on verification processes for EMSTARS compliance. By the end of the grant year there were 142 agencies currently reporting data to EMSTARS and approximately 6.4 million patient care records (processed and validated) in the EMSTARS database.

Florida EMSTARS project continues to monitor the progress of the new national standards for data collection and reporting, NEMSIS Version 3.0 as well as review NEMSIS 3.0 products and tools released during the "Implementation Phase" and provide feedback to the National EMS Technical Assistance Center (NEMSIS TAC). The team also participates in the State EMS Data Managers Council WebEx meetings and conference calls to discuss NEMSIS vs. 3.0 and in the monthly NESEMSO Executive Committee conference calls to report on the National Data manager council activities.

The University of Florida was awarded a final year for the DASH/TRIP project. The team continued to maintain, expand, and refine the Metro Orlando Data Sharing Districts (DSD) and Hillsborough County DSD data sources. They initiated outreach with Miami-Dade DSD and have shared introductory materials and procedural outlines with Miami/Dade DSD. They also added three more DSDs, to increase our coverage of crash-related data for Florida's metropolitan areas, where data quality is expected to range from average to excellent. The team will continue meetings with the additional DSDs in FY2013 to acquire additional crash-related data. Through attendance at State meetings and by giving presentations at these meetings, as well as via conferences with State agencies, they continue to work with the State of Florida Traffic Records Coordinating Committee's (TRCC's) Data Subcommittee to identify and specify crash related data sources for each new DSD.

The Florida Department of Transportation was awarded its final year of funding for the Unified Basemap Project. Since first publishing the data in the Unified Basemap Repository there have been a total of 340 subscribers. The 340 subscribers are all external to the Florida Department of Transportation. Quarterly updates were provided this past fiscal year which indicate a steady increase of State and Local government accessing the Unified Basemap Repository. This measure shows that entities are actively monitoring the data daily to support their business needs. All subscribers to the Unified Basemap Repository are either state and local government staff or their contactors. Since the beginning of this fiscal year, there were a total of one hundred sixty-one (161) updates downloaded from the Unified basemap Repository. This has been a very successful initiative that has assisted with the elimination of duplicate findings and continues collaborations upon the same platform of roadway geographic features and federal reports in which were derived from the same roadway features.

TRAFFIC RECORDS PROGRAM OVERVIEW

The Department of Highway Safety and Motor Vehicles was awarded a grant to support electronic crash reporting by local agencies. DHSMV was able to accomplish the submittal of 64.8% of all electronic crash forms. The total number of reports being submitted electronically and updated to the database within 48 hours increased from 40,717 to 194,920 during the grant period. The number of law enforcement agencies submitted electronic crash reports increased from 139 to 186, which is a 33.8% increase.

The University of Florida was granted funding to support Florida's Web-based Crash Data Collection, Reporting and Analysis project, also referred to as Signal 4 Analytics. The university worked with the Florida Highway Patrol (FHP) to conduct a statewide pilot of the analytical system. FHP established an oversight group that guided the team in the development of the system to ensure that it meets the needs of law enforcement agencies.

The efforts to build the Signal 4 Analytics system focused on several directions including the construction of the analytical data warehouse, the Extraction, Transform, Load (ETL) process, the GIS supporting structure and the web-based front-end user interface. They developed a user management module. This module supports regular user accounts and administrator accounts. The user management tool allows user administrators to add new users, remove users, reset password and update user information. Each agency that gets access to the system is given a user administrator account to manage the users of the agency. The historic crash data for years 2006-2011 has been loaded in the system statewide, which exceeded the original plan to only load the 2008-2010 data.

A process was developed to import the HSMV data from CSV format. An automated routine can now determine any errors in data formatting and logs of errors are created. Some of the errors are corrected automatically but some errors require manual intervention. This process is expected to be used next year when eventually obtaining data from HSMV on a daily basis. Using the import routines statewide data has been loaded for the current year (2012) for months February through August. January and September data are not available at this time. They are expected to be loaded later this year. The system now contains over 2 million records.

Improved batch geocoding efforts now handle large number of records in a more streamlined fashion. Problematic records that fail the automatic geocoding mode are categorized in a way that can be addressed more easily during interactive geocoding process. They will continue coordination with FDOT Safety Office, Crash Section to obtain x,y crash coordinates to be used as reference to associate the crash points with the network. Points that fail batch geocoding are plotted based on the FDOT x,y coordinate. Some limitations exist due to the fact that FDOT on-system points are mapped on the DOT basemap, not the unified basemap.

MOTORCYCLE SAFETY PROGRAM OVERVIEW

- Goal:**
1. To reduce the number of motorcycle rider and passenger fatalities to 395 or less by December 31, 2011 by improving motorcycle safety public awareness and training programs with emphasis placed on implementing the recommendations set forth in the Motorcycle Safety Strategic Plan and the 2008 Motorcycle Assessment.
-

There were six motorcycle safety subgrants awarded using Section 402 funds in FY 2012.

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 motorcyclist was developed in accordance with the recommendations set forth by the Motorcycle Assessment Team in February 2008 to *“develop objective evaluation tools and use them to determine the effect of funded grant projects on reducing motorcycle crashes, fatalities, and injuries,”* and *“conduct the rider phone survey at least annually and adapt it to trends and recent FDOT, DHSMV, and FHP activities.”*



The University of South Florida Center for Urban Transportation Research (CUTR) conducted a series of three public opinion surveys, one for those who completed a Florida Rider Training Program for motorcyclists, one for those with motorcycle endorsements from the State of Florida, and one for automobile drivers in the State of Florida. To improve motorcycle safety in an effective and efficient manner, a comprehensive approach to motorcycle safety is being employed through the Motorcycle Strategic Safety Plan. A total of three different surveys, including (1) Florida Motorcyclist Survey 2012, (2) Florida Rider Training Survey 2012, and (3) Florida Automobile Driver Survey 2012, were conducted to determine the effectiveness of various motorcycle safety programs in Florida. A total of three final reports were developed.

Florida Motorcyclist Survey

A mixed-mode survey, including a web-based survey and a toll-free survey hotline with a multi-method sampling approach was adopted to conduct the 2012 Florida Motorcyclist Survey. A target sample size of 1,070 responses was selected based on the total number of endorsed motorcycle riders in Florida as of July 2011 (1,042,811) to meet a +/- 3% margin of error at the 95% level of confidence. A subset sample size of 783 responses was assigned to ten hotspot counties including: Brevard, Broward, Duval, Hillsborough, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, and Volusia. These counties were deemed hotspot counties based on 2010 motorcycle crash data obtained from DHSMV. The subset sample size for hotspot counties was selected based on the total number of endorsed motorcycle riders in those counties as of July 2011 (520,728) to meet a +/- 3.5% margin of error at the 95% level of confidence. Half of the endorsed motorcycle riders (49.9%) in Florida reside in the selected hotspot counties. A total of 1,340 responses, including 800 responses from hotspot counties, were obtained during July and August 2012. Therefore, results can be interpreted with a +/- 3% margin of error at the 95% level of confidence at the statewide level, and a +/-3.5 % margin of error at the 95% level of confidence at the hotspot county level.

MOTORCYCLE SAFETY PROGRAM OVERVIEW

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

Florida Rider Training Survey 2012

A list of the Florida Rider Training Program (FRTTP) schools in Florida was obtained from the FRTTP website <http://motorcycles.hsmv.state.fl.us/index.cfm> and all schools were contacted to inquire if they would administer the paper and pencil surveys to new graduates upon completion of the Basic Rider Course (BRC). A total of eight FRTTP schools with training facilities located in 12 different cities in Florida agreed to assist in administering the survey. The survey was conducted during June and July 2012. A target sample size of 500 responses was selected based on the number of motorcycle endorsements issued in Florida between July 2010 and July 2011 (33,008 endorsements). A total of 500 responses were collected representing newly endorsed riders from 33 different Florida counties. Therefore, results can be interpreted with a margin of error +/- 3.7% at the 90% level of confidence.

The 2012 survey obtained feedback from BRC graduates regarding course content and aimed to measure the impact of the course on motorcycle rider safety behavior in Florida. Overall, the training program was well received by motorcycle riders of all levels of experience. Nearly all respondents gave the course an overall rating of "excellent" or "good." In addition, the majority of respondents support the requirement that all new riders must complete the BRC.

