Florida
Community Traffic Safety Teams

Florida Department of Transportation

In producing the Building Safe Communities Newsletter, we have the opportunity to showcase classic programs and best practices of our community traffic safety partners throughout the U.S. This edition is dedicated to the Florida Community Traffic Safety Teams that work tirelessly to make a difference in their districts. You will learn what the Florida Department of Transportation has done to support these teams from development to implementation. Then you will learn from the districts what they identify as priority problems, how they put countermeasures in place, and the results achieved.

Region 4 Special Edition
Building Safe Communities:
Community Traffic Safety Newsletter
June 2012

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CTST DISTRICT TEAMS

District 1 Counties

- Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Lee, Manatee, Okeechobee, Polk, Sarasota

District 2 Counties

- Alachua, Baker, Bradford, Clay, Columbia, Dixie, Duval, Gilchrist, Hamilton, Lafayette, Levy, Madison, Nassau, Northeast Florida Multicounty, Putnam, St. Johns, Suwannee, Taylor, Union

District 3

- Apalachicola Area CTST (Franklin), Bay, Calhoun, Escambia, Gadsden, Gulf, Holmes, Jackson, Jefferson, Leon, (Capital Area Safety Team) CAST, Liberty, Okaloosa, Santa Rosa, Wakulla, Walton, Washington

District 4 Counties

- Broward, Indian River, Martin, Palm Beach, St. Lucie

District 5

- Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia

District 6

- Miami-Dade: Islands CSTS, Miami Gardens CTST, Miami Lakes CTST, Miami CTST, Northeast Miami-Dade CTST, County Public Schools CTST, South Miami CTST, Southwest Miami-Dade CTST, Northwest Miami-Dade CTST, Coral Gables CTST, Unincorporated Miami-Dade CTST, Miami-Dade CO. Miami Beach CTST, FIU CTST
- Monroe: Marathon CTST, Southernmost CTST, Upper Keys CTST

District 7

- Citrus & Hernando, Hillsborough, Pasco, Pinellas

Florida Community Traffic Safety

HISTORY OF THE COMMUNITY TRAFFIC SAFETY TEAM COALITION

The idea for the Community Traffic Safety Team (CTST) Coalition came to fruition during the latter part of 1994, when approximately 15 teams in the State were functioning independently. As the number of CTSTs began to grow and various safety activities and events were being conducted, the Chair acknowledged a need for a forum in which to coordinate efforts, learn from one another, share successful program ideas, and reduce duplication among the teams. The idea of forming a coalition of all CTSTs was discussed informally, and a date was set for the initial meeting of CTST chairpersons.

On April 4, 1995, the inaugural meeting was held, with the first election of officers. In the past 17 years, the CTST Coalition has grown to represent 60 teams and has matured in its ability to affect positive outcomes by initiating statewide safety campaigns. Probably the greatest accomplishment of the CTST Coalition has been the ability to bring together such a diverse group of locally-based community safety partners to facilitate the sharing of safety programs, ideas, and materials to statewide audiences through the individual CTSTs in Florida.

On average, each CTST has about 20 regular members that represent agencies from an enforcement, engineering, education or emergency services discipline. With the combined statewide resources of 1,200 volunteers working together as a united front on comprehensive traffic safety issues, the CTST Coalition has helped to identify names with faces, opened up new avenues of communication through the State, and has fostered a feeling of cooperation that did not exist prior to the Coalition's establishment.

It is this broad-based partnership of CTST members across the State that has made the CTST Coalition such a valuable part of Florida's safety programs. The continued growth and attendance at coalition meetings is indicative of the importance the CTSTs give to traffic safety in Florida, and the trust they place in the Coalition to speak for those volunteers who are actively working toward safer communities.

The purpose of this newsletter is to provide a resource for the CTSTs to showcase the many innovative and successful programs and ideas that have come from the various CTSTs throughout the State. The newsletter further provides a means for the exchange of information and ideas on different educational and enforcement programs. Many dedicated traffic safety advocates donated time, effort and resources to compile this best practices newsletter. This 2012 newsletter reflects some of the newest programs that are being conducted around Florida, and is dedicated to all those who serve to keep the traveling public safe.

CENTRAL OFFICE

- Title of Program: Florida's CTST Coalition
- Organization: Florida Department of Transportation's Safety Office
- Area of Concern: Management of a CTST Coalition
- Program Focus: To manage a CTST coalition successfully to improve safety and crashes in their respective counties
- Jurisdiction: Statewide
- Funding Source: Section 402 Highway Safety Grant Funds

PROGRAM CONTACT

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THE PROGRAM

PROBLEM STATEMENT

In Florida, as in other States, success in traffic safety requires city, county, State and federal agencies, (e.g. law enforcement, emergency services, education, and engineering) to work in close coordination with one another in an effort to contain economic costs while reducing the high number of crashes and severity of injuries.

PROPOSED SOLUTION

Florida's CTSTs are locally-based groups of highway safety advocates who are committed to solving traffic safety problems through a comprehensive, multijurisdictional, multidisciplinary approach. Members include local, city, county, State, (and occasionally federal) agencies, as well as private industry representatives, and local citizens. The individuals comprising the team, which can be a city, an entire county, a portion of a county, multiple counties, or any other jurisdictional arrangement, determine each team's community boundaries. A multijurisdictional approach encourages numerous groups and organizations to work together toward a common goal of improving traffic safety in their community.

Multidisciplinary encourages integrating the efforts of the 4 "E's" of traffic safety; engineering, enforcement, education and public awareness information, and emergency services. By working together, CTSTs help solve local traffic safety problems related to the driver, the vehicle, and the roadway. The Florida Department of Transportation (FDOT) has been proactive in its support of CTSTs. Each FDOT District has a full-time CTST coordinator who works closely with the CTSTs in their geographic area, and the Central FDOT Safety Office acts as a liaison to the District coordinators. Because of the common goals, objectives, and interests of the statewide CTSTs, the teams formed their own unique coalition. Each CTST Coalition holds quarterly meetings to share successes, safety materials and information, promote programs, and to facilitate technology transfer among the CTSTs. To expand statewide exposure and involvement, coalition meetings are now broadcast via video conferencing to numerous locations throughout the State.

PROJECT GOALS

One common goal of each CTST is to reduce the number of crashes and severity of traffic-related injuries within their community.

"Florida Community Traffic Safety Teams are locally-based groups committed to solving local traffic safety problems." Ralph Salvas

DISTRICT 1

- Name of Team: Florida's CTST Coalition District 1
- Area of Concern: Seniors
- Targeted Population: Mature adults
- Funding Source: 402 Grant

PROGRAM CONTACT

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PROBLEM STATEMENT

In Florida, as in other States, success in traffic safety requires city, county, State and federal agencies, (e.g. law enforcement, emergency services, education, and engineering) to work in close coordination with one another in an effort to contain economic costs while reducing the high number of crashes and severity of injuries.

PROPOSED SOLUTION

To make drivers aware of the consequences of texting while driving. The "Don't D.U.I.T" (Drive Under the Influence of Texting) wrapped van is used at events, as a display, and as a conversation piece. The van also has a large "Buckle Up" message on the hood and a child in a car seat displayed on the rear windows. The wrap attracts people to the bright colorful van, providing an opportunity to deliver educational information to those interested in child safety.

RESULTS

The wrapped van promotes awareness and has brought attention to the dangers of texting while driving. Additionally, the van is driven in parades where it receives an enormous amount of attention and support.

DISTRICT 1 continued

- Name of Team: Sarasota and Manatee County CTST
- Area of Concern: General Traffic Safety
- Targeted Population: Motoring public
- Jurisdiction: Sarasota County and Manatee County
- Funding Source: 402 Grant and Donations

PROGRAM CONTACT

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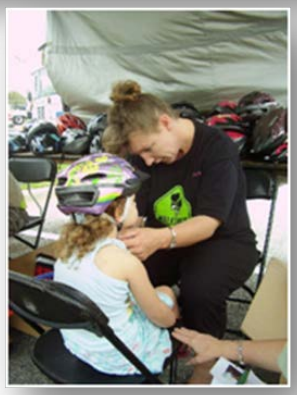
- E-mail: agarland@gtseng.com



PROBLEM STATEMENT

Method of delivering traffic safety messaging in a well marketed forum.

PROJECT

For the past four years, Sarasota and Manatee CTST's have joined together to produce a Traffic Safety Expo. This year's theme was "Kids Smart Safety Day." The expo brings awareness of the many different traffic safety issues, including drinking and driving, distracted driving, the need for seat belts, and proper child passenger restraints. Some of the agencies and focus areas included at the event are, child seat safety program, Car Fit for seniors drivers, DUI awareness, distracted driving awareness, bike rodeos and helmets, as well as red light running awareness. Sarasota and Manatee County also attend this event because it gives them an opportunity to talk to attendees regarding the counties responsibilities to making roadways safer.

Car seats are checked at the event for proper installation. Parents, grandparents, and caregivers are given instruction on how to install the safety seats properly. CarFit provides the opportunity to make the more mature driver feel safe and comfortable while driving, by adjusting mirrors, seating and seat belts, and to insure better vision and mobility in the vehicle. Law Enforcement agencies from both counties participate with air bag demonstrations, DUI goggles and updates on new statues. Additionally, Melissa Wandall with the Stop Red Light Running Program and the Mark Wandall Traffic Safety Act attends to provide education on the consequences of Red Light Running.

RESULTS

Over the past four years, the event has grown in attendance. There have been many opportunities for outreach to drivers, parents, and caregivers on the consequences of what can happen behind the wheel of a vehicle when bad decisions are made. The feedback is great from attendees and shows they feel the event is a very worthwhile endeavor.

Top image taken at the Traffic Safety Expo | First image on right of Angela Garland, Secretary for Sarasota and Manatee CTSTs, interviewed by local television station | Bottom left picture of Sherry Moss, Certified Helmet Fitter | Bottom right picture of Steven Jefferson, Certified Car Seat and Manatee CTST

DISTRICT 2

- Name of Community Traffic Safety Team: FDOT District 2, All Teams
- Name of Project: Celebrate Safely…Designate a Driver
- Area of Concern: Impaired Driving
- Jurisdiction: Northeast Florida Counties
- Targeted Population: Motoring Public
- Funding Sources: FDOT 402 Grant Funding, Donations, and Shands TraumaOne

PROGRAM CONTACT

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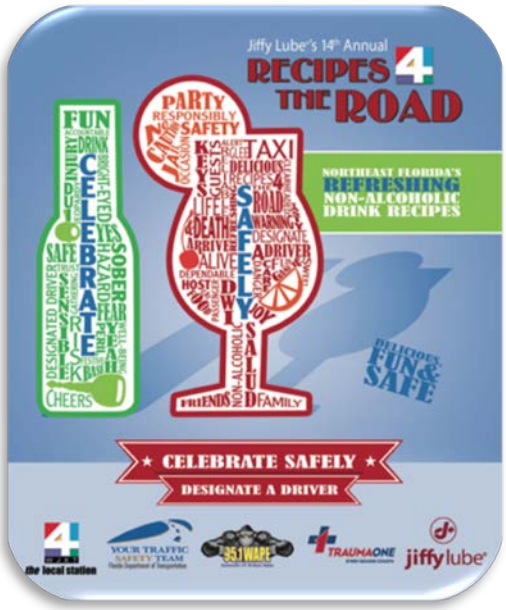


PROBLEM STATEMENT

Alcohol is a strong factor in many motor vehicle crashes. The holiday season often sees an increase in this problem.

