

TRAFFIC SAFETY TALK

FDOT District Two Community Traffic Safety Program
Target Zero 2025 News Update

Issue 2

TrafficSafetyTeam.org

"Bringing You Home Safely" Since 1994

For 31 years, our community-based traffic safety program in Northeast Florida has effectively worked to solve local traffic safety concerns. Our **"Bringing you Home Safely"** tagline is more than simple words. It's a consistent reminder of what we all strive for. We care about saving lives and are ground zero for Florida's Target Zero. Their tagline, **"Everyone has something to get home to,"** is an excellent tie-in with our Community Traffic Safety Program (CTSP).

In District Two, we have six Traffic Safety Teams, incorporating all 18 counties, that work diligently to ensure we **"Arrive Alive in 2025"** (our inspiration for this year). The positive attitudes and earnest efforts to improve traffic safety for all make these teams an asset to our communities.

Our Traffic Safety Teams include dedicated highway safety advocates, engineers, educators, law enforcement, emergency medical services, local representatives, and concerned citizens. Please visit our website to learn more [about the CTSP](#). We provide [crash fact data](#), [traffic safety resources](#), and information on Florida's [Target Zero](#), [Safe Communities](#), the [4 E's in Traffic Safety](#), and much more.



The W.H.A.L.E Check Program

The FDOT District Two Community Traffic Safety Program introduced the **W.H.A.L.E. (We Have A Little Emergency) Check** 23 years ago in Jacksonville, Florida. Now a statewide initiative, it continues to have a positive impact. This child passenger safety (CPS) education and information program addresses a crucial need. In the unfortunate event of an automobile crash, children are often too young to identify themselves or provide helpful information.

The **W.H.A.L.E. Check** flyer includes safety tips and car seat guidelines for parents and caregivers. Agencies can receive free materials to distribute at their offices, events, and seat checks. In January,

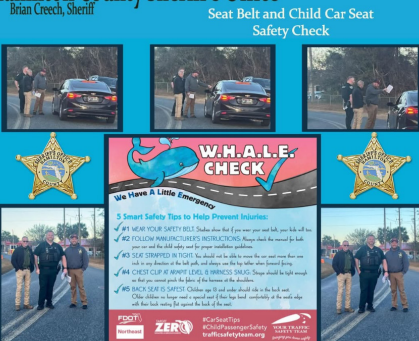
Hamilton County Sheriff's Office held a Seat Belt and Child Car Seat Safety Check, a great opportunity to engage with the local community about CPS and save lives among our most precious cargo.

We recently supplied the **Florida Occupant Protection Resource Center** with 10,000 **W.H.A.L.E. Check** flyers, which are available statewide to order on the floridaoprc.ce.ufl.edu website. District Two members and partners may order copies directly from the [Traffic Safety Team W.H.A.L.E. Check](#) webpage. We are committed to reducing child injuries and deaths, and have made materials available for downloading, printing, and sharing.



Learn More

Hamilton County Sheriff's Office



Community Engagements

Over the last two months, Traffic Safety Team members, agencies, and local partners worked to save lives in our communities. Here are some highlights of these efforts to educate, encourage, and enforce traffic safety on our roads and in-person and online.

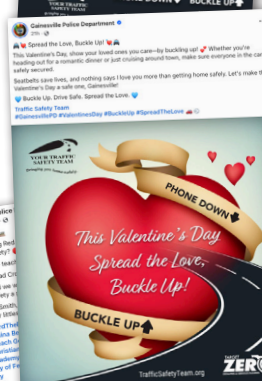


Traffic Safety Team member Tony Ferris, a Health Educator with the **Florida Department of Health**, shared photos of their tables with our activity books at two events in February. About 100 families attended Columbia County Housing Authority Family Fun Day, and the 46th Annual Olustee Festival in Lake City held another fantastic year of festivities.



In February, **Fernandina Beach Police Department** kicked off another session with the **Beyond School Walls** program through the Big Brothers and Big Sisters of America. Fernandina Beach High School Students are matched with Fernandina Beach Police Department Employees for mentoring sessions. They had a fabulous three hours learning about DUI's and driving while impaired.

They also promoted **Seatbelt Safety Time** and **Storytime with Clifford** at Nassau County Public Schools.



January & February CTST OUTREACH:



3,579
Traffic Safety Materials Distributed



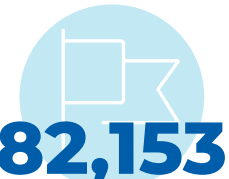
10,168
CTST Resource Emails Sent



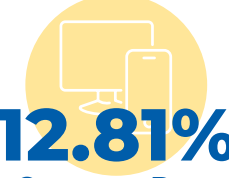
51
Roadway Concerns Addressed by 172 CTST Members



21,393
TrafficSafetyTeam.org Website Event Count
(engagement, views, clicks, downloads, scrolls)



82,153
Social Media Impressions



12.81%
Average Post Engagement Rate
(on Traffic Safety Team social media pages)

We love seeing and sharing your traffic safety efforts. Please take pictures at your events and send to us at: trafficsafetyteam@dot.state.fl.us Tag us on your posts so we can like and share them too: @trafficsafetyteam on Facebook + Instagram and @trafficsafetyfl on Twitter-X + LinkedIn



Be on the Lookout for Traffic Safety Banners

Coming soon... We recently shipped Target Zero “Just Get There Safely” pop-up banner stands to 45 Law Enforcement agencies and 25 Chambers of Commerce offices in Northeast Florida. The “Drive Time is Your Time” Target Zero messages will be displayed at 44 Tax Collector’s offices for staff and visiting motorists. We have also sent 118 banners and 172 posters to team members for their “Buckle Up / Slow Down” community outreach efforts.

A Call for Virtual Volunteers



@TrafficSafetyTeam



@TrafficSafetyFL

We’ve had a great start to the new year with our community partners and agencies sharing important traffic safety messages online! We want to maintain the momentum and encourage more team members and their agencies to actively engage with us to reduce crashes, injuries, and fatalities on our local roads. Attending the monthly team meetings and being a “Virtual Volunteer” are easy, zero-cost ways to help improve traffic safety.

Thank you to the following who have promoted our content or tagged us in their traffic safety efforts since the new year:

- Atlantic Beach Police Department • Columbia Health Department • Fernandina Beach Police Department
- FDOT • FL511 • FHP • Florida SR-26 Corridor Safety Initiative
- Gainesville Police Department • Hamilton County Sheriff’s Office • Institute of Police Technology and Management
- Levy County Sheriff’s • Marion County Sheriff’s Office
- Orange Park Police Department • St. Augustine Beach Police Department



Seatbelt Selfie Challenge

FDOT District Two’s Occupational Safety and Communication Offices recently held a contest encouraging everyone to **BUCKLE UP!** FDOT members love competition, and we thought our CTST members would, too! The Traffic Safety Team, which sends us the most *Seatbelt Selfies*, will win bragging rights and a small token of appreciation to everyone on that team that submits a pic! So, before you leave for work, a meeting, or a lunch break, **take a Seatbelt Selfie** and send to trafficsafetyteam@dot.state.fl.us

ALWAYS wear your seatbelt and ensure your family and friends do, too. Send selfies of family and friends buckled up to earn more points! Remember, the vehicle must be parked safely before taking photos. The deadline is **April 15, 2025**.

2055 Florida Transportation Plan Survey

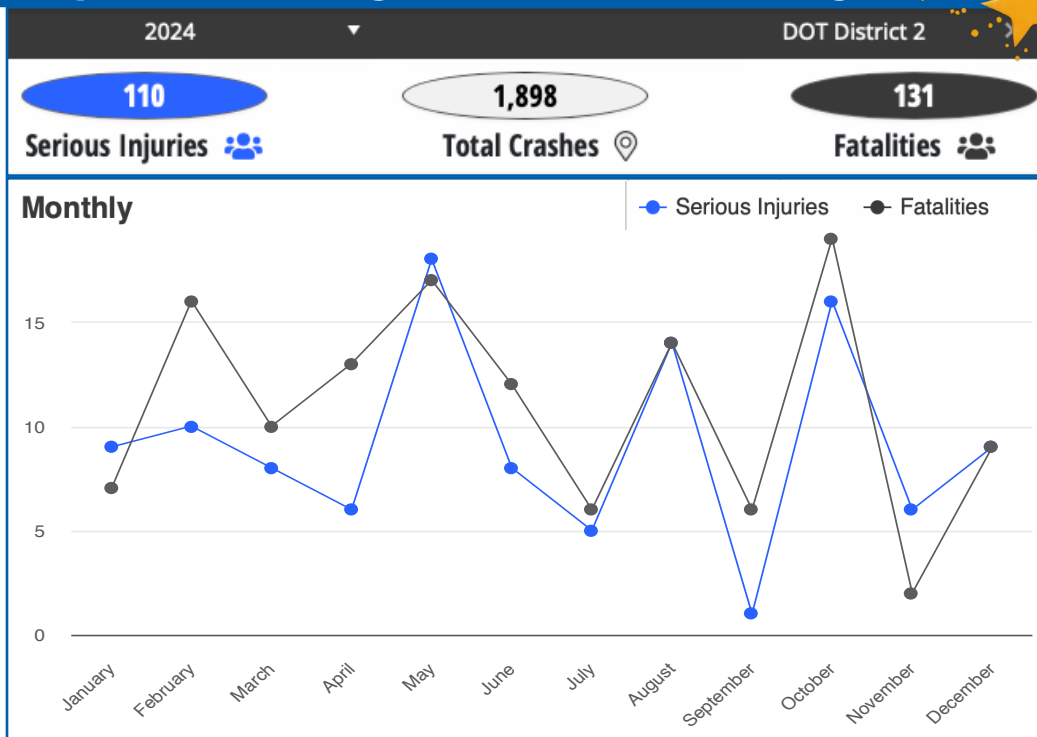
The FDOT invites you to take the latest survey on the 2055 Florida Transportation Plan (FTP) Goals and Objectives. Community engagement is critical to ensure the plan reflects the needs and priorities of Florida’s residents, visitors, and all users of our transportation system.

