

Welcoming Flagler College Students

On August 29, we had the opportunity to visit Flagler College in Downtown St. Augustine and share important traffic safety and Target Zero messages. Reinforcing good driving habits, like buckling up for every ride and driving safe and sober, was a great start to the fall semester and leading into the Labor Day weekend.

In addition to traffic safety pencils, phone grips, and celebrate safely drink coasters, we offered students new tip cards and note pads from our “Life is a Journey... Enjoy the Ride Safely” design. We want everyone to reach their destination safely!



Partnering with Local Libraries for 25 Years!

Since 1999, the Northeast Florida Community Traffic Safety Program has supplied local libraries in our 18 counties with traffic safety bookmarks and materials. Our long-standing partnership has successfully reached community members who may otherwise miss important messages. Even in today’s digital world, our bookmarks continue to be very popular.

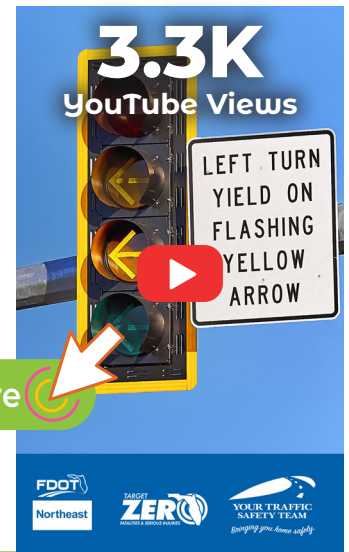
We recently showcased a new bookmark with our rural, country-themed “Life is a journey” graphics. The messages encourage positive driving behaviors to tackle aggressive speeding, distracted driving, impaired driving, and buckling up. These were perfect for April’s Distracted Driving Awareness Month and May’s Click It or Ticket Mobilization. Our “Walk ‘n Roll Safely” bookmark with friendly animals and safety reminders for young children was distributed in June for summer and back-to-school rollouts. Another bookmark was distributed in August for September’s Child Passenger Safety Week. This piece focuses on protecting our most precious cargo and reminds everyone to buckle up. Coming soon is a bookmark created for preteens and young adults with pedestrian and bicycle safety reminders. These will be shared for Pedestrian Safety Month and Mobility Week in October to encourage road users to take action for their safety.



Short Traffic Safety Tips

This summer, new videos were added to our driving tips for teens (and all drivers). Brief educational and informative traffic safety messages were shared for the 100 Deadliest Days for Teen Drivers. The new speeding and aggressive driving video, which discusses speed and what it takes to stop a vehicle, was shared during the Operation Southern Slow Down campaign. We also created a short video explaining Florida Law and the dangers of Hit and Run crashes. We used this format to educate about Flashing Yellow Arrow Traffic Signals, which has already received 3,377 views since its posting on June 24, 2024.

These video shorts are an easy and popular way to share important traffic safety messages during awareness weeks and throughout the year. All 13 videos can be found on our [Driving Tips for Teens](#) webpage. Look for additional safety topics to be covered in upcoming months.



See More

Child Passenger Safety

Safeguarding our most precious cargo!

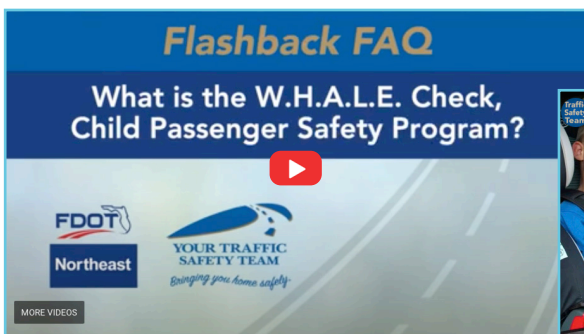


First Christian Academy staff meeting—getting WHALE Check flyers ready for their preschool students during “Meet the Teacher” time!