PROJECT

Raise awareness of alcohol-related injuries and fatalities during the holiday season and promote the use of a designated driver.

PROPOSED SOLUTION

"Celebrate Safely…Designate a Driver" is a community-based effort to stop impaired driving. This effort includes a designated driver program, targeted enforcement efforts, and a public education and awareness program. Celebrate Safely was introduced with several press conferences throughout Northeast Florida where the 14th Annual Recipes for the Road was showcased. Local radio and television interviews and public service announcements ran throughout the campaign. This free booklet includes new and creative non-alcoholic drink recipes that can be offered to designated drivers and guests attending holiday parties. Each year, 30,000 copies of this book are printed and distributed. In 2011, 374 restaurants displayed stickers and posters endorsing the designated driver concept in Northeast Florida. Law enforcement conducts saturation patrols and sobriety checkpoints. Area businesses, schools, and churches post "Celebrate Safely…Designate a Driver" messages throughout Northeast Florida communities.

RESULTS

The Celebrate Safely program is in its fourteenth year. The program's highly visible law enforcement, a designated driver program, and public education campaign give people the information they need to make informed choices and seek alternatives to driving while impaired. The repetitive and comprehensive message of Celebrate Safely throughout Northeast Florida is impacting communities and setting a positive trend. This program is an example of a successful private and public partnership with its many sponsors.

- Name of Community Traffic Safety Team: FDOT District 2 – All Teams
- Name of Project: WHALE Program
- Area of Concern: Child Passenger Safety
- Jurisdiction: Northeast Florida Counties
- Targeted Population: Parents and caregivers with children in cars or booster seats.
- Funding Sources: FDOT District 2, and business partnerships (private donations).

PROBLEM STATEMENT

To help parents and caregivers safely transport their children using the appropriate child safety restraints. To ensure that emergency responders have the information needed if a parent is incapacitated and unable to communicate.

PROJECT GOAL(S)

WHALE (We Have A Little Emergency) Check is an identification and information program for parents and caregivers who have children in car seats. WHALE Check provides a "peace of mind" feeling and teaches proper booster and car seat use and installation through education regarding what would happen to your child in the event of a traffic crash.

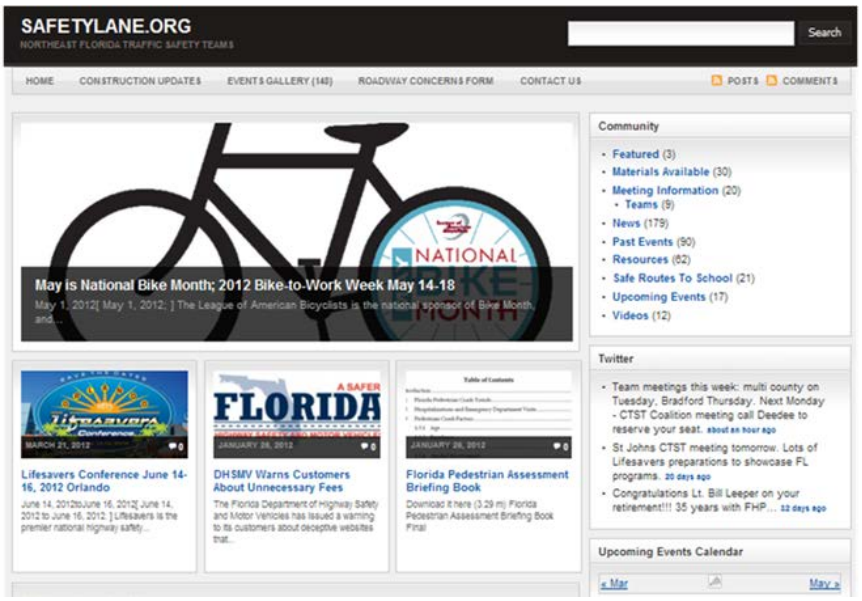
PROPOSED SOLUTION

WHALE Check promotes child passenger safety and the use of appropriate child restraints. The coalition provides parents and caregivers with the information they need to select an appropriate child restraint system. Each WHALE Package includes information explaining proper car seat installation and use, a brochure, one information label and two logo stickers for the car seat, and a static label for the inside rear window. WHALE Check packages are often distributed at child safety seat inspections by certified technicians. The inspection events offer information for proper installation which includes appropriately securing children in the seats, as well as appropriateness of car seats for the age, weight, and height of the child. Parents also learn if their car seats have been recalled and need to be repaired or replaced with safer models.

RESULTS

Since the launch of the WHALE Check Program, the District has distributed over 185,000 WHALE Check packages throughout Northeast Florida and other Florida communities. As a result of the WHALE Check program, parents and caregivers are using car and booster seats, focusing on proper installation and ensuring that emergency service personnel have the vital information needed, including contacts and special medical needs of a child during the event of a crash. Each year, the WHALE Check message is communicated regularly to the District's motoring public through interviews, public service announcements, and radio promotions.

- Name of Community Traffic Safety Team: FDOT District 2
- Name of Project: www.SafetyLane.org
- Area of Concern: Traffic Safety Messaging
- Jurisdiction: Northeast Florida Counties
- Targeted Population: Motoring Public, traffic safety team members
- Funding Sources: All Volunteer



PROBLEM STATEMENT

The need for a comprehensive Web site to feature traffic safety issues and information. To provide a forum for traffic safety events, topics and information that can serve both traffic safety team members and district residents.

PROJECT GOAL(S)

The SafetyLane Web site is a one-stop shop for area traffic safety concerns and road information, including tips for drivers, pedestrians, and cyclists. The Web site, www.safetylane.org, also enables users to report road repair issues and provides information on traffic safety events in Northeast Florida and various traffic safety topics.

