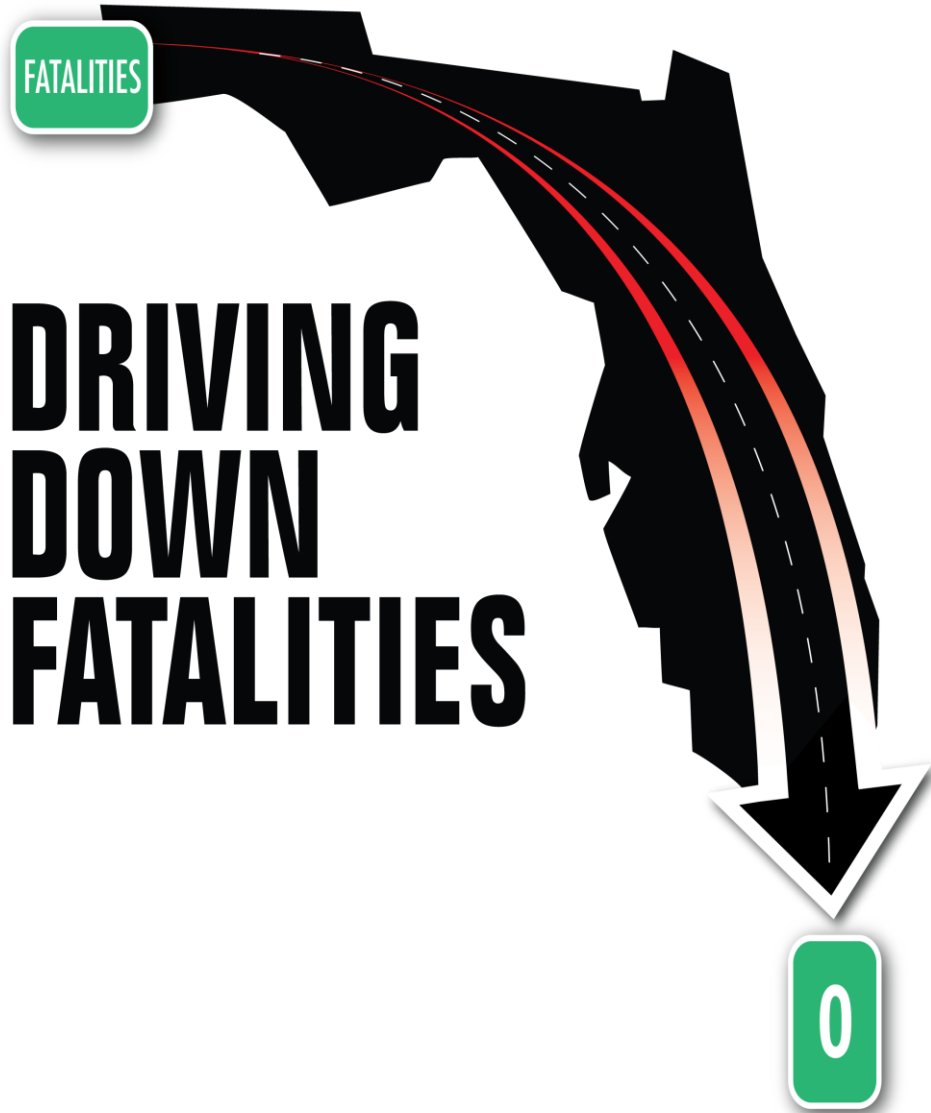


# STATE OF FLORIDA

FY 2011



# ANNUAL REPORT

# CONTACT INFORMATION

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## INTRODUCTION

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### Crash Summary

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,445 people killed in traffic crashes during 2010. This represents a 4.5% decrease in fatalities compared to 2009. 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 2012.

Motorcyclist fatalities showed a 4.1% decrease in 2010. Pedestrian fatalities were up by 4.0% in 2010, and there was a 24.% decrease 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, 2010 by about 50,827 residents, with an estimated population of 18,801,310. The rate of fatalities per 100 million VMT decreased in 2010 to 1.25, which is the 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, continues to implement Florida's Strategic Highway Safety Plan (SHSP) that addresses ways to reduce traffic fatalities and serious injuries in the state. The SHSP was amended to include six emphasis areas: Distracted Driving, Older Drivers, Teen Drivers, Work Zones, Impaired Driving, and Data. A new mission of attaining zero fatalities was also adopted by the SHSP executive committee. New emphasis area teams are being developed to address the needs of these new emphasis areas throughout the 2012 year and beyond.

Florida's Motorcycle Coalition received the 2011 National Roadway Safety Award and the John W. Barr, District 10 Transportation Achievement Award for reducing motorcycle fatalities.

Florida's Teen Safety Coalition conducted Florida's first Annual Youth Leadership Summit which provided an opportunity for youth leaders gather to develop peer to peer outreach for driver safety. The results of the summit received national recognition as a best practice for teen outreach at the SADD National Convention.

Florida's Impaired Driving Coalition continued moving forward in the finalization and distribution of its Strategic Plan.

This year, Florida conducted a Traffic Records Assessment and FHWA's Crash Data Improvement Plan assessment. The results of both of these assessments spearheaded the development of Florida's Traffic Records Strategic Plan which is ongoing into 2012.

### **Challenges**

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

**FY 2011 Highway Safety Performance Plan – Performance Measures and Goals**

<b>Activity Measures</b>			<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
A-1	Number of Grant-Funded Safety Belt Citations <sup>2</sup>	Final	NA	NA	4,888	28,349	N/A	N/A
A-2	Number of Grant-Funded Impaired Driving Arrests <sup>1</sup>	Final	1,504	1,367	2,373	2,129	N/A	N/A
A-3	Number of Grant-Funded Speeding Citations <sup>2</sup>	Final	NA	NA	14,597	17,217	N/A	N/A
<b>Behavior Measures</b>			<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
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%	N/A	N/A
<b>Core Outcome Measures</b>			<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
C-1	Number of Traffic Fatalities <sup>3</sup>	Goal <sup>5</sup>	3,300	3,250	3,000	2,900	2,850	2,430
		Final	3,213	2,558	2,563	2,444	N/A	N/A
C-2	Number of Serious Injuries in Traffic Crashes <sup>4</sup>	Goal	NA	NA	NA	23,500	23,250	
		Final	25,559	23,758	22,743	21,501	N/A	N/A
C-3	Number of Fatalities/100M VMT <sup>3</sup>	Goal - Total <sup>5</sup>	1.6	1.6	1.6	1.54	1.53	N/A
		Final - Total	1.56	1.5	1.3	N/A	N/A	N/A
		Final - Rural	3.3	3.22	N/A	N/A	N/A	N/A
		Final - Urban	1.16	1.11	N/A	N/A	N/A	N/A
C-4	Number of Unrestrained Occupant Fatalities – All Positions <sup>3</sup>	Goal	NA	NA	NA	970	950	824
		Final	1,078	1,000	846	707	N/A	N/A
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC <sup>3</sup>	Goal <sup>5</sup>	1,070	1,070	1,050	850	825	748
		Final	917	887	777	660	N/A	N/A

Core Outcome Measures			2007	2008	2009	2010	2011	2012
C-6	Number of Speeding-Related Fatalities <sup>3</sup>	Goal	NA	NA	NA	540	530	508
		Final	611	553	536	453	N/A	N/A
C-7	Number of Motorcyclist Fatalities <sup>3</sup>	Goal <sup>5</sup>	400	400	500	500	490	405
		Final	566	556	413	396	N/A	N/A
C-8	Number of Unhelmeted Motorcyclist Fatalities <sup>3</sup>	Goal	NA	NA	NA	390	245	199
		Final	265	254	203	205	N/A	N/A
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes <sup>3</sup>	Goal	NA	NA	NA	400	460	348
		Final	583	489	363	330	N/A	N/A
C-10	Number of Pedestrian Fatalities <sup>3</sup>	Goal <sup>5</sup>	525	525	525	480	470	457
		Final	530	490	467	487	N/A	N/A
Florida Core Outcome and Activity Measures			2007	2008	2009	2010	2011	2012
F-1	Number of Bicyclist Fatalities <sup>3</sup>	Goal <sup>5</sup>	95	95	100	120	110	105
		Final	119	126	107	83	N/A	N/A
F-2	Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes <sup>3</sup>	Goal	NA	NA	NA	413	400	390
		Final	460	435	260	442	N/A	N/A
F-3	Number of Grant-Funded DUI Checkpoints Conducted <sup>1</sup>	Goal	227	208	136	300	325	350
		Final	248	227	211	502	517	N/A
F-4	Number of Grant-Funded Teen Driver Events Conducted <sup>1</sup>	Goal	NA	NA	NA	320	350	360
		Final	140	300	296	510	247	N/A
<p><sup>1</sup> 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><sup>2</sup> 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><sup>3</sup> Fatality numbers come from the <b>Fatality Analysis Reporting System (FARS)</b> except for F-2, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.</p> <p><sup>4</sup> Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.</p> <p><sup>5</sup> 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

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

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## **Section 402 Funds**

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

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

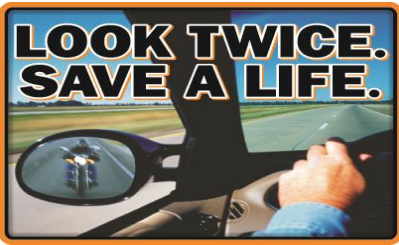
# PAID MEDIA PROGRAM OVERVIEW

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- Goals:**
1. To decrease traffic fatalities 2.6% from the 2009 calendar base year total of 2,563 to 2,497 by December 31, 2010 through a series of campaigns designed to increase public awareness of Florida's traffic safety problems.
  2. To decrease alcohol impaired driving fatalities 2.9% from the 2009 calendar base Year total of 1,004 to 974 by December 31, 2010 through a series of media campaigns designed to increase public awareness.
  3. To increase statewide observed seat belt use of front seat outboard occupants in Passenger vehicles 0.8 percentage point(s) from the 2009 calendar base year usage rate of 87.2% to 88.0% by December 31, 2010 through a series of campaigns designed to increase public awareness.
  4. To maintain motorcyclist fatalities at a level fewer than 400 through a series of campaigns designed to increase public awareness through December 31, 2011.

