FY 2007

State of Florida

Highway Safety Plan



Annual Report

Florida Department of Transportation State Safety Office

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Introduction

Crash Summary

Traffic fatalities had been on the rise in Florida since 1996. With 3,365 people killed in traffic crashes during 2006, Florida's fatality numbers declined for the first time in 10 years. The 2006 figure is a 4.75% decrease from the 3,533 traffic fatalities reported in 2005. Preliminary data shows that the state will record approximately 70 fewer traffic fatalities in 2007 than in 2006.

Motorcyclist fatalities have increased dramatically since 1999, and that trend continued in 2006 with the 521 motorcyclists killed, setting a state record. However, in 2006, Florida reported the biggest drop in alcohol-related fatalities of any state in the nation. Alcohol was involved in 32.6% of the traffic fatalities in 2006; the alcohol-related fatality rate dropped to 0.54 per 100 million vehicle miles traveled (VMT). 1,099 people killed by alcohol-impaired drivers is 1,099 too many. However, programs that have been implemented seem to be having a positive impact.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population continues to increase, with an estimated 18,680,367 people living in the state as of April 1, 2007. VMT in the state increased to 203,782 million in 2006. The rate of fatalities per 100 million VMT decreased in 2006 to 1.65. This figure is a 6.25% decrease in the fatality rate from 2005 which was 1.76.

Accomplishments

The Florida Department of Transportation (Department), in cooperation with a group of state, local, and federal safety partners, continues to implement the Strategic Highway Safety Plan (SHSP) that addresses ways to reduce traffic fatalities and serious injuries in the State of Florida. The Department and these partners have identified projects for four emphasis areas and are focusing their resources and strategies for the next five years 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 other priorities – safety belts, crash data, and impaired driving.

Florida's safety belt usage rate decreased slightly to 79.1% in 2007 from the all time high of 80.7% in 2006. The Department continues to utilize an aggressive grassroots outreach plan and the efforts of the *Click It or Ticket Florida* Program. Seven of the eight Law Enforcement Liaison (LEL) positions have been filled, and we look forward to more involvement from local law enforcement agencies due to the efforts of the LELs.

Challenges

Florida's efforts to reduce traffic fatalities and injuries are hampered by the fact that the state continues to gain more than 300,000 permanent residents each year. This population increase, coupled with a large tourist population, contributes to the state's fatality numbers.

Florida's safety belt usage rate continued at a high level in 2007 despite having only a secondary safety belt law. The passage of a new safety belt law for persons under 18 in 2005, along with the *Click It or Ticket* mobilization, continues to contribute to this success. A primary safety belt law is needed to increase usage and reduce traffic fatalities. There is renewed hope that passage of a primary bill will be forthcoming during the 2008 legislative session.

Motorcycle fatalities have climbed in recent years with the increased popularity of riding and radical changes to the mandatory helmet law. Legislation reinstituting the helmet law is not anticipated during the 2008 legislative session. The Florida Legislature has passed a law that requires the owner of a motorcycle or motor-driven cycle or moped (50cc or higher) to present proof that the owner has a valid motorcycle endorsement prior to registration. A rider must pass a motorcycle safety course to obtain a motorcycle endorsement.

Florida DUI prosecutors dealt with several unfavorable rulings related to breath test affidavits and the Intoxilyzer 5000 and 8000 during the year. The source code problem still exists, along with tone motions.

The Florida legislature has turned back several attempts to lower the hard core drunk driver limit from 0.20. All attempts to lower the limit during the 2003-2007 legislative sessions died. This change is needed for Florida to qualify for Section 410 funds in FY 2009. A bill to lower the limit is expected to be introduced during the 2008 legislative session.