PROPOSED SOLUTION

This Web site enables users to report road concerns, gather safety data, information on area programs and upcoming events. The SafetyLane Web site is a great resource for everyone who uses it in our Northeast Florida area. It offers timely, useful information that will increase the safety of the motoring public. Traffic safety concerns for our 18-county district can be submitted for traffic safety team review through the SafetyLane Web site. By allowing citizens to quickly bring important issues to the attention of transportation professionals, this direct link to the traffic safety teams should make the roads safer for all users.

RESULTS

The SafetyLane Web site is a one-stop shop for all traffic safety information: safety tips, safety data, traffic safety events and reporting roadway concerns and problems. Whether you are a driver or passenger, pedestrian or cyclist, our comprehensive traffic safety Web site is an incredibly useful tool. Not only have we assembled valuable tips and data, we offer information on all types of programs and events and are making it easier to help keep our roads in top condition by giving users an easy path to report a problem.

DISTRICT 3

- Name of Team: Gadsden County CTST
- Area of Concern: Youth Driving Education
- Targeted Population: Youth ages 14-19
- Jurisdiction: Eastern Counties in District 3
- Funding: FDOT 402 Grant Funding

PROGRAM CONTACT

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PROBLEM STATEMENT

In 2006, the FDOT C.A.R.S. database indicated that crashes involving teen drivers ages 15-19 in Gadsden County ranked second in the State among counties with a population of less than 50,000. The 2009 data report showed that there were 93 crashes involving teens that resulted in three fatalities and 124 injuries in Gadsden County alone. These statistics moved Gadsden's ranking to second in the State for teens involved in traffic crashes for the size of the county.

GOALS

To affect teen driving behavior through driving safety awareness programs to reduce traffic-related injuries and fatalities.

PROJECT

Teen Driver Improvement Program

RESULTS

Teen driving obstacle courses were conducted by the Havana Police Department and other law enforcement agencies throughout Gadsden County, as well as classroom training for students ages 14-19. The course featured vehicle system awareness that included standard vehicle safety equipment such as rearview mirrors, turn signals, brake lights and horn. Each training session had an instructor riding along with the students as they maneuvered basic driving skills followed by the use of Fatal Vision Goggles and various types of distraction. The distraction ranged from music to distraction by other passengers.

During the various laps, instructors noted that there was a marked difference between the basic driving lap, the vision impaired goggle use lap, and the distracted driving lap. The vision impaired lap involved less driving accuracy because of the impairment to the driver. The distracted driving lap produced more cones being knocked down and run over, lanes missed, near crashes, and increased speeds.

During the driver awareness training, students learned that common hazards for drivers include weather and road conditions, lighting, deer and other animals and debris on roadways, overcorrecting a vehicle, tire blowouts, excessive speed, along with lack of using seat belts. Officers that had to make late night visits with parents to tell them that their child would never be coming home because they were involved in a fatal car crash also told students of personal experiences. As a result of this successful program, the teen driving program is offered throughout the State of Florida through multiple law enforcement agencies. Additionally, the course qualifies students for discounted vehicle insurance. Havana Police Chief and CTST Chairman Glenn Beach was a major supporter of the program and in conjunction with the Pat Thomas Law Enforcement Academy started the program where students first tested their skills using go-carts. The program has evolved enormously and is now offered statewide.

DISTRICT 4

- Name of Team: District 4 All teams
- Name of Project: CarFit
- Area of Concern: All of District 4
- Targeted Population: Mature Drivers
- Funding Source: 402 Grant

PROGRAM CONTACT

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- Fax: (954) 777-4498
- (866) 336-8435
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PROBLEM STATEMENT

Older drivers are often the safest drivers in that they are more likely to wear their seat belts, and less likely to speed or drink and drive. However, older drivers are more likely to be fatally injured or seriously injured when a crash does occur due to the greater fragility of their aging bodies.

PROJECT GOAL(S)

CarFit is a national education program. The goal is to help mature drivers stay safe on the road. It is a parking lot activity where trained volunteers use a checklist of items to review comfort and safety in your vehicle. The goals of this community-based program are three-fold:

- Help older drivers improve the "fit" of their vehicles for safety and comfort
- Promote conversations among older adults and families about driving safety and the continued need for mobility options to keep people participating in the life of their communities
- Link adults with relevant local resources that can help ensure they drive safely longer.

RESULTS

Driver safety programs improve adult driver safety by addressing cognitive abilities and skills, however, older drivers can also improve their safety by ensuring their cars are properly adjusted for them. A proper fit in one's car can greatly increase not only the driver's safety but also the safety of others.

The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

- Name of Team: District 4 All teams
- Name of Project: “Put It Down”
- Area of Concern: All of District 4
- Targeted Population: Motoring Public
- Funding Source: 402 Grant

PROBLEM STATEMENT

Distracted driving is unsafe, irresponsible and in a split second, its consequences can be devastating. Distracted driving is a large and growing problem on our roads today. Cell phones have created a whole new form of distraction and they are largely responsible for the almost 6,000 highway deaths each year that involve distracted driving, according to the National Highway Traffic Safety Administration (NHTSA). Distracted driving is a dangerous epidemic on America's roadways.

PROJECT

“Put It Down” campaign is a public education campaign to reduce motor vehicle injuries by reducing the number of drivers who use electronic devices or engage in other types of distracted driving. The goal is to increase public awareness of the consequences of distracted driving to positively change behavior of wireless phone users.

RESULTS

In the year and a half the “Put It Down” campaign has been operational, it has had a positive public response on the dangers that everyone faces on the road with cells phones and being impaired by alcohol while driving.