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## Section 402 Funds



One grant was awarded for the purpose of promoting a share the road message to all motorists to make them more aware of motorcyclists. Under this project a contract for billboards was negotiated in late January to coincide with the Bike Week event in Daytona Beach, FL. A total of 36 billboards (19 posters and 17 Bulletins) advertising the "Share the Road" campaign were posted in Daytona Beach and surrounding areas. These billboards were posted from 2/13/2011 to 3/13/2011, or longer; A second contract for billboards was negotiated in early April to coincide with the Ride Straight State to State and Thunderbeach events in Panama City Beach, FL and surrounding areas. A total of 16 billboards (14 posters and 2 Bulletins) advertising the "Share the Road" campaign were posted in Panama City Beach and surrounding areas. These billboards were posted from 4/20/2011 to 5/20/2011, or longer; A media buy was negotiated to air the "Share the Road" television spot from 2/28/2011 to 3/14/2011. Orange, Volusia, Seminole, Brevard, and Flagler counties were targeted during this media buy as these counties border Volusia County where the Bike Week event took place. The aim was to educate local motorists in the area to watch for motorcycles in town for the event. The buy included 2,290 paid spots and 2,290 free matching spots for a total of 4,580 spots at an average cost of \$11.12 per spot; and A second media buy was negotiated to air the "Share the Road" television spot from 6/14/11 to 7/26/11. The total buy included 4,764 paid spots and 4,764 free matching spots for a total of 9,528 spots at an average cost of \$11.84 per spot.

A total of 15,735 commercials were aired in 32 markets, and a total of 48 billboards were utilized throughout the grant cycle.

The motorist recognition rate of the overall "Look Twice Save A Life" campaign was 51.2% in the general sample and 49.6% in the hotspots, however, billboards specifically addressing this same message received a 28.4% recognition rate in the general sample and 28.5% in the hotspots. Both areas reflect an increase in recognition since the 2009 survey.

One grant was awarded for the purpose of implementing a DUI media campaign at the three (3) major NCAA Division 1 universities in Florida. While the majority of the advertising was run during football and basketball games, the impaired driving message was delivered during other sporting events such as men's basketball, women's softball, men's baseball, and women's gymnastics. Through in-arena public address announcements, radio and television spots, and creative branding and signage (e.g., schedule cards, parking passes, etc.), the impaired driving public awareness and education campaign at major college sporting events reached more than an estimated 3,571,747 attendees.

# PAID MEDIA PROGRAM OVERVIEW

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## Section 163 Funds

Funds were awarded for the purpose of implementing a statewide DUI media campaign during the “*Drive Sober or Get Pulled Over*.” Labor Day nationwide impaired driving crackdown. Under this grant, television and radio airtime was purchased during crackdown dates to focus on the Florida counties having the highest number of alcohol-related traffic fatalities. A total of 4,660 television spots and 9,197 radio spots were aired during the wave. To gauge the effectiveness of this program, a research organization was contracted to conduct pre- and post-wave telephone opinion surveys of motor vehicle operators to gauge their awareness of the activities, in addition to the effectiveness of the media buys. Results from the surveys indicate a moderate increase in awareness of the impaired driving crackdown. Responses from the surveys also indicated that deterrence remains a factor because of the messages received via the media, namely television and radio.

## Section 410 Funding

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

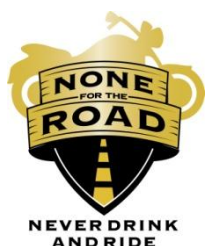
One grant was awarded for the purpose of utilizing Florida professional sports teams to promote safe and sober driving to their fans. The teams were encouraged to use both their venues and their celebrity team members to educate fans about the dangers of drinking and driving. The teams promoted this message through posters, signage, game announcements, LED dasher boards, websites, game day special functions, audio and visual public service announcements, and game program advertising. It is estimated that at least 6,421,220 people were reached through this campaign, which was implemented throughout all home games of the two NBA basketball teams, two NHL hockey teams, two Major NASCAR Speedways, many Minor League Baseball teams and, the two Major League Baseball teams that call Florida home.

One grant was awarded for the purpose of implementing a DUI media campaign through television ads during sporting events. Under this grant, television airtime was purchased during Florida Marlins and Tampa Bay Rays baseball games, as well as during other popular sports programming (fishing, hunting, boating, etc.) and run-of-schedule spots on the Sun Sports / Fox Sports Florida television networks. The airtime was used to advertise impaired driving messages that target sports fans and encourage sober and responsible motor vehicle operation.



## PAID MEDIA PROGRAM OVERVIEW

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One grant was awarded to implement a paid media campaign designed to reduce the incidents of impaired motorcycle operation. Under this project a contract for billboards was negotiated in early January to coincide with the “Bike Week” event. A total of 36 billboards (19 posters and 17 Bulletins) advertising the “None for the Road. Never Drink and Ride” campaign were posted in Daytona Beach and the surrounding areas. These billboards were posted from 2/13/2011 to 3/13/2011, or longer; a second contract for billboards was negotiated in early February to coincide with the “Thunderbeach” and “Ride Straight State to State” events. A total of 18 billboards (9 posters and 9 Bulletins) advertising the “None for the Road. Never Drink and Ride” campaign were posted in Panama City Beach, FL and the surrounding areas. These billboards were posted from 4/12/2011 for 30 days, or longer; A media buy was negotiated to air the "None for the Road" television spot from 1/31/2011 to 2/28/2011. The buy included 1,365 paid spots and 1,365 free matching spots for a total of 2,730 spots at an average cost of \$21.98 per spot; A media buy was negotiated to air the "None for the Road" television spot from 3/4/2011 to 3/18/2011. Seminole and Flagler counties were added to the aforementioned list of counties, as these counties border Volusia County where the Bike Week event was taking place. The majority of the advertisements (1,614) will take place in the counties associated with the Bike Week event. The buy included 1,862 paid spots and 1,862 free matching spots for a total of 3,724 spots at an average cost of \$21.48 per spot; A media buy was negotiated to air the "None for the Road" television spot from 4/15/2011 to 5/15/2011. Jackson and Bay counties were added to the aforementioned list of counties to target the Thunderbeach Event that took place in late April. The buy included 2,718 paid spots and 2,718 free matching spots for a total of 5,436 spots at an average cost of \$17.23 per spot; and A media buy was negotiated to air the "None for the Road" television spot from 6/26/2011 to 7/24/2011.

The total buy included 2,035 paid spots and 2,035 free matching spots for a total of 4,070 spots at an average cost of \$17.20 per spot. Overall, a total of 15,929 commercials were aired in 34 markets, and a total of 54 billboards were utilized throughout the grant cycle.

Motorcyclists reported a 27.7% recognition rate in hotspot counties and 25.6% in the general sample. In the hotspot counties, 49.8% remember the line from television while 31.2% recall it from billboards. Statewide, 14.5% of respondents reported riding within 2 hours of drinking alcohol in the previous 30 days.

Our goal to decrease traffic fatalities 2.6% from the 2009 calendar base year total of 2,563 to 2,497 by December 31, 2010 through a series of campaigns designed to increase public awareness of Florida’s traffic safety problems was met. 2010 data reflects 2,444 traffic fatalities, a reduction of 4.64% from the 2009 calendar base.

Our goal to maintain motorcyclist fatalities at a level fewer than 400 through a series of campaigns designed to increase public awareness through December 31, 2011 was met. 2010 data reflects 350 motorcyclist fatalities, which is a 6.91% reduction.

*Data Source: DHSMV Florida Traffic Crash Statistics 2010*

# PAID MEDIA PROGRAM OVERVIEW

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## Section 405 Funds

One grant was awarded for the purpose of funding a comprehensive media campaign plan surrounding *Click it or Ticket* safety belt enforcement initiatives. A comprehensive media campaign inclusive of various cable television, broadcast television, and radio outlet media buys in five (5) major demographic regions statewide was developed. Additionally, point of sale advertising was achieved through the use of gas station “pump toppers.” During the primary *Click it or Ticket* flight dates (May 23- June 5), a combined 3483 broadcast and cable television spots as well as 3342 radio spots to promote the *Click it or Ticket* message, reaching an estimated 18,801,310 Floridians. An additional 4560 television and radio spots were also provided as partnership in supporting these efforts.

# OCCUPANT PROTECTION PROGRAM OVERVIEW

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- Goals:**
1. To decrease traffic fatalities 2.6% from the 2009 Florida Traffic Crash Statistics of 2,563 to 2,497 by December 31, 2011.
  2. To increase Florida's safety belt use rate to 88% by December 31, 2011.
  3. To decrease the number of unrestrained children 5 years and under by 5% from the 2009 Florida Traffic Crash Statistics of 848 to 806 by December 31, 2011.
  4. To educate Florida residents on the Primary Safety Belt Law through the implementation of safety belt usage education and enforcement programs.
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There were 27 occupant protection sub-grants awarded in FY 2011 using Section 402 funds.

## **Section 402 Funds**

*Statewide Seat Belt Surveys (Implementing Agency Tallahassee Community College Florida Public Safety Institute (TCC FPSI))* were conducted during April 2011 (pre-survey) and June 2011 (post survey). TCC contracted with Preusser Research Group Inc. (PRG) to conduct the surveys. Counties surveyed Broward, Collier, Duval, Hillsborough, Lee, Leon, Marion, Miami-Dade, Orange, Palm Beach, Pinellas, and Polk. These counties represent 85.8% of state's population.

Results from the post Click It or Ticket (CIOT) June survey indicated that the statewide use rate reached its highest rate ever, 88.1%.

Relative to the April 2011 baseline, this survey showed an increase of 3.0 percentage points from pre-CIOT (April) to post-CIOT (June). Both drivers and passengers increased their usages associated with the mobilization. There were improvements noted among nearly all groups, but particularly among African Americans (+5.8 points), Hispanics (+3.1 points), and occupants of pickup trucks (+3 points). With the exception of females, these greater increases were generally found among the lowest use groups. These increases show that the 2011 CIOT mobilization made an impact; one which was generally greater among the lowest use groups.

*Florida Occupant Protection Program (Implementing Agency Florida Highway Patrol (FHP))* The FHP Occupant Protection Team (OPT) used a comprehensive, statewide effort to ensure public safety, to help parents/caregivers understand the importance of child restraints and usage following federal guidelines/state laws that are put in place to protect children in vehicles in our state. The FHP Occupant Protection Team (OPT) also ensured that teens and adult occupants understand the importance of safety belt use, obeying the state's traffic laws, and the critical importance of safe driving practices.

# OCCUPANT PROTECTION PROGRAM OVERVIEW

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FHP OPTs responded to the problem of non-compliance and unawareness of Florida's primary safety belt law and child restraint usage with a tremendous effort to educate the public on these issues. FHP OPT personnel spent countless hours hosting 2,202 occupant protection safety events, 389 teen occupant protection safety events, while educating 207,657 parents on the importance of occupant protection safety. They distributed more than 152 thousand pieces of educational materials and promotional items in an effort to educate the public about using their safety belts and the proper installation and use of child safety seats. In fact, FHP OPTs gave 10,400 individual presentations or demonstrations on child safety seat installations and distributed 8,108 child safety seats and booster seats. These events and presentations are excellent examples of awareness campaigns that save lives as the public becomes educated in the proper use of safety equipment and safe driving practices. In addition to the personnel instruction and providing educational brochures to spread the message, the FHP OPTs employed the use of the rollover simulator and seat belt convincer, which were very popular in the high schools.

***Florida's Click It Or Ticket Challenge (Implementing Agency Tallahassee Community College Florida Public Safety Institute (TCC FPSI))*** this project provides incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular those who make concerted efforts to enforce occupant protection. When law enforcement "step it up" motorists benefit by having safer roadways. The agencies that earn awards through the Challenge benefit also be receiving equipment for the effective enforcement of traffic laws; equipment otherwise unable to be purchased given the severe fiscal limitations within most agencies currently operate.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 123 local area network meetings to promote and incentivize the Click It Or Ticket Challenge as well as a resource regarding other Florida Department of Transportation occupant protection measures. Various promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2011 Dodge Charger custom police vehicle was purchased as the grand prize.

This year 252 agencies participated in the Challenge. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be effective and efficient means of applying for this and other Challenges. Approximately \$335,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs.

Due in part to the increased enforcement efforts as a result of the CIOT Challenge, Florida realized an increase in the statewide safety belt usage rate. This year's rate of 88.1% is up for the second year in a row, from 87.4% in 2010 and 85.2% in 2009. Related traffic crashes, injuries, and fatalities, in turn, decreased.

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

# OCCUPANT PROTECTION PROGRAM OVERVIEW

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 selected the Orlando area (I-4 corridor) as its target, with the objective of promoting the use and enlightening the importance of seat belts and child restraints. The four selected locations were Osceola County (Hispanic population area), Seminole County (African American population area), Orange County (African American population area), and Orange County (Hispanic population area). These locations were particularly selected based on the previous year's crash reports. For each of the African American and Hispanic population areas, places of interest, such as barbershops, retail stores, daycares, churches, schools, etc., were selected for community outreach purposes.

An observational safety belt survey was conducted on each area before and after an outreach was conducted. The observational surveys took place on Wednesdays between the hours of 7:30 AM to 9:30 AM and 4:00 PM to 6:00 PM. Between six and seven locations were selected in each area 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 four selected areas. 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 in both English and Spanish to increase effectiveness and appeal to a larger demographic within each community. Figures 1 and 2 show the flyers created for outreach for the African American and Hispanic / Latino communities.

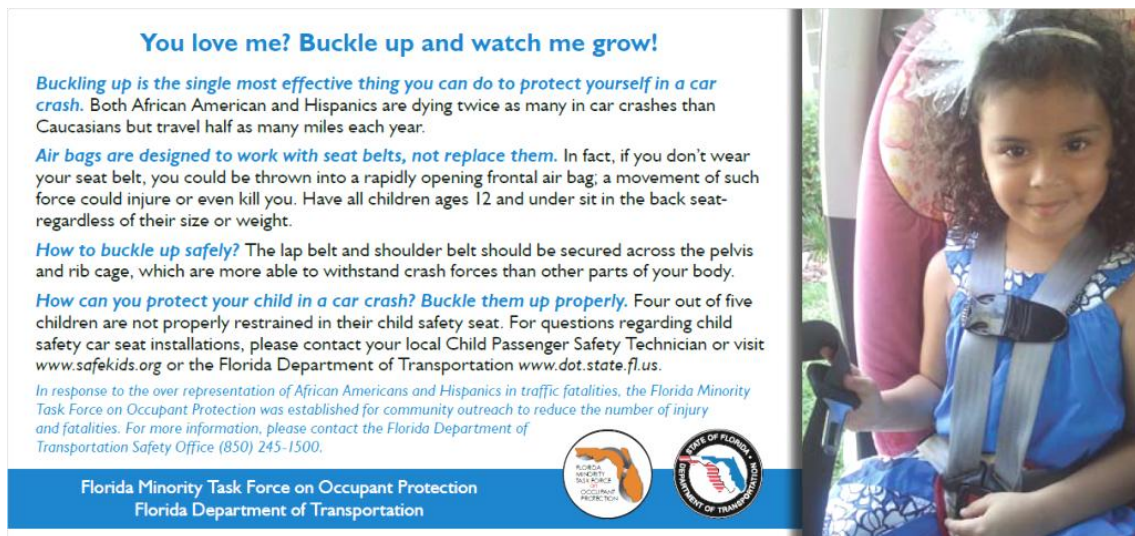
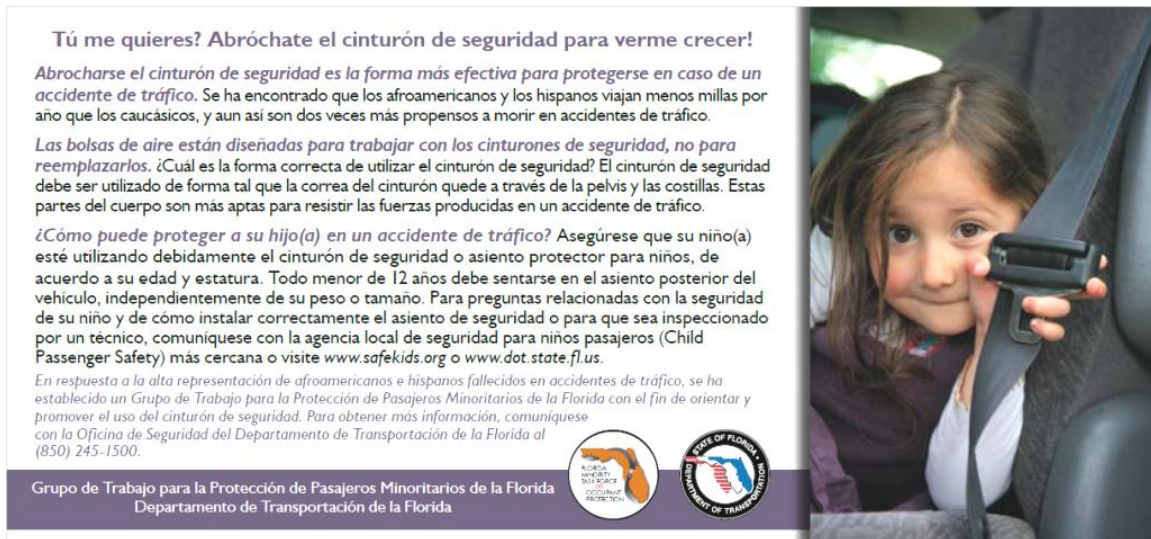


Figure 1 Flyer for the African American Communities

# OCCUPANT PROTECTION PROGRAM OVERVIEW



**Tú me quieres? Abrochate el cinturón de seguridad para verme crecer!**




*Abrocharse el cinturón de seguridad es la forma más efectiva para protegerse en caso de un accidente de tráfico. Se ha encontrado que los afroamericanos y los hispanos viajan menos millas por año que los caucásicos, y aun así son dos veces más propensos a morir en accidentes de tráfico.*

