



# Florida FY 2014 Annual Report

SECURE

**DRIVING  
DOWN  
FATALITIES**

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December 31, 2014

# INTRODUCTION

The Florida Department of Transportation (FDOT) is an executive agency, which means it reports directly to the Governor. FDOT's primary statutory responsibility is to coordinate the planning and development of a safe, viable, and balanced state transportation system serving all regions of the state, and to assure the compatibility of all components, including multimodal facilities. A multimodal transportation system combines two or more modes of movement of people or goods. Florida's transportation system includes roadway, air, rail, sea, spaceports, bus transit, and bicycle and pedestrian facilities.

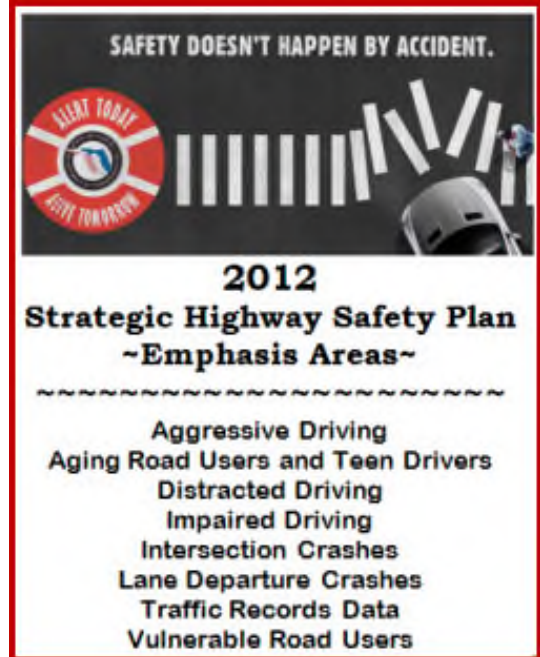
Our mission is to continually improve the safety of users of Florida's highway system, and the safety of department employees. The FDOT Safety Office consists of the following sections: federal highway safety grants, crash data, bicycle pedestrian program, Safe Routes to School Program, crossing guard train the trainer, and employee health and safety.

## Florida's 2012 Strategic Highway Safety Plan

Florida is committed to driving down fatalities and injuries on our streets and highways. The Florida departments of Education, Health, Highway Safety and Motor Vehicles, Transportation and the Highway Patrol have partnered with agencies of the Federal Government and dozens of traffic safety organizations and private sector businesses to develop Florida's Strategic Highway Safety Plan (SHSP). The SHSP was updated in November of 2012 to include the additional or elevated emphasis areas, leading to today's program areas.

*With more than 19 million residents and nearly 84 million annual visitors traveling on 121,000+ miles of roads, it is a challenge to ensure the safety of Florida's traveling public. The SHSP is an interagency plan to address the challenge by focusing on engineering, enforcement, education, and emergency response solutions." Governor Rick Scott*

On November 5, 2012, The SHSP's Signatory Partners met in Tallahassee to pledge their support for the implementation of the five year plan which is based on proven countermeasures in order to devise data-driven and research-based strategies for fatality and injury reduction.



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## Grants

The Florida Department of Transportation (FDOT) Safety Office funds sub-grants that address traffic safety priority areas including:

- Aging Drivers
- Child Passenger Safety
- Community Traffic Safety
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Pedestrian and Bicycle Safety
- Police Traffic Services
- Roadway Safety
- Speed and Aggressive Driving
- Teen Drivers
- Traffic Records

Sub-grants may be awarded for assisting in addressing traffic safety deficiencies, expansion of an ongoing activity, or development of a new program.

Grants are awarded to state and local safety-related agencies as "seed" money to assist in the development and implementation of programs that address traffic safety deficiencies or expand ongoing safety program activities in safety priority program areas. Funding for these grants is apportioned to states annually from the National Highway Traffic Safety Administration (NHTSA) according to a formula based on population and road miles. Funding may be available for projects in other program areas if there is documented evidence of an identified problem.

Through public rule making processes conducted in 1982, 1988, 1995 and 1998 it has been determined that certain highway safety program areas have proven to be more effective than others in reducing traffic crashes, injuries, and fatalities.

These programs, designated as National Priority Program Areas are: Impaired Driving, Police Traffic Services, Speed Control, Roadway Safety, Occupant Protection/Child Passenger Safety, Pedestrian and Bicycle Safety, Motorcycle Safety, Traffic Records, and Community Traffic Safety.

It is expected that programs funded through these grants will become self-sufficient and continue when grant funding terminates. To promote self-sufficiency, agencies are expected to provide a local funding match when personnel costs are included in second and third year projects. The local match is normally 25% of eligible costs for second year projects and 50% for third year projects.



## EXECUTIVE SUMMARY

Florida's Highway Safety Plan Annual Report for FY2014 (October 1, 2013 – September 30, 2014) addresses the usage of monies from the annual allotment of Section 402 State and Community Highway Safety funds. The report also addresses the use of funds from the following grant programs: Section 405 National Priority Safety Funding, Section 408 Traffic Information System Improvement Grant, Section 410 Alcohol Incentive Grant, Section 2010 Motorcycle Safety Grant and Section 2011 Child Safety and Booster Seat Incentive Grant. Funds received under these sections of Title 23 supported projects in the following areas: alcohol and other drug countermeasures, occupant protection, pedestrian and bicycle safety, community traffic safety programs, police traffic services, roadway safety, traffic records, and motorcycle safety.

The annual report provides an overview of the projects funded during the year and the status of the performance measures identified in the FY2014 Highway Safety Plan.



## TRAFFIC CRASH DATA

Traffic fatalities have been on the decrease in Florida since 2006. There were 2,402 people killed in traffic crashes during 2013. This represents a 1.15% decrease in fatalities compared to 2012. A 5% annual reduction in the rate of fatalities and serious injuries is the goal of Florida's Strategic Highway Safety Plan.

Florida's seat belt usage rate of 88.8 percent for 2014 is 1.4 percentage rate points above the usage rate for 2012 (87.40) and 1.8 percentage points above the national seat belt use rate of 87 percent for 2013.

According to the Florida Legislature's Office of Economic and Demographic Research, Florida's population actually increased as of April 1, 2013 by about 308,282 residents, with an estimated population of 19,382,716. The rate of fatalities per 100 million vehicle miles traveled (VMT) maintained at the 2010 rate of 1.25, which is the still lowest since the rate has been calculated, according to the Department of Highway Safety and Motor Vehicles (DHSMV).



# PROGRESS MEASURES

<b>Core Performance Measures</b>		<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Number of Traffic Fatalities <sup>1</sup>	Goal	3,000	2,900	2,850	2,266	2,141	2,023
	Final	2,563	2,444	2,400	2,431	2,407	
Number of Serious Injuries in Traffic Crashes <sup>2</sup>	Goal	NA	23,500	23,250	18,700	17,485	16,348
	Final	22,743	21,501	19,365	18,358	12,930	
Number of Fatalities/100M VMT <sup>1</sup>	Goal - Total <sup>5</sup>	1.6	1.54	1.53	1.133	1.0705	1.0115
	Final - Total	1.3	1.25	1.25	1.25	1.27	
Number of Unrestrained Occupant Fