

TRAFFIC SAFETY TALK

FDOT District Two Community Traffic Safety Program

Target Zero News Update

September 2025 • Issue 5

TrafficSafetyTeam.org

New Life is a Highway Traffic Safety Series

We're excited to introduce **Life is a Highway** — a special limited series available at no cost to our team members and partners. This project is an extension of our **Life is a Journey, Buckle Up and Slow Down** campaign and takes a thoughtful approach to raising awareness about critical traffic safety issues.

The first release featured a scenic rural roadway paired with an inspiring reminder to drive safely. Our latest release showcases an urban scene featuring Duval County's iconic Dames Point Bridge, accompanied by a powerful message: *Drive like your future depends on it, because it does.* The final release, available next month, focuses on connections and enjoying the journey safely with artwork of the historic Bridge of Lions in St. Augustine.

Each edition is available as an 11x17 poster and a 4x6 tip card, focusing on key safety reminders:

- Occupant Protection
- Aggressive & Speeding Behaviors
- Distracted Driving



Positive change starts with each of us. By making safer choices behind the wheel, we can positively influence those around us and contribute to creating safer roads for everyone. Thank you to everyone who is joining us on this journey to save lives by displaying and sharing these materials to help spread the message that safe driving is everyone's responsibility.

E-Bike Safety is a Top Priority in District Two

On August 6, we hosted a virtual **E-Bike Safety Conversation** with our District Two Traffic Safety Team members. As the use of e-bikes and e-scooters continues to grow, these discussions help shape a more informed and proactive approach to emerging challenges on our roadways.

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

E-Bike Safety

The meeting combined expert insights and local perspectives, covering topics such as e-bikes and e-scooters in the news, Florida legislation, local ordinances, and important fire hazard reminders. **A special thank-you to our presenters:**

- Mark Sekelsky and Brian Benwick of the North Florida Bicycle Club on Cycling Safety
- Rebecca Melvin, Trauma Injury Prevention, Education and Outreach Coordinator at UF Health Jacksonville on E-Bike Injuries
- Jackie Morrison, Community Health Educator and Safe Kids Northeast Florida Coordinator at Wolfson Children's Hospital on the 22% Increase in Trauma-Related E-Bike/E-Scooter Injuries

Resources from the meeting:

- E-Bike Safety Meeting 08-06-25: [Presentation Slides](#)
- Florida Pedestrian and Bicycle Safety Coalition's [Micromobility Model Legislation](#)
- [Florida Bicycle Safety Quiz](#)
- [E-Bike Riding Skills and Safety Training Course](#)
- [Kids Modifying Ebikes](#) – ABEA article on risks
- [Cycling Savvy](#) e-bike course for teens



Order Now

New in 2025 is our easy-to-distribute 4x6 tip cards on e-bike safety and helmet reminders. We have distributed **8,500** so far to team members who have been sharing them within their local communities!

For more information and videos, visit our [E-Bike](#)

[Safety webpage](#) and share these resources to encourage safe e-bike and e-device use across Northeast Florida.



*In appreciation of the safety resources, **St. Johns County Sheriff Office's** Senior Deputy Mark E. Wilson shared photos of the materials we provided. Nocatee's **Palm Valley Academy Safety Patrol** has been handing out "Wear Your Helmet" cycling and e-bike safety tip cards.*



***Coastal Oaks at Nocatee**, a private community in Ponte Vedra, Florida, used our e-bike safety tip cards in their Back to School newsletter and made them available at their clubhouse. They also plan to share them at future events. (Pictured: Stephanie Rizzo, Administrative Assistant)*

Continued Campus Outreach

Local colleges promote traffic safety!

Building connections with local colleges is one of the grassroots strategies we use to encourage safer driving behaviors and reduce crashes on our roadways. This summer, we partnered with **Flagler College, Florida State College of Jacksonville, Jacksonville University, and the University of North Florida** to share important traffic safety messages.

In July, we provided these schools with **traffic safety notepads, tip cards, retro-reflective light-up bands, and red reflector buttons** for the upcoming fall term. Campus leaders were excited to receive these free, educational items to distribute during welcome week, open houses, orientations, and other student events.

These outreach efforts are key to fostering a culture of safe driving among young adults. We are grateful to our college 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! If you can share them within your Northeast Florida community, we encourage you to [place an order](#).

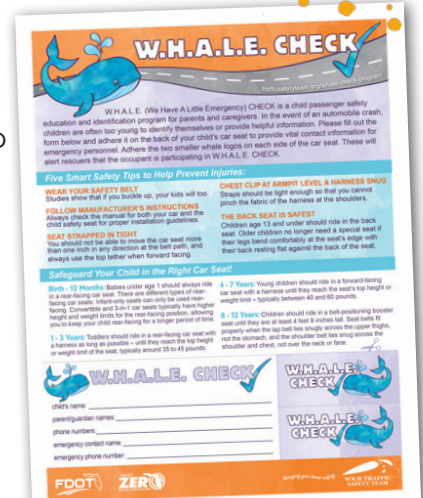


Flagler College promoted traffic safety at its recent *Safe & Sound* campus event. Mary Tinlin, Dean of Health & Wellness, shared her appreciation for the materials provided for students, and we are grateful for their efforts to support safety on campus.

W.H.A.L.E. Check for Child Passenger Safety Awareness

In preparation for Child Passenger Safety Week (September 21–27) and National Seat Check Saturday, we fulfilled orders for more than **3,700 W.H.A.L.E. Check** (We Have A Little Emergency) sticker sheets. This resource provides vital information, safety tips, and car seat guidelines to help parents and caregivers protect their most precious cargo. They're perfect for distribution at car seat checks, community events, daycare centers, pediatrician offices, government agencies, and hospitals. We also have more [Child Passenger Safety](#) educational resources, social media graphics, and printable activity sheets available online.

The FDOT District Two Community Traffic Safety Program launched **W.H.A.L.E. Check** 23 years ago in Jacksonville, and it has since grown into a statewide initiative with a lasting impact. This program was created to address a critical need. During crashes, children are often too young to identify themselves or share important details.



Order Now

FDOT and DOH for Safer, Healthier Communities

Working better together to improve public health and safety in Northeast Florida.

The Florida Department of Health (DOH) is a key partner within our FDOT District Two Community Traffic Safety Teams. Together, we share overlapping priorities that go beyond traffic safety—improving public health and preventing injuries through safer roads and healthier lifestyles.

Shared Priorities:

- **Safe Walking and Biking** – FDOT enhances sidewalks, bike lanes, and crosswalks, while DOH promotes walking and biking as healthy lifestyle choices. Together, we use crash data, education, and partnerships to protect vulnerable road users.
- **Seat Belt Use and Child Passenger Safety** – FDOT leads occupant protection campaigns like *W.H.A.L.E. Check*, *Battle of the Belts*, and *Click It or Ticket*, while DOH supports advocacy, youth education efforts, and participates in community events to encourage lifesaving seat belt use.



Priya Singh, Health Educator, worked at the **Columbia County and Lake City's 4th of July Celebration** and included traffic safety information for children. **"The activity books were a hit!"**



Columbia DOH distributed traffic safety activity books and tip cards at the **Richardson Community Center Back Pack Giveaway event**.

Why It Matters: Traffic crashes are a leading cause of injury and death in Florida. By aligning strategies, FDOT and DOH reduce fatalities, encourage safe travel, and advance public health goals such as reducing chronic disease and promoting active living.

Collaboration in Action: From Traffic Safety Teams to strategic safety plans and community outreach, FDOT and DOH maximize resources, extend their reach, and strengthen their shared mission.

Together, FDOT and DOH are proving that traffic safety is more than a transportation issue—it's a public health priority.



DOH's Healthy Start billboards installed on I-75 in Jennings (Hamilton County) and Ellisville (Columbia County) to address baby car seat and sleep safety.



Beverly Fountain with the **Lafayette & Suwannee DOH** recently displayed a number of our Buckle Up and Distracted Driving banners throughout their community, including this one at Lafayette Elementary School in Mayo.

Safety Starts Young: Resources for Schools & Events

October is full of important safety observances, including **Pedestrian Safety Month**, **National Walk & Roll to School Day**, and **National School Bus Safety Week**. To support these efforts, we're offering two engaging child safety activity booklets at no cost for schools and community events.

These activity books are designed to keep children engaged while reinforcing essential safety rules on:

- Child Passenger Safety (CPS)
- Pedestrian Safety
- Bicycle & Helmet Safety
- ATV/Off-Road Safety
- School Bus Safety & Hazards



Order activity books for kids here:



[Click here to order activity booklets](#) (while supplies last).

We also have free, printable coloring pages and activity sheets you can download, print, and share with students. Visit [Traffic Safety School Days](#) online for more information and resources.



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

Vehicle Safety Recall Awareness

In August, we distributed 3,950 **Check to Protect** tip cards (3,450 English and 500 Spanish) provided by the National Safety Council. Thank you to our team members and partners for sharing this resource in your communities, and a special thanks to those who sent us photos! A limited supply of English tip cards is still available. To request these cards for distribution, email us at trafficsafetyteam@dot.state.fl.us.

The program **Check to Protect** helps drivers quickly find out if their vehicle has an open safety recall — a critical message with more than 3.7 million vehicles in Florida affected. For more information about this program, visit CheckToProtect.org. **Safe cars save lives!**



*In thanks for the free safety materials, St. Johns County Sheriff's Office's Senior Deputy Mark E. Wilson shared this picture **Palm Valley Academy's Safety Patrol** in Nocatee. The students have been distributing "Check to Protect" cards in their school car line.*



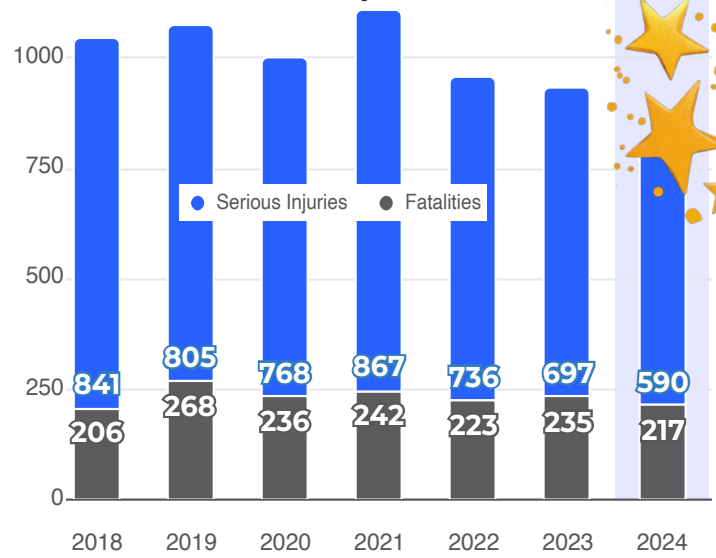
*Anthony Ferris and his crew at the **Columbia Department of Health** shared these recall safety cards at the Florida Gateway Welcome Back Week event in August.*

Driving Toward Zero – Crash Data Spotlight

Celebrating a Districtwide Win in Reducing Lane Departure Crashes, Serious Injuries, and Fatalities!

Congratulations are in order for FDOT District Two and our Traffic Safety Team members, partners, and agencies! Together, we are moving the needle in the right direction toward Florida's Target Zero goal of eliminating serious injuries and fatalities on our roadways. Based on the crash data from [Signal Four Analytics](#), **Lane Departure fatalities** across our 18 counties were **down by 7.66%** and **serious injuries were down 15.35%** in 2024 from 2023. Given that we have experienced an **8.4% population growth** from 2020 to 2024, this marks a significant success in saving lives and preventing tragedy for families across Northeast Florida.