*Las bolsas de aire están diseñadas para trabajar con los cinturones de seguridad, no para reemplazarlos. ¿Cuál es la forma correcta de utilizar el cinturón de seguridad? El cinturón de seguridad debe ser utilizado de forma tal que la correa del cinturón quede a través de la pelvis y las costillas. Estas partes del cuerpo son más aptas para resistir las fuerzas producidas en un accidente de tráfico.*

*¿Cómo puede proteger a su hijo(a) en un accidente de tráfico? Asegúrese que su niño(a) esté utilizando debidamente el cinturón de seguridad o asiento protector para niños, de acuerdo a su edad y estatura. Todo menor de 12 años debe sentarse en el asiento posterior del vehículo, independientemente de su peso o tamaño. Para preguntas relacionadas con la seguridad de su niño y de cómo instalar correctamente el asiento de seguridad o para que sea inspeccionado por un técnico, comuníquese con la agencia local de seguridad para niños pasajeros (Child Passenger Safety) más cercana o visite [www.safekids.org](http://www.safekids.org) o [www.dot.state.fl.us](http://www.dot.state.fl.us).*

*En respuesta a la alta representación de afroamericanos e hispanos fallecidos en accidentes de tráfico, se ha establecido un Grupo de Trabajo para la Protección de Pasajeros Minoritarios de la Florida con el fin de orientar y promover el uso del cinturón de seguridad. Para obtener más información, comuníquese con la Oficina de Seguridad del Departamento de Transportación de la Florida al (850) 245-1500.*

Grupo de Trabajo para la Protección de Pasajeros Minoritarios de la Florida  
Departamento de Transportación de la Florida

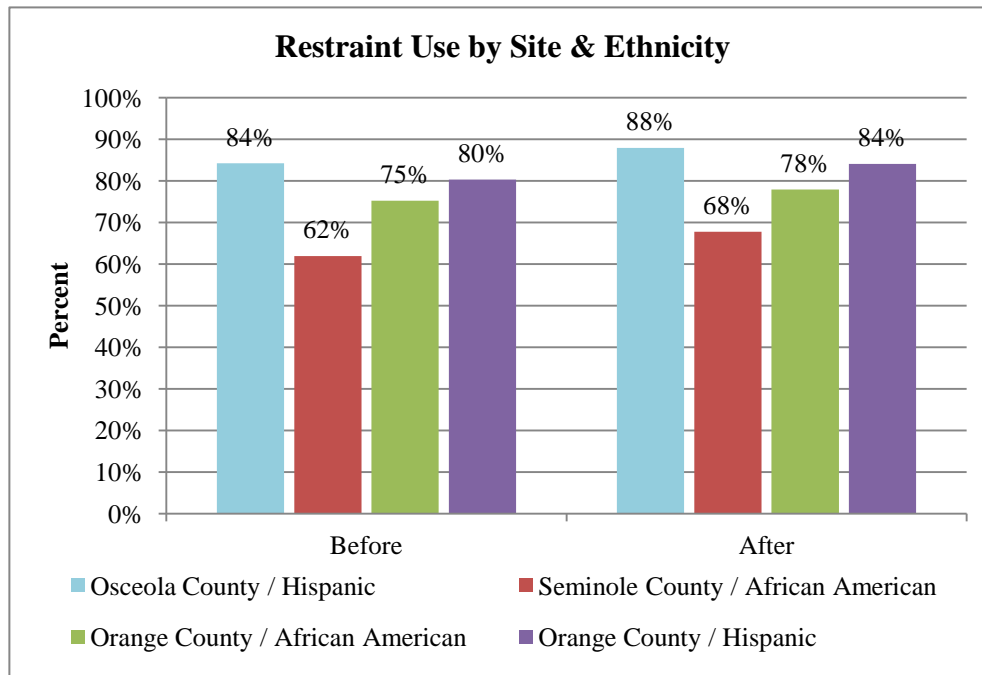


**Figure 2 Flyer for the Hispanic / Latino Communities**

In conjunction with the community outreach, the FMTFOP participated in several community activities and events such as the following: the Star 94.5 Old School Block Party, the 15th Annual Black Men's Health & Wellness Summit, the Hispanic Business & Consumer Expo, the Latino Leadership Golf Tournament, and the Tom Joyner Morning Show Family Reunion. The Osceola and Orange County Sheriff Departments and the Florida Highway Patrol participated in a few events providing the Seat Belt Convincer and the Vehicle Rollover Simulator for event participants. The Seat Belt Convincer simulates the experience of being involved in a crash while wearing a seat belt. This experience provides the opportunity for the participants to understand the importance of being restrained at all times while in the car. Meanwhile, the Vehicle Rollover Simulator provides a demonstration of what happens to a human body when it is involved in a vehicle roll over and is not wearing the seat belt. The following pictures show some of the events in which the FMTFOP participated.

As mentioned before, the observational survey was conducted in four different areas. In terms of the restraint use by site and race / ethnicity, the observational survey shows that there were significant changes on restraint use for occupants in Osceola, Seminole, and Orange (African American and Hispanic areas) counties. An increase of between 3 and 6 percent was observed for these areas. The biggest increase in restraint use was observed for the African American area of Seminole County. Figure 17 shows the corresponding graph for the restraint use by site and ethnicity.

# OCCUPANT PROTECTION PROGRAM OVERVIEW



**Figure 3 Restraint Use by Study Area and Ethnicity**

This year, the Florida Minority Task Force on Occupant Protection selected the Orlando area to conduct a seat belt outreach for the African American and Hispanic / Latino community. The specific locations for the observational survey and outreach within the I-4 corridor were Osceola, Seminole, and Orange County. For each of these counties, six or seven survey locations were selected, with the exception of Orange County, which was divided into two sections: Hispanic / Latino and African American. In Orange County, a total of twelve locations were selected (six for Hispanics and six for African Americans). After performing the observational survey, an increase in seat belt use was observed.

The Florida Minority Task Force on Occupant Protection was successful in their goal to increase seat belt usage among the African American and Hispanic populations.

***Safety Florida Campus Transportation Safety (FCTS) Program (Implementing Agency: University of Florida Agriculture and Mechanics (FAMU))*** implemented a safety belt counter measure used to increase safety belt usage at two (2) Historically Black Colleges and Universities. During the 2011 Grant Cycle Bethune Cookman University (BCU) in Daytona and Edward Waters College (EWC) in Jacksonville were selected to take part in this program. BCU will participate in the entire FCTS Program. The program has the following components: Presentation of unsafe driving statistics, a “Safely Ride or Die” DVD presentation, distribution of flyers, classroom presentations, distribution of t-shirts and reflective bags with the Safely Ride or Die slogan printed on the shirts and the shirts were made up in the schools colors.

# OCCUPANT PROTECTION PROGRAM OVERVIEW

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The program was important to aware drivers of the dangers of not being restrained in an operative vehicle. The data displayed proves that drivers are more mindful of restraining themselves while driving.

In Daytona at BCU, there was a 40% increase in drivers buckling up while operating a vehicle. An increase as such shows that this project was very instrumental in BCU. Student drivers were more aware of the dangers of not restraining while driving. In Jacksonville at EWC, there was a 22% increase of student drivers restraining themselves.

***Florida Stay Alive For Education (S.A.F.E.) Program (Implementing Agency: Florida Safe Inc.)*** continued the Stay Alive for Education program to offer young adults information that will allow them to make rational decisions concerning their safety and well being. Florida S.A.F.E. staff will reach at least 7,500 through 30 presentations to high schools, and colleges.

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's, injuries and fatalities. The S.A.F.E. program is presented by two Florida certified Firefighters/Paramedics. Overall the 2011 S.A.F.E. program was a big success, they exceeded their goal of 7,500 students by presenting to 8,191 students.

***Florida Special Needs Occupant Protection Program (Implementing Agency Florida Department of Health)*** provides a "loaner" special needs car seat for children with acute special health care needs and functions as a child passenger safety restraint resource for children with chronic special health care needs. Florida has 17 children's hospitals, this program is implemented and operational in the following seven (8): 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, we filed a void in the state for this program (the central Panhandle area of Florida) Tallahassee Memorial Hospital a level II Trauma Center completed the application process and was selected to be the 9<sup>th</sup> 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 381 seats and replacement harnesses, conducted 410 evaluations and 327 referrals during the grant year.

Riley Children's Hospital in Indianapolis, Indiana, wrote the current curriculum used to train the CPS technicians. The Project Director has worked with the staff at Riley to ensure qualified coordinators within the program become approved to teach Riley's curriculum. One has received her certification, and the second person has completed the requirements for certification. The Riley curriculum includes training on all special needs transportation issues. To better serve the State and utilize resources, this program will develop a curriculum that pertains to the limited specific seats and restraints used in Florida. This would provide the CPS technicians with the vital additional information they need and eliminate time trained on seats, restraints, and wheelchairs that the program does not use. The Project Director expects to have this new curriculum ready for review during the 2012 grant cycle.



# OCCUPANT PROTECTION PROGRAM OVERVIEW

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***Occupant Protection Program (Implementing Agency: All Children's Hospital in St Petersburg, Florida)*** increased the number of locations child passenger safety classes are offered for the community in addition to ongoing car seat check events has been a positive accomplishment for this program. The addition of the Occupant Protection Educator has positively contributed to the coordination of child passenger safety classes and car seat check events available for parents and caregivers in the 6 county region this program serves. The OP Educator routinely participates in cps appointments at 7 locations for All Children's Hospital, Inc. in addition to community events as budgeted hours allow. Without this support, one location would not have been initiated, one location had ceased programming, and two were planning to cease cps programming. 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. We are also very pleased to now have three registered CPS Inspection Stations as a result of support by FDOT Highway Safety funding. It is planned to continue increasing the number of registered Inspection Stations within the All Children's Hospital Health Care System as programming continues.