Florida Automobile Driver Survey 2012

A mixed-mode survey, including a web-based survey and a toll-free survey hotline, with a multi-method sampling approach was adopted to conduct the 2012 Florida Driver Survey. A target sample size of 1,070 responses was selected based on the total number of licensed drivers in Florida as of January 2012 (15,374,230) to meet a +/- 3% margin of error at the 95% level of confidence. A subset sample size of 784 responses was assigned to ten hotspot counties including: Brevard, Broward, Duval, Hillsborough, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, and Volusia. These counties were deemed hotspot counties based on 2010 motorcycle crash data obtained from DHSMV. The subset sample size for hotspot counties was selected based on the total number of licensed drivers in those counties as of January 2012 (8,654,826) to meet a +/- 3.5% margin of error at the 95% level of confidence. A total of 1,134 responses, including 811 responses from hotspot counties, were obtained during July and August 2012. Therefore, results can be interpreted with a +/- 3% margin of error at the 95% level of confidence at the statewide level and a +/-3.5% margin of error at the 95% level of confidence at the hotspot level.

The 2012 survey collected feedback from Florida drivers to measure the impact of various motorcycle safety campaigns in Florida. Overall, the survey confirmed that the efforts have been well-received by Florida drivers. The survey found that more than half of respondents see motorcycles every time they drive. In general, respondents feel that Florida's roads are safe for car drivers, but only 38.6% of respondents feel that the roads are safe for motorcycle riders.

MOTORCYCLE SAFETY PROGRAM OVERVIEW

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. Motorcycle crashes pose a serious concern because of the health, economic, and social issues they raise. For nearly ten years preceding the establishment of the Florida Motorcycle Safety Coalition, Florida experienced a significant increase in motorcycle registrations, endorsements, crashes, fatalities, and injuries. In 2007 and 2008 Florida experienced a slight reduction in motorcyclist fatalities (less than 2%); however, since the inception of the Motorcycle Safety Coalition, 2009 data reflects a 25.1% reduction in motorcyclist fatalities and 2010 data shows a further 6.91% reduction. Unfortunately 2011 data shows an 18% increase in motorcycle fatalities from 2010. The causes of motorcycle crashes cannot be attributed to any single source. A combination of elements is involved. Therefore, comprehensive safety campaigns and approaches are necessary in order to address the many different contributing causes.



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

During the 2011-2012 grant cycle, USF has successfully achieved three program objectives and demonstrated the effectiveness of the Comprehensive Motorcycle Safety Program. First, USF successfully conducted four Florida Motorcycle Safety Coalition meetings at CUTR in November 2011, and January, May and August 2012, respectively. Secondly, USF assisted the coalition to effectively implement 26 strategies/action steps identified in the MSSP Business Plan. Through the grant cycle, the CUTR project team members developed eight partnerships to facilitate focused motorcycle safety efforts in ten high priority counties.

One Subgrant was awarded for an observational survey of motorcyclists. The Center for Urban Transportation Research (CUTR) at the University of South Florida (USF) conducted a Florida motorcycle observational survey in 2012 for the Florida Department of Transportation (FDOT). The main tasks include:

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

MOTORCYCLE SAFETY PROGRAM OVERVIEW

A total of 14 counties including the ten hotspot counties (Miami-Dade, Pinellas, Volusia, Hillsborough, Palm Beach, Broward, Duval, Orange, Pasco, and Brevard) and four randomly selected counties (Lee, Marion, Polk, and Seminole) were observed. The 2012 survey showed a 1.4 % decline in DOT-compliant helmet use in Florida, compared to the 2011 survey. Among the counties, Lee County was observed to have the lowest helmet use at 32.9% and Hillsborough County was observed to have the highest helmet use at 57.4%. DOT-compliant helmet use in the 2012 hotspot counties was observed to be 46.7%. A longitudinal analysis for the use of helmet presents the results of the annual levels of motorcycle helmet and other personal protective equipment use throughout the 2010, 2011, and 2012 survey cycles. The ten highest motorcycle fatality counties are compared over a 3-year time period. Cross tabulation and descriptive statistics were used to analyze the survey data and interpret relationships between categorical variables of interest. Variables analyzed included helmet type, motorcycle type, operator by gender, helmet use by county, and PPE use. A total of 46.7% of riders were observed wearing DOT-compliant helmets during the 2012 observational survey in the top five fatality counties (Miami-Dade, Pinellas, Volusia, Hillsborough, and Palm Beach).

