

**FY 2005**

# **State of Florida**

## **Highway Safety Plan**



### ***Annual Report***

**Florida Department of Transportation  
State Safety Office**

## Contact Information

Name: Carla G. Sims  
Title: Traffic Safety Administrator  
Agency: Florida Department of Transportation      Phone: (850) 245-1500  
Street: 605 Suwannee Street                              Fax: (850) 245-1553  
Mail Station: 17    Email: carla.sims@dot.state.fl.us  
City: Tallahassee    Web: www.dot.state.fl.us  
State: Florida  
Zip Code: 32399-0450

## Introduction

### ***Crash Summary***

Traffic fatalities have been on the rise in Florida since 1996. With 3,257 people killed in traffic crashes during 2004, Florida's fatality numbers reached a record high. Motorcyclist fatalities have also increased dramatically since 1999, with the 388 motorcyclists killed in 2004 setting another state record. Additionally, alcohol-related fatalities have been on the rise since 1998, but there were three fewer alcohol-related traffic deaths in 2004 than in 2003.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population continues to increase, with an estimated 17,515,732 people living in the state as of April 1, 2004. However, vehicle miles traveled (VMT) in the state increased to 196,185 million in 2004, bringing the rate of fatalities per 100 million VMT to a 10-year low. In addition, the rate of fatalities and serious injuries per 100,000 population was also at a 10-year low.

### ***Accomplishments***

Florida's safety belt usage rate reached an all time high of 76.3% in 2004 through the efforts of the ***Click It or Ticket Florida*** Program, but the usage rate decreased slightly to 73.9% in 2005. The Florida Legislature passed a partial primary safety belt bill in 2005, amending section 316.614, Florida Statutes. However, this bill only covered drivers and passengers under the age of 18. The FDOT Safety Office also began implementing a strategic action plan to combat aggressive driving in FY 2005 as part of the Lead State Initiative. In addition, for the second consecutive year more than 400 DUI checkpoints were conducted around the state as part of the ***You Drink & Drive. You Lose.*** Program and other DUI initiatives.

## **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 an expanding tourist population, has contributed to the state's recording new fatality records in 2003 and 2004, and preliminary data shows that another new record for traffic fatalities will probably be set in 2005. On a more positive note, the data also shows that while the number of people killed in traffic crashes reached an all-time record high in 2004, the fatality rate per 100 million VMT reached a 30-year low.

Florida's safety belt usage rate reached record levels in 2004 despite having only a secondary safety belt law, but the usage rate declined in 2005. The passage of a new safety belt law in 2005, which affects persons under the age of 18, may lead to a higher usage rate in 2006.

Motorcycle fatalities have climbed in recent years with the increased popularity of riding and a change to the state's motorcycle helmet law. However, additional changes to the safety belt and helmet laws are not anticipated in the next few years.

In addition, Florida DUI prosecutors have dealt with several unfavorable rulings in 2005 related to breath test affidavits and the Intoxilyzer 5000. These decisions are making DUI prosecution more difficult throughout the state, and in some counties, local rulings are making it impossible to successfully prosecute an impaired driver. Until the state gets favorable rulings at the Appeals Court level on these issues, DUI prosecution will be difficult in many parts of the state.

Finally, the past two hurricane seasons have also affected the ability of Florida law enforcement agencies to devote resources to traffic activities, especially during enforcement waves. In 2005, Hurricane Dennis hit the panhandle of Florida in July and Hurricane Katrina hit south Florida before devastating the Louisiana and Mississippi coast. As a result, some agencies were not able to participate in the summer enforcement campaigns. Hurricane Wilma further taxed agency resources when it hit south Florida in October, and this is impacting the FY 2006 Thanksgiving and Christmas/New Years mobilizations.

**Crash Data / Trends**

**Baseline Data 1994-1997**

**Progress Report Data 1998-2003**

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Fatalities (Actual) <sup>1</sup>	2,847	2,806	2,811	2,889	2,920	2,999	3,013	3,143	3,179	3,257
Fatality Rate /100 million VMT	2.23	2.16	2.10	2.10	2.06	1.97	1.76	1.76	1.71	1.66
Injuries (Actual) <sup>1</sup>	233,900	241,377	240,001	241,863	232,225	231,588	234,600	229,611	221,639	227,192
Fatality & Serious Injury Rate/100 million VMT	26.99	26.75	25.58	23.65	23.20	21.50	19.89	18.83	17.65	16.72
Fatality Rate/100K Population <sup>2</sup>	19.36	18.70	18.37	18.40	18.13	18.28	17.93	18.27	18.16	18.59
Fatal & Serious Injury Rate/100K pop. <sup>2</sup>	234.72	231.17	224.09	207.15	204.47	199.42	203.7	195.72	187.26	187.17
Alcohol Related Fatalities <sup>1</sup>	1,073	944	926	862	936	979	1,000	1,007	1,096	1,093
Proportion of Alcohol Related Fatalities	37.7	33.6	32.9	29.8	32.1	32.6	33.2	32.0	34.5	33.6
Alcohol Related Fatality Rate/100M VMT	0.83	0.72	0.69	0.63	0.66	0.65	0.58	0.56	0.59	0.58
Percent of Population Using Safety Belts	59.0%	62.7%	60.0%	57.1%	58.7%	64.8%	69.5%	75.1%	72.6%	76.3%
Pedestrian Fatalities <sup>1</sup>	564	559	535	548	501	506	510	484	509	504
Bicyclist Fatalities <sup>1</sup>	137	105	114	95	115	83	107	108	95	119
Motorcyclist Fatalities <sup>1</sup>	164	138	163	158	156	227	252	274	339	388
Vehicle Miles Travelled (in millions)	127,800	129,637	134,007	137,495	141,903	152,136	171,029	178,681	185,642	196,185

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

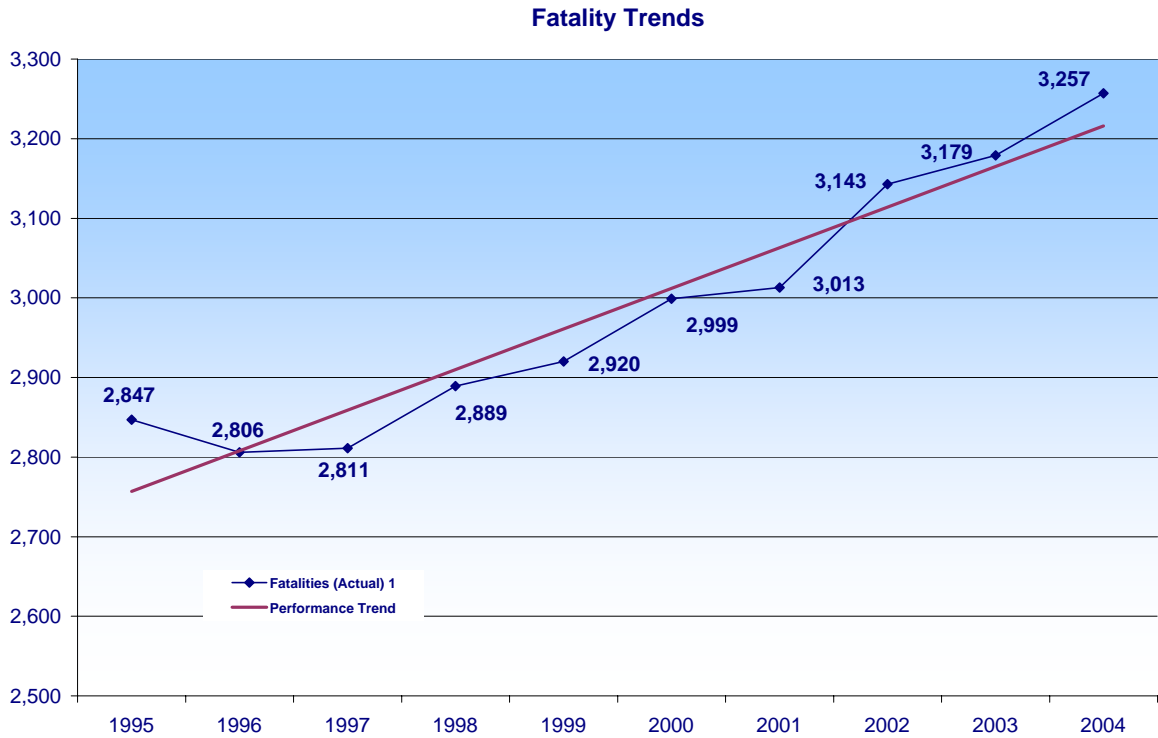
<sup>2</sup> Population figures obtained from the Florida Legislature's Office of Economic and Demographic Research.

## Performance Goals and Trends

### Goal: Fatalities Baseline

To reduce the number of people killed annually in traffic crashes to 3,100 by December 31, 2005.

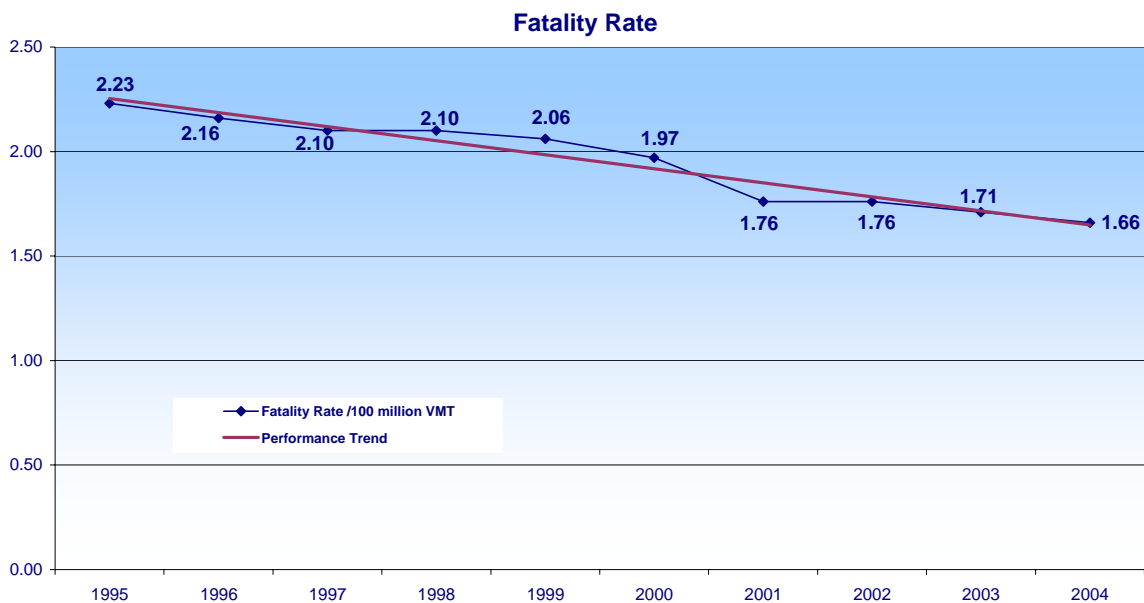
Baseline Data



### Goal: Fatality Rate/VMT Baseline

To reduce the fatality rate to 1.6 per 100M VMT.

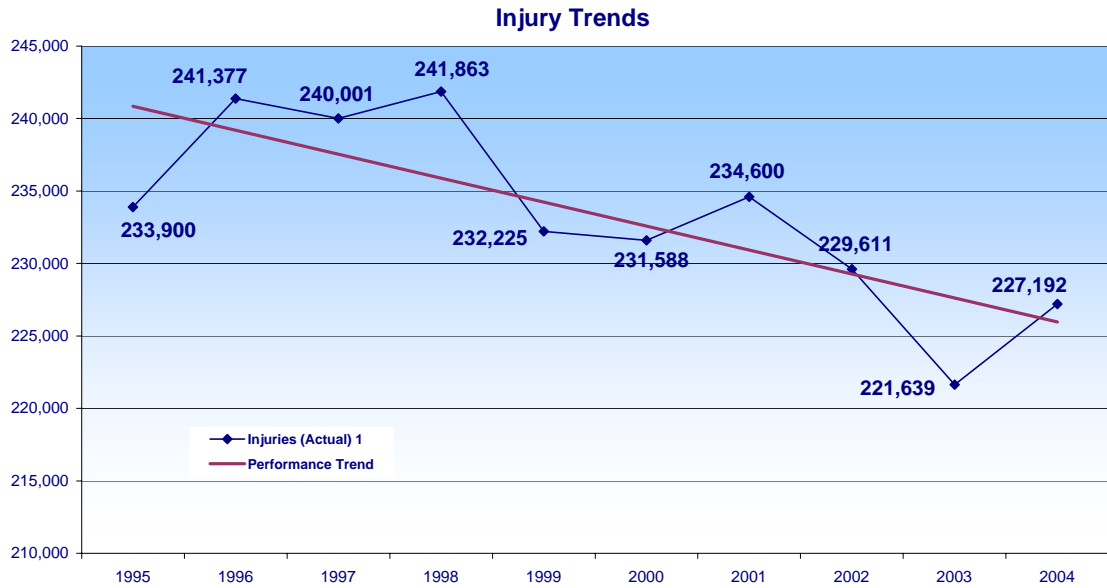
Baseline Data



**Goal: Injuries**  
Baseline

To reduce annual traffic injuries to 220,000 by December 31, 2005.

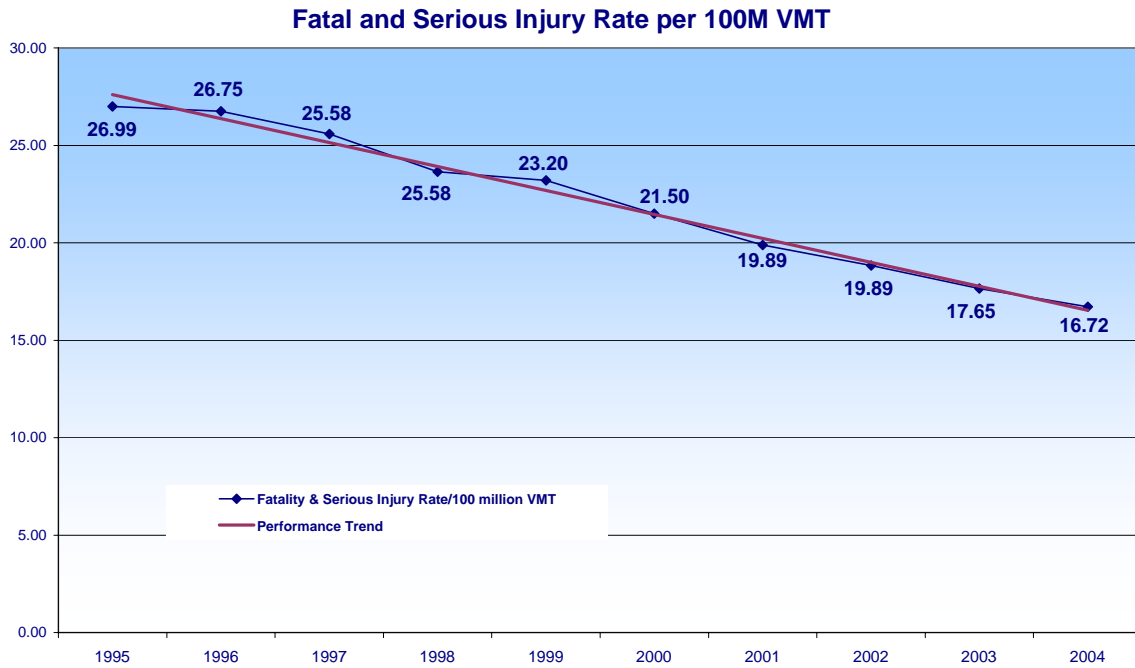
Baseline Data



**Goal: Fatal and Injury Rate/VMT**  
Baseline

To reduce the fatal and injury rate to 17.60 per 100M VMT by December 31, 2005.

Baseline Data

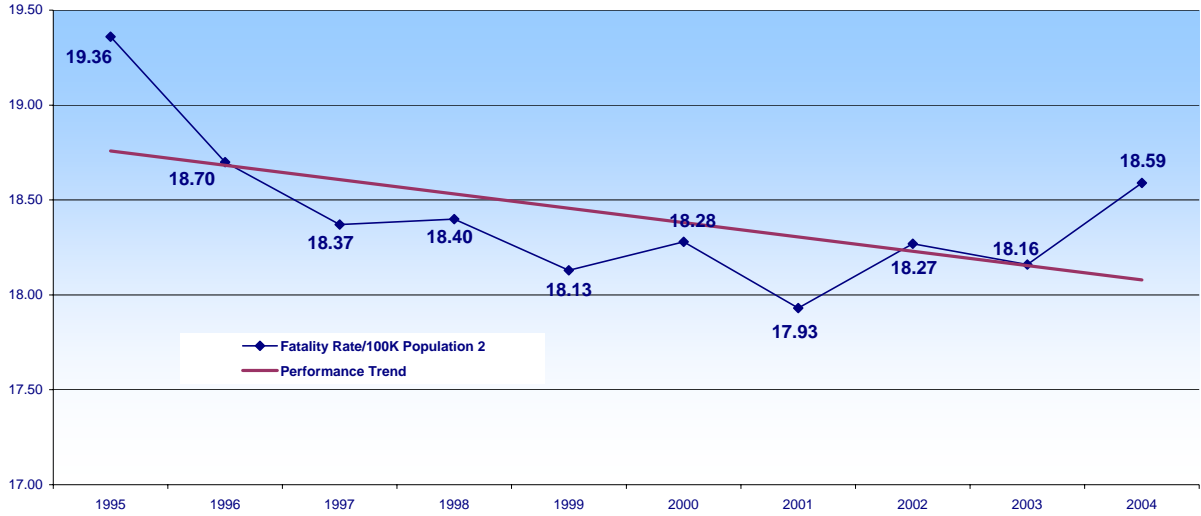


**Goal: Fatality Rate/100K Population**  
**Baseline**

To reduce the fatality rate per 100,000 population to 18.10 by December 31, 2005.

Baseline Data

**Fatality Rate/100K Population**

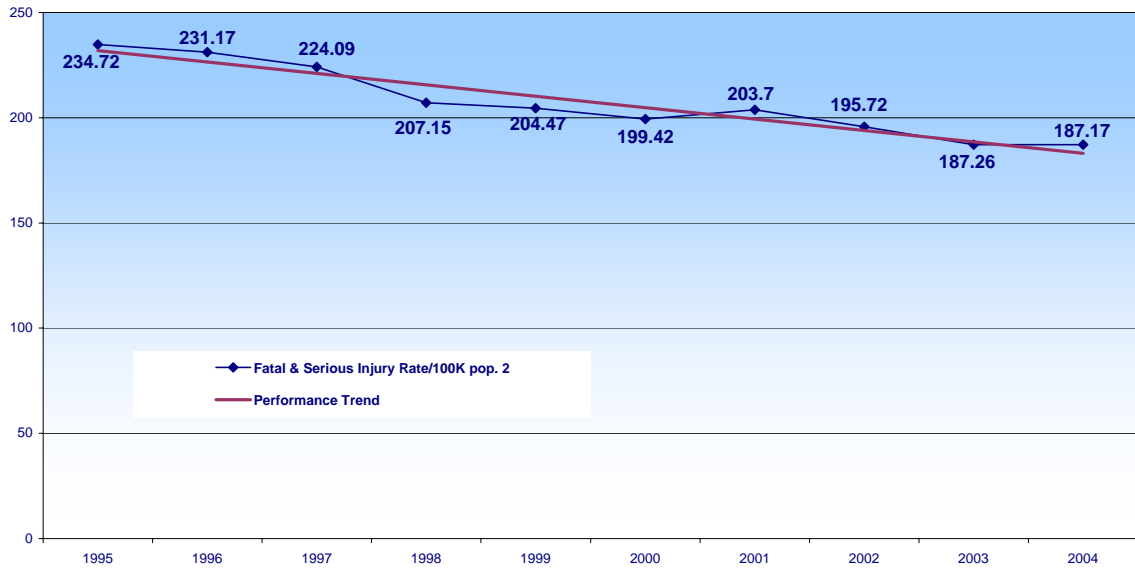


**Goal: Fatal/Injury Rate/100K Population**  
**Baseline**

To reduce the fatality/injury rate per 100,000 population to 186.0 by December 31, 2005.

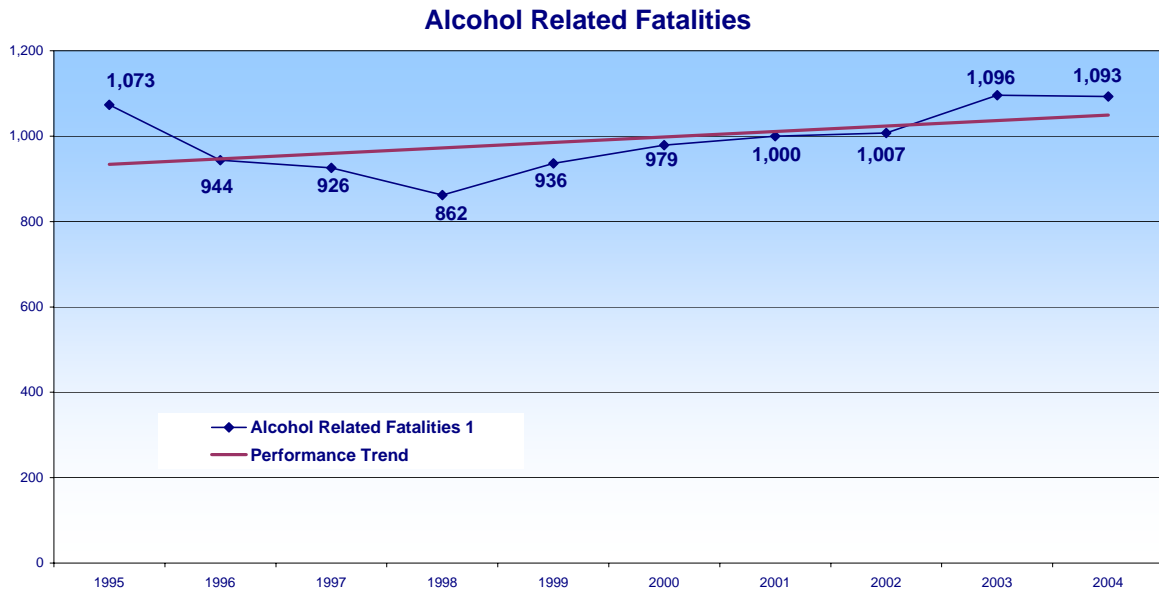
Baseline Data

**Fatal and Injury Rate / 100K Population**



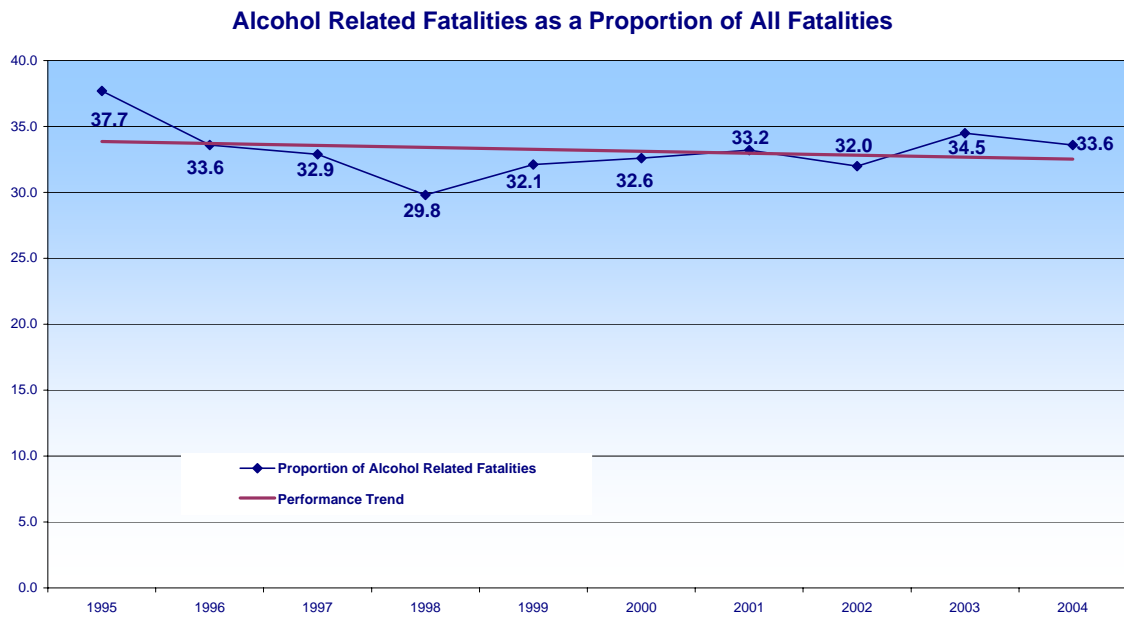
**Goal: Alcohol Fatalities**  
Baseline

To reduce alcohol fatalities to 1,070 annually by December 31, 2005.  
Baseline Data



**Goal: Alcohol Fatality Proportion**  
Baseline

To reduce the alcohol related fatality rate to 33.0% annually by December 31, 2005.  
Baseline Data

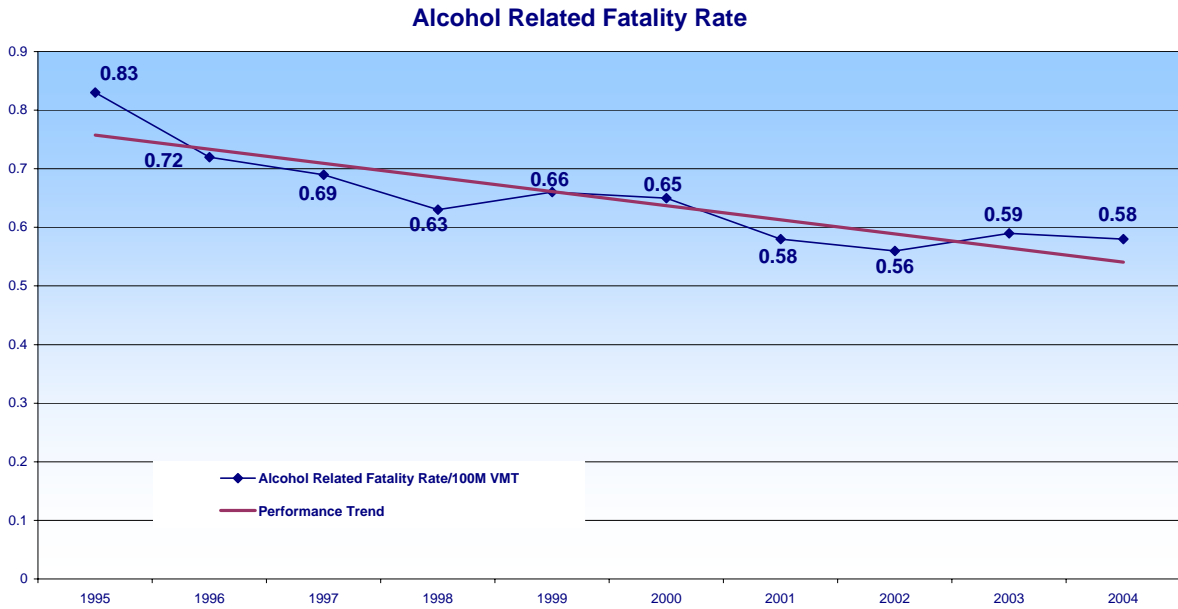




**Goal: Alcohol Fatality Rate/VMT**  
Baseline

To reduce the alcohol related fatality rate per 100M VMT to 0.55 by December 31, 2005.

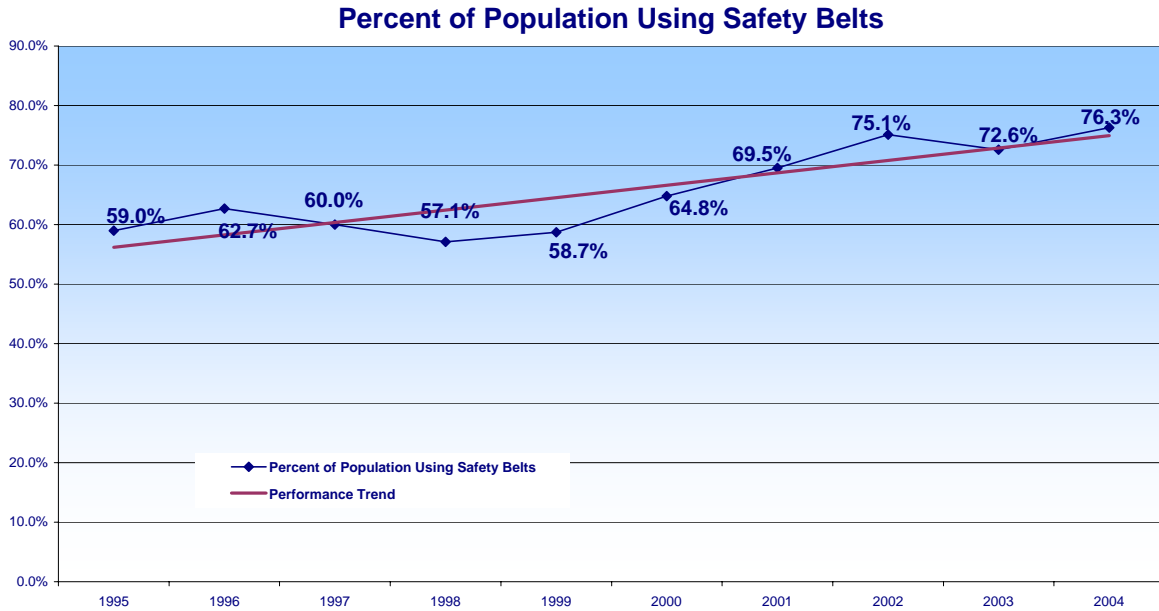
Baseline Data



**Goal: Safety Belt Use**  
Baseline

To increase safety belt use to 76% by December 31, 2005.

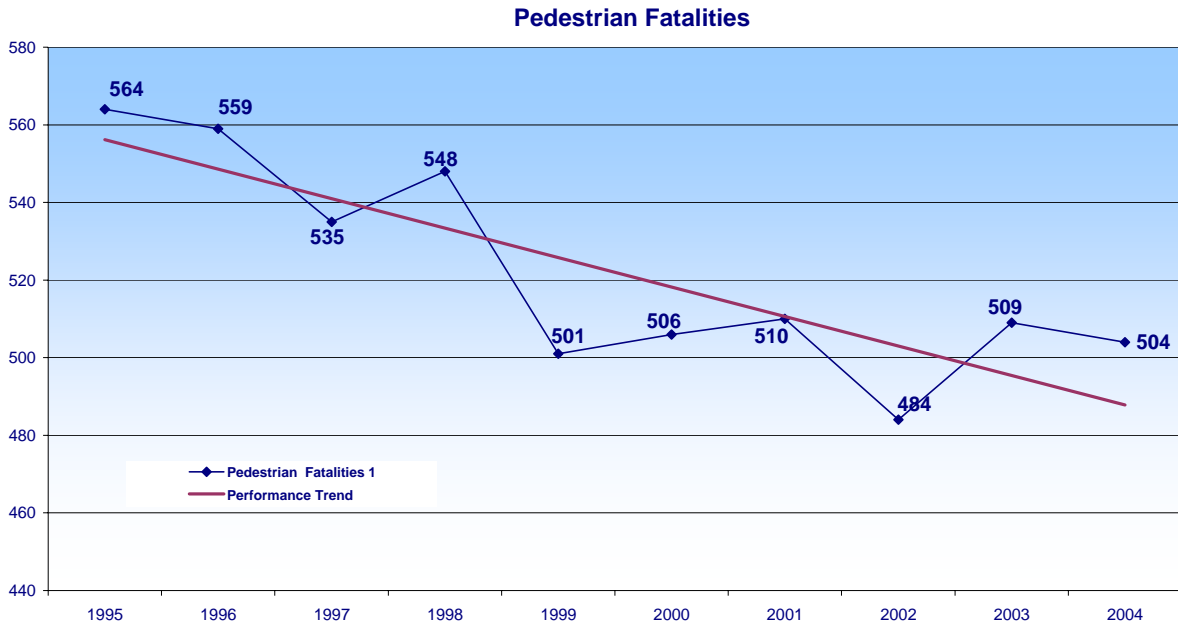
Baseline Data



**Goal: Pedestrian Fatalities**  
Baseline

To reduce pedestrian fatalities to 490 annually by December 31, 2005.

