

TRAFFIC SAFETY TALK

FDOT District Two Community Traffic Safety Program

Target Zero News Update

July 2025 • Issue 4

TrafficSafetyTeam.org

Districtwide Conversation on E-Bike Safety

Mark your calendar for August 6 at 2:00 PM!

We're hosting a virtual meeting for our District Two Traffic Safety Team members to discuss ongoing concerns and safety challenges related to e-bikes. A panel of experts will share insights from various perspectives to help develop actionable strategies for improving safety and reducing crashes and injuries.

Let's Talk About SAFETY and
ELECTRIC Bikes, Scooters,
and other E-Devices

E-Bike Safety

To get ready for the conversation, take a moment to check out our updated [E-Bike Safety webpage](#). It's packed with helpful info — including Florida laws, reference materials, safety tips, and articles — all put together to support your e-bike safety efforts.

Thank You for Supporting Traffic Safety

We couldn't do this without you!

We want to extend a heartfelt thank you to all our **Traffic Safety Team members, agency partners, and dedicated community advocates** who continue to support the Northeast Florida Community Traffic Safety Program. Your commitment to making our roads safer truly makes a difference!

Whether you're attending our monthly virtual meetings, sharing traffic safety messages, submitting engineering concerns, helping solve roadway safety issues, or promoting safe driving habits in your communities—you are an essential part of our mission. We especially appreciate those of you who go the extra mile by ordering and distributing our free outreach materials, such as banners, tip cards, posters, flyers, and activity books. These simple tools go a long way in influencing positive driver behaviors.

Thank you for stepping up, staying involved, and helping us spread the word to save lives!

Let's keep the connections going!

Stay in the loop and help promote traffic safety on social media! From behind-the-scenes moments to community highlights, safety tips, and upcoming events — there's always something worth sharing. Like, follow, and tag us:

   @TrafficSafetyTeam
   @TrafficSafetyFL



Expanding Traffic Safety Partnerships

Local Fire Rescue Departments, Churches, and HOAs step up to save lives.

Building relationships with local community partners is essential to encouraging safer driving behaviors and reducing crashes on our roadways. Recently, we strengthened our outreach across Northeast Florida by connecting with area fire rescue stations, churches, and neighborhood homeowners associations (HOAs) to promote critical traffic safety messages.

Through these partnerships, we're empowering communities with grassroots outreach, free educational materials, and consistent safety messaging. Some of the materials distributed included:

- **"Life is a Journey – Buckle Up and Slow Down"** banners
- **Multi-purpose safety tip cards** featuring messages on occupant protection, speeding, and distracted driving
- **E-bike safety** tip cards
- **Traffic safety activity books** and bookmarks for children

These tools help reinforce safe roadway behaviors for all road users—drivers, passengers, cyclists, and pedestrians.

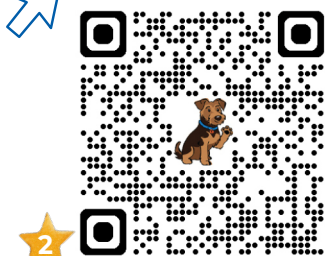
We'd like to thank the following Fire Rescue Departments for sharing photos of our banners proudly displayed at their stations: **Columbia County Fire Rescue, High Springs Fire Department, Lake City Fire Department, and Suwannee County Fire Rescue.**

Additionally, we recently received e-bike safety material requests from HOAs in **Silverleaf, Heritage Park, and Coastal Oaks** in St. Johns County. We're also excited to report that **12 churches** in Duval and Clay Counties requested traffic safety materials to share with their congregations, preschools, and youth groups—reaching a wide range of community members.

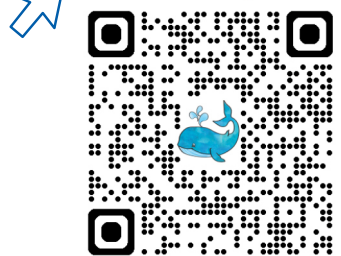
These grassroots efforts are instrumental in fostering a culture of safe driving. We are grateful to our partners for championing traffic safety and supporting our mission to save lives on Florida's roads. We still have a limited supply of materials available for distribution. If you have a platform to share them within your Northeast Florida community, we encourage you to place an order.