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual) 1	2,811	2,889	2,920	2,999	3,013	3,143	3,179	3,257	3,533	3,365
		I								
Falalita Data MOO william MAT	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatality Rate /100 million VMT	2.10	2.10	2.06	1.97	1.76	1.76	1.71	1.66	1.76	1.65
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Injuries (Actual) 1	240,001	241,863	232,225	231,588	234,600	229,611	221,639	227,192	233,930	214,914
<i>J.</i>		, , , , , , , , , , , , , , , , , , , ,	,	,		, ,	, , , , , , , , , , , , , , , , , , , ,	,		
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatality & Serious Injury Rate/100 million VMT	25.58	23.65	23.20	21.50	19.89	18.83	17.65	16.72	16.32	15.36
		Г	1		Ī	Ī	Г	Ī		1
2	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatality Rate/100K Population ²	18.37	18.40	18.13	18.28	17.93	18.27	18.16	18.59	19.73	18.40
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatal & Serious Injury Rate/100K pop. ²	224.09	207.15	204.47	199.42	203.7	195.72	187.26	187.17	183.15	170.96
Tatal & Serious Injury Rate/100K pop.	224.07	207.13	204.47	177.42	203.7	173.72	107.20	107.17	103.13	170.70
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Alcohol Related Fatalities ¹	926	862	936	979	1,000	1,007	1,096	1,093	1,240	1,099
		I.	l .							
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Proportion of Alcohol Related Fatalities	33.0	29.8	32.1	32.6	33.2	32.0	34.5	33.6	35.1	32.7
	4007	4000	4000	2222	2004	2000	2000	2004	2225	0001
Alcohol Related Fatality Rate/100M VMT	1 997 0.69	1998 0.63	1999 0.66	2000	2001 0.58	2002 0.56	2003 0.59	2004 0.58	2005 0.62	2006 0.54
Alcohol Related Fatality Rate/10000 VWI	0.09	0.03	0.00	0.65	0.36	0.30	0.39	0.36	0.02	0.54
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Percent of Population Using Safety Belts	60.0%	57.1%	58.7%	64.8%	69.5%	75.1%	72.6%	76.3%	73.9%	80.7%
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Pedestrian Fatalities ¹	535	548	501	506	510	484	509	504	576	546
		T								
1	1997 114	1998 95	1999	2000 83	2001	2002	2003 95	2004 119	2005	2006
Bicyclist Fatalities ¹	114	95	115	83	107	108	95	119	119	124
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Motorcyclist Fatalities ¹	163	158	156	2000	252	274	339	388	441	521
wotorcyclist i atailties										<u> </u>
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Vehicle Miles Travelled (in millions)	134,007	137,495	141,903	152,136	171,029	178,681	185,642	196,185	200,974	203,783

¹ Fatality and injury data from the Department of Highway Safety and Motor Vehicles **Traffic Crash Facts** books.

² Population figures obtained from the Florida Legislature's Office of Economic and Demographic Research.

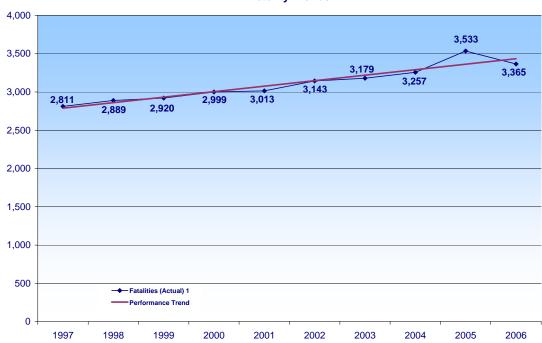
Performance Goals and Trends*

Goal: Fatalities Baseline

To reduce the number of people killed annually in traffic crashes to 3,300 by December 31, 2007.

Baseline Data



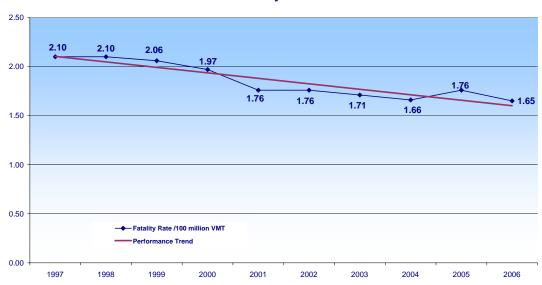


Goal: Fatality Rate/VMT Baseline

To reduce the fatality rate to 1.6 per 100M VMT by December 31, 2007.

