

**Remarks prepared for  
David Strickland, Administrator  
National Highway Traffic Safety Administration**

**Florida Department of Transportation  
Pedestrian Safety Press Event  
Tampa, Florida  
August 16, 2010**

**Good morning. Thank you, for your warm welcome  
Secretary Skelton, and for the invitation to be here;  
Chief Castor, thank you, for the firsthand look at  
Tampa Police operations.**

**I could not be more pleased to be here. NHTSA's mission is the safety of the American public and it is a mission I take very seriously. By taking on this Pedestrian Safety project, you are making a fundamental contribution to improving the quality of life here in Tampa – keeping people alive. You are choosing to make a difference.**

**That kind of thinking reflects the new energy and new way of thinking at the Department and in Washington. It is time for new solutions. We must broaden our approach to solving our safety issues.**

**Today's event is a terrific step in that direction and a positive step toward saving lives in the Tampa Bay area.**

**The President set the tone nationally with a transformative U.S. transportation policy that improves public health and safety, fosters livable communities, promotes infrastructure repair and long-term economic competitiveness, while achieving environmental sustainability.**

**That policy includes a fundamental component of liveable communities - safer passage for pedestrians.**

**We must zero in on Pedestrian safety across the United States – close to 4,400 pedestrians died in motor vehicle-related crashes in 2008.**

**In 2008, there were 490 pedestrian deaths in Florida.**

**You are one of 14 Pedestrian Focus States, a designation from our sister Agency, the Federal Highway Administration, that enables you to receive additional pedestrian program technical support.**

**The Federal Highway Administration can provide support in the form of training in pedestrian safety intersection and roadway design, developing pedestrian safety action plans, and pedestrian safety audits.**

**We at NHTSA, working in coordination with the Federal Highway Administration, focus on behavioral issues involving pedestrians. The Florida Department of Transportation District 7 applied for and was awarded National Highway Traffic Safety Administration funds to help implement its pedestrian safety action plan. Yours is a major demonstration project designed to increase pedestrian safety through education and enforcement safety countermeasures that complement existing and planned engineering treatments.**

**There will be three other focus jurisdictions with similar programs – New Mexico, North Carolina, and Chicago. We hope that these projects will serve as a model in the future for other communities to help eliminate these tragic deaths.**

**I'd like to take a minute here to recognize the hard work of the many law enforcement agencies here today. That so many of you are represented only underscores the cross-jurisdictional support for saving lives in your communities and for this program.**

**Secretary Skelton, Chief Castor, I want to commend you for constantly striving to do more for the safety of Floridians. With this demonstration project, you are not only choosing to make a difference, you will be setting the model for others to emulate, hopefully, across the country.**

**Thank you for the opportunity to be with you today. I wish you all success with this very important safety initiative. Thank you.**