District Two Lane Departure Crash Data:



The counties that reduced lane departure-related fatalities in 2024 include Bradford, Dixie, Duval, Gilchrist, Levy, Nassau, Putnam, St. Johns, and Suwannee. The most impressive decreases were seen in:

- **Dixie County** fatalities down by 70% and serious injuries down by 85.7%
- **Putnam County** fatalities down by 57.1% and serious injuries down by 46%
- **Suwannee County** fatalities down by 40% and serious injuries down by 14.6%
- **St. Johns County** fatalities down by 31.6% and serious injuries down by 30%



Lane departure crashes historically account for a large share of fatal and serious injury crashes. This type of **Strategic Highway Safety Plan Emphasis Area** crash happens when a vehicle leaves its lane—running off the road, crossing the center median, or sideswiping another vehicle. They can result in rollovers, collisions with fixed objects, or devastating head-on crashes when a vehicle drifts into opposing traffic.

Driver behaviors such as speeding, distraction, drowsiness, or impairment make it difficult to stay safely in one's lane. By addressing these risks with both behavioral safety education, enforcement, and engineering countermeasures, District Two has taken measurable steps toward preventing roadway departures and reducing crash severity.

Engineering That Saves Lives

FDOT District Two is using proven [lane departure countermeasures](#) recommended by FHWA:

- **Curve treatments** – chevrons and high-friction surfaces.
- **Rumble strips** – centerline, edge line, and shoulder placement.
- **Barriers** – guardrails, median terminals, and crash cushions.
- **Clear zones** – widened shoulders and obstacle-free roadsides.
- **SafetyEdgeSM** – paving design that prevents rollovers and run-off-road crashes.

A Win Worth Celebrating

This reduction in lane departure crashes, and the overall drop in fatalities, shows that our education, engineering, and enforcement efforts are working. The coordinated efforts of District Two's Traffic Safety Team, local agencies, and community partners are saving lives every day. Congratulations to everyone who contributed to this milestone. While there is more work ahead on the road to Target Zero, this achievement is proof that a sustained, data-driven approach leads to real, life-saving results.

Source: Signal Four Analytics, data as of September 13, 2025.

Traffic Safety TEAMWORK

July and August Community Engagement Highlights

Traffic Safety Team members and partners continued working together to promote safer roads across Northeast Florida. We appreciate everyone's efforts to educate, encourage, and enforce safe driving habits. Your dedication makes our communities safer for everyone.



Don Weatherby, Emergency Preparedness Planning Analyst/Safety Officer, with the **Florida Department of Health** promoted Traffic Safety, Emergency Preparedness and Hurricane Awareness during the **Clay County Touch a Truck** event which had around 3,800 attendees. **"The arm bands were a huge hit."**



Rebecca Melvin with **UF Health Jacksonville** participated in the Jacksonville Sheriff's Office Safety Fair at the Avenues Mall where she educated attendees about "Stop the Bleed" and distributed our traffic safety activity books.

Many of our partners and law enforcement agencies shared traffic safety messages for the Labor Day holiday in support of the *Drive Sober or Get Pulled Over* mobilization. Special thanks to **Gainesville Fire Rescue**, **Gilchrist County Chamber of Commerce**, and **Lawtey Police Department** for helping us spread impaired driving prevention messages.



July & August CTST OUTREACH:


18,155
Traffic Safety
Materials Distributed


13,308
CTST Resource
Emails Sent


18
Roadway
Concerns Closed +
17 New Submissions


21,543
TrafficSafetyTeam.org
Website Event Count
(engagement, views, clicks,
downloads, scrolls)


72,615
Social Media
Impressions


9.13%
Average Post
Engagement Rate
(on Traffic Safety Team
social media pages)

Target Zero Outreach



The District Two FDOT Target Zero team continued education and outreach with communities in July and August. Efforts included back-to-school safety events, *Stop on Red* week-long campaign, recognition to local teens for their *100 Deadly Days* video, and an Alachua County Meet & Greet.

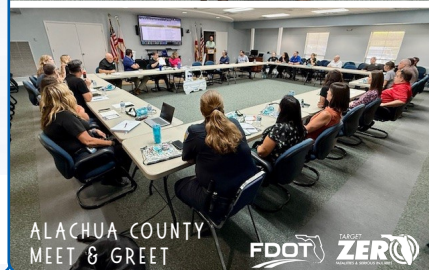
100 DEADLY DAYS VIDEO

District Two teens were recognized during the District Meeting for their impactful performances in the 100 Deadly Days video that was shared statewide and by local safety partners.
[Click here to see the video!](#)



Participating District Two children:
Shyenne Bryant and Diamond Richardson (granddaughters of Cassandra Lamey)
Aleah and Caleb Rogers (children of Jamie and Nicole Rogers)
Ayden Humphries (son of Travis Humphries)
Clayton Barry (son of Sarah Sands)

Not pictured:
Logan Wright (son of Stephanie Talley)
Savannah Bastow (daughter of Matt Bastow)
Isaac Osemwenkhai (son of Caryn Osemwenkhai)



ALACHUA COUNTY MEET & GREET



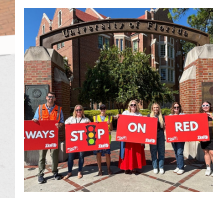
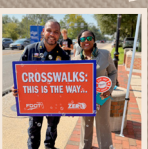
JULY EVENTS

- July 14 - Operation Southern Slowdown
- July 22 - D2 staff meeting recognizing 100 Deadly Days student participants
- July 25 - Back 2 School Bash NSRFC



AUGUST EVENTS

- August 3-9 - Stop on Red Week - Jacksonville - Gainesville
- August 6 - Westwood Elementary School Start of School
- August 13 - Alachua County Meet and Greet
- August 21 - First Day of UF outreach
- August 25 - UF Tailgating for Safety



The week-long campaign in August aims to raise awareness about the dangers of red-light running and promote safe driving practices at intersections.

Stop on Red Week



Help Shape Florida's 2026 Strategic Highway Safety Plan

We want your ideas, strategies, and innovations to help us reach ZERO..

FDOT is updating the Strategic Highway Safety Plan (SHSP) to guide actions and investments that improve roadway safety statewide. The SHSP sets strategies with a vision of eliminating fatalities and serious injuries, reflecting the Safe System Approach.

[Click here or scan the code to share your ideas.](#)



9 PEOPLE DIE & 44 PEOPLE ARE SERIOUSLY INJURED

ON FLORIDA'S ROADWAYS EVERY DAY

Based on daily averages between 2019 and 2023.

YOU are our expert eyes on the road! Be on the lookout for traffic safety issues on the roadways in District Two and submit it with photos or video on our [Roadway Concerns form on our website.](#)

Submit a Concern



TEAM MEETINGS:

St. Johns / Putnam

9/9/25 · 10/14/25 · 11/4/25 @ 1:30 PM

Columbia / Hamilton Lafayette / Suwannee

9/16/25 · 10/21/25 · 11/18/25 @ 10:30 AM

Duval

9/17/25 · 10/15/25 · 11/19/25 @ 10:00 AM

Clay

9/17/25 · 10/15/25 · 11/19/25 @ 2:00 PM

Alachua / Dixie / Gilchrist Levy / Madison / Taylor

9/18/25 · 10/16/25 · 11/20/25 @ 10:00 AM

Nassau / Bradford / Baker / Union

9/23/25 · 11/25/25 @ 10:30 AM

Team meetings are virtual and subject to change.

Traffic Safety Events & Campaigns:

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

OCTOBER

Pedestrian Safety Month

10/8 National Walk and Roll to School Day

10/15 White Cane Safety Day

10/20-26 National Teen Driver Safety Week

10/20-24 National School Bus Safety Week

10/31 Halloween - Impaired Driving Enforcement

NOVEMBER

11/2-8 National Drowsy Driving Prevention Week

11/12 **Nassau Team's 22th Anniversary**

+ Bradford / Baker / Union Team's 28th year

11/14 National Seat Belt Day

11/29-12/10 Pre-Holiday Impaired Driving Enforcement



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