Baseline Data

Fatality Rate



^{*}Goals set by Safety Office planners.



To reduce annual traffic injuries to 225,000 by December 31, 2007.

Baseline Data

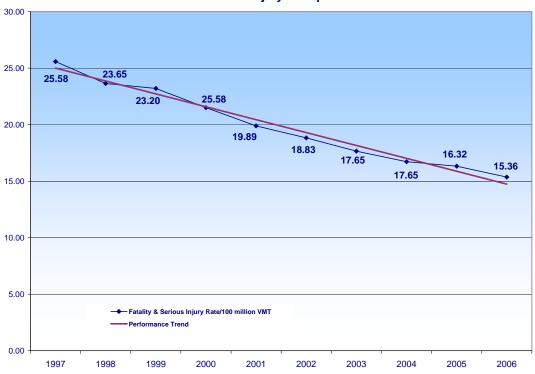
Injury Trends 245,000 241,863 240,001 240,000 234,600 235,000 233,930 229,611 232,225 230,000 231,588 227,192 225,000 221,639 220,000 215,000 214,914 210,000 205,000 -Injuries (Actual) 1 Performance Trend 200,000 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006

Goal: Fatal and Injury Rate/VMT Baseline

To reduce the fatal and injury rate to 17.60 per 100M VMT by December 31, 2007.

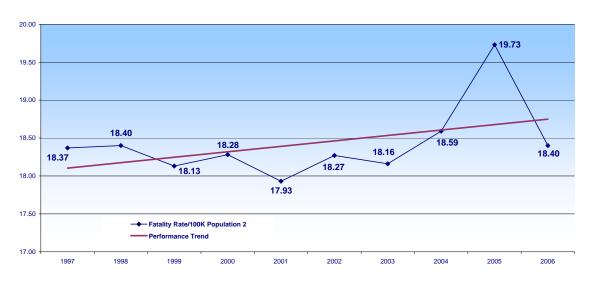
Baseline Data

Fatal and Serious Injury Rate per 100M VMT



Baseline Data

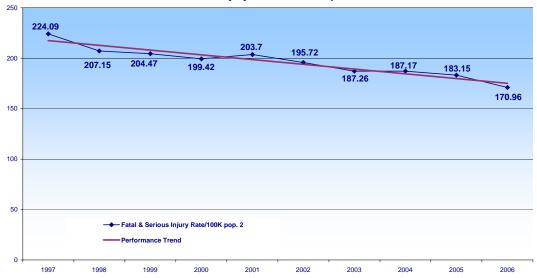
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population Baseline

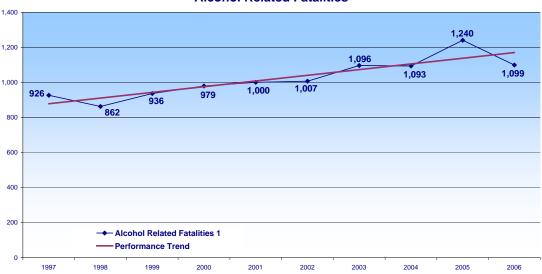
To reduce the fatality/injury rate per 100,000 population to 182.0 by December 31, 2007. Baseline Data

Fatal and Injury Rate / 100K Population



Baseline Data

Alcohol Related Fatalities

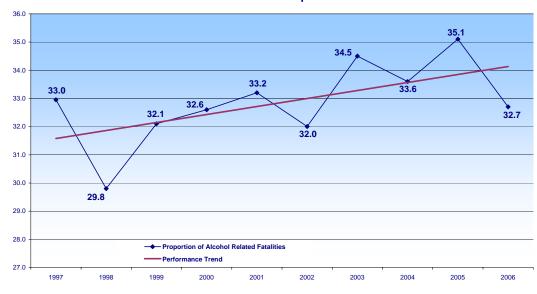


Goal: Alcohol Fatality Proportion Baseline

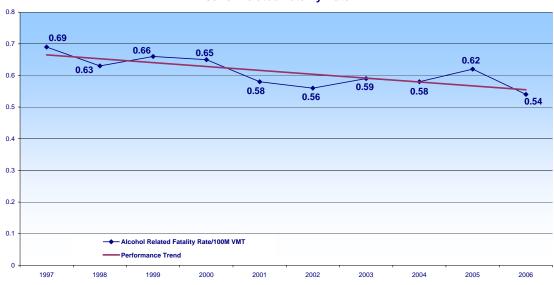
To reduce the alcohol related fatality rate to 33.0% annually by December 31, 2007.