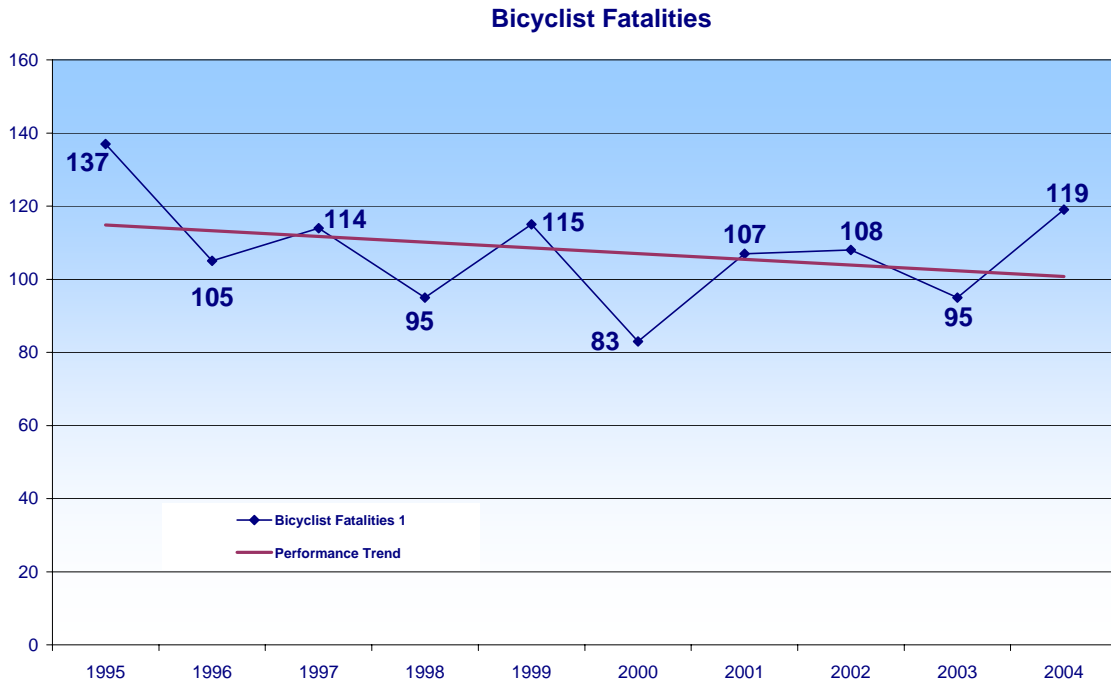
Baseline Data



**Goal: Bicycle Fatalities**  
Baseline

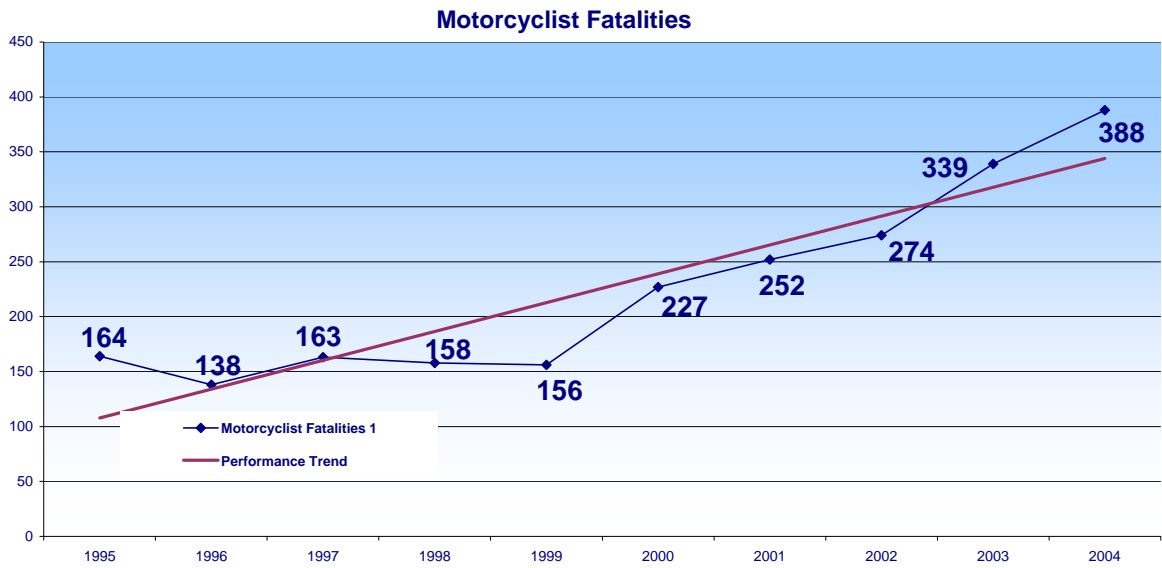
To reduce bicycle fatalities to 90 annually by December 31, 2005.

Baseline Data



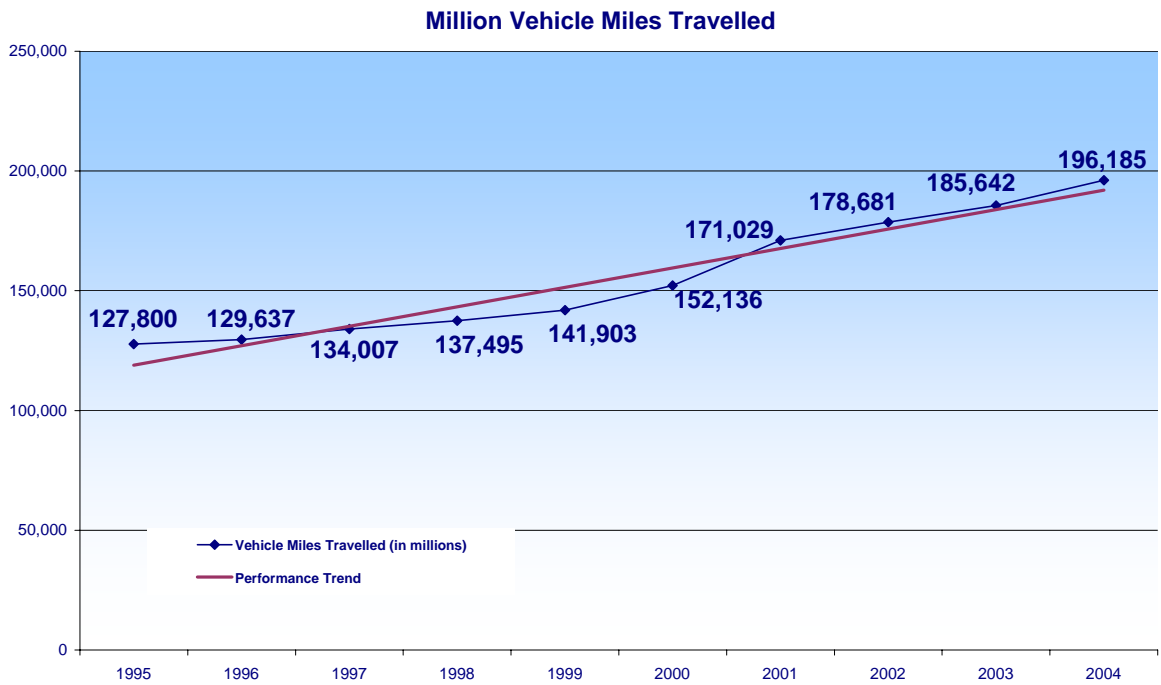
**Goal: Motorcyclist Fatalities**  
Baseline

To maintain motorcycle fatalities below 350 annually by December 31, 2005.  
Baseline Data



**Million Vehicle Miles Travelled**  
Baseline

Baseline Data



## ***Impaired Driving Program Overview***

Florida is one of 15 states participating in the ***You Drink & Drive. You Lose. Sustained Enforcement Program*** sponsored by the National Highway Traffic Safety Administration (NHTSA). As a result, the main focus of our impaired driving program has been the ***You Drink & Drive. You Lose.*** effort. Our FY 2005 short range goals included the following:

1. To expand the ***You Drink & Drive. You Lose. Sustained Enforcement Program*** into Collier and Escambia counties.
2. To conduct at least 175 DUI checkpoints in Florida.
3. To provide DUI training to at least 1,400 law enforcement officers and 400 prosecutors.