DISTRICT 5

- Name: FDOT District 5 CTST Coalition
- Area of Concern: All Traffic Safety
- Jurisdiction: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia.
- Funding: FDOT 402 Grant Funding
- Targeted Population: Seven of the counties have populations of 200,001 or more, while two have populations between 50,001 and 200,000.

PROGRAM CONTACT

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PROBLEM STATEMENT

The area ranges from the urban setting of metro-Orlando to the outlying rural areas that are still predominately agricultural. Orange County is the 10th largest public school district in the country and home to the University of Central Florida, one of the largest colleges (based on student enrollment), along with several smaller college campuses. The area also has a level one trauma center. The area is home to numerous tourist attractions such as Disneyworld, Universal Studios, world class golf courses and beaches, Kennedy Space Center, natural springs, and annual events such as Daytona Spring Break, Bike Week, Biketoberfest, and NCAA bowl games. These attractions lure more than 50 million tourists to the area each year. Aside from the transient nature of many roadway users, the Central Florida area is also home to very diverse demographics. The socio-economic spread of the community is immense and the area is notable for significant minority populations that represent several different cultures.

With such a diverse population of roadway users, District 5 faces a number of challenges with regards to traffic safety. Among counties of similar size, the nine counties in District 5 share top 10 rankings for traffic-related injuries and fatalities in every area identified on the State's safety matrix: speed, aggressive driving, teen drivers, seniors, occupant protection, pedestrians, motorcycles, bicycles, and alcohol. Six of the nine counties are among the top 10 for motorcycle injuries and fatalities. This is, in large part, due to the influx of motorcyclists from all over the world who visit for Bike Week and Biketoberfest. These events, once isolated to the Daytona Beach area, have spread throughout the district with each county hosting a number of related activities.

PROJECT GOAL(S)

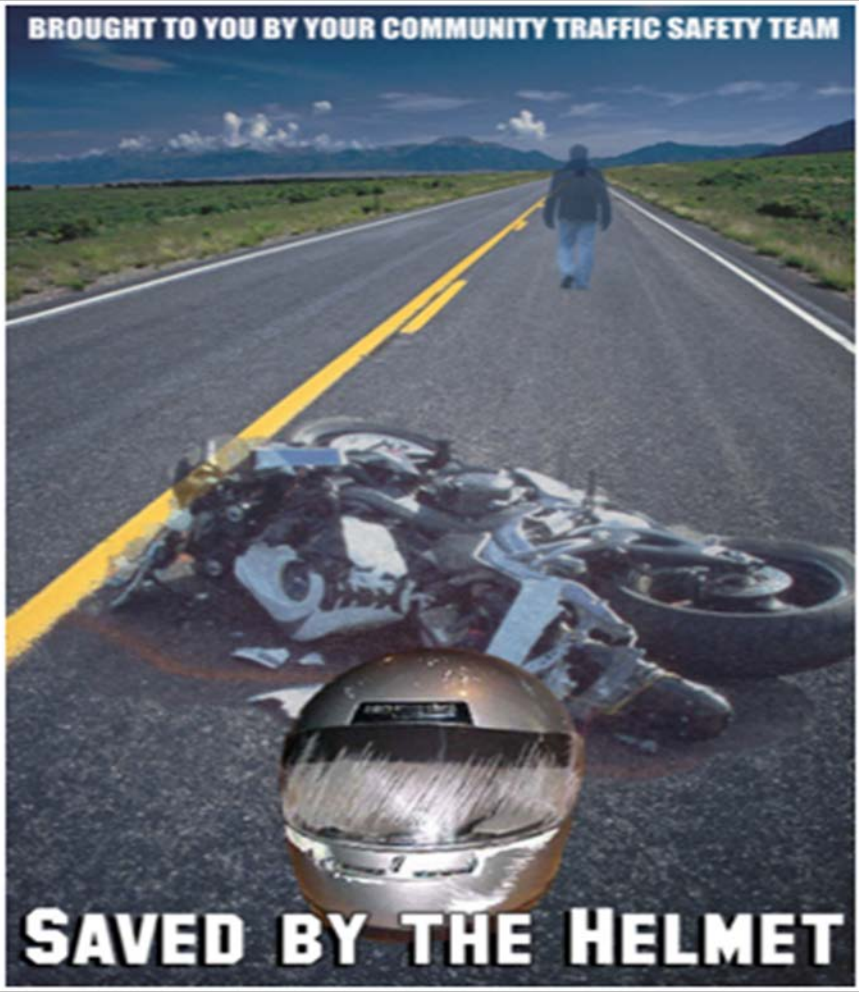
Based on national and State campaigns, as well as emphasis areas identified through statistical analysis, the District has identified a safety focus for each month. The goal is to strengthen messaging through a unified campaign, maximizing the visibility of CTSTs' efforts and the possibility of earned media.

RESULTS

Because District 5 hosts the largest motorcycle event in March of each year with Bike Week, motorcycle safety has been designated as the district's focus for the month of March. Safety Tool Kits were developed that included information covering all of the safety focuses, which were shared among the CTSTs. The kits included sample media releases, statistics, relevant news articles, and graphics.

DISTRICT 5 continued

- Name: FDOT District 5 CTST Coalition
- Area of Concern: All Traffic Safety
- Jurisdiction: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia.
- Funding: FDOT 402 Grant Funding
- Targeted Population: Seven of the counties have populations of 200,001 or more, while two have populations between 50,001 and 200,000.



MOTORCYCLE SAFETY:

Saved by the Helmet is a district-wide campaign developed and implemented two years ago to address the significant number of serious injuries and fatalities attributed to not wearing a helmet while riding. Graphics were designed in-house, which are made available to the teams as part of the tool kit for this safety focus. Teams are encouraged to print posters and share them with local businesses, especially those who are prone to higher volumes of motorcycle traffic, which means to make a concerted effort to share them with local motorcycle dealers. The graphics are also incorporated into the District's CTST Web site and made available in a variety of sizes and formats for any other use teams might find such as community newsletters, banners, etc.

In the first year of this campaign, CTSTs were introduced to a couple (via a team member) who shared their personal account of a motorcycle crash in which the man and his wife readily admits to being saved by wearing their helmets. They provided the coalition with the actual helmets which reflect extensive damage and have allowed the sharing of their story, as well as pictures of their helmets to demonstrate the value of personal protective equipment.

- Name: FDOT District 5 CTST Coalition
- Area of Concern: All Traffic Safety
- Jurisdiction: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia.
- Funding: FDOT 402 Grant Funding
- Targeted Population: Seven of the counties have populations of 200,001 or more, while two have populations between 50,001 and 200,000.

MOTORCYCLE SAFETY:

Lake County has a large number of resident motorcyclists and riding clubs. This area, which is predominately suburban and rural, has focused their efforts on a large-scale Annual Motorcycle Safety Fair in the weeks leading up to Bike Week. The event is hosted at beautiful lakeside Whooten Park in Tavares, Florida and the event continues to grow each year. Aside from the lure of vendors, live entertainment, and door prizes, the team has partnered with local businesses to incorporate riding demonstrations, motorcycle safety inspections, motorcycle simulators, training exercises, and exhibits such as the "No Zone" trailer (sight limitations relating to large commercial trucks). The event draws a large crowd of motorcycle enthusiasts and community members, offering a unique opportunity to share important safety messages and tips in a fun, relaxed environment. Marion County hosts a similar event every year in Ocala, Florida.

Seminole County is primarily suburban and rural and is between Daytona Beach and Orlando. The community sees a significant number of motorcyclists passing between the two destinations on local interstates, as well as winding rural roads. They also have establishments that host their own Bike Week events. This team decided to take their motorcycle safety efforts in a slightly different direction. Their goal was to focus on the types of messages, materials, and designs that would best appeal to motorcyclists. The group identified the following as key factors:

- Visitors to Bike Week are typically adults
- Bike Week is a very festive environment with street parties, concerts, and motorcycle parades. Attendees aren't attentive to statistics or messages that detract from the fun of their week-long party
- There's a significant focus on appearances at these events, from flashy motorcycles to fashionable riding gear and racy apparel
- Black is the predominant color at Bike Week, which is contradictory to every safety message out there.

With these factors in mind, the team met with a consultant to develop a unique safety campaign that would appeal to their target audience. The team decided that they needed to capture the fun-loving spirit of Bike Week, while working around the limitations of black as a primary color in their design. They decided to capitalize on the color black and to rely heavily on racy humor to share their message.

DISTRICT 5 continued

- Name: FDOT District 5 CTST Coalition
- Area of Concern: All Traffic Safety
- Jurisdiction: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia.
- Funding: FDOT 402 Grant Funding
- Targeted Population: Seven of the counties have populations of 200,001 or more, while two have populations between 50,001 and 200,000.

MOTORCYCLE SAFETY:

The CTST set up a booth at their local Harley Davidson dealership that was hosting festivities throughout Bike Week. This wasn't a typical safety booth; there were no gruesome pictures or horrifying statistics. This booth was all about fun! They had helmets on display that were designed to look like melons. The booth hosted their own variation of Beer(less) Pong using DUI simulating Fatal Vision Goggles, and a Cornhole game (bean bag toss). Team representatives never had to work to get an audience at the booth. They didn't have fancy or expensive give-aways. They simply played the games and the crowds readily joined them. Once the motorcyclists were there having fun, team members had an opportunity to engage them and explain the purpose behind their message. Attendees were not only humored, but very receptive to the message.

Safety message stickers were historically filling trash cans before motorcyclists ever left the event. Now, black and white retro reflective helmet stickers with the "Protect Your Melons" logo were being proudly displayed on helmets and bikes. T-shirts with safety messages had been given away in the past, only to end up stuffed in a saddle bag for future use as a cleaning rag. Motorcycle enthusiasts were now asking to buy the "Protect Your Melons" t-shirts originally designed for the booth's staff. They referred friends to the booth who also bought shirts or picked up stickers, helping to spread the message via word of mouth.

- Name: FDOT District 5 CTST Coalition
- Area of Concern: All Traffic Safety
- Jurisdiction: Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, and Volusia.
- Funding: FDOT 402 Grant Funding
- Targeted Population: Seven of the counties have populations of 200,001 or more, while two have populations between 50,001 and 200,000.

MOTORCYCLE SAFETY:

The Harley Davidson dealership was so impressed, they partnered with the team to offer 25 percent off any new helmets purchased by a visitor to the booth. They also provided the team with an open invitation for free booth space at all of their future large-scale events including the annual Bike Week and Biketoberfest festivities. Clear Channel Communications also extended a partnership to the team, offering digital billboard space on high volume corridors throughout the county during Bike Week, for which the team developed the following series of witty motorcycle safety messages.

While the CTST's within District 5 continue to look for new ways of improving roadway safety, the collaborative efforts toward motorcycle safety have proven effective. While Volusia County remains number one for motorcycle injuries and fatalities among counties with populations of 200,000 or more, the District has seen a significant decrease in the rankings of five of nine counties. In the same population category, Lake County (previously ranked fourth worst) is down to number six. Seminole County is down from position 18th to 20th. Of even greater significance, Orange County dropped six places, from sixth worst to 12th! In smaller counties (50,000-200,000), Flagler County dropped four places, from fourth worst to eight, and Sumter County dropped eight places, from 10th worst to 18th.