Another accomplishment is the number of Child Passenger Safety Technicians that were invited to participate in continuing education opportunities supported by this funding. Participation in technical updates provides recertification support with continuing education units needed to maintain Child Passenger Safety Technician certification. Participation also provides opportunities to network with other CPS professionals, provide and receive support while learning about new practices and technology. In total, more than 311 CPS Technicians throughout the state of Florida received invitations to participate. Overall, Technicians from 9 counties did participate, supporting retention of CPS Technicians regionally. A positive inclusion at the July 28th Technical Update was the presence of Ralph Salvas of FDOT. Mr. Salvas provided an update from the Highway Safety office as well as presented information on how to apply for FDOT Highway Safety Funds.

In addition, the project director for this program has been selected as the 2011 Vice-Chairperson of the National Child Passenger Safety Board (NCPSB). The programming made possible through this funding project has certainly contributed to the diversity in child passenger safety programming this coordinator is able to represent. This is an honor to represent Child Passenger Safety Technicians and Instructors, particularly for the state of Florida. 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.

We believe we have 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 used to fund ***nineteen (19) grants*** that used ***Section 402 funding*** to ***expand/ implement local child passenger safety (CPS) programs*** that distributed 2,840 car seats, conducted 9,455 car seat inspections, provided 12,540 parents/caregivers with their CPS Awareness Presentations, and conducted 16 CPS certification courses and three (3) renewal CPS certification courses. The number of new CPS technicians certified in Florida during Fiscal Year 2011: 308. The number of Certified CPS Instructor in Florida during Fiscal Year 2011: 88 instructors and 4 instructor candidates. Number of Certified CPS Technicians in Florida during Fiscal Year 2011: 1,145 CPS technicians

# COMMUNITY TRAFFIC SAFETY PROGRAM OVERVIEW

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- 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 twelve community traffic safety subgrants awarded in FY 2011 using Section 402 funding.



Seven Public Information and Education grants were awarded to DOT District Offices to support the Community Traffic Safety Teams in Florida. A “unified campaign” component, “*Put it Down*”, was added in this grant cycle supporting not texting in driving, an initiative selected and promoted by the Community Traffic Safety Teams in an effort to reduce distracted driving statewide.



One grant 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, school bus safety, and older driver safety during the grant period.

One grant was awarded for Highway Safety Training Support. This grant provided travel support for Highway Safety Professional development for State Safety Office Staff and designees throughout the grant period.

# COMMUNITY TRAFFIC SAFETY PROGRAM OVERVIEW

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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. Teen driver crashes in Florida were reduced 8.94% between 2009 and 2010. There were 29,485 teen crashes in 2009 and 26,848 teen crashes in 2010.



Two grants were awarded for implementation of “*United We Guide*” programs. “*United We Guide*” is a program that places mobility managers in local Councils on Aging to provide alternative solutions to seniors who should no longer be driving. Through implementation of the “one call number”, mobility managers in St. Johns County and in Leon County were successful in reducing trip denials therefore placing less seniors at risk of driving their cars when driving should no longer be an option.

As a result of all efforts to promote traffic safety in Florida combined, crashes reduced from 235,778 in 2009 to 235,461 in 2010, and fatalities dropped from 2,563 in 2009 to 2,544. This reflects a .13% decrease in overall crashes and a 4.64% reduction in fatalities which exceeds our goal of a 2.6% reduction in fatalities.

*Data Source: DHSMV Florida Traffic Crash Statistics 2010*

# ALCOHOL PROGRAM OVERVIEW

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- Goal:**
1. To decrease alcohol impaired driving fatalities 2.9% from the 2009 calendar base year total of 1,004 to 974 by December 31, 2011.
  2. To conduct at least 300 DUI checkpoints / saturation patrols between October 1, 2009 and September 30, 2011.
  3. To provide specialized training to at least 1,440 law enforcement officers and prosecutors by September 30, 2011.
- 

There were 25 alcohol sub-grants awarded in FY 2011 using two sources of funding. Four (4) sub-grants were awarded using Section 402 funds, and twenty-one (21) were awarded using Section 410 funds.

## Section 402 Funds

In 2011, Florida expended \$1,049,030.98 to targeting problems associated with alcohol-related crashes and fatalities.

Statewide, \$203,259 was provided for tuition-free training of law enforcement. Additionally, Florida was able to certify at least 135 law enforcement officers in Drug Recognition and Evaluation. The Florida Impaired Driving Coalition continued to move forward and by the end of the Fiscal Year, Florida finalized its first Strategic Plan addressing prevailing issues to combat the Impaired Driving problems in the state.

## Section 410 Funds

11 of the twenty-one Section 410 sub-grants, or approximately \$1,276,927, were provided to law enforcement agencies to address alcohol-related crashes within their communities and statewide. This funding provided over 1,000 in-car video systems, light towers, and several breath test instruments. \$1,035,860 was specifically allocated to fund DUI Checkpoints and Saturation Patrols for personnel overtime. This investment in local DUI programs netted over 2,129 arrests for impaired driving and 517 DUI Checkpoints and Saturation Patrols.

In Manatee and Sarasota Counties, local DUI Court Programs continued to keep program participants sober and reduce DUI recidivism and alcohol-related crashes. These programs include on-going judicial supervision, intensive community supervision, treatment, alcohol screenings, and community involvement. This program is not a diversion program (participants will still face criminal charges); it is simply a support mechanism for offenders that struggle with alcohol abuse. Sarasota County's program completed its third year of funding and experienced a 9% recidivism rate over the entire three years. The program continues as a model for other jurisdictions within Florida and nationally; teams from Broward County (FL), Volusia County (FL), and as far away as Iowa have come to observe and shape their programs based on Sarasota's success. Additionally, Judge Kent Lawrence, one of the pioneers of the Athens-Clarke County DUI/Drug Court, utilized the Sarasota County DUI Court program to train other jurisdictions.

Law enforcement agencies also saw their share of success in FY 2011 as demonstrated by the Tallahassee Police Department, the Ocala Police Department, and the North Miami Beach Police Department. In its first year of funding, TPD used data driven enforcement to reduce impaired driving fatalities by 88%, overall fatalities by 37%, and overall crashes within the city limits by 19% over previous year. Additionally, TPD saw an increase in agency DUI arrests of 58%.

# ALCOHOL PROGRAM OVERVIEW

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The Ocala Police Department saw significant success in its second year of funding. Again, by the use of data driven targeted patrols, OPD was able to reduce impaired driving fatalities by 66%, impaired driving crashes by 43%, and increase DUI arrests by 41%. It should be noted that there has not been an impaired driving related fatality within the Ocala city limits during calendar year 2011.

The North Miami Beach Police Department in their final year of funding was able to maintain their success from the previous year. There were no impaired driving related fatalities within their jurisdiction. As another indicator that this program is a success, is that while impaired driving related fatalities remained at zero, DUI arrests also decreased possibly indicating that DUI is no longer socially acceptable to the citizens of North Miami Beach.

In order to address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike, the Traffic Safety Resource Prosecutor Program (TSRP) was reinvigorated in Florida. This program is designed to train prosecutors and law enforcement officers, and to provide technical support to prosecutors. The two TSRPs train DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provide lectures at seminars throughout the state, and are involved in the Florida Impaired Driving Coalition. As often as possible, TSRPs attend alcohol and drug-impaired classes to law enforcement, and participates in ride-alongs with DUI enforcement officers throughout the state. TSRPs have trained over 465 prosecutors and law enforcement officers through this program, and have attended at many summits, meetings, workshops, trials, and committees during the course of the fiscal year.

The Florida Sustained Enforcement Program was also continued this year in order to increase statewide participation of law enforcement agencies by providing incentives and recognition for their programs. A new incentive program was introduced to Florida's law enforcement agencies during FY2011, 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 \$232,000 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.

Finally, the Florida Department of Law Enforcement (FDLE) forensic toxicology laboratory received funds to enhance its testing capability on blood samples. This funding contributed to greater efficiencies in processing, which increased the case load capacity and assisted the toxicology section in reducing the backlog of case work. The results of the toxicology screens are more timely and available to law enforcement and prosecutors for more effective adjudication of these cases. FDLE also received funding in order to make significant improvements to the breath testing process in Florida by ensuring improved quality assurance of evidentiary breath tests; gaining improved regulatory control of the breath testing process; and reducing the costs incurred by the FDLE and other criminal justice agencies for the maintenance and up-keep of evidentiary breath test instruments and overtime spent by their members in court and driver's license suspension hearings.

# PEDESTRIAN/BICYCLE SAFETY PROGRAM OVERVIEW

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

There were seven (7) sub-grants awarded in FY-2010 using Section 402 as the sources of funding.

## **Section 402 Funds**

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

According to the *US Consumer Product Safety Commission*, wearing a bicycle helmet while biking can reduce the risk of head and brain injury by 85 to 88 percent, respectively (Brain Injury Association of Florida, Inc., Support Group Newsletter, September, 2006).

To address the issue, Florida has continued to support the *Florida Department of Health's Florida Bike Helmet Promotion Program*. This group distributed over 22,556 bicycle helmets statewide to low-income families through their 96 community partners. Bicycle helmet fitting was conducted at every event, each child went home with a properly fitted bike helmet. There were 12 bicycle helmet train-the-trainers classes held statewide training 97 trainers to teach bicycle helmet fitting classes.

*The University of Florida's Transportation Technology Transfer Center* has implemented *Florida's Pedestrian/ Bicycling Safety Resource Center*, which consist of a web-based resource center for citizens of Florida to obtain pedestrian/bicycle safety brochures, videos, lending library, educational materials, promotional items and access to their quarterly newsletter. During the 2011 grant cycle there were 305,660 items added to the resource center, ten (10) articles with a pedestrian/bike safety focus, and they filled 855 requests for promotional items representing 321,771 promotional/educational items, this is an increase of 272 requests from 2010. Their website address is <http://t2ctt.ce.ufl.edu>.

## ***Pedestrian and Bicycle Support Staff, (Implementing Agency, Tallahassee Community College (TCC))***

The Assistant Bicycle-Pedestrian Coordinator answered 1,011 requests from FDOT staff, local agencies (including law enforcement), the general public, reporters, engineers, and consultants. Attended 52 meetings and conducted 17 bicycle/pedestrian related issues.

## PEDESTRIAN/BICYCLE SAFETY PROGRAM OVERVIEW

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There were three (3) local bicycle/pedestrian safety programs in Panama City Beach, Tampa and Sarasota, Florida. These three programs distributed 1,000 bicycle helmets, conducted 18 bicycle/pedestrian safety trainings (four (4) of these training were held in senior citizens living facilities), and six (6) bicycle rodeos. Sarasota County Sheriff's Office used some of their funding to develop a .30 video public serve announcement regarding the laws of the road and bicycle safety and a 15 second audio announcement. There was one (1) local pedestrian safety program in Dade County, the implementing agency is Miami-Dade Police Department and they conducted 168 pedestrian safety trainings throughout the county.

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

# TRAFFIC RECORDS PROGRAM OVERVIEW

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## Goals:

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

There were nine (5) sub-grants awarded in FY2011 using Section 402 as the sources of funding.

## 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. The majority of efforts for the beginning of the grant cycle were used to facilitate Florida's transition to the TraCS 10 software as well as the simultaneous deployment of the new HSMV crash report.

At the end of the previous fiscal year, ten (10) agencies were submitting crash data electronically to DHSMV. At the end of FY2011, there were a total of fifty-eight (58) affiliated agencies with 5,024 users. During the fourth quarter of FY2011, thirty-two (32) of these agencies submitted crash data electronically to DHSMV using the TraCS system. The largest of these agencies include Pinellas County Sheriff's Office and Broward County Sheriff's Office. As new and larger agencies come on board, these numbers will continue to improve. There were **5,042** TraCS generated crash reports submitted electronically in an average of 9.81 days from the date of the crash. As of September 2011, 13% of electronic crashes submitted statewide were submitted via the TraCS system.

In addition to the software improvements and release of the electronic crash forms, a number of development activities and enhancements occurred, with a primary focus of making the TraCS systems as user friendly as possible. One example is that the time to complete a citation report was reduced from approximately 3-5 minutes to approximately 30 seconds – 2 minutes. The support and development representatives continued to update the Customer Relationship Management (CRM) website to better track agency contact data, appointments, and agency specific hardware and software data. In addition, the support and development representatives continued to utilize the web-based issues/feature tracking system for agencies to view and submit tickets and track milestones for updates.

Extensive development and debugging was completed to update DHSMV's new appendix C linkages on the Crash and Uniform Traffic Citation forms, and enhancing the TraCS Florida software to create an out-of-the-box package that meets agency specific needs, including support of paper and electronic crash and citation systems, and increasing usability of forms, to make them more efficient for officers to complete.

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 2011 Section 408 funding application. Florida successfully completed its Traffic Records Assessment and also received a FY2011 allocation of Section 408 funding with the support of this contract. Results of the Florida Traffic Records Assessment can be found on the Highway Traffic Safety Office website.



# TRAFFIC RECORDS PROGRAM OVERVIEW

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In August of FY2011 a small grant was awarded to Tallahassee Community College to facilitate the hire of a consultant to revise and update the Highway Traffic Safety Program Highway Safety Matrix based on the FY2010 crash data received from DHSMV. The matrix is used to determine which cities and counties have the most fatalities and injuries based on the highway safety emphasis area. The consultant updated the information and also trained internal FDOT analysis staff which will allow FDOT to update the matrix in the future without the assistance of a consultant.

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. The analytical data warehouse is designed for efficiency and quick retrieval of records for analytical purposes. To obtain timely and consistent data, an automated process was put into place to obtain the crash data daily from FH and load them into the analytical database through the ETL process. The FHP crash data vendor was consulted to identify data load and schema validation errors to help make adjustments to the electronic data collection system. The nightly load success of the ETL process is now between 99% and 100%. The Florida's Unified Based Map was used for the GIS streets. The GIS data was structured to support the analytical system by created a statewide database of street intersections in Florida. FHP crashes are mapped on the GIS streets using the crash address and lat/long plotting, when mapping using the address fails due to issues with the address format and accuracy. The front-end of the system includes many functions for the analysis and visualization of the data such as a set of query filters, including some to support the priority areas of the safety strategic plan, cluster and heat map visualization, use of cartographic and aerial photography base map, tabular and chart representation of results.

## **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.

One additional grant was awarded to the Department of Highway Safety and Motor Vehicles for E-Citation Preparation Standards. This grant was used gather stakeholders to develop electronic citation standards, and to define the barriers which hinder the use of electronic citations, to include identifying stakeholder's needs unrelated to data transmission and researching possible solutions.

The Florida Association of Clerk Courts what hired as a consultant to create a website wherein electronic citation software vendors can submit their software for testing to determine if it will meet the minimum preparation standards required to successfully transmit from a local law enforcement agency to the Department of Highway Safety and Motor Vehicles.

# TRAFFIC RECORDS PROGRAM OVERVIEW

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In efforts to address the stakeholder needs outside of data submission, four (4) E-Citation Preparation Standards Workgroups were held throughout the grant cycle. Stakeholders in attendance were County Clerks, local law enforcement offices, members of the Florida Association of Court Clerks, Florida Department of Transportation, Florida Highway Patrol, and Department of Highway Safety and Motor Vehicles.

Workgroup results identified the need for law enforcement education as well as judicial education regarding the benefits and necessity of conversion to electronic submission of electronic citations. An E-Citations preparation training curriculum was established and administered to six DHSMV Senior Liaison Officers which focused on the usage and benefits of electronic citations. The training was geared toward training officers as well as gaining feedback regarding the barriers and future needs that may arise. Six region trainings for local law enforcement agencies were conducted in Lake City, Ft. Myers, Lauderdale Lakes, Panama City and Orlando.

Bonnie Scott-Walls with the DHSMV, attended the 2011 Annual Education Program: Conference of County Court Judges and the Circuit Court Judges Conference to further advance the education of clerks, judges and law enforcement officers on the benefits of E-citation usage, as well as the paperless process.

The overall objective of the E-Citation Preparation Standards grant was to address the issues relating to the Uniform Traffic Citation (UTC) and the transfer of E-Citation data directly from law enforcement to the local Clerks of Court offices. In doing this, the grant sought to increase the number of law enforcement agencies using E-Citations by 2.5% in addition to increasing the number of E-Citations appearing on driving records by 2.5%. Evaluation of baseline data gathered in May 2010 to data collected at the conclusion of the grant period shows a rise in the number of law enforcement agencies using E-Citations to 216 (58.53%), indicating an overall increase of 4.46%, exceeding the grant objective of 2.5%. Evaluation of baseline data gathered in May 2010 to data collected at the conclusion of the grant period shows an increase in the number of E-Citations appearing on driving record, including 50,000 dispositions currently waiting to post to records, by 2.99%.

The Field Data Collection for NEMESIS 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 131 agencies currently reporting data to EMSTARS and approximately 4.4 million patient care records (processed and validated) in the EMSTARS database.

The EMSTARS project team also completed development on the second iteration of the EMS Data Mart which included the linkage of EMS data to the Agency for Healthcare Administration data (Emergency Department, Hospital Inpatient Discharge and Rehabilitation Data).

# TRAFFIC RECORDS PROGRAM OVERVIEW

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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.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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**Goal:** To reduce motorcycle the number of motorcycle crashes and fatalities to 471 in 2011 by improving motorcycle safety public awareness and training programs with emphasis placed on implementing the recommendations set forth in the new Motorcycle Safety Strategic Plan and the 2008 Motorcycle Assessment.

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There were 6 motorcycle safety sub-grants awarded using Section 402 funds in FY 2009.



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

The University of South Florida Center for Urban Transportation Research 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 2011, (2) Florida Rider Training Survey 2011, and (3) Florida Automobile Driver Survey 2011, 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 web-based survey method with a multi-method sampling approach was adopted to conduct 2011 Florida Automobile Driver Survey. A target sample size of 1,500 responses was selected based on the total number of endorsed motorcycle riders in Florida as of July 2010 (1,008,401) to meet a +/- 3 percent margin of error at the 95 percent level of confidence. Responses were obtained from 60 in Florida and a subset sample size of 1,200 was assigned to ten “hotspot” counties including: Brevard, Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, and Volusia. These counties were deemed hotspot counties based on 2009 motorcycle crash data obtained from the Florida DHSMV. A total of 2,773 responses, including 1,555 responses from “hotspot” counties, were obtained during June and July 2011. The 2011 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. Motorcycle riders are one of the most vulnerable road users. It was found that motorcycle riders have different characteristics by age, gender, and riding experience.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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## **Florida Rider Training Survey 2011**

A list of Florida Rider Training Program (FRTP) schools in Florida was obtained from the FRTP website (<http://motorcycles.hsmv.state.fl.us/index.cfm>) and 67 FRTP schools were contacted to inquire if they would administer the surveys to new graduates upon completion of the course. FRTP schools located in 15 different cities in Florida agreed to participate in the survey. The survey was conducted in June and July 2011. A target sample size of 500 responses was decided based on the average number of motorcycle endorsements issued in Florida between July 2008 and July 2010 (42,529 endorsements). A total of 545 responses were collected representing newly endorsed riders from 25 different Florida counties. Therefore, results can be interpreted with a margin of error +/- 3.5 percent at the 90 percent level of confidence. The 2011 survey obtained feedback from BRC graduates regarding course content and 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. It is notable that 54.3 percent of respondents indicated that they were very experienced or somewhat experienced riders prior to taking the course. On a scale of 1 to 4, with 1 being "poor" and 4 being "excellent," respondents gave the course 3.8 rating, on average. In addition, positive feedback was obtained for all course fundamentals taught.