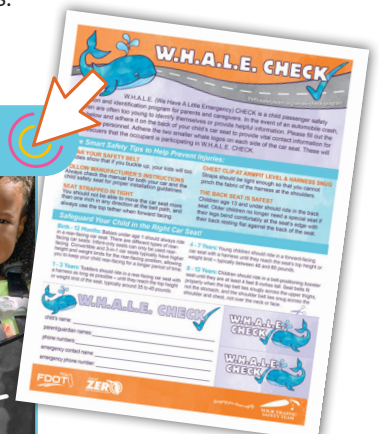
In preparation for the upcoming Child Passenger Safety Week, September 15 - 21, and National Seat Check Saturday, we have been sharing our [W.H.A.L.E. \(We Have A Little Emergency\) Check](#) Program with team members and local daycare centers across District Two's 18 counties. They received the child passenger safety (CPS) educational information and an opportunity to order additional copies of the flyers for their daycare families, which included CPS tips and guidelines for parents and caregivers.

The feedback has been very positive. Over the last three months, we distributed **12,375 W.H.A.L.E. Check** flyers to these childcare facilities, CTST members, and partners throughout Northeast Florida. Together, we can reduce injuries and deaths on roadways among our most precious cargo.

Remember, the W.H.A.L.E. Check Program is just a click away. Information about W.H.A.L.E. Check, informational videos, a printable copy of the flyer, and a safety tip card graphic are all available online, ensuring you have the necessary tools at your fingertips.



Learn More



Community Outreach Corner



Team members with the **Columbia Department of Health** promoting health and traffic safety at Fort White High School Back to School Bash held on August 8th.

Traffic Safety Team members were out promoting safety during back-to-school events throughout District Two. Utilizing our comprehensive network with an ongoing, grass-roots effort is fundamental in promoting a safe driving culture.

This summer, we gathered seasonal traffic safety tips and graphics, which were sent via email to our team members to share within their organizations and online easily. We'd like to recognize the following agencies, schools, and partners for posting traffic safety messages on their social media pages:

- Atlantic Beach Police Department
- Chipola Healthy Start Coalition
- City of Atlantic Beach, Florida
- City of Gainesville, Florida
- DoriSavesLives.org
- FDOT Northeast Florida
- Gainesville Police Department
- Jacksonville Sheriff's Office
- Lake City Police Department
- Lawtey Police Department
- MADD Northeast Florida
- Mr. Peterson, Duval County Principal
- Perry Police Department, Taylor County
- Ridgeview High School, Clay County
- St. Augustine Beach Police Department
- Suwannee County Schools
- Suwannee High School
- University of Florida Public Safety

Over the last three months, we saw 33 traffic safety posts on social media from our partners. Thank you for helping to save lives on our roads.



June, July, & August CTST HIGHLIGHTS:

36,955
Traffic Safety
Materials Distributed

7,746
CTST Resource
Emails Sent

18
New Roadway
Concerns Submitted

44,191
TrafficSafetyTeam.org
Website Event Count
(engagement, views, clicks,
downloads, scrolls)

6.29%
Average Post
Engagement Rate
(on Traffic Safety Team social
media pages, all unpaid)

33
Partner Posts

Remember to tag @trafficsafetyteam on Facebook and Instagram us so we don't miss your posts.

Addressing Roadway Maintenance Concerns

Community Traffic Safety Team (CTST) meetings serve as a vital forum for addressing and prioritizing roadway maintenance issues that impact local traffic safety and quality of life. Potholes, signage, and pavement markings are among the most frequently discussed issues, which can significantly affect traffic safety and efficiency.