DISTRICT 6

- Name of Community Traffic Safety Team: FDOT District 6 All Teams
- Name of Project: 2011 Click It or Ticket Campaign
- Area of Concern: Distracted Driving and Bicycle and Helmet Safety
- Jurisdiction: South Florida Counties
- Targeted Population: Motoring Public and Youth
- Funding: FDOT 402 Grant Funding

PROGRAM CONTACT

- Carlos Sarmiento, Community Traffic Safety Program Coordinator
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NW CTST Chair, Medley Police Lt. Joe Olmedo educating a driver during the Click It or Ticket campaign. Media coverage by NBC and Telemundo.

COUNTERMEASURES

From May 23rd through June 5th, 2011, FDOT District 6 and various CTSTs kicked off the 2011 Click It or Ticket campaign. District 6 partnered with Miami Dade County Public Schools, South Florida Commuter Services, Miami-Dade Expressway Authority, Florida Turnpike Enterprises, and all area CTSTs. A press conference was organized and held by FDOT and City of Miami Police. E-mail blasts were created internally by District 6 and disseminated to all CTSTs, participating agencies and local government entities. The NW CTST did a rolling operation consisting of education and enforcement resulting in 95 traffic summons and over 100 safety materials and info distributed. The NE CTST did a similar operation resulting in 163 traffic summons.

NE CTST and Sunny Isles Beach Police Department 2011 Bike Rodeo Event - The Sunny Isles Police Department with the help of FDOT District 6 and the NE CTST held its annual bike rodeo event. The event began with registration, and a team of civilian personnel and sworn police officers check each participants bicycle to ensure each was in good working condition. Then the group went into the first floor training room for a video presentation. From the classroom, the kids entered the obstacle course. At the event, each child received a new bike helmet, a raffle prize, and additional safety materials.

Bike Safety training course at Sunny Isles Beach Police Department.

DISTRICT 6 continued

- Name of Community Traffic Safety Team: FDOT District 6 All Teams
- Name of Project: 2011 Click It or Ticket Campaign
- Area of Concern: Distracted Driving and Bicycle and Helmet Safety
- Jurisdiction: South Florida Counties
- Targeted Population: Motoring Public and Youth
- Funding: FDOT 402 Grant Funding

COUNTERMEASURES

2011 "Put it Down" Distracted Driving Awareness Campaign

In 2011, the Florida Department of Transportation (FDOT) District 6 launched the Put it Down distracted driving awareness campaign in Miami-Dade and Monroe counties. This statewide safety initiative, which had other FDOT districts involved, came from a national campaign that NHTSA developed through the United States Department of Transportation (USDOT). The campaign was tasked with the following goals to help drivers:

- To understand the problem of distracted driving
- To recognize the risks and consequences associated with distracted driving
- To implement specific steps to help eliminate distracted driving within families, schools, and businesses
- To keep drivers and pedestrians safe.

Specific tasks of the campaign were to build partnerships within the community that maximize existing communications resources and to spread the message of safety to as many people as possible. The 2011 campaign, which ran from September to November, specifically targeted drivers between the ages of 16 and 24. As a result, FDOT District 6 partnered with academic institutions such as: Florida International University, University of Miami, Miami-Dade College, and Miami-Dade County Public Schools. In addition, other safety supporters such as Florida's Turnpike Enterprise, South Florida Commuter Services, and the Miami-Dade Expressway Authority were able to reach the target audience effectively through the use of public service announcements, the coordination of outreach events, and the development of collateral materials.

DISTRICT 7

- Name of CTST: Hillsborough CTSTs, Pinellas CTSTs and Pasco CTSTs
- Area of Concern: Pedestrians
- Jurisdiction: Hillsborough CTST serves all of Hillsborough County including the city of Tampa; Pinellas CTST serves Pinellas County as well as the cities of St. Petersburg , Clearwater, Largo, Pinellas Park and the beach communities; Pasco CTST serves Pasco County and the US 19 corridor in New Port Richey, FL.
- Targeted Population: All populations
- Funding: FDOT 402 Grant Funding

PROGRAM CONTACT

- Name: Jeanette Rouse, CTST Program Coordinator
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PROBLEM STATEMENT

Florida is number one in pedestrian fatalities per 100,000 persons by State. Tagged "Dangerous by Design" in 2011, the Tampa-St. Petersburg and Clearwater area were the second worse areas in the Nation's metro areas for walking. The fatality rate per 100,000 people is almost twice the national average. Pinellas County's fatality rate per 100,000 was 1.83 in 2010, 2.58 in 2011, and has risen to 4.00 in 2012. In support of Florida's Strategic Safety Plan and to address pedestrian safety concerns, Pedestrian Safety Action Plans were developed for Pinellas County in 2008, Hillsborough County in 2010, and Pasco County in 2012. These plans are an action oriented approach to solving these pedestrian safety problems. The CTST members in each of the three counties were important stakeholders and were integral to solving the problems.

PROGRAM GOAL

To reduce pedestrian fatalities in Tampa Bay by 20 percent before year 2015.

PROPOSED SOLUTIONS AND RESULTS

To address the traffic safety issues, the three "E" efforts—Engineering, Education, and Enforcement are being used. For the engineering side, the following countermeasures were implemented with focus on low cost improvements:

- Increased the presence of high intensity crosswalk markings
- Installed count-down pedestrian signals at all signalized intersections
- Installed speed feedback signs and solar powered flashers to bring attention to the crosswalk

Most of the crashes were happening on major urban arterials and over 50 percent of all the crashes happened on local roads.

On the education side, an educational outreach program called "Walk Wise" was implemented. "Walk Wise" is currently in its second year and has exceeded expectations with 457 presentations to more than 6,000 people in its first year alone. "Walk Wise" takes the pedestrian safety tips into the communities to neighborhood groups, Boy Scout Troops, senior centers, basically anywhere in the three counties. There is a display table set up at transit centers to reach the growing number of people using transit for their main mode of transportation - they are all pedestrians at some time. Attendees learn about laws, injury, and fatality statistics, as well as receive tips on how to be safe pedestrians. Each attendee receives a reflective safety item and pledges to be a Walk Wise Ambassador. An interactive Web site has been developed to record names, post photos, and guides visitors to request a presentation for their neighborhood or group at www.walkwisetampabay.com.