## **Florida Automobile Driver Survey 2011**

A web-based survey method with a multi-method sampling approach was adopted to conduct 2011 Florida Automobile Driver Survey. A target sample size of 1,500 responses was selected which can meet +/- 3 percent margin of error with 95 percent confidence interval based on the total number of licensed drivers in Florida as of January 2011 (15,507,284). Responses were obtained from 61 counties in Florida and a subset sample size of 1,200 was assigned to ten "hotspot" counties including: Brevard, Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, and Volusia. These counties were deemed hotspot counties based 2009 motorcycle crash data obtained from the Florida DHSMV. A total of 5,578 responses, including 3,763 responses from "hotspot" counties, were obtained. Therefore, results can be interpreted with +/- 2 percent at the 95 percent level of confidence for the statewide level as well as the hotspot county level. The 2011 survey obtained to collect feedback from Florida automobile 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. It was expected, but still interesting to note, that respondents who have a valid motorcycle endorsement reported a higher frequency of motorcycle observation and more active efforts to locate motorcycles in traffic while driving than respondents who do not have a motorcycle endorsement. It was also found that a significant amount of Florida drivers were exposed to motorcycle safety campaigns.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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One sub-grant 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. As a result of Florida's Comprehensive Motorcycle Safety Program the number of motorcyclists killed in Florida was reduced by 6.9% from 376 in 2009 to 350 in 2010. The 2010 data from Florida DHSMV also reflects a 10.0% reduction in crashes from 8,313 in 2009 to 7,484 in 2010, and a 10.1% reduction in injuries from 7,435 in 2009 to 6,686 in 2010. The successful implementation of the MSSP Business Plan and the new rider training requirements from July 2008 significantly contributed to this decrease.

The Comprehensive Motorcycle Safety Program project was awarded with the 2010 TBITE Project of the Year on December 10, 2010. The project was selected for its comprehensive efforts in advancing the field of motorcycle safety and successfully reducing motorcycle related fatalities in Florida.

In addition, the "Making Roadways Safer for Motorcycles" DVD was selected as a winner of a Roadway Safety Foundation and Federal Highway Administration 2011 National Roadway Safety Award. The DVD was evaluated on innovation, effectiveness, and efficient use of resources.

One Sub-grant was awarded for an observational survey of motorcyclists. The Center for Urban Transportation Research (CUTR) at the University of South Florida (USF) conducted the survey. The main tasks were to observe the use of Personal Protection Equipment (PPE) including helmet by motorcycle riders in Florida. A total of ten counties which are the ten highest motorcycle fatality "hotspot" counties (Broward, Hillsborough, Miami-Dade, Orange, Volusia, Brevard, Duval, Palm Beach, Pinellas, and Lee) were selected for observation.

In the 2011 observational survey, one-hour field observations were conducted at 405 sites in the top 10 highest motorcycle fatality counties in Florida, during which at least one motorcycle was observed at 98.5 percent of the sites. The 2011 survey showed a 4.6 percent decline in FDOT-compliant helmet use in Florida, compared to the 2010 survey. Miami-Dade County has the lowest observed helmet use (40%) among the counties, whereas overall helmet use in the 2011 hotspot counties was 49.3 percent. According to 2009 and 2010 Florida crash data, Miami-Dade County has the highest motorcycle fatality rate in Florida.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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To evaluate the seasonal impact on personal protective gear use by motorcyclists in Florida, sites in the top five highest fatality counties (Broward, Hillsborough, Miami-Dade, Orange, and Volusia) were surveyed in Jan/Feb 2011 and in May/June 2011. It was noted that fewer motorcycle riders were observed during the Jan/Feb observations, with an average of 12 motorcycle riders per hour per site, as compared to the May/June observations with an average of 19 motorcycle riders per hour per site. The observed helmet use during the Jan/Feb 2011 survey showed a slightly higher DOT-compliant helmet use of 54.2 percent, compared to a 49.5 percent helmet use in the same five counties in the May/June 2011 survey.

In addition, a detailed analysis of motorcycle citation data was performed and dealership opinion surveys were completed and summarized. The key findings from the study are summarized in the following section.

## Observed Helmet Use (May/June 2011- May/June 2010)

- DOT-compliant helmet use in 2011 was 49.3 percent, which is a 4.6 percent decline from the 2010 motorcycle observational survey where the observed FDOT-compliant helmet use was 53.9 percent. Both of these surveys were conducted after the mandatory motorcycle training law, which became effective July 1<sup>st</sup> 2008. It is interesting to note that the observed novelty helmet use increased from 1.4 percent in the 2010 survey to 3.4 percent in 2011.
- There were 6,814 motorcycles observed in the 2011 observational survey of hotspot counties, whereas 6,594 motorcycles were observed in the 2010 observational survey corresponding to the same hotspot counties.

## Observed Helmet Use (Jan/Feb 2011- May/June 2011)

- DOT-compliant helmet use was different during the two observational periods in 2011. A total of 54.2 percent of riders were observed wearing DOT-compliant helmets during the Jan/Feb 2011 observational survey in the top five fatality counties. It was decreased to 49.5 percent in the May/June 2011 observational period.
- The results of chi-square tests to the May/June 2011 observational survey data indicate that helmet use is significantly related to motorcycle type, gender, and occupant type. The riders of sport bikes showed the highest rate (75%) of wearing a helmet, while the riders of cruisers showed the lowest rate (54.9%) of wearing a helmet in 2011.

## Motorcycle Trends

- The number of motorcycle registrations in Florida increased by nearly 2.6 times the number of registrations in 2000.
- Florida shows a higher percentage of motorcycle crashes among all vehicle crashes as compared to the national trend. This increase is not as sharp as the increase in motorcycle registrations and is at a reasonably stable rate, given the year-round riding conditions in Florida.
- In 2008, motorcycle crashes and fatalities reached an all-time high; however, 2009 and 2010 crashes and fatalities show a significant reduction.
- Motorcycle endorsement has been continued to increase in 2009 but motorcycle registration was reduced about 10.1 percent between July 2008 and July 2009.

# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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## Motorcycle Citations

- □ Analyses of motorcycle citation and warning data showed that about 21.5 percent of riders were issued warnings without a citation and, “riding at an unlawful speed” was the most commonly issued citation and constituted 19.8 percent of all motorcycle citations and warnings issued in the state of Florida.
- □ Since the implementation of the mandatory training law, the total number of motorcycle-related citations has decreased. For the first six months after implementation of the law, there were 8,111 citations; that number decreased to 7,844 in January–June 2009, 6,963 in July–December 2009, and 4,516 in January–June 2010. It is notable that data for July–December 2010 indicates that the number of citations remained the same.

## Opinions from Dealerships on the New Training Law

- □ In 2011, 88.9 percent of motorcycle dealerships supported the 2008 mandatory training law, especially small dealerships. In a 2010 dealership survey, only 67 percent of dealerships were in support of the 2008 law change.
- □ The Florida Rider Training Program (FRTTP), manufacturers, motorcycle advocacy groups, and safety organizations are the major suppliers of educational materials to dealerships. Nearly 80 percent of dealerships surveyed have distributed endorsement information at their location. The survey also showed that 100 percent of dealerships have distributed information about the importance of personal protective equipment and conspicuity gear, and 89 percent of dealerships have distributed information related to driving under the influence awareness.
- □ More than half of the dealerships (67%) do not require endorsement verification for new buyers. However, they are willing to distribute safety awareness promotional materials, such as tip cards, that provide motorcycle safety tips.
- □ More than half (56%) of the dealerships are interested in obtaining more information on ways to partner with Florida’s Motorcycle Safety Coalition. Motorcycle dealerships’ active involvement in promoting rider education and safety presents a great opportunity to positively affect motorcycle safety in Florida.

Two sub-grants were awarded for motorcycle safety outreach and education at local and law enforcement events. Suncoast Safety Council participated in seven out of eight local events or 88% of their projected community motorcycle events and expos. They provided new and experienced riders with educational materials and conducted on site safety demonstrations of motorcycle safety related topics including exhibiting a SMARTrainer. Ocala Police Department participated in five community events as well as a “Safety 4 Life” bike week high visibility enforcement detail. Ocala PD reports having reduced motorcycle crashes in their county by 1.6% as a result of this program.