The ***You Drink & Drive. You Lose. Sustained Enforcement Program*** was expanded into Collier and Escambia counties during FY 2005. The 17 counties being targeted by the program accounted for 75% of all alcohol-related crashes during 2001-2002.

Florida participated in the ***You Drink & Drive. You Lose. Labor Day National Crackdown***. Participation in the Labor Day campaign was higher in 2005 than in 2004 – 236 law enforcement agencies reported their activity. Higher participation had been expected, but Florida was hit by hurricanes again in 2005, and many Florida law enforcement agencies also sent officers to Mississippi and Louisiana to assist communities in those states attempting to recover from Hurricane Katrina.

The FDOT Safety Office promotes 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 ***You Drink & Drive. You Lose. Sustained Enforcement Program***. In addition, the Safety Office funds grants for checkpoint equipment, makes DUI checkpoint 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. Based on monthly reports and wave report forms, almost 400 DUI checkpoints were held during FY 2005 as part of the ***You Drink & Drive. You Lose. Program***, and other checkpoints were held as part of non- ***You Drink & Drive. You Lose.*** grant activities.

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.

Approximately 1,277 law enforcement officers and breath test operators and 320 prosecutors attended training during the year. Due in part to the delay in receiving Section 402 funds from NHTSA, and the hurricane support efforts of many law enforcement agencies, Florida fell short of reaching our DUI training goals for the year.

Funding for training will continue in FY 2006. The DUI Training grant will be awarded when sufficient Section 402 funds become available, and the initial grant for prosecution training was awarded in October. 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 DOT Safety Office has also been very active in funding the creation of new DUI enforcement positions throughout the state. During FY 2005, the Safety Office funded, in whole or part, 12 DUI enforcement positions across the state. The officers who filled these positions made 1,010 DUI arrests during the year.

## ***Occupant Protection Program Overview***

Florida's occupant protection program includes training, education, law enforcement, and public awareness components. Our FY 2005 goals included the following:

1. To increase safety belt usage among drivers and passengers to 80% by September 30, 2005.
2. To increase the number of special needs children restrained properly while riding in a motor vehicle by 10% by September 30, 2005.
3. To increase the number of law enforcement agencies participating in enforcement waves throughout Florida by 5% by September 30, 2005.
4. To increase awareness concerning resources and child passenger safety inspection stations for families throughout Florida.
5. To increase the number of children restrained properly while riding in a motor vehicle by 10% by September 30, 2005.
6. To increase the safety belt usage rate of teen drivers by 5% by September 30, 2005.

During the 2005 Memorial Day ***Click It or Ticket Florida*** Mobilization conducted May 23 - June 5, a media campaign was launched statewide. At the request of the FDOT Safety Office, NHTSA withheld the paid media award, and the funds were provided directly to NHTSA's media contractor, resulting in 9,053 television spots and 5,621 radio spots being aired. In addition, over 70 press conferences were held, 572 television stories aired, 723 radio news stories aired, and 319 print news stories ran throughout the mobilization. The ***Click It or Ticket Florida*** Virtual Press Room received over 1,500 hits from media and law enforcement agencies. In conjunction with the campaign, 273 agencies reported issuing 35,216 safety belt citations and 1,630 child restraint citations. A total of 109,139 citations were issued during the two-week enforcement wave.

Preceding the Memorial Day Mobilization, the eight states in NHTSA's Southeast Region participated in a ***Buckle Up In Your Truck*** Demonstration Project from May 2-15, 2005. Florida targeted Bay, Leon, and Alachua counties because they dominated the rest of the state in having the highest rate of unrestrained deaths. Additional coverage was provided in

Hillsborough and Orange Counties because they had the highest number of unrestrained deaths involving pick up trucks of all of Florida's 67 counties. At the request of the FDOT Safety Office, NHTSA withheld the paid media award and the funds were provided directly to NHTSA's media contractor. Over \$700,000 was used to place television and radio advertisements featuring the ***Buckle Up In Your Truck*** message. Although safety belt use overall decreased from 76.3 percent in 2004 to 73.9 percent in 2005, pickup truck occupants showed a 6.5 percent increase in safety belt usage rate compared to the baseline results conducted prior to the start of the campaign.

The ***Florida Law Enforcement Liaisons***, representing several FDOT Safety Office campaigns including, ***Click It or Ticket Florida, Buckle Up In Your Truck, the Florida Law Enforcement Challenge, and Summer H.E.A.T. (Heavy Enforcement of All Traffic)*** conducted 669 visits to law enforcement agencies. In addition, the Law Enforcement Liaisons recognized 318 law enforcement officers and 352 law enforcement agencies throughout 2005. The program is currently not at full staff because the statewide initiative is being restructured to better meet the needs of law enforcement agencies, however additional communications to agencies was achieved via mail, e-mail, and facsimile.

The ***Florida Special Needs Occupant Protection Program*** evaluated 181 children with special health care needs at four regional sites compared to 152 from the previous fiscal year. A total of 141 seats were loaned to patients with acute special health care needs. An additional 17 certified technicians completed the Transporting Children With Special Health Care Needs Training.

The ***Florida Traffic Safety Resource Center*** subgrant in coordination with the ***Florida Traffic Safety Liaisons*** maintained statewide communications to assist Florida's technicians, instructors, safety advocates, law enforcement agencies, fire rescue, other organizations, and residents with general or technical questions concerning child passenger safety and occupant protection. The Florida Traffic Safety Liaisons made 224 new contacts.

During fiscal year 2005, there were 29 NHTSA 32-hour Child Passenger Safety classes coordinated statewide that the Florida Traffic Safety Liaisons were involved with. Approximately 580 new technicians were certified, and 9 technicians became certified instructors. More than 14,000 parents, health professionals, police officers, rescue personnel, and others received training. Florida currently has 58 nationally certified instructors and 1,054 technicians. Data collected from child safety seat checks and child passenger safety inspection stations shows Florida's misuse rate of child safety seats at 94.9%. Florida's most frequent errors of installation include: (1) safety belt or LATCH not tight, (2) harness straps not snug on the child, and (3) child safety seat needed, but not used.