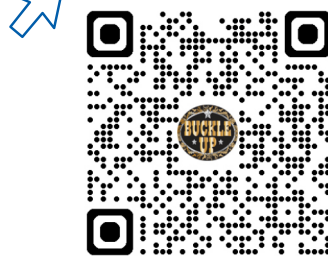
Order activity books for kids here:



Child passenger safety WHALE Check flyers here:



Occupant protection materials available here:



Traffic Safety TEAMWORK

Community Engagement Highlights from May and June

Traffic Safety Team members, partner agencies, and local organizations continued working together to promote safer roads across Northeast Florida. Through outreach, education, and community events, these efforts support our shared mission to help save lives.



We're excited to welcome Christina Arnold and her team at the **East Coast Migrant Head Start Project** in Jennings, Florida, as new members of the **Hamilton Traffic Safety Team**! Their enthusiasm for sharing traffic safety messages with families and the local community is making a difference.

Thank you for promoting safe habits, displaying our Buckle Up banners, and distributing traffic safety tip cards at your school and community events—like the first-ever **Car Seat Check Station and Community Event** on May 31, which was a great success. In just 10 vehicles, 19 children are now safer, and 11 car seat replacements were provided. That's a big impact for Hamilton County!

We also appreciate your commitment to setting a strong example by always buckling up.



The **St. Johns County Sheriff's Office** has been focused on electric bicycle safety! Deputies have been distributing e-bike safety cards that cover safe riding practices, Florida traffic laws, and e-bike classifications. Their efforts have gained attention in the news and online, helping drive traffic to our e-bike safety information webpage and sparking increased interest from local neighborhoods.



Columbia Department of Health provides traffic safety activity books, e-bike tip cards, and WHALE Check CPS flyers to patrons at their clinic lobby. Thanks again to team member Tony Ferris for sharing photos!

May & June CTST OUTREACH:

32,433
Traffic Safety
Materials Distributed

7,063
CTST Resource
Emails Sent

26
Roadway
Concerns Closed +
13 New Submissions

24,106
TrafficSafetyTeam.org
Website Event Count
(engagement, views, clicks,
downloads, scrolls)

84,507
Social Media
Impressions

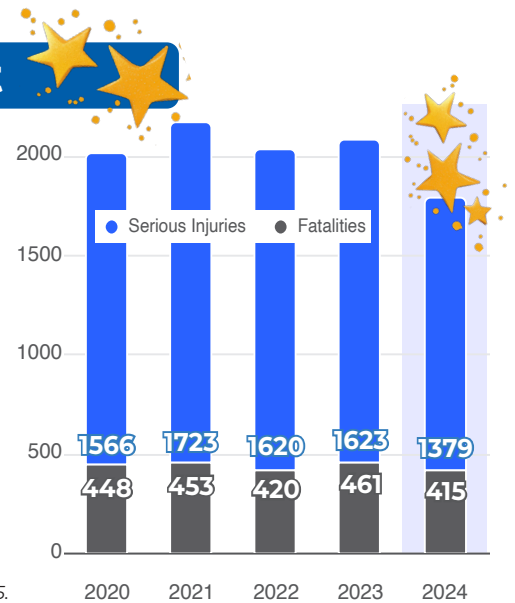
13.63%
Average Post
Engagement Rate
(on Traffic Safety Team
social media pages)

Driving Toward Zero – Crash Data Spotlight

We're proud to highlight a positive trend in District Two: a **reduction in crashes** (70,613, down from 72,453 in 2023), **fatalities**, and **serious injuries** on our roadways in 2024 — many of them in rural areas. Counties showing decreases in all three areas include **Alachua, Bradford, Dixie, Duval, Putnam, St. Johns, Suwannee, and Taylor**.

This progress reflects the ongoing impact of our “**Highway of Life**” campaign, launched in 2023 to promote safer habits like buckling up and slowing down. Combined with the dedication of our **Northeast Florida law enforcement and emergency responders**, these efforts are helping save lives. Thank you to everyone working to make our roads safer — let's keep driving toward zero.

Source: Signal Four Analytics, data as of May 14, 2025.