Baseline Data

Alcohol Related Fatalities as a Proportion of All Fatalities



Alcohol Related Fatality Rate



Goal: Safety Belt Use Baseline

To increase safety belt use to 82% by December 31, 2007.

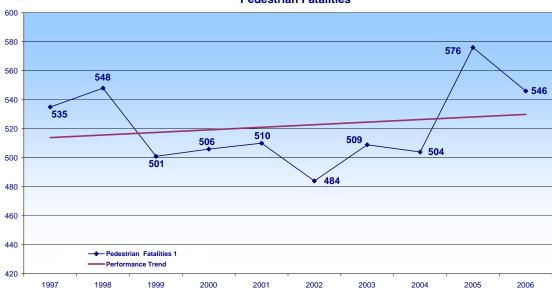
Baseline Data

Percent of Population Using Safety Belts



Baseline Data



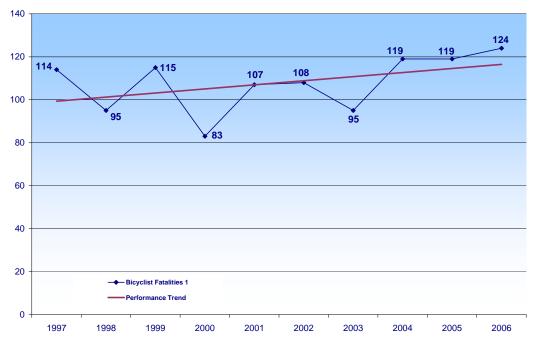


Goal: Bicycle Fatalities Baseline

To reduce bicycle fatalities to 95 annually by December 31, 2007.

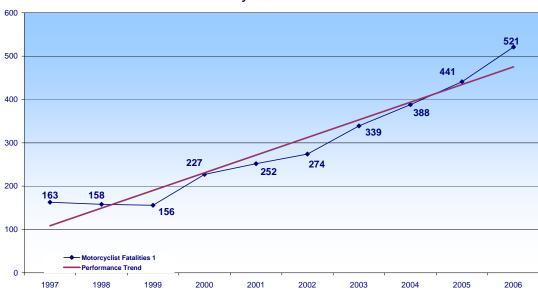
Baseline Data

Bicyclist Fatalities



Baseline Data

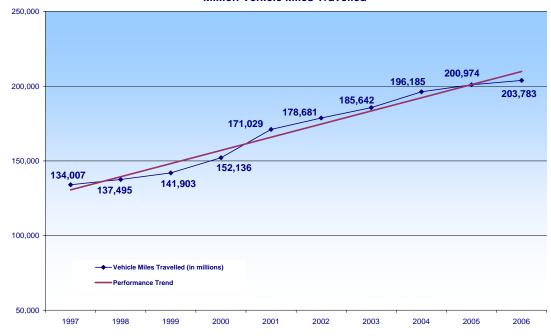
Motorcyclist Fatalities



Million Vehicle Miles Travelled Baseline

Baseline Data

Million Vehicle Miles Travelled



Impaired Driving Program Overview

Florida was one of 15 states that participated in the **Strategic Evaluation States** program sponsored by the National Highway Traffic Safety Administration (NHTSA). As a result, the main focus of our impaired driving program has been the **Sustained Enforcement Program** effort. *Drunk Driving: Over the Limit. Under Arrest.* is becoming a familiar slogan to millions of Floridians and is being utilized during the local sustained enforcement efforts and during the **Labor Day National Crackdown**.