Take Survey



2055 Florida
Transportation Plan

Impaired Driving Focus All Year Long



In District Two's 18 counties, there were **1,898 crashes** involving a driver impaired by drugs or alcohol resulting in **131 fatalities** in 2024. The highest months for fatalities caused by impaired driving last year were February (16), May (17), August (14), and October (19). The data confirms that we must be persistent and continue to promote safe driving behaviors, responsible alcohol service, and personal use all year long.

Together, we can reinforce the importance of driving sober and getting safe transportation by designating a driver or calling a rideshare. We have made available resources such as [county crash facts](#), [seasonal mocktails](#), [informational tip cards](#), and [social media graphics](#). Partner agencies may add their logos to these materials to help reduce impaired and high-risk driving behaviors.

CRIME, CRASH & ARREST CLOCK

CRIME:
1 murder every 36 minutes
1 violent crime every 25.2 seconds
1 aggravated assault every 42 seconds
1 property crime every 3.5 seconds

CRASH:
1 traffic fatality every 16 minutes
1 drunk driving fatality every 53 minutes
10 law-enforcement reported crashes every 1 minute

ARRESTS: Every 1 Hour: 139 DUI, 61 violent crimes, 45 aggravated assault, 12 robbery & 1.2 murder arrests per hour

DRIVE SOBER OR GET PULLED OVER

No Regrets When You Drive with Care And DRIVE SOBER

- Don't drink and drive.
- If you've been drinking, designate a sober driver, take a cab or spend the night where you are.
- Obey the traffic laws, signals and speed limits.
- Eliminate distractions and focus on the road.

PHONE DOWN BUCKLE UP

CELEBRATE SAFELY DRIVE SOBER

DRIVE SAFE

DESIGNATE A DRIVER

Click Here

Seasons of Safety

"Bringing You Home Safely" with traffic safety tips and reminders throughout the year for holidays and awareness observation days/weeks/months. We have spotlighted a few resources available for team members to share with their agency networks, coworkers, family, and friends. The graphics may be downloaded and used in social media, newsletters, and emails, or printed and distributed or displayed. Here are some ideas to use for Florida Bicycle Month, St. Patrick's Day, and Spring Break in March.



Target Zero Outreach

Over the last two months, the District Two FDOT Target Zero team was involved in a variety of community events throughout Northeast Florida.



Congratulations to the Lake Jeffery FDOT Office, winners of the "Seatbelt Selfie" competition!



- 15-Jan University of Florida Pop Up - Helmet Fitting
- 18-Jan University of Florida Police Department and UF Shands Connections Meeting, Gainesville
- 22-Jan D2 District Meeting, Lake City "Move Over" Partner Video
- 5-Feb UF Health Educational Fair
- 13-Feb Women in Transportation, Gainesville
- 13-Feb Atlantic Beach Elementary - Kindergarten "Safety Day"
- 25-Feb Road to Your Future, Jacksonville
- 25-Feb UNF Career Fair
- 25-Feb Defining Culture Workshop
- 26-Feb Construction Career Day
- 26-Feb Vision Zero



Focused Traffic Safety Efforts in District Two

Law enforcement is one of the fundamental 4Es of traffic safety. To work towards the goal of ZERO fatalities on our roads, we need the participation of all law enforcement agencies in Northeast Florida at our team meetings. We appreciate the many who have remained dedicated over the years and look forward to welcoming new law enforcement personnel committed to traffic safety.

The FY 2025 Annual Grant Application (AGA) includes awarding subgrant funding approved by the National Highway Traffic and Safety Administration (NHTSA) to the subrecipients listed below. Representatives from these law enforcement agencies should plan to attend the monthly virtual CTST meetings and provide updates on these grant-funded initiatives.



Distracted Driving: Gainesville Police Department

Conduct education programs and high-visibility distracted driving overtime enforcement activities. Educational efforts include presentations at schools, local organizations, and community events. High-visibility overtime enforcement activities are performed using data driven approaches to identify high-risk locations with the greatest number of fatalities, serious injuries, and crashes.



Impaired Driving: Bradford County Sheriff's Office, Gainesville Police Department, Jacksonville Sheriff's Office, Lake City Police Department, Perry Police Department

Conduct overtime impaired driving enforcement efforts using DUI patrols, checkpoints, saturation, and directed patrols to get impaired drivers off the road.



Motorcycle Safety: Gainesville Police Department, Jacksonville Sheriff's Office

Conduct a data-driven educational and high-visibility overtime enforcement program targeting unsafe motorcycle and scooter operation.



Occupant Protection and Child Passenger Safety: Bradford County Sheriff's Office, Gainesville Police Department, Jacksonville Sheriff's Office, Lake City Police Department, Live Oak Police Department, Perry Police Department, Putnam County Sheriff's Office

Conduct high-visibility overtime safety belt enforcement and education programs. Efforts also include presentations to promote safety belt and child restraint use at schools, local civic organizations, and community events.



Speeding and Aggressive Driving: Jacksonville Sheriff's Office, Lake City Police Department, Live Oak Police Department, Madison County Sheriff's Office

Support sustained high-visibility overtime enforcement of speed limits and education of their communities about the safety implications of excessive speed and aggressive driving.



We invite you to become a Team Member if you are not already! Please invite anyone in your agency or network that is interested in traffic safety, solving roadway concerns, and learning more about how they help can save lives in their community.

Join a Meeting



Submit a Concern



YOU are our expert eyes on the road! If you see a traffic safety issue in District Two, please [submit the concern](#) to us online.

Register for CarFit Technician Training

CARFit
Helping Mature Drivers Find Their Safest Fit

AOA
American
Occupational Therapy
Association

AARP



In partnership with Florida's Safe Mobility for Life Coalition

We are bringing a great opportunity to Northeast Florida for our Traffic Safety Team members and associates to become trained CarFit Technicians. Technicians help drivers improve the "fit" of their vehicles for safety and comfort. Safe Mobility for Life, FDOT's District Two

Community Traffic Safety Program, Clay County Senior Services of Aging True, and the Town of Orange Park Police Department are teaming up to host a regional **CarFit Training & Event in Orange Park, Florida on April 25-26, 2025.**

CarFit Training – Friday, April 25, 2025

Location: Orange Park Public Library, 2054 Plainfield Ave, Orange Park, FL 32073

Technician Training: 9:00 AM – 1:00 PM

Optional Event Coordinator Training will be available (additional 2.5-3 hours): 1:00 PM – 4:00 PM

CarFit Event – Saturday, April 26, 2025 • 9:00 AM – 1:00 PM*

Location: Orange Park Senior Center, 14 Stowe Ave, Orange Park, FL 32073

**All trainees must attend some part of the CarFit event with drivers on 4/26 to fulfill training requirements. Shifts will be available.*

Reserve your spot today! For event details and more information about CarFit volunteer roles and training, visit: <https://trafficsafetyteam.org/carfit/>

Click Here



Upcoming CTST Meetings:

St. Johns / Putnam

3/11/25 • 4/8/25 @ 1:30 PM

Columbia / Hamilton

Lafayette / Suwannee

3/18/25 • 4/15/25 @ 10:30 AM

Duval 3/19/25 • 4/16/25 @ 10:00 AM

Clay 3/19/25 • 4/16/25 @ 2:00 PM

Alachua / Dixie / Gilchrist

Levy / Madison / Taylor

3/20/25 • 4/17/25 @ 10:00 AM

Nassau / Bradford / Baker / Union

3/25/25 @ 10:30 AM

Team meetings are virtual and subject to change.

Traffic Safety Events & Campaigns:

MARCH

Florida Bicycle Month

Spring Break - Never Drive Impaired

3/2-8 Women in Construction Week

3/9 Spring Forward - Daylight Savings Begins

3/17 St. Patrick's Day - Buzzed Driving is Drunk Driving

3/22 AAA Fleming Island - **Touch-A-Truck Fun Fest**

3/30 **Duval Traffic Safety Team's 30th Anniversary**

APRIL

National Distracted Driving Awareness Month

4/2 National Walking Day

4/10-14 National Enforcement Mobilization

- Put the Phone Away or Pay

4/20 "420" Drug-Impaired Driving Campaign

- If You Feel Different, You Drive Different

4/21-25 National Work Zone Awareness Week

4/25 **Clay Traffic Safety Team's 25th Anniversary**

4/28 **Alachua Traffic Safety Team's 31st Anniversary**



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