On the left, Sgt. George W. Edmiston, Largo Pedestrian Enforcement Officer
"Everyone is working together to create safer roads and to save lives. That is the core value of the CTST –local people solving local problems."

- Name of CTST: Hillsborough CTSTs, Pinellas CTSTs and Pasco CTSTs
- Name of Program: Pedestrian Safety Educational Campaign
- Area of Concern: Pedestrian Safety
- Jurisdiction: Tampa Bay area
- Targeted Population: All road users
- Funding: NHTSA Grant and State Safety Funds

PROPOSED SOLUTIONS AND RESULTS

Another educational program that was part of this pedestrian safety educational campaign is "See the Blindspots" at www.seetheblindspots.com. The Web site features safety tips for bicyclists and pedestrians, crash data, and a section where members of the public can upload personal stories about pedestrian or bicyclist crashes that can be shared with the community. This is a clever new safety campaign to make Floridians aware of the basic pedestrian laws and motorists to understand the rights of pedestrians and bicyclists. It is an effort to educate all parties and lower the number of pedestrians and bicyclists injured and killed. This campaign featured television, radio, outdoor ads, as well as the Web site. This bold campaign was launched to bring awareness to the driver, the pedestrian, and the bicyclist. The See the Blindspots campaign uses images such as tanks, trains, elephants and other wild animals in a manner to get motorists, pedestrians and bicyclists to see cars differently and watch out for each other. It encourages them to open their eyes and see the blindspots—those things they may not understand or know about. See the Blindspots was recognized by the ADDY Awards, which is the world's largest advertising competition. The campaign won nine Silver and two Gold ADDY awards. The Gold Awards were for the Web site and one of the outdoor advertising boards entitled "It's Not a Car to a Pedestrian."

The third "E" is enforcement. In the Tampa Bay area, the District was able to apply for NHTSA funding to pay overtime to 12 law enforcement agencies in the three-county area to enforce pedestrian and motorist's laws aimed at reducing pedestrian injuries and fatalities. Tampa Bay was one of four U.S. metro areas selected for funding by NHTSA. The CTSTs met with each agency, drew up a contract, provided them with GIS maps showing where the crashes were occurring and asked for their help. Tip cards were also created in English and Spanish for the enforcement personnel to distribute to educate citizens on the law and the fines that are associated with the law for both pedestrian and motorists. These 12 law enforcement agencies spent over $500,000 for overtime enforcement in the three counties. More than 6,000 overtime hours were paid in 2011. Largo Police Department (Pinellas County) issued 1,924 warnings and citations in their city limits. Currently, the District is adding State dollars to the contracts of six Pinellas County law enforcement agencies to continue enforcement campaign as their pedestrian fatalities have risen and to make a concerted effort to keep fatalities on a downward curve.

where's baby?

Look before you lock.

2012-2013 Calendar of Events

DATE	EVENT	SPONSOR/WEB LINK
June 5-11	National Tire Safety Week	Multiple Organizations/www.safercar.gov
June 14-16	Lifesavers 2012 Conference (Orlando, FL)	Multiple Organizations/ www.lifesaversconference.org
June 18	Ride to Work Day	Ride to Work, Inc./www.ridetowork.org
August 5-11	National Stop on Red Week	Federal Highway Administration/ http://safety.fhwa.dot.gov/intersection/redlight/outreach/
August 17- September 3	Drive Sober or Get Pulled Over. National Crackdown	NHTSA/www.stoppimpaireddriving.org
August 26-29	Governors Highway Safety Association (GHSA) Annual Meeting (Baltimore, MD)	Governors Highway Safety Association www.ghsa.org/html/meetings/index.html
August 27-31	National Tribal Transportation Safety Summit (Prior Lake, MN)	Tribal Technical Assistance Program/ http://ttap.colostate.edu/newsevent.aspx?id=180
September	Alcohol Recovery Month	CSAT, SHAMHSA,HHS/www.recoverymonth.gov
September 16-22	Child Passenger Safety Week and National Seat Check Saturday	NHTSA/www.nhtsa.gov
October	International Walk to School Month (Walk to School Day: October 6)	National Center for Safe Routes to School/ www.walktoschoo.org
October 7-13	Drive Safely Work Week	Network of Employers for Traffic Safety/ http://trafficsafety.org/drivesafelyworkweek/about-dsww.php
October 21-27	National Teen Driver Safety Week	State Farm, The Children's Hospital of Philadelphia/ www.teendriverssource.org/
October 22-26	National School Bus Safety Week	National Association of Pupil Transportation/www.napt.org
October 28-31	International Forum on Traffic Records and Highway Safety Information Systems (Biloxi, MS)	Association of Transportation Safety Information Professionals/www.atsip.org
December	National Drunk & Drugged Driving Prevention Month (3D)	NHTSA, MADD, GHSA/www.stopimpaireddriving.org
December 12- January 1, 2013	Drive Sober or Get Pulled Over. National Crackdown	NHTSA, MADD, GHSA/www.stopimpaireddriving.org

4th of July Impaired Driving Prevention Campaign
June 24 – July 06, 2012 Enforcement Materials are NOW AVAILABLE at www.trafficsafetymarketing.gov

DRIVE SOBER OR GET PULLED OVER

These marketing tools can be distributed to fit your local needs and objectives while, at the same time, partnering with other states, communities, and organizations on this impaired driving prevention initiative. They are based on two basic principles:

- Drive Sober or Get Pulled Over (enforcement), and
- Buzzed Driving Is Drunk Driving (social norming)