FY 2007 short range goals included the following:

- 1. To reduce the number of people killed in Florida as a result of alcohol-related crashes to less than 1,000 in 2007.
- 2. To expand the **Sustained Enforcement Program** into other counties that experience a high number of alcohol-related crashes.
- 3. To conduct at least 400 DUI checkpoints in Florida by September 30, 2007.
- 4. To provide specialized DUI training to at least 1,250 law enforcement officers and 500 prosecutors by September 30, 2007.

The **Sustained Enforcement Program** was expanded into Seminole County in FY 2007, resulting in 21 counties that were targeted for the year. Based on monthly reports, 384 DUI checkpoints were held by agencies that participated in the both the **Sustained Enforcement Program** and the **Labor Day National Crackdown**. Nearly 110,000 cars were checked during these operations. The agencies also conducted approximately 3,500 DUI saturation patrols during the year. The agencies made over 24,000 DUI arrests during the year. A total of 119 law enforcement agencies qualified for equipment incentives through their participation in the **Sustained Enforcement Program** during FY 2007.

Florida participated in the *Drunk Driving: Over the Limit. Under Arrest.* Labor Day National Crackdown. Participation in the Labor Day campaign was less than expected in 2007 – 194 law enforcement agencies reported their activity. Another 82 checkpoints were held during the Labor Day National Crackdown by agencies that are not part of the Sustained Enforcement Program. Higher participation had been expected, but we are grateful to those agencies that did participate. During the Labor Day National Crackdown, there were 2,921 DUI arrests made, along with 865 felony arrests.

Radio and television time was bought statewide to air public service announcements during the crackdown, and 9,532 television spots were aired on cable outlets in six geographic areas at a cost of \$675,530.

The Department's Safety Office promotes the use of low manpower DUI checkpoints whenever possible as the best countermeasure to reduce the number of people killed in alcohol-related crashes. Law enforcement agencies must conduct checkpoints to receive the highest level incentive rewards offered by the **Sustained Enforcement Program**. In addition, the Safety Office awards grants for checkpoint equipment, makes DUI checkpoint equipment trailers available for use at checkpoint locations, and funds a DUI checkpoint class for law enforcement officers. As a result, more Florida agencies are hosting checkpoints.

Florida's DUI defense bar is very active in trying to find new ways and reviving old arguments to win cases for their clients. Thus, it is imperative that law enforcement personnel and prosecutors receive specialized training in DUI enforcement and prosecution. Training was provided to law enforcement officers, breath test operators, and prosecutors through grants with the University of North Florida and the Florida Prosecuting Attorneys Association. Law enforcement classes included DUI Case Preparation and Courtroom Testimony, Standardized Field Sobriety Testing (SFST) and SFST Instructor, Sobriety Checkpoint Operations, In-Car Video Training for DUI Enforcement, Drugs that Impair Driving, Drug Recognition Expert, Florida Breath Test Conference, and the annual Symposium on Alcohol and Drug Impaired Driving Enforcement. Prosecutor training included the DUI Trial Advocacy School, Pre-Trial Motions Workshop, Advanced DUI Seminar, and DUI/Vehicular Manslaughter Seminar.

Florida has had a Traffic Safety Resource Prosecutor (TSRP) since 1994. The purpose of the TSRP is to assist State Attorney's in the prosecution of DUIs and to provide information to prosecutors across the state. There will be a second TSRP position filled in 2008.

Approximately 698 law enforcement officers attended specialized DUI classes conducted by the Institute of Police Technology and Management during the year. Some 47 officers completed the DRE class, and 56 officers completed other DRE-related classes. There were 27 new DRE instructor certifications and 90 instructor recertifications. Approximately 400 law enforcement officers, breath test operators, and prosecutors attended the annual Symposium on Impaired Driving Enforcement, and 96 officers and breath test operators attended the Breath Test Conference. About 465 prosecutors attended specialized DUI prosecutor training run by the Florida Prosecuting Attorneys Association during the year. There will always be a need for specialized DUI training because the state has a high turnover/re-assignment rate for officers and prosecutors.

The Department's Safety Office has also been very active in funding the creation of new DUI enforcement positions throughout the state. During FY 2007, the Safety Office funded numerous DUI enforcement positions across the state. The officers who filled these positions made approximately 2,000 DUI arrests during the year. They also issued more than 8,000 moving violations and participated in DUI checkpoints or saturation patrols.

Occupant Protection Program Overview

Florida's Occupant Protection program includes training, education, law enforcement, and public awareness components. FY 2007 goals included the following:

- 1. To increase Florida's safety belt usage rate to 85% from a level of 80.7% by August 2007.
- 2. To increase the number of approved child seat inspection stations by 10%.
- 3. To expand the special needs child seat program to at least two hospitals during the fiscal year.
- 4. To increase safety belt usage among teen drivers through teen traffic safety outreach programs.
- 5. To decrease the number of child safety seats that are improperly installed or used.
- 6. To increase awareness concerning resources and child passenger safety inspection stations for families throughout Florida.

Over \$2 million was used for the *Click It or Ticket* initiative to place 3,993 television spots and 5,711 radio spots to 10 market areas throughout Florida, to include: Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa, and West Palm Beach. Additionally, there were 5,377 free spots provided to the *Click It or Ticket* program as a bonus.

Over \$1.5 million was used for the *Click It or Ticket Teen Outreach Program.* Spots targeting teens were placed in 10 market areas – Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa and West Palm Beach. Some 328 television spots and 1,632 radio spots were aired during the Memorial Day wave, and 40 free bonus spots provided. During the **Labor Day National Crackdown,** spots were purchased in the same 10 market areas. Overall, 3,105 television spots and 4,910 radio spots were purchased. Additionally, there were 2,126 free television spots and 2,250 free radio spots provided to the *Click It or Ticket Teen Outreach Program*.

In May 2007, a crash demonstration was provided to kick off the *Click It or Ticket* initiative. Law enforcement and traffic safety partners throughout the state, in addition to representatives from NHTSA and the media were present to support this demonstration. This crash demonstration utilized unrestrained crash dummies in vehicles that were pulled into one another with the assistance of a tow truck, in order to demonstrate the potential for serious bodily injury at speeds of 30-35 mph. The video and pictures taken from this demonstration were utilized throughout the year in numerous public awareness initiatives and programs.

The *Florida Child Passenger Safety Program* participated in five 32-hour child safety seat training courses, and two eight-hour renewal courses during the year. The program also sent four child passenger safety technicians to the *Kidz In Motion National Child Passenger Safety Conference* during the month of August.

The *Florida Special Needs Occupant Protection Program* evaluated 138 children with special health care needs at seven regional sites compared to six sites in FY 2006. A total of 121 seats were loaned to patients with acute special health care needs. An additional 13 certified technicians completed the *Transporting Children With Special Health Care Needs* training. A total of 172 seats were distributed to patients with severe or long-term special health care needs.

Florida's law enforcement liaisons (LELs) promoted several State Safety Office campaigns, including *Click It or Ticket Florida, the Florida Law Enforcement Challenge,* and the *Labor Day National Crackdown,* through 1,179 visits to law enforcement agencies throughout the state. The LELs distributed 163,000 promotional items to traffic safety partners, and over 115,000 items were distributed to law enforcement agencies. The LEL Program has motivated 372 agencies to participate in numerous statewide campaigns throughout the year. The LEL Program staff was increased from two LELs to seven LELs during this fiscal year, in addition to an LEL Coordinator position. The *Summer H.E.A.T.* campaign was not a part of the NHTSA programs this year, but the LELs did work directly with agencies statewide during the summer months to promote traffic safety efforts.

Paid Media Report

Impaired Driving

During the *Drunk Driving: Over the Limit. Under Arrest.* Labor Day National Crackdown, a media campaign was launched in Florida using approximately \$675,530 in Section 410 funds for television spots. Cable television buys were made in the Miami/Fort Lauderdale, Tampa/St. Petersburg, Orlando, Ft. Myers, Jacksonville, and Tallahassee media markets. The television spot was aired 9,532 times. The primary target group was males between the ages of 18-34. Surveys were taken at DHSMV offices around the state before and after the mobilization. Name recognition for *Click It or Ticket* Florida was 78% in the post-mobilization surveys – a 13% increase from pre-mobilization surveys.

During Florida's **3D Month Enforcement Wave**, approximately \$68,000 was spent to broadcast enforcement-related radio spots throughout the state. During the three-week period, the Florida Radio Network aired 28 spots each week on each of the 57 stations that are part of the network (1,596 total spots). In addition, 150 spots were aired during the wave on five Spanish radio stations in the Miami, Ft. Myers, Orlando, and Tampa markets.

Occupant Protection

During FY 2007, \$2,004,800 was utilized for paid media efforts across Florida. During the *Click It or Ticket* mobilization held from May 21 – June 3, 2007, funds were used to place television and radio advertisements featuring the *Click It or Ticket Florida* message. 3,993 television spots and 5,711 radio spots were aired. Additionally, there were 5,377 bonus spots aired. The overall safety belt usage rate for 2007 was 79.1%.

Earned media was also extensive with 241 news spots generated that reached an estimated audience of 9,792,808 and covered ever major market area. The estimated value of the earned media is \$76,287. In addition to the electronic media, the Department also received earned media coverage in the print media. There were 65 publications which covered the campaign with approximately 90 articles resulting in an estimated 11,195,847 impressions. Each of the articles referenced the *Click It or Ticket* slogan.

A total of 20,988,655 impressions resulted from Florida's media efforts during the *Click It or Ticket* campaign.

From July 19 – September 11, 2007, we teamed up with minor league baseball to coordinate a *Buckle Up, Every Time, Every Trip* campaign, using the 13 minor league baseball teams in the state. Minor league baseball is a very effective tool to promote safety belt use. Minor league baseball is present in the top 40% of counties with the most safety belt citations issued and non-use of safety belts cited on the crash report. There were 258 events conducted at the stadiums with 432,540 in attendance at these events.

The 2007 *Hands Across the Border* initiative took place prior to the **Labor Day**National Crackdown. Law enforcement agencies in Florida, Georgia, and Alabama worked together to increase high visibility enforcement of safety belt, child safety seat, and impaired driving laws in the days leading up to the Labor Day holiday. Coverage of the *Hands Across the Border* campaign was quite extensive in each market, creating nearly one million impressions. In fact, there was a 58.5% increase in coverage over 2006.

Diversity Outreach

The centerpiece of the 2007 *Click It or Ticket* Hispanic outreach campaign was a bilingual public service announcement (PSA) developed with rookie NASCAR driver and former Formula I champion Juan Pablo Montoya to encourage motorists to "buckle up, every time, every trip." The PSA was developed to maintain a "shelf life" beyond the *Click It or Ticket* enforcement wave. It was also developed so that it could be tagged (with permission) by other organizations and states. NASCAR representatives have been extremely cooperative with the project from the start and are currently adapting the PSA for use during NASCAR broadcasts. The Spanish version has already been adapted by NASCAR for use on ESPN *deportes*, ESPN's Spanish-language sports channel, and was scheduled to begin running in mid-June.

Although the spot was designed as a PSA, it was incorporated it into the *Click It or Ticket* media buy on many English and Spanish TV and radio stations. As earned media, it was distributed as a PSA to Spanish radio and TV stations that were not part of the media buy. Current usage has been confirmed on Hispanic radio stations in the Miami area and in Fort Myers and on a TV station in the Orlando market. The spot was also distributed to 60 English TV stations (in addition to those included in the media buy), and at least 10 stations have confirmed they are using the PSA or will use it. The spot was also distributed to nearly 400 English radio stations.

A letter signed by Senator Mel Martinez was distributed with the Montoya PSA to further add credibility to the campaign and to endorse the Buckle Up message for Hispanics, as well as all Floridians.

Media outreach was conducted as appropriate prior to the kickoff press conference in Tallahassee and prior to each of the subsequent press conferences held throughout the state. Media materials were distributed in Spanish and English to the Hispanic media and follow up was conducted. Earned coverage has been confirmed in key Hispanic print media outlets including *El Nuevo Herald, El Sentinel, Diario Las Americas,* and many others. Major broadcast outlets, especially in South Florida attended the press conferences and covered the *Click It or Ticket* enforcement wave. These included Univison, Telemundo, and Telefutura in Miami and Univision in Tampa.

Community outreach efforts also included a "viral email" developed with a link to the Montoya PSA that was distributed to 1,465 contacts including Hispanic chambers across Florida, Hispanic event organizers, churches, and more.

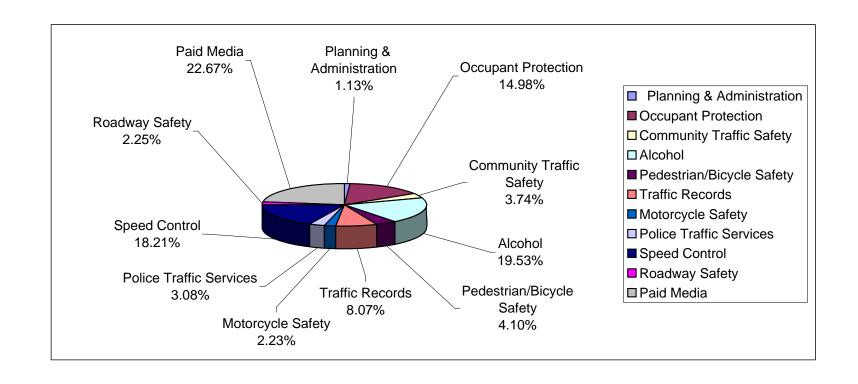
Other efforts included developing a strategy to reach out to the Hispanic community through various ethnic festivals and events. Since the *Click It or Ticket* enforcement timeline is relatively short, it is believed this strategy could be further developed as a year-round effort to reach a broad Hispanic audience. Other alternative strategies for reaching young Hispanics through social networking, such as a MySpace.com page, were also explored. This is also a strategy that could be further developed for ongoing outreach. We also researched the possibility of working with caterers and party planners that specialize in Quinceañera parties and believe that there is an opportunity to reach young people through these traditional events.

As a part of our community and media relations efforts, we extended our outreach to the Haitian/Creole community, particularly in South Florida. We have formed relationships with key contacts that will continue to be valuable conduits to reaching this growing community.

Financial Summary

FY 2007 Highway Safety Performance Plan

Program Area	402	405 (K2)	405 (J2)	157a	410 (K8)	410 (J8)	408	163	411	2010	Total	% of Total
Planning & Administration	\$211,843.51										\$211,843.51	1.13%
Occupant Protection	\$239,524.71	\$927,938.81	\$411,362.81	\$1,218,946.35							\$2,797,772.68	14.98%
Community Traffic Safety	\$698,525.52										\$698,525.52	3.74%
Alcohol	\$820,643.67			\$13,425.94	\$1,728,595.38	\$1,019,813.22		\$64,876.61			\$3,647,354.82	19.53%
Pedestrian/Bicycle Safety	\$765,205.88										\$765,205.88	4.10%
Traffic Records	\$664,859.34						\$841,692.32		\$722.93		\$1,507,274.59	8.07%
Motorcycle Safety	\$210,643.07			\$2,996.93						\$202,179.83	\$415,819.83	2.23%
Police Traffic Services	\$575,585.81										\$575,585.81	3.08%
Speed Control	\$1,594,814.19							\$1,804,514.04			\$3,399,328.23	18.21%
Roadway Safety	\$416,485.00			\$4,499.28							\$420,984.28	2.25%
Paid Media	\$2,642,413.93		\$1,446,055.66		\$143,941.36						\$4,232,410.95	22.67%
<u>TOTAL</u>	\$8,840,544.63	\$927,938.81	\$1,857,418.47	\$1,239,868.50	\$1,872,536.74	\$1,019,813.22	\$841,692.32	\$1,869,390.65		\$202,179.83	\$18,672,106.10	100.00%





Florida Department of Transportation State Safety Office Traffic Safety Section