Celebrating Independence Day Safely

Partner Support for a Safer Fourth of July

Thank you to the following agencies who helped share our impaired driving prevention messages leading up to the holiday: **Atlantic Beach Police, Dori Saves Lives, Fernandina Beach Police, Gainesville Police, Jacksonville Beach Police, Orange Park Police, and St. Augustine Police**. We applaud your continued efforts—and those of all agencies—to promote, encourage, and enforce safe driving habits both online and on our roadways. Your dedication helps make our communities safer for everyone.



Don't forget to tag us @trafficsafetyteam on Facebook + Instagram & @trafficsafetyfl on X + LinkedIn

Honoring a Lifetime of Service

Sheriff Bill Leeper on Discover The Joy: The Purdy Podcast

We are proud to have **Sheriff Bill Leeper** as the founding Chairman of the **Nassau Traffic Safety Team** in 2003, and a dedicated team member. Throughout his career—from the Florida Highway Patrol to leading the Nassau County Sheriff's Office—Sheriff Leeper has been a tireless advocate for traffic safety, passionately working to prevent crashes, save lives, and educate the public.



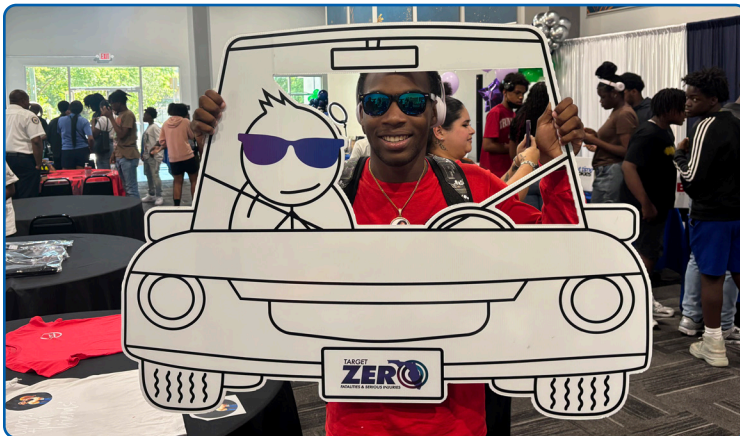
In this powerful episode, Sheriff Bill Leeper shares heartfelt stories from his 48 years in law enforcement — reflecting on the emotional toll of fatal crashes, the importance of mental wellness, and the joy he finds in serving his community. Don't miss this inspiring conversation about leadership, loss, and legacy.

Target Zero Outreach and Education



- 1-May Boys and Girls Club Career Fair
- 6-May Walk and Ride to School Day
- 14-May Middleburg Elementary School Career Day
- 16-May Touch a Truck Gainesville
- 21-May Pinemount Career Day
- 30-May Kid Bike Rodeo - Clay County
- 5-Jun Take Your Child to Work Day
- 5-Jun COJ Councilman Arias Town Hall
- 19-Jun Women in Transportation Meeting
- 24-Jun D2 Staff Meeting
- 25-Jun Gainesville Driving School

In May and June, 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.



Check to Protect

A Simple Step for Safer Roads!

Before hitting the road, take a moment to ensure your vehicle is safe to drive. The **Check to Protect** program by the **National Safety Council (NSC)** is a free, easy-to-use resource that allows you to check for open safety recalls on your vehicle.

With over 53.2 million vehicles—that's about 1 in 5—on U.S. roads carrying open recalls, it's more important than ever to spread the word.

We encourage all **Traffic Safety Team members and partners** to share this valuable tool within your communities and during outreach events. Visit CheckToProtect.org to search using your vehicle's VIN and help improve safety for everyone on the road.

Safe cars save lives—check yours today!



Bicycle Lanes



Why We Don't Always Have Them—and Why They Matter

If you've ever looked at a busy street in your neighborhood and wondered, "Why don't we have bicycle lanes here?" You're not alone. Whether you're a daily rider, a parent, a planner, or simply someone who wants safer streets, bike lanes are a frequent topic of discussion.

Why Don't We Just Build More—and Better—Bike Lanes?

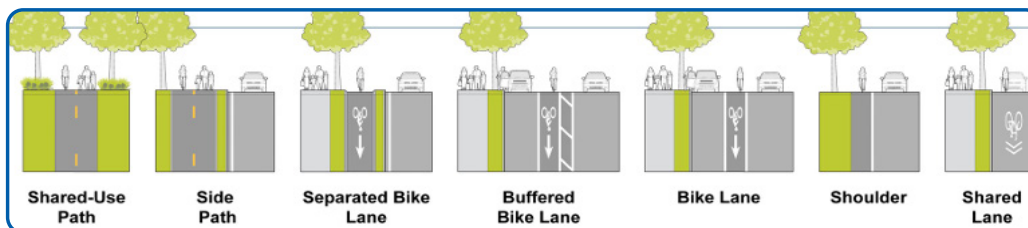
Even when there's strong support for adding bike lanes, they can't always be installed everywhere. There are a few good reasons why. In some places, there simply isn't enough space to add a bike lane without removing on-street parking or vehicle travel lanes, which can create other community concerns. Design standards also play a big role.

Florida's Design Manual sets strict requirements for things like lane width, visibility, and roadside clearance. If a road doesn't meet those standards, a bike lane might not be allowed. Then there are legal restrictions: for example, highways and limited-access roadways are off-limits to bicycles under Florida law.

And of course, funding is always a factor. Transportation budgets are limited, so bike lane projects are usually prioritized where there's a clear safety issue or high demand. Even once bike lanes are in place, they're not a one-and-done deal. They require ongoing maintenance, including sweeping, repainting faded markings, and keeping the lanes clear of obstructions.

What Is a Bike Lane?

Not all bicycle accommodations are the same. While the term 'bike lane' is commonly used, it actually refers to only one type of bicycle facility. According to the Florida Department of Transportation Design Manual (FDM), a bicycle facility is any feature designed to support and accommodate bicycle travel. This includes a range of infrastructure treatments, such as bike lanes, keyhole lanes, paved shoulders, separated bicycle lanes, shared-use paths, bicycle ramps, and specialized intersection treatments like bicycle boxes and two-stage turn boxes. Each serves a different purpose depending on traffic, roadway conditions, and user needs—which is why it's important to understand how bike lanes fit within the broader bicycle network.



Types of Bicycle Facilities

A bike lane is a part of the road marked off just for people riding bicycles. You'll usually see white lines, bike symbols, and sometimes green paint

or buffer zones. These lanes help create a safe and predictable space for riders—so they're not squeezed between moving cars or forced onto sidewalks. Florida follows specific standards outlined in the FDM and the Manual on Uniform Traffic Control Devices (MUTCD) when designing bike lanes.

While they might look similar at first glance, there's an important difference between a designated bike lane and a paved shoulder. A bike lane is a specifically marked and signed part of the roadway reserved for bicycle use. It includes pavement markings like the bike symbol and directional arrows, and often signage letting drivers know it's there. In contrast, a paved shoulder is primarily meant for emergency stopping or vehicle recovery, but it can sometimes serve as a bicycle facility if it meets certain width and safety requirements. However, if it's not marked as a bike lane, it doesn't offer the same level of recognition or legal protection for cyclists.



Why Bike Lanes Matter

Bike lanes provide more than convenience. They're about safety, access, and choices. They make it easier and safer for bicyclists to get to school, work, the store, or a park. This is especially on busy streets. And they serve a wide range of people: students biking to class, parents riding with their kids, older adults getting exercise, people who don't own a car, tourists exploring town, and workers commuting or making deliveries.

Bike lanes also reduce vehicle congestion, cut down emissions, and make neighborhoods more walkable and livable. That's why agencies like the FHWA and FDOT support better bike infrastructure as part of Complete Streets policies.

Advocacy groups, such as Bike Florida, North Florida Bicycle Club, and local cycling coalitions, as well as residents, champion for safer bike infrastructure. They help shed light on bike safety issues. Their efforts often lead to positive change. Even when local agencies agree on the need, they often face tough limitations. Some include right-of-way issues, funding constraints, outdated road designs, or legal barriers. Understanding the why can help communities work together on how to make things better.

Understanding Bicycle Lane Features and Design Treatments

Bike lanes come in many forms. What works on a quiet residential street may not work on a six-lane urban arterial. More communities are pushing for protected lanes, especially in high-traffic areas, based on new guidance from the FHWA Bikeway Selection Guide and modern safety research. Designing bicycle lanes involves more than painting a white line on the roadway. Effective bicycle facilities are built with safety, visibility, and predictability in mind. The FDM outlines a range of features to consider when implementing bicycle lanes. Each is tailored to reduce conflicts and improve user experience for all road users, not just cyclists.

Here's a breakdown of some key components:



Pavement Markings – Bike lanes are marked using a helmeted bicyclist symbol and directional arrow at the start of the lane, after major intersections, and within keyholes. Green-colored pavement helps highlight potential conflict areas, especially where bikes cross vehicle paths or near bus bays.

Signage – Signage such as 'Bike Lane Ahead' and 'Bike Lane Ends' enhance awareness and regulatory clarity.

Keyhole Lanes – Keyhole lanes guide bicyclists through areas with right-turn lanes or parking bays. Typically buffered and at least 5 feet wide, these lanes allow for continuous through movement. Pavement markings and width adjust based on geometry and available space.

How to Ride Them

Using a bicycle lane is relatively straightforward, but there are a few essential considerations to keep in mind for staying safe and predictable on the road. First, always ride in the same direction as traffic. Bicycle lanes are one-way facilities that flow alongside vehicles, not against them. Ride toward the center of the bike lane to avoid road debris and the opening doors of parked cars.

As you approach intersections or driveways, be extra alert for turning vehicles that may cross into your path. If the bike lane shifts into a keyhole configuration near a right-turn lane, continue riding straight and predictably through the designated space. It's also important to use hand signals when turning or changing lanes so drivers and other riders know what you're doing.

Obey all traffic signals and signs, just like you would if you were driving. And don't forget—if you're crossing a crosswalk or shared space, yield to pedestrians. Staying aware and predictable helps everyone share the road more safely.

Help Make Our Roads Safer

Learn More

Spot a Roadway Hazard and Submit an Engineering Concerns

As someone who regularly travels our local roadways, you're in a unique position to identify potential hazards. Your firsthand knowledge is vital to the work of our Traffic Safety Team—and we greatly value your input.

We have a detailed [Engineering Concerns webpage](#) with additional information and a video presentation with examples of roadway safety issues. If you or your colleagues spot an engineering issue—like a missing sign, poor visibility, or unsafe road design—please let us know by filling out our short [online form](#). Together, we can identify problems before they lead to crashes, serious injuries, or worse.

Submit a Concern

Report Potholes and Cave-Ins to Help Fix Local Roads

City and County Resources Available for Road Damage Reporting.

Jacksonville drivers have recently encountered a growing number of potholes across local roadways. The City of Jacksonville encourages residents to report potholes by calling **630-CITY (2489)** or submitting a request online through [MyJax](#). If the road damage is a sewer-related **cave-in**, report it to JEA at 904-665-6000. For surrounding counties:

- St. Johns County: Call Road & Bridge at 904-209-0266
- Nassau County: Fill out the online maintenance form at [nassaucountyfl.com](#)

Timely reporting helps crews respond faster and keep Northeast Florida roads safer for everyone.

TEAM MEETINGS:

St. Johns / Putnam

7/8/25 · 8/12/25 · 9/9/25 @ 1:30 PM

Columbia / Hamilton Lafayette / Suwannee

7/15/25 · 8/19/25 · 9/16/25 @ 10:30 AM

Duval

7/16/25 · 8/20/25 · 9/17/25 @ 10:00 AM

Clay

7/16/25 · 8/20/25 · 9/17/25 @ 2:00 PM

Alachua / Dixie / Gilchrist Levy / Madison / Taylor

7/17/25 · 8/21/25 · 9/18/25 @ 10:00 AM

Nassau / Bradford / Baker / Union

7/22/25 · 9/23/25 @ 10:30 AM

Team meetings are virtual and subject to change.

Traffic Safety Events & Campaigns:

JULY

National Vehicle Theft Prevention Month
Fourth of July Enforcement Impaired Driving Campaign
7/13-19 Operation Safe Driver Week

AUGUST

Back to School Safety Month
Child Safety Awareness Month
8/3-9 National Stop on Red Week
8/15 - 9/1 Drive Sober or Get Pulled Over Mobilization
8/21 **Columbia / Hamilton / Lafayette / Suwannee**
Team's 28th Anniversary

SEPTEMBER

National Preparedness Month
9/1-5 Florida Drowsy Driving Prevention Week
9/21-27 Child Passenger Safety Week
9/27 National Seat Check Saturday