



FDOT District Two Community Traffic Safety Program

DISTRICTWIDE DISCUSSION

April 24, 2024 • 10:00 AM

★ The Power of Data and Signal Four Analytics



Northeast



AGENDA:

- Updates to Ongoing Concerns
- New Data-Driven Campaign
- Data is a Key to Tracking Target Zero
- Population trends in Northeast Florida
- Presentation of Signal Four Analytics
- Q&A
- Open Forum
- Adjournment



★ Updates to Ongoing Concerns



New Additions to Hot Topics in District 2

E-Bikes / Electric Micromobility Devices:

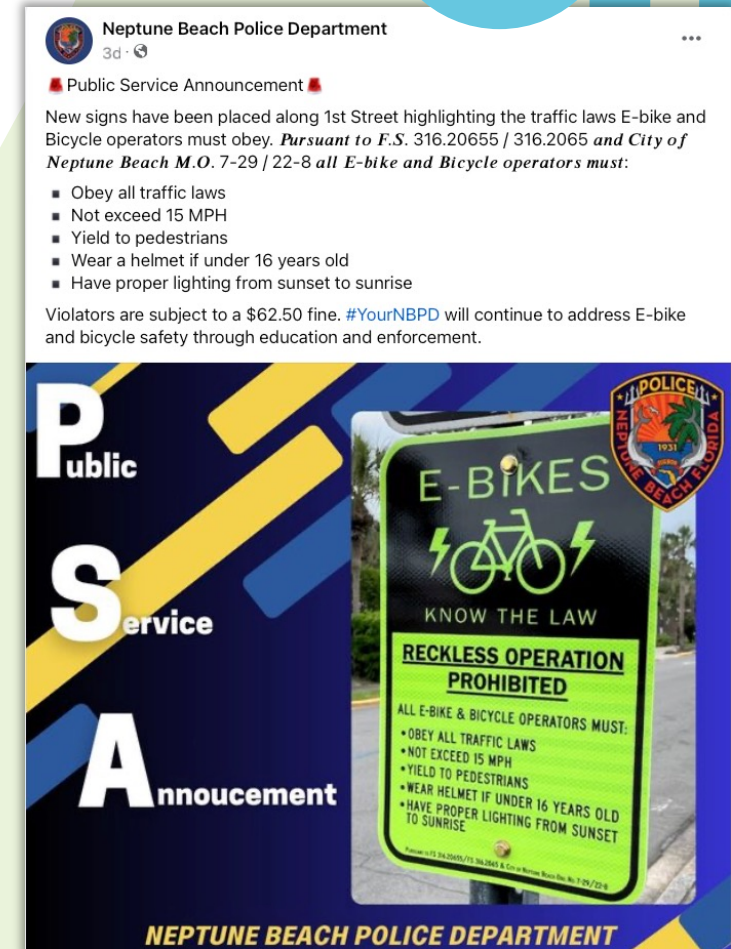
<https://trafficsafetyteam.org/e-bike-safety-discussion/>

- 04-21-2024 [Neptune Beach Police Department posted signs to stop 'dangerous operations of e-bikes'](#), News4Jax
- 04-05-2024 [Jupiter boy hospitalized after crash while riding electric bike](#), WPTV West Palm Beach
- 03-27-2024 [Deadly scooter accidents highlight a new technology at odds with South Florida lifestyle](#), South Florida Sun Sentinel

School Zone Camera Enforcement:

<https://trafficsafetyteam.org/school-traffic-camera-enforcement/>

- 03-05-2024 [Neptune Beach City Council votes to allow speed ticket cameras in school zones](#), First Coast News
- The [FDOT School Zone Speed Detection System](#) webpage has an overview of the process and criteria, which includes: Placement and Installation Specifications, Special Provisions for General Use Permit, Frequently Asked Questions, and Contact Information
<https://www.fdot.gov/traffic/trafficservices/school-zone-speed-detection-system/>



[TrafficSafetyTeam.org](https://www.traffic-safety-team.org)



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★ Data-Driven Insight and Strategy

Looking at the Numbers

There is data available to help you improve traffic safety in your community. An example of this is our new rural-inspired “Buckle Up and Slow Down” poster and banner we designed.

Slow Down – District Two Market Research

There is an over-representation of fatality and injury crashes with young men, ages 18–24, in Northeast Florida rural counties caused by speeding and lower seat belt usage.

Levy and Suwannee are two counties in Northeast Florida with a population under 44,000. Comparing these counties with other similarly sized counties in Florida, they are ranked most problematic (#1 and #3) in the issues of both speed and teen drivers per the FY2024 Highway Safety Matrix.



★ New Country-Theme Campaign

Reach Your Destination

We want young male drivers to change their attitudes about speeding and realize it's not worth the risk to their lives or future. The goal is to make buckling up and driving at safe speeds the social norm. To learn more, go to: <https://trafficsafetyteam.org/slow-down>



Life is a highway made of more than asphalt and concrete, filled with cars and people.
These streets connect us and make it possible to go places, be someone, and enjoy the benefits of life.
The long and winding roads take us to our future.
If you don't slow down and enjoy the journey, you may come to a dead end.
Your family and friends would be devastated, and the world might never know what you could have been.



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★ Tracking Target Zero



Enhancing Community Safety

- County-specific crash fact reports with different Strategic Highway Safety emphasis areas are provided at monthly Traffic Safety Team meetings.
- Safety grant funds are dependent upon data-based facts.
- Understanding the data will help understand roadway and driver behaviors to make improvements, reduce fatalities, and work toward the Target ZERO.
- Signal Four Analytics, Florida's traffic safety public dashboard, is free and easy to use.



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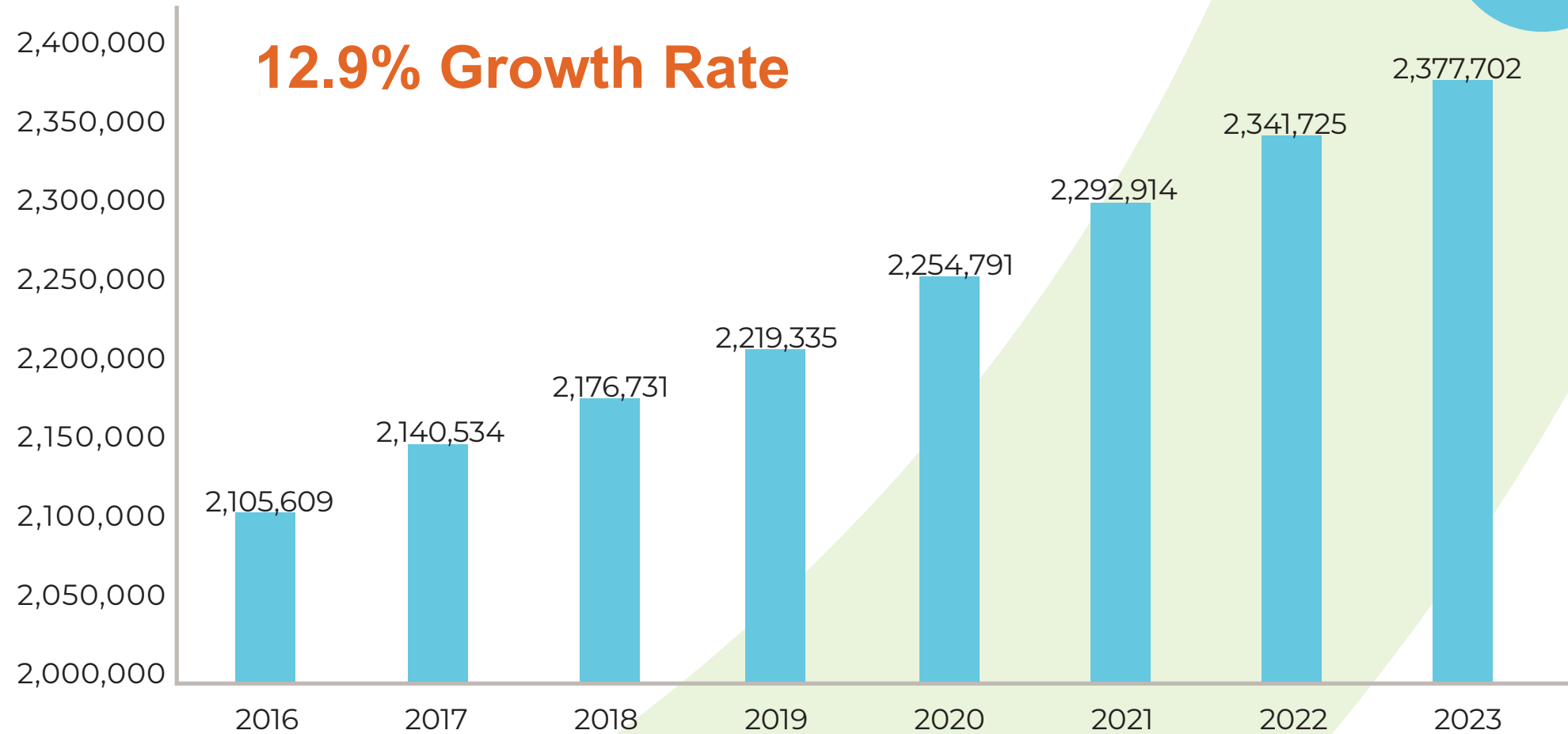
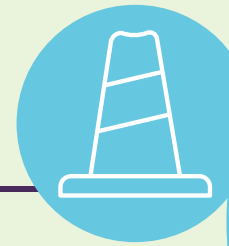
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★ District 2 Population Trends



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Signal Four Analytics

Presentation + Q&A

Prerecorded presentation followed by a live question and answer session with Holly Walker.

Please add questions to the chat box.



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OPEN FORUM

- Closing Discussions
- Adjournment



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★ Thank you!



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