

Seatbelt Selfie Challenge Spurs Safer Habits in District Two

Our community-wide push for 100% seat belt use began with an internal Seatbelt Selfie contest.

Traffic Safety Team members embraced the opportunity to showcase their commitment to buckling up. This fun and impactful challenge helped raise awareness about the life-saving power of a simple click every time you get in the car. When you buckle up in your everyday life, you set a good example for those around you.

We received **36 Seatbelt Selfies** from 28 participants, and sent packages filled with Target Zero merchandise and our sincere thanks.



While everyone who buckles up is a winner in our book, special bragging rights go to **Anthony Ferris with the Columbia Department of Health** for submitting the most selfies. A big congratulations also goes to the Nassau Traffic Safety Team—the District Two winners—thanks to the most submissions from the **Fernandina Beach Police Department**.



Facebook Photos



Check out more photos on our Facebook page: [@TrafficSafetyTeam](#)



On March 28, the **Nassau County Sheriff's Office** honored **Capt. Renee Graham** for her more than **30 years** of dedicated service to Nassau County. Capt. Graham, who also served as Chair of the **Nassau Traffic Safety Team**, will be greatly missed. We are deeply grateful for her steadfast commitment to traffic safety and know she will continue to be a passionate advocate in the years to come. **We wish her all the best in her well-earned retirement!**

Now Available: 2024 Annual Report

The FDOT District Two Community Traffic Safety Program (CTSP) 2024 Annual Report is here!

This comprehensive report covers program highlights, crash data, engineering updates, and community outreach efforts across 18 Northeast Florida counties. The county crash fact sheets include trends based on the Strategic Highway Safety Plan.

Packed with insights and achievements, it serves as a valuable resource for our team members, partner agencies, and stakeholders as we work together toward Target Zero—zero traffic fatalities.



Buckle Up & Slow Down Outreach in Northeast Florida

Empowering community safety through grassroots messages, free educational materials, and strong partnerships.



Order Now

The Community Traffic Safety Program extends occupant protection and traffic safety messages throughout our Northeast Florida communities with the help of our partners. Since our CTSTs were developed in 1994, we have relied on grass-roots outreach efforts. Banners and posters displayed by local agencies and businesses have been an effective way to reach drivers and encourage better driving behaviors.

We currently offer our **"Buckle Up / Slow Down"** posters, banners, and new multi-purpose tip cards. The tip cards are double-sided 4" x 6" with safety messages for occupant protection, aggressive/speeding, and

distracted driving. These are free to our District Two Traffic Safety Team members and partner agencies. Many orders have already been fulfilled, and we look forward to sharing more photos of them on display throughout Northeast Florida.

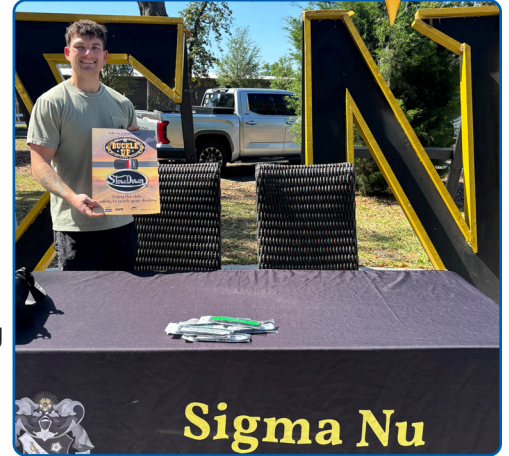
These items are beneficial in community outreach and education efforts leading up to the May **Click It Or Ticket** mobilization and promoting increased safety belt usage and safe driving behaviors throughout the year.

Promoting Traffic Safety with Jacksonville University

Partnering for Safer Roads and Smarter Choices

We are proud to collaborate with **Jacksonville University (JU)** in our continued effort to promote traffic safety and awareness among college students and faculty. Through this partnership, we provided JU with a variety of impactful educational materials, including “Alert Tonight, Alive Tomorrow” light-up reflective backpack tags, “Drive Time is You Time” Target Zero banner stands, and “Buckle Up / Slow Down” banners, posters, and notepads. These resources are now visible across campus, helping to spread critical safety messages in high-traffic areas such as the Frances Bartlett Kinne University Center, the Davis College of Business & Technology, and the security office.