# MOTORCYCLE SAFETY PROGRAM OVERVIEW

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One sub-grant 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. To date, Ryder Trauma Center has trained EMS/Fire Rescue Miami-Dade County; AMR Ambulance Company; University of Miami physician and healthcare provider staff; Miami Beach EMS providers; Holmes Regional Medical Center Trauma Center ER staff; Brevard/Indian River County EMS; Florida EMS Advisory Council; and Florida Injury Prevention Advisory Council on critical issues regarding responding to motorcycle crash victims. Ryder Trauma Center also received project participation consent from 21 patients, of which 19 were surveyed with 12 completing the education portion of the program. It was observed that some of the surveyed patients are unable to complete the training section due to vision problems, medication, or brain injury limitations. While still early in the outcomes portion of this project, a potentially important observation was with this limited number of patients, 72% had been involved in a prior crash. While this pilot project had several delays, it is by far the most comprehensive injury prevention program established specifically for the rescue and recovery of motorcycle crash victims in Florida. We look forward to continuing this effort to reduce repeat events.

As a result of Florida’s Comprehensive Motorcycle Safety Program the number of motorcyclists killed in Florida was reduced by 6.9% from 376 in 2009 to 350 in 2010. The 2010 data from Florida DHSMV also reflects a 10.0% reduction in crashes from 8,313 in 2009 to 7,484 in 2010, and a 10.1% reduction in injuries from 7,435 in 2009 to 6,686 in 2010. This data reflects a significant decrease in fatalities, thus surpassing our goal.

# POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

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- Goals:**
1. To decrease traffic fatalities 5.0% from the 2009 calendar base year total of 2,563 to 2,435 by December 31, 2011.
  2. To decrease speeding-related fatalities 2.3% from the 2009 calendar base year total of 232 to 226 by December 31, 2011.
  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 5 Police Traffic Service sub-grants awarded in FY 2011 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 4 to 7 LELs, assigned throughout the state. In 2009, the program was restructured to include an LEL Coordinator, and to add an administrative support position of Program Assistant (to the Coordinator).

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 of one (1) LEL Director, one (1) Administrative Law Enforcement Liaison, and six (6) 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 123 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 (98) agencies participated in the DUI Sustained Enforcement Challenge; 242 in the Click It or Ticket Challenge; 145 in the DUI Challenge; 164 in the Florida Law Enforcement Challenge; and 100 in the Motor Unit Challenge. As well, more than 235 law enforcement officers participated in the Hands Across the Border event.

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.

# POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

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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.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 123 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. An estimated 43,602 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2011 Chevrolet Caprice PPV custom police vehicle was purchased as the grand prize.

This year 164 agencies participated in the Challenge. The online application process through [www.floridalel.org](http://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 21 - 22 at the Rosen Shingle Creek Hotel in Orlando, FL, recognized first through third place winners. The grand prize winner, the Alachua County Sheriff's Office, received the grand prize enforcement vehicle. Approximately \$760,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs in Florida.

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.

Throughout the year the law enforcement liaisons (LELs) met with their local law enforcement agencies in 123 local area network (LAN) meetings to promote and incentivize the MUC as well as to serve as a resource regarding other Florida Department of Transportation (FDOT) traffic safety initiatives. Approximately 44,239 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.

# POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

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This year one hundred (100) agencies participated in the Challenge. The online application process through [www.floridalel.org](http://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 21 - 22 at the Rosen Shingle Creek Hotel in Orlando, FL, recognized agencies placing in the top 20. The grand prize winner, the Manatee County Sheriff's Office, received the grand prize enforcement motorcycle. Approximately \$160,000 in traffic safety equipment was awarded to participating agencies with the most comprehensive traffic safety programs in Florida.

The National Highway Traffic Safety Administration (NHTSA) Law Enforcement Liaison (LEL) Region IV Conference was held February 16 - 17, 2011 at the Bay Point Marriott Hotel in Panama City. Approximately 150 attendees from the NHTSA Region 4 states (Alabama, Florida, Georgia, South Carolina, and Tennessee) were on hand for the conference, including regional LELs, members of state and local law enforcement, Traffic Safety Resource Prosecutors (TSRPs), Judicial Outreach Liaison (JOLs), regional NHTSA officials, and Florida Department of Transportation (FDOT) staff.

In conjunction with NHTSA, the Florida LEL Program developed the 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.

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.

At a minimum classes will include 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; and In Car Video Train the Trainer Course.

FPSI conducted 20 traffic training courses during the 2011 Grant Cycle, 493 students attended these courses and 398 students successfully completed the course requirements. Evaluations were completed by all students. The evaluations reflected an overall score of 90.52%.

The Traffic Safety Training Coordinator resigned and the Other Personnel Services (OPS) staff worked full time to allow the FPSI to continue to deliver a quality product to our customers. The Coordinator position was advertised and closed July 13, 2011. Traffic Safety Training Coordinator position was filled Sept. 26, 2011.

# POLICE TRAFFIC SAFETY PROGRAM OVERVIEW

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As a result of the above measures, the statewide safety belt usage rate increased for the second year in a row, from 87.4% in 2010 to 88.1%. This represents nearly a 3% increase since the passage of the primary safety belt law in 2009. Additionally, Florida has realized reductions in almost every area of traffic safety, including, but not limited to overall crashes, injuries, fatalities, alcohol-related fatalities, and motorcycle fatalities (2010 Florida Traffic Crash Statistics).

## Goal Results

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

	<u>YEAR</u>	<u>FATALS</u>	<u>%CHG</u>	<u>F&amp;I CRASHES</u>	<u>% CHG</u>
<b>Speed</b>	2008	323	-42%	4,415	-17%
	2009	241	-25%	3,922	-11%
	2010	212	-12%	2,957	-24%

# SPEED CONTROL PROGRAM OVERVIEW

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- Goals:**
1. To decrease speeding-related fatalities by 2.5% by December 31, 2011.
  2. To decrease speeding-related crashes by 5% by December 31, 2011.
  3. To decrease aggressive driving-related fatalities by 2.5% by December 31, 2011.
  4. To decrease aggressive driving-related crashes by 5% by December 31, 2011.
- 

There were three (3) speed and aggressive driving subgrants awarded in FY 2011 using Section 402 funding.

## Section 402 Funds

In 2011, Florida committed \$391,787 to targeting problems associated with speed and aggressive driving. These funds were provided to the City of Fort Meyers, Village of Palm Springs, and Hillsborough County law enforcement agencies 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. These agencies acquired speed measuring devices for the purpose of increasing the number of certified speed enforcement officers on their streets.

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

- 2,356 citations were issued for speeding
- 2,264 citations were issued for seat belt violations
- 5,261 total citations issued
- 5,432 traffic stops conducted
- 25 public awareness events conducted
- 106 DUI Operations conducted
- 19 DUI arrests

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 a given year:

# ROADWAY SAFETY PROGRAM OVERVIEW

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- 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.
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There were 4 roadway safety sub-grants awarded in FY 2011 using Section 402 funding.



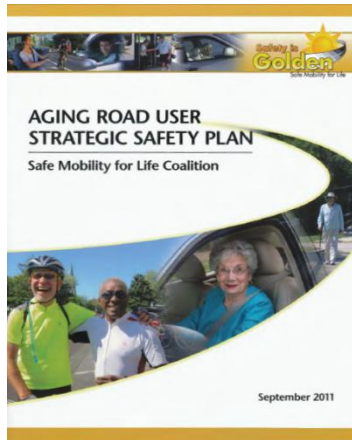
One sub-grant was awarded in support of Florida's Car Fit Program. CarFit is a national educational program created by the American Society on Aging and developed in collaboration with AAA (American Automobile Association), AARP and the American Occupational Therapy Association. CarFit offers older adults 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).



One sub-grant was awarded to develop, build, pilot test, refine and launch an enhanced database system 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.

# ROADWAY SAFETY PROGRAM OVERVIEW

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One sub-grant was awarded to develop Florida's Comprehensive Older Driver Program to support the Aging Road User Coalition. In the 2011 grant cycle Florida's Aging Road User Strategic Safety Plan was developed, printed, and distributed; emphasis area team leaders worked together to form an implementation plan; and a baseline survey of aging road users was conducted.

In Florida, in 2010, 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.

While the comparison between 2009 and 2010 is an effective way to analyze crashes and fatalities, we need to consider the population growth of this age group ultimately contributes to the problem. In 2010, drivers age 65+ accounted for 18.5% of Florida's road users and 23.4% of Florida's traffic fatalities.

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 1 with 27.1 percent of our population projected to be 65+ in 2030, compared to 19.7 percent for the rest of the nation (U.S. Census Bureau).

*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	\$241,220.80					\$241,220.80	1.00%
Occupant Protection	\$1,901,538.29					\$1,901,538.29	7.85%
Community Traffic Safety	\$684,878.13					\$684,878.13	2.83%
Alcohol	\$1,049,030.98		\$8,981,769.60			\$10,030,800.58	41.43%
Pedestrian/Bicycle Safety	\$614,781.86					\$614,781.86	2.54%
Traffic Records	\$526,870.87			\$1,090,123.99		\$1,616,994.86	6.68%
Motorcycle Safety	\$617,796.41				\$380,908.21	\$998,704.62	4.13%
Police Traffic Services	\$2,802,738.28					\$2,802,738.28	11.58%
Speed Control	\$382,091.02					\$382,091.02	1.58%
Roadway Safety	\$329,025.14					\$329,025.14	1.36%
Paid Media	\$519,037.44	\$1,556,066.56	\$2,532,496.31			\$4,607,600.31	19.03%
<b>TOTAL</b>	<b>\$9,669,009.22</b>	<b>\$1,556,066.56</b>	<b>\$11,514,265.91</b>	<b>\$1,090,123.99</b>	<b>\$380,908.21</b>	<b>\$24,210,373.89</b>	<b>100.00%</b>