Potholes and Road Surface Damage

These depressions in the road surface can cause vehicle damage, pose hazards to motorists and pedestrians, and lead to traffic accidents. A concern for the Nocatee Parkway exit to Valley Ridge Boulevard was raised at the December 2022 Duval CTST. This section of the roadway was identified as becoming hazardous, especially to motorcycles exiting the parkway. The immediate outcome of the meeting was that the concern was entered into the City of Jacksonville 630-City system for evaluation and prioritization for repair. An asphalt crew was scheduled to patch up the roadway, and work was completed within four (4) months. This swift action improved road safety and demonstrated the CTST's effectiveness in addressing urgent maintenance issues.



There are times when identified concerns will be addressed through another method. In 2022, the Alachua-Dixie-Gilchrist-Levy CTST identified a concern at the intersection of Main Street and 53rd Ave, particularly turning onto Main Street from the westbound turn lane, which needed to be repaved as it was bumpy and uneven. The City of Gainesville Engineering took the lead on this issue, determining that Alachua County Public Works was in the process of developing design plans to resurface NE 53rd Avenue from US 441 to US 301.

Signage and Visibility

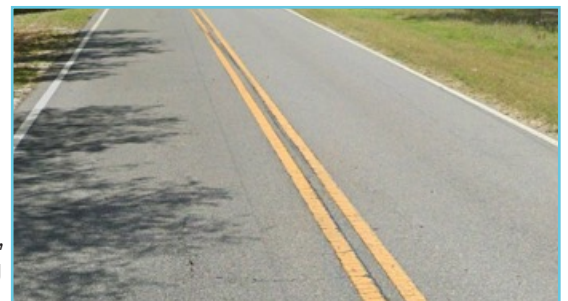
Proper signage is essential for safe driving; inadequate or damaged signs can lead to confusion and accidents. The February 2023 Columbia-Hamilton-Lafayette-Suwannee CTST identified a blind spot in Lake City associated with the northbound traffic on CR 240 turning onto SR 47. FDOT Safety Office conducted a study revealing that a traffic signal was not warranted or recommended. Nonetheless, intersection improvement recommendations were identified and executed through a maintenance work order. Improvements included the installation of "Intersection" warning signs on either side of SR 47, "Fire Station" sign on the south approach and north of the "CR 240" sign on the north approach, installation of a "Speed Reduction Warning" sign for northbound traffic and "Stop Ahead" warning signs on each side of CR 240.



Pavement Markings

Pavement markings, such as lane lines, crosswalks, and stop lines, are another area of concern that frequently arises in meetings. Faded or worn-out markings can lead to confusion and accidents, especially at intersections and pedestrian crossings. During the January 2022 Putnam CTST meeting, there was a request to have all of the pavement markings (center yellow line and white edge line) with the addition of raised pavement markers (RPMs) along CR 308B from US 17 in Crescent City to CR 309 in Welaka. The result was that Putnam County added this location to its striping list to be addressed.

CTST meetings are crucial in fostering community engagement and addressing roadway maintenance issues promptly. The collaborative efforts of residents, officials, and law enforcement at these meetings enable swift responses to maintenance needs, demonstrating the power of community involvement in creating safer roadways.



As one of the E's (Engineers, Enforcement, EMS, and Educators), we need your expert eyes on the road! If you see a new traffic safety concern, please submit it with photos through the online [Roadway Concerns form](#).

Upcoming CTST Meetings:

St. Johns / Putnam

9.10.24 & 10.8.24 @ 1:30 PM

Columbia / Hamilton

Lafayette / Suwannee

9.17.24 & 10.15.24 @ 10:30 AM

Duval 9.18.24 & 10.16.24 @ 10:00 AM

Clay 9.18.24 & 10.16.24 @ 2:00 PM

Alachua / Dixie / Gilchrist

Levy / Madison / Taylor

9.19.24 & 10.17.24 @ 10:00 AM

Nassau 9.24.24 @ 10:30 AM

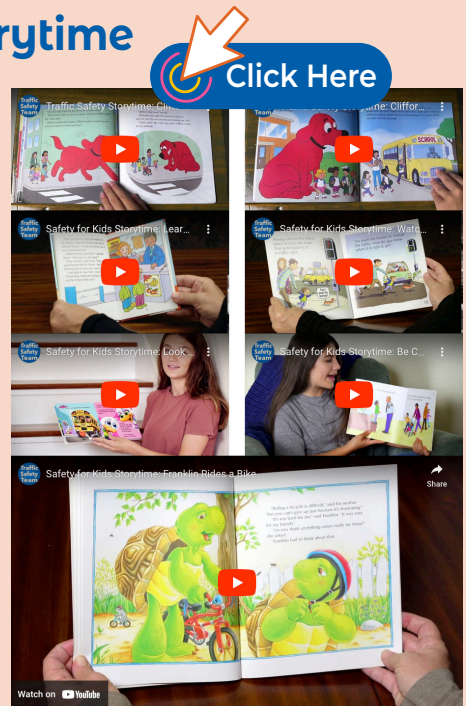
Bradford / Baker / Union

10.2.24 @ 10:30 AM

Team meetings are virtual and subject to change.

Traffic Safety Storytime Playlist for Kids

Safety rules at home, school, and around the neighborhood. It is never too early to educate kids on traffic safety – whether walking, biking, or riding in a car. We have created a playlist on YouTube with storybooks read by kids and traffic safety members. Play for your kids at home, share in a classroom, library kid zone, or community center to help promote safe habits.



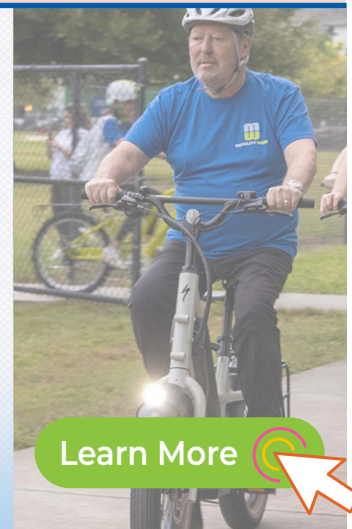
Save the Date for Mobility Week 2024



MOBILITY WEEK WHAT MOVES YOU?

**Florida is celebrating its ninth annual statewide
Mobility Week from October 25 through November 2, 2024.**

Mobility Week is a cooperative effort by the Florida Department of Transportation and its partner agencies to promote **awareness of safe, multimodal transportation choices**. During Mobility Week, counties, cities, and transportation agencies host events and offer special promotions to encourage Floridians to try new transportation options. It is an ideal time for agencies to highlight transportation achievements, roll out new initiatives, or implement new policies.



Learn More



UPCOMING CAMPAIGN CALENDAR



SEPTEMBER

MONTHLY OBSERVANCE:

National Preparedness Month
Workforce Development Month

- 2 Labor Day
- 2 - 6 FL's Drowsy Driving Prevention Week
- 8 - 14 Suicide Prevention Week
- 15 - 21 Truck Driver Appreciation Week
- 15 - 21 Child Passenger Safety Week
- 16 - 20 Construction Appreciation Week
- 16 - 20 Roundabouts Week
- 17 IT Professionals Day

OCTOBER

MONTHLY OBSERVANCE:

Pedestrian Safety Month
Community Planning Month

- 9 Walk & Bike to School Day
- 15 White Cane Safety Day
- 17 Do Not Disturb While Driving Day
- 20 - 26 Teen Driver Safety Week
- 20 - 26 National Chemistry Week
- 21 - 25 School Bus Safety Week
- 10/25 - 11/2 Mobility Week
- 31 Halloween

NOVEMBER

MONTHLY OBSERVANCE:

Aviation History Month
Safe Holiday Travel

- 11 Veterans Day
- 14 Seatbelt Safety Day
- 28 Thanksgiving
- 18 - 22 Crash Responder Safety Week

TrafficSafetyTeam.org | trafficsafetyteam@dot.state.fl.us