JU’s enthusiastic support in displaying these materials and engaging the campus community has been instrumental. From hallways to entrances and student events, the university is helping to make safety visible and memorable. We sincerely thank Jacksonville University for joining us in this important initiative to encourage safe driving habits and save lives.



Help Us Promote Child Traffic Safety

Free Materials Available While Supplies Last!

The FDOT Community Traffic Safety Program is proud to support Florida’s Target Zero goal by promoting safe travel for our youngest road users. We need your help to reach children, parents, caregivers, and educators across Northeast Florida.

We’re offering two fun and educational activity booklets, **Safety Rules—Safety Town** for younger children and **Be Safety Smart** for older kids. Both feature important safety tips covering child passenger safety, pedestrian safety, bicycle and helmet use, and school bus awareness. This is an easy way to support child safety within your network or at your next event.



Expanding Our Connections



Partnering with Chambers, Tax Collectors, and Insurance Agencies

Building relationships with local community partners is key to influencing safer roadway behaviors. Recently, we connected with area Chambers of Commerce, Tax Collector offices, and local auto insurance businesses to display safety messages across Northeast Florida.



We're grateful to our community partners who proudly showcased these resources:

- **Nassau County Tax Collector's Office:** John Cochran, representing John M. Drew, set up a Target Zero sign in Hilliard and shared kind words about its life-saving potential.
- **Suwannee County Chamber of Commerce:** Executive Director Danielle Hampton sent a photo of their office display supporting FDOT and the Strategic Highway Safety Plan.
- **Greater Chieftland Area Chamber of Commerce:** Jeannie Lindsey shared photos of their traffic safety reminders on display inside their office.
- **Williston Area Chamber of Commerce:** Carolyn Ten Broeck promoted the "Just Get There Safely" message at a partner luncheon and in the chamber's lobby.
- **Gilchrist Chamber of Commerce:** Hunter shared plans to set up a more permanent roadside display along Highway 129 in Trenton.
- **Nationwide Insurance (Jacksonville):** Gamal Lyons displayed banners and posters at two Duval County locations and was happy to participate in sharing this campaign.



These grassroots efforts help foster a culture of safe driving. We appreciate our partners for championing traffic safety and supporting our mission to save lives on Florida's roads.



Traffic Safety TEAMWORK

Community Engagements

Traffic Safety Team members, agencies, and local partners continued to engage and educate to help save lives. Here are some highlights of these efforts to improve traffic safety in March and April.



Rebecca Melvin, Duval TST member with **UF Health Jacksonville**, participated in April's JaxReady Fest, where she distributed 203 of our children's activity safety books and 67 W.H.A.L.E. Check flyers. She also gave away 72 of their bike helmets and trained 302 attendees in the *Stop the Bleed* program.



Lake City's Woofstock event in March...Team member Tony Ferris and the **Columbia Department of Health** are at it again, sharing life-saving information and traffic safety activity books.



School Resource Deputy Sherri Leach with the **Clay County Sheriff's Office** was grateful to receive some of our traffic safety materials to help educate students, parents, and staff about safe driving, biking, and walking.



Fernandina Beach Police Department had a blast reading *Clifford Takes a Walk* to students at Tree House Academy. Clifford's safety tips were a hit with K9 Hanna... Nothing beats storytime with a real-life four-legged friend!

Bike Safety + Clifford Fun at the **Suwannee River Regional Library**! Lori with Youth Services at the library was super thankful for the stickers and books we sent for their program with crafts, safety info, free helmets with a certified fitting, and bike flashers.



March & April CTST OUTREACH:

35,732

Traffic Safety Materials Distributed

17,533

CTST Resource Emails Sent

30

NEW Roadway Concerns + Closed 19 Issues

23,977

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

88,766

Social Media Impressions

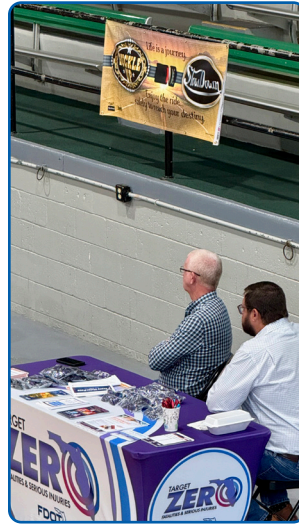
15.18%

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

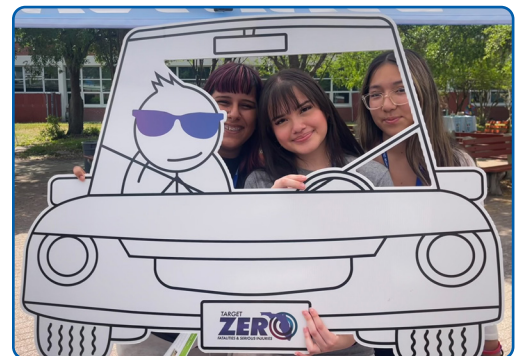
Driving Toward Zero

Community Outreach for Safer Roads



In March and April, the District Two FDOT Target Zero team ramped up efforts across Northeast Florida—engaging with communities, participating in local events, sharing safety messages, and working toward the goal of zero traffic fatalities.

- | | |
|--------|---|
| March | Safe Driving Presentation |
| 5-Mar | UF Spring Break Safety Fair |
| 6-Mar | Gainesville Driving School Presentation |
| 10-Mar | Ft. White Battle of the Belts (BOB) |
| 14-Mar | CHS BOB |
| 22-Mar | Touch a Truck Event |
| 25-Mar | Ft. White High School BOB - Lunch |
| 25-Mar | D2 Staff Meeting |
| 26-Mar | CHS BOB - Lunch |
| 26-Mar | UF Scooter Outreach |
| 1-Apr | Safety Summit Sebring |
| 1-Apr | Santa Fe Career Fair |
| 2-Apr | Build My Future Lake City |
| 8-Apr | St. Francis Battle of the Belt Presentation |
| 9-Apr | Stanton College Prep Wellness Fair |
| 16-Apr | FGC Career Fair |
| 17-Apr | UF Safety Fair |
| 22-Apr | D2 Staff Meeting |
| 23-Apr | Go Orange Outreach Jacksonville |
| 24-Apr | COJ Vision Zero Event |
| 29-Apr | NFTPO Summit |



Successful CarFit Event in Orange Park

Our regional **CarFit Technician Training and Checkup Event** in April was a big win for District Two and our communities! We are proud to say we now have **14 new CarFit Technicians** and **9 Event Coordinators** trained. During the public CarFit Checkup Event, 15 cars were “fit” for their drivers. We look forward to seeing how these new technicians/coordinators grow this educational program for drivers locally.

Thank you to the dedicated Traffic Safety Team members who participated and brought such positive energy to the event. We’re also grateful to our fantastic partners and agencies for hosting this event with us—the Florida Department of Transportation Safe Mobility for Life Coalition, Clay County Senior Services of Aging True, the Town of Orange Park Police Department, the Orange Park Public Library, and the Orange Park Senior Center. For event details, photos, highlight video, and information about CarFit, visit: <https://trafficsafetyteam.org/carfit/>



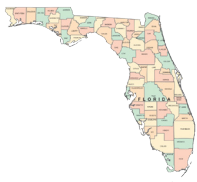
Click Here



2024 Florida Safety Belt Survey Report Finalized

We have work to do in Northeast Florida!

Safety Belt Use in Florida 2024 Final Report



2024 Final Report
Prepared for:
Florida Department of Transportation

Prepared by:
Premier Research Group, Inc.
Robert H.B. Chaffin, Mark G. Solomon, and Neil K. Chandhury

Read More



The 2024 Florida Safety Belt Survey reveals mixed results in Northeast Florida. Alachua County maintained the same 90.6% rate as in 2023, Duval County saw a slight uptick of 0.3 percentage points to 86.5%, and St. Johns County experienced a decrease from 89.3% to 87.5%.

This survey is primarily designed to provide a single safety belt usage estimate for Florida as a whole—not official county rates. However, county-level data can still offer valuable insight into year-to-year trends. Statewide, overall usage rose slightly to 90%, but key disparities remain—especially among pickup truck occupants and certain demographic groups.

Continued focus on local outreach and education is essential to closing these gaps.

Engineering Concern Spotlight



A Look at School Pick-Up/Drop-Off Queues

During a Clay Traffic Safety Team meeting, a concern was raised regarding vehicle queues at the St. Johns Classical Academy – Orange Park campus. The queues often spilled out of the school's parking lot, causing safety dangers, roadway congestion, and blocked lanes.



This article draws on case studies from local charter schools. However, most schools in District Two share the traffic issues and solutions described. Road users, families, and staff face similar morning and afternoon challenges as car lines grow and campuses struggle to keep pace with enrollment. Here are some best practices that emerge from this study:

- Staggering dismissal times by grade level.
- Maximizing the use of on-site queuing.
- Active traffic management by staff.
- Adoption of technology like placards and dismissal software.
- Strong, ongoing communication with parents.
- Implementing a bus program to reduce the volume of parent vehicles on site.

Every school site has its own story, but most share a few common pressures. Bus transportation is often not provided at charter schools, so virtually every student must be dropped off and picked up by car. Even when a site starts small, enrollment often increases over time while the size of the campus stays the same. This creates a situation where, unless internal queue space is maximized and arrival times are managed, traffic will quickly spill onto public roads—bringing both safety and congestion headaches for the community.

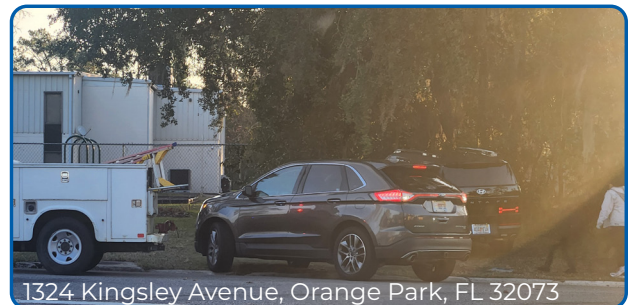


St. Johns Classical Academy – Fleming Island Campus K-12 | 978 students* | 2,420 feet queue

At Fleming Island, a large campus with two access points accommodates a full K-12 student body. The school uses staggered arrival and dismissal by grade, proactive staff presence, and a technology platform with car line placards to keep vehicles moving. Internal overflow lanes and staff management prevent queues from stretching onto the main road.

St. Johns Classical Academy – Orange Park Campus K-6 | 405 students* | 2,100 feet queue

By comparison, the Orange Park campus of the same academy is smaller and currently serves only K-6, but with plans to grow to K-12. Despite a much lower enrollment, its lack of internal storage and minimal traffic management mean that overflow onto Kingsley Avenue and the bike lane is already common. Without significant operational or campus changes, this location's traffic challenges will intensify as more grades are added.



Duval Charter at Coastal

K-8 | 1,082 students* | 6,110 feet queue

Duval Charter at Coastal operates differently, using a shared signalized entrance with a church. The school separates car lines for K-2 (two lanes) and grades 3-8 (four lanes), with staff actively directing traffic at all times. Staggered dismissal and technology (placards, Silent Dismissal) streamline pick-up, and large internal queues—over 6,000 feet for the upper



grades—allow more than a thousand students to be moved without impacting Beach Boulevard. Law enforcement occasionally supports operations at the entrance during peak hours.

KIPP Impact Academy
K-8 | 806 students* | 1,860 feet queue

KIPP Impact Academy stands out due to deliberate planning for high bus use and campus design. Built as a fourth approach to a previously signalized intersection, the site features a setback building and separated loops for parent vehicles and school buses. About 70% of students use the bus at designated locations, which, combined with strict enforcement of arrival times and minimal waiting before and after school, prevents car lines from backing up onto the main street.

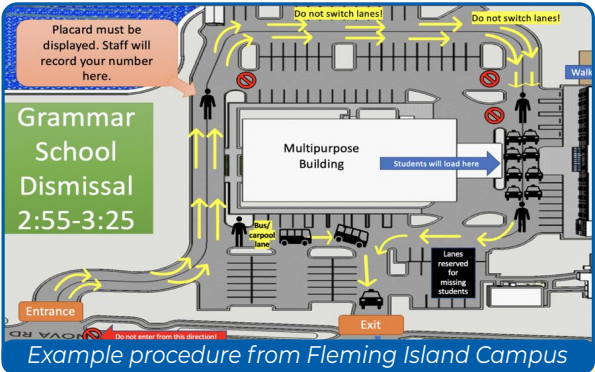


Comparing these approaches side-by-side reveals significant variation in how schools tackle the challenge, and where limitations or successes are most visible.

	SJCA – FI	SJCA – OP	Duval Charter	KIPP Impact
Grades	K - 12	K-6 (future K-12)	K – 8	K – 8
Available Queue Length (feet)	2,420	2,100	6,110	1,860
Maximum Simultaneous Lanes	4	2	4	2
Staggered Arrival/Dismissal	✓	✗	✓	✗
Placards (Enforced)	✓	✗	✓	Unknown
Dismissal Technology	✓	Unknown	✓	Unknown
Separate Lanes for grades	✓	✗	✓	✗
Carpool	✓	✓	✗	✗
Staff Management	✓	✓	✓	✓
Law Enforcement Assistance	✗	✓	✓	Unknown
Signalized Access	Adjacent	Adjacent	✓	✓
Bus Service	✗	✗	✗	✓
Traffic Management Plan	Detailed	Minimal	Detailed	Good

The comparison highlights that while Fleming Island and Orange Park are part of the same academy system, only the Fleming Island campus, with robust queue management and staff engagement, can support the demands of a full K-12 enrollment. Orange Park, even as a K-6, faces

regular overflow issues and will need significant changes to meet future growth needs, including providing turn lane and modifying driveway access on Kingsley Avenue. Duval Charter at Coastal’s use of separation, multi-lane queues, and staff intervention allows it to manage high volumes effectively, even without buses. Both Duval Charter at Coastal and KIPP Impact, with their signalized access, bus ridership, and ability for ample on-site storage, set the benchmark for minimizing car line impact on surrounding roads.



Even with these measures, all schools contend with the unpredictability of early arrivals, special events, and changes in family routines, making flexibility and continuous improvement essential. Ultimately, the experiences of these four schools underline a single lesson: effective school pick-up and drop-off queue management must be intentional, adaptable, and forward-looking. For any campus, solutions lie in site design, day-to-day management, and willingness to adjust as the student body and community grow.

*Fall 2024/25 student enrollment from the Florida Department of Education

2025 Ped Bike Safety Focused Initiative

High Visibility Enforcement (HVE) Roundtable Meetings

The next round of pedestrian/bicycle HVE funding for law enforcement agencies will become available on July 1st. If your agency would like to learn more about this funding or is interested in applying, this is a great opportunity to discuss the program and help shape its future. Two meetings are scheduled in District Two:

Jacksonville on June 6, and **Gainesville** on June 11.



Topics include: Pedestrian and Bicycle Safety Focused Initiative overview

- High Visibility Enforcement (HVE) contract funding and application process
- Data-driven street operations • Free law enforcement training • Administration of HVE contracts
- Changes to and applications for the FY25 HVE contracts • Materials and resources available

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.

Upcoming CTST Meetings:

St. Johns / Putnam

5/13/25 • 6/10/25 @ 1:30 PM

Alachua / Dixie / Gilchrist

Levy / Madison / Taylor

5/15/25 @ 10:00 AM • No June Meeting

Columbia / Hamilton

Lafayette / Suwannee

5/20/25 • 6/17/25 @ 10:30 AM

Duval 5/21/25 • 6/18/25 @ 10:00 AM

Clay 5/21/25 • 6/18/25 @ 2:00 PM

Nassau / Bradford / Baker / Union

5/27/25 @ 10:30 AM

Team meetings are virtual and subject to change.

Traffic Safety Events & Campaigns:

MAY

Motorcycle Safety Awareness Month

National Youth Traffic Safety Month

National Bicycle Safety Month

5/7 National Bike to School Day

5/10 National Train Day

5/11-17 National Police Week

5/12-6/1 **Click It or Ticket** Enforcement Mobilization

5/12-18 National Transportation Week

5/16 National Bike to Work Day

5/18-24 National EMS Week

5/26-9/1 100 Deadliest Days for Teen Drivers

JUNE

6/1-7/31 Safe Summer Travel

6/1 Start of Hurricane Season

6/6 National Secure Your Load Day

6/7 National Trails Day

6/10 National Ride to Work Day

6/17 National Dump the Pump - Public Transportation

6/26 **St. Johns/Putnam Team's 28th Anniversary**

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



TrafficSafetyTeam.org

@TrafficSafetyTeam

@TrafficSafetyFL