The 2012 motorcycle dealership opinion survey was distributed in-person to sixty dealerships, ten dealerships in each of the top six counties with the highest motorcycle fatalities. Motorcycle dealers showed a genuine concern about rider education and rider safety. Dealers did express a hesitation to excessively promote rider safety at their dealerships due to the fact that they do not want to scare potential buyers from purchasing a motorcycle. Even with this hesitation, 100% of respondents to the survey indicated that they were willing to distribute safety awareness promotional materials. It is imperative to continue to develop strategies and to build upon dealership relationships in order to successfully promote rider safety and to positively affect motorcycle safety in Florida.

One subgrant was awarded for motorcycle safety outreach and education at local and law enforcement events. Hillsborough County Sheriff's Office reached out to 500 participants at community motorcycle safety programs and more than 700 students reached through high school safety programs. All community outreach programs were well received by participants. It was also discovered that a vast majority of riders were unaware of the safety information outlined on the motorcycle safety checklist that was produced as an initiative of the 2012 Comprehensive Motorcycle Safety Program grant. Enforcement operations netted 745 traffic stops, 443 citations issued and 593 motorcycle safety check lists issued. The following offers a breakdown of the categories for citations:

“no motorcycle endorsement” citations (47), “no helmet” and “no insurance” citations (68); citations for equipment violations (61); other citations (267).

This grant enabled Hillsborough County to concentrate on areas of concern related to motorcycle safety. Personnel working the grant found a great sense of satisfaction in the educational programs, as the majorities are avid recreational motorcyclists in addition to being professional motor deputies.



MOTORCYCLE SAFETY PROGRAM OVERVIEW

One subgrant was awarded for Motorcycle Education and Injury Prevention. The Florida Department of Health in conjunction with the University of Miami's Ryder Trauma Center developed the "Survive the Ride" program. A program geared towards EMS, Health Care Providers in Trauma Centers, and to motorcyclists who have been injured in a crash. In 2012, the focus of our program has been to better educate and train pre-hospital staff in paramedic assessment, judgment, and patient stabilization regarding motorcycle crashes. In 2012, a total of 424 pre-hospital staff were trained. 277 of these paramedics were trained in Miami-Dade County, and 147 of these were trained in other parts of the state of Florida. In Miami-Dade County, 121 paramedics were trained at Hialeah Fire Rescue, 16 with the City of Miami Fire Rescue, and 140 at Miami-Dade Fire Rescue. This year's focus has been to train Miami-Dade Fire Rescue, the largest pre-hospital agency in Miami-Dade County, Florida.

In addition to training pre-hospital staff in Miami-Dade, there was a continued effort to offer the program on a state-wide level. On May 24, 2012 from 12:00 to 1:30 pm a webcast was conducted for National EMS Week as a part of the Center for Urban Transportation Research (CUTR) webcast series. A total of 104 participants completed the pre survey, post survey, and were present on the day of the Webcast. On August 31, 2012, in Jacksonville, Florida a total of 43 pre-hospital staffers were trained, and Dr. Andrew Kerwin was approved as a trainer for our Survive the Ride program.

Overall, including training conducted in 2011 and 2012, a total of 400 pre-hospital staff were trained in Miami-Dade county (an additional 123 paramedics trained at Miami Beach Fire Rescue), giving a grand total of 547 pre-hospital staff trained by our program.

For the secondary prevention portion of this project, motorcycle and scooter riders and passengers were surveyed and educated in motorcycle crash safety to help prevent a future crash. In 2012, 61 patients were enrolled in our prevention program and surveyed. In 2011 and 2012, to date, 264 motorcycle crash patients were screened, and 83 were enrolled in our program. The goal of this portion of our program is to assess these patients' ability to learn and improve their reckless behavior. Patient prospective survey data and retrospective patient data were obtained. The results were as follows: 54% (30/56) of motorcycle riders had been in a prior crash and 24% (5/21) of scooter riders had been in a prior crash. Of these crashes, 71% required hospitalization. 62% (38/61) of motorcycle riders wore a helmet on the day of their crash, and only 9% (2/22) of scooter riders were wearing a helmet. With regards to protective gear, 31% (19/61) of motorcycle riders were wearing gear on the day of their crash, while only 5% (1/21) of scooter riders were wearing gear on the day of their crash, showing that motorcycle riders were more likely to wear helmets and protective gear than scooter riders. The majority of motorcycle riders wearing helmets and protective gear were riding sport bikes, similar to findings reported by CUTR. This information supports the need for this prevention program. Outcomes for the educational module scores include that for the pre-test, patients on average got 3.5 out of six questions correct (58% correct). For the post-test, patients got 5.6 out of six questions correct (93% correct). For the three – six month follow up post-test, patients got five out of six questions correct (83% correct), showing retention of safety education provided during bedside patient education session. This supports the value of prevention program: Even though patients may be treated around the state, they are still in need of motorcycle safety education through this teachable moment, immediately after a crash.

One subgrant was awarded to The University of Florida/Florida Technology Transfer Center (T2) to create new segments/Powerpoint presentations to be added to existing curriculum providing motorcycle safety information during road construction. There were four additional video segments produced that were then separated into 12 separate segments to offer the option of using the segments singly or combining several segments to fit the specific needs of the person/group accessing the information from the web link. These segments were unable to be added to the curriculum this year due to timing but they are being shown during breaks and lunch during training courses and are also posted on the T2 website. The segments were also presented at the annual Asphalt Contractors Association of Florida conference where the information was well received.

POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

- Goals:**
1. To decrease traffic fatalities 5.0% by December 31, 2012.
 2. To decrease speeding-related fatalities 2.3% by December 31, 2012.
 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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Section 402 Funds

There were 14 Police Traffic Service subgrants awarded in FY 2012 using Section 402 funds.

Since 2007, the **Florida Law Enforcement Liaison (LEL) Program** has been increasingly developed to not only promote law enforcement participation in statewide traffic safety efforts, but to increase public awareness of these issues as well. In 2008, the LEL Program grew in size from four to seven LELs, assigned throughout the state. In 2009, the program was restructured to include an LEL Coordinator, and to add an administrative support position of Program Assistant (to the Coordinator).

There is often a gap between law enforcement agencies and the Florida Department of Transportation (FDOT) State Safety Office and/or the National Highway Traffic Safety Administration (NHTSA). The law enforcement liaisons (LELs) function as both a line of connection between these groups as well as marketers of FDOT's campaigns and initiatives.

The LEL program consists now of one LEL Director, one Administrative Law Enforcement Liaison, and six statewide LELs. The LELs provided coordination, cooperation, and education to law enforcement agencies within their respective regions. Within each LEL region, local area networks (LANs) were established and maintained in an effort to ensure that information was disseminated effectively and efficiently. Region-specific information on the number and severity of traffic crashes and other highway safety related issues were provided to law enforcement. Additionally, the LELs provided information regarding FDOT's programs and initiatives such as DUI Sustained Enforcement, the DUI Challenge, Florida Motor Unit Challenge, the Click It or Ticket Challenge, Hands Across the Border, and law enforcement training opportunities available through the Florida Public Safety Institute (FPSI). The LELs conducted a total of 116 LANs during the year.

The Florida LEL Program continues to be an effective marketing arm for the State Safety Office. The effectiveness of this promotion and marketing is evidenced in the level of participation in FDOT's Challenge programs. Ninety-eight agencies participated in the Click It or Ticket Challenge; 259 in the DUI Challenge; 164 in the Florida Law Enforcement Challenge; 168 and 106 in the Motor Unit Challenge. As well, more than 200 law enforcement officers participated in the Hands Across the Border event.

The Florida Law Enforcement Challenge (FLEC) provides incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular in the areas of impaired driving and occupant protection. When law enforcement officers "step it up," motorists benefit by having safer roadways. The agencies that earn awards through the Challenge benefit also by receiving equipment for the effective enforcement of traffic laws--equipment otherwise unable to be purchased given the severe fiscal limitations within which most agencies currently operate.

POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 116 local area network (LAN) meetings to promote and incentivize the FLEC as well as to serve as a resource regarding other Florida Department of Transportation (FDOT) impaired driving initiatives. Estimated \$100,000 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2012 Dodge Charger custom police vehicle was purchased as the grand prize. The Florida Law Enforcement Challenge ceremony was held in Orlando, FL with Hampton Police Department as the FLEC winner.

This year 168 agencies participated in the Challenge. The online application process through www.floridalel.org website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitted Challenge applications, officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. This year's awards ceremony held July 12-15 at the Rosen Shingle Hotel in Orlando, FL, recognized first through third place winners. Approximately \$874,876 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs in Florida.

Through the incentives provided through these programs and in the spirit of healthy competition, officers "stepped up" their enforcement efforts and were able to have a continued impact on the safety of Florida's roadways. Florida's statewide safety belt usage rate was determined to be 87.4%. This usage rate was a slight, non-statistically significant decrease in statewide belt usage from June 2011 [88.1%] of 0.7%. It was noted that although Florida's statewide usage rate had a slight decrease from 2011; it is still above the national average. While usage increased across all genders, ages, and races/ethnicities, usage among black occupants (+4.5%) and occupants in trucks (+4.1%) were a specific increase.

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

The Motor Unit Challenge serves as a resource regarding other Florida Department of Transportation (FDOT) traffic safety initiatives. Approximately 28,708 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2011 Harley-Davidson Police Road King custom police motorcycle was purchased as the grand prize.

This year 106 agencies participated in the Challenge. The online application process through www.floridalel.org website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitted Challenge applications, officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. The Florida Law Enforcement Challenge banquet held on July 12-15 in Orlando, FL with Leon County Sheriff's Office as the MUC winner.

In conjunction with NHTSA, the Florida LEL Program developed the Regional LEL conference agenda. Topics presented included new approaches to nighttime safety belt enforcement; distracted driving; challenges to rural law enforcement; utilizing TSRPs in law enforcement efforts; data-driven approaches to traffic safety (DDACTS); and law enforcement challenge strategies. Special guest presenter Michael Yormark, President of the Florida Panthers Hockey Club, delivered a message on team building. Guest Dr. Bobby Smith, a former Louisiana State Trooper blinded in the line of duty, delivered a message related to officer effectiveness in the face of both professional and personal challenges.

POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

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

FPSI conducted 15 traffic training courses during the 2012 Grant Cycle, 667 students attended these courses and 659 students successfully completed the course requirements. Evaluations were completed by all students. The evaluations reflected an overall score of 97.25%.

Classes included Police Motorcycle Instructor Course; Advanced Traffic Homicide Investigation Course; Crash Scene Mapping Course; Traffic Crash Reconstruction Course; Photographic Techniques for Crash Investigation Course; Speed Measurement Course; Interview Techniques for Crashes Course; Traffic Homicide Investigation Course; Advanced Traffic Homicide Investigation Course; Radar/Laser Instructor Course; Computer Aided Diagramming Course; Photographic Techniques for Crash Investigation; Pedestrian and Bicycle Crash Investigation; and Basic Speed Measurement Course.

SPEED CONTROL PROGRAM OVERVIEW

- Goals:**
1. To decrease speeding-related fatalities by 2.5% by December 31, 2012.
 2. To decrease speeding-related crashes by 5% by December 31, 2012.
 3. To decrease aggressive driving-related fatalities by 2.5% by December 31, 2012.
 4. To decrease aggressive driving-related crashes by 5% by December 31, 2011.
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There were six speed and aggressive driving subgrants awarded in FY 2012 using Section 402 funding.

Section 402 Funds

In 2012, Florida committed \$578,979 to targeting problems associated with speed and aggressive driving. These funds were provided to the City of Fort Meyers, City of Gainesville, Broward County Sheriff's office, Palm Beach County Sheriff's office, Madison County Sheriff's office and Hillsborough County Sheriff's office for speed and aggressive driving enforcement programs. The officers involved in these programs also participated in public awareness initiatives, and traffic safety education programs. In addition to local initiatives, the Florida Law Enforcement Liaison Program (PT funding) was also responsible for promoting the Red Light Running and Aggressive Driving enforcement waves, and the annual Law Enforcement Challenge, which strengthens law enforcement participation in statewide awareness and enforcement waves.

To address enforcement issues, grants were provided to law enforcement agencies for equipment and personnel costs. Some of the agencies acquired speed measurement devices to assist in speed enforcement in their jurisdictions.

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

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

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

SPEED CONTROL PROGRAM OVERVIEW

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

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

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

ROADWAY SAFETY PROGRAM OVERVIEW

- Goal:**
1. To reduce the number of Florida resident road users age 65 and older killed as a result of crash involvement to 425 in 2011.
 2. To provide roadway secondary crash prevention on Florida's roadways in 2011.

There were seven roadway safety subgrants awarded in FY 2012 using Section 402 funding.



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 as well as information and materials for community-specific resources and activities that could make their personal vehicles "fit" better, enhance their safety as drivers, or increase their mobility in the community. The national program, which was modified to address Florida specific older road users, utilizes a team of trained event coordinators and health professionals who work with each participant locally to conduct consumer events in order to enhance the safety of our older driver population (65 years and older).



ROADWAY SAFETY PROGRAM OVERVIEW

One subgrant was awarded to continue the development of and enhancements to the “Find A Ride” database to meet the goal of sustainability of services, consistent with the projected growth of the elderly population and their continued need to access, understand and use alternative transportation services. This database supports Florida’s Comprehensive Older Driver Program and mobility management across the state. The primary focus of this database is to offer safe transportation alternatives when driving is no longer a safe option.

One subgrant was awarded to support Florida’s Comprehensive Older Driver Program and Aging Road User Coalition. In the 2011 grant cycle Florida’s Aging Road User Strategic Safety Plan was developed, printed, and distributed. In 2012 the emphasis area team leaders worked together with their teams on implementation of the plan.



In Florida, fatal crashes involving drivers 65 and older slightly increased from 426 in 2009 to 442 in 2010. Driver fatalities for the same age group also reflected a slight increase 260 in 2009 to 276 in 2010. The official 2011 data has not been released by the Florida Department of Highway Safety and Motor Vehicles yet, so 2010 is the most current data available.

While the comparison between 2009 and 2010 is an effective way to analyze crashes and fatalities, consideration must be made of the population growth of this age group ultimately contributes to the problem. Florida leads the nation with 17.8 % of our population 65 years and older compared to 13% for the United States. It is projected that the number of older residents will continue to grow and Florida will remain number one with 27.1% of our population projected to be 65+ in 2030, compared to 19.7% for the rest of the nation (U.S. Census Bureau). To identify the habits, needs and concerns of Florida’s aging road users, and to gauge changes in these between 2011 and 2012, a telephone and internet survey was conducted. The survey investigated drivers’ and other road users’ characteristics; their opinions regarding the safety of Florida’s roads; their plans for when they can no longer safely drive; and their knowledge of the Coalition, local transportation options, CarFit events, and driver safety courses. Conducted by Perceptive Market Research of Gainesville, FL, the survey was administered to a random sample of 1,015 Florida residents, roughly half of whom are between age 50 and 65 and another half are 65 and older.

ROADWAY SAFETY PROGRAM OVERVIEW

Two subgrants were awarded to support Florida's "United We Guide" Program. St. Johns County and the City of Tallahassee worked to transition this local program into a regional program that puts Mobility Managers in place to address safe mobility for seniors and/or alternative transportation for all mobility challenged residents in St. Johns, Duval, Leon, Wakulla, Gadsden, and Jefferson Counties. The goal of this project was to reduce the number of Florida resident road users age 65 and older killed as a result of crash involvement by 2.5% from the 2010 calendar base year by December 31, 2012. The official 2011 data has not been released by the Florida Department of Highway Safety and Motor Vehicles yet, so data to evaluate this goal is not yet available.



One subgrant was awarded to support Emergency Response to Roadway Safety. Miami Dade Fire Rescue implemented a program to redirect traffic away from crash sites and other obstacles in an effort to reduce secondary crashes and to promote a safer transportation environment for both road users and emergency responders.

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

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

Financial Summary

FY 2011 Highway Safety Performance Plan

Program Area	402	405 (K2)	410 (K8)	408	2010	Total	% of Total
Planning & Administration							1.00%
Occupant Protection							7.85%
Community Traffic Safety							2.83%
Alcohol							41.43%
Pedestrian/Bicycle Safety							2.54%
Traffic Records							6.68%
Motorcycle Safety							4.13%
Police Traffic Services							11.58%
Speed Control							1.58%
Roadway Safety							1.36%
Paid Media							19.03%
TOTAL							100.00%