The **Florida Traffic Safety Resource Center** developed a Florida Child Passenger Safety Week Tool Kit and distributed it to FDOT Safety Office approved child passenger safety inspection stations to assist with National Child Passenger Safety Week activities throughout out the state.

The **Florida Child Safety Seat Distribution Program** distributed 10,046 child safety seats to qualified programs and school districts throughout Florida. Each program must have at least one nationally certified child passenger safety technician on staff to be eligible for grant funded child safety seats. These seats were distributed to low-income families, at a reduced cost, when a replacement seat was needed. The programs collected \$100,002 in donations for seats distributed that was used to purchase additional seats for their program. The **Florida Traffic Safety Liaisons** conducted 65 site visits to FDOT Safety Office approved child passenger safety programs under the **Florida Child Safety Seat Distribution Program** to evaluate the effectiveness of their program and provide education and training as needed.

The Occupant Protection Program will continue to support safety belt use initiatives to meet the needs of every demographic throughout Florida. Special emphasis will be placed on those demographics with the lowest safety belt usage rate in Florida, including light truck occupants and African American males through a NHTSA regional demonstration project. Paid media efforts for the Memorial Day **Click It or Ticket Florida** and **Buckle Up In Your Truck** wave will be coordinated by NHTSA's media contractor.



## Paid Media Report

### *Impaired Driving*

During the ***You Drink and Drive. You Lose. Labor Day National Crackdown***, a media campaign was launched in Florida using approximately \$491,000 in Section 402 Alcohol funds and \$397,000 in NHSTA funds designated for the wave. NHTSA's media contractor, The Tombras Group, developed a media plan, in consultation with the FDOT Safety Office. Changes were made to the plan so that media buys could be made in additional markets that served counties participating in the sustained enforcement program. Media buys were made in the Miami/Fort Lauderdale, Tampa/St. Petersburg, Orlando, Ft. Myers, Jacksonville, and Tallahassee markets. The primary target group was males between the ages of 18-24.

The Tombras Group buy resulted in 303 paid TV spots, 627 paid radio spots, and 946 unpaid spots being aired in Florida. The state buy resulted in 13,514 TV spots and 9,069 radio spots being broadcast.

About 236 Florida law enforcement agencies conducted DUI operations during the crackdown and reported their activities. They conducted 778 saturation patrols and 155 DUI checkpoints. Almost 38,500 vehicles went through the 155 checkpoints. There were 2,838 DUI arrests during the crackdown, and 160 zero tolerance suspensions were issued to drivers under age 21. In addition, officers made 2,523 felony arrests, 1,965 drug arrests, and apprehended 3,190 fugitives during the crackdown.

The University of North Florida (UNF) Public Opinion Research Laboratory conducted telephone surveys before and after the **Labor Day National Crackdown**. In addition to surveying a general sample of the population, an over sample of 18-34 year olds was conducted. In the initial survey, only 1.2% of the respondents answered ***You Drink & Drive. You Lose.*** when asked to name a current DUI campaign. In the post-crackdown survey, 4.1% of the general population was able to name the ***You Drink & Drive. You Lose.*** program. (The respondents had to name programs without help; they were not read a list and asked to name which campaigns they had seen.) Respondents to the post-crackdown survey reported statistically significant increases in the number of people who had read or heard something recently about impaired driving, in the number of people who had seen or heard something about a DUI checkpoint in the past three months, and in the percent of people who thought that DUI checkpoints were more effective than saturation patrols.

## ***Occupant Protection***

From May 2 - 15, 2005, preceding the Memorial Day Mobilization, the eight states in NHTSA's Southeast Region participated in a ***Buckle Up In Your Truck*** Demonstration Project. Florida targeted Bay, Leon, and Alachua counties because they dominated the rest of the state in having the highest rate of un-restrained deaths. Additional coverage was provided in Hillsborough and Orange Counties because they had the highest number of unrestrained deaths involving pick up trucks of all of Florida's 67 counties. At the request of the FDOT Safety Office, NHTSA withheld the paid media award and the funds were provided directly to NHTSA's media contractor. Over \$700,000 was used to place television and radio advertisements featuring the ***Buckle Up In Your Truck*** message. Although safety belt use overall decreased from 76.3 percent in 2004 to 73.9 percent in 2005, pickup truck occupants showed a 6.5 percent increase in safety belt usage rate compared to the baseline results conducted prior to the start of the campaign.

During the 2005 Memorial Day ***Click It or Ticket Florida*** Mobilization conducted May 23 - June 5, a media campaign was launched statewide. At the request of the FDOT Safety Office, NHTSA withheld the paid media award and the funds were provided directly to NHTSA's media contractor. A total of \$1,912,808.66 was used to place television and radio advertisements featuring the ***Click It or Ticket*** message resulting in 9,053 television spots and 5,621 radio spots being aired. In addition, over 70 press conferences were held, 572 television stories aired, 723 radio news stories aired, and 319 print news stories ran throughout the mobilization. The ***Click It or Ticket Florida*** Virtual Press Room received over 1,500 hits from media and law enforcement agencies.

Telephone surveys were conducted before and after the mobilization. There was a 15.8% increase (65.1% - 80.9%) in the number of people who reported hearing a message about safety belts within the past 30 days in the post-mobilization survey.

## **Looking to the Future**

### ***Significant Challenges to be addressed***

Over the past few years, Florida has seen an increase in the number of traffic fatalities. We must therefore find a way to reverse this trend. Statistically we know that we must increase the number of Floridians who buckle their safety belts, reduce the number of people driving aggressively and/or under the influence, reduce the number of fatalities involving pedestrians and bicyclists, and reduce the number of motorcyclists involved in fatal crashes. We must dig deeper and work harder to find ways to reach these individuals.

The FDOT Safety Office will continue to work with NHTSA, and FHWA, as well as with other state and local agencies and traffic safety groups to increase traffic safety. We will find a way to reduce crashes and save lives.

**Financial Summary**

Program Area	402	405	410	411	157	157OP	163ID	2003b	Total	% of Total
P&A	\$283,595								\$283,595	2.42%
Occupant Protection	\$1,090,337	\$398,879				\$1,121,622			\$2,610,839	22.24%
Community Traffic Safety	\$601,080						\$307,562		\$601,080	5.12%
Impaired Driving	\$1,130,625		\$1,599,467						\$3,037,654	25.87%
Pedestrian/Bicycle Safety	\$971,541								\$971,541	8.27%
Traffic Records	\$787,917			\$154,424					\$942,341	8.03%
Motorcycle Safety	\$193,837								\$193,837	1.65%
Police Traffic Services	\$719,106								\$719,106	6.12%
Speed Control	\$1,339,045								\$1,339,045	11.40%
Roadway Safety	\$440,741								\$440,741	3.75%
Paid Media	\$601,747								\$601,747	5.12%
<b>TOTAL</b>									<b>\$11,741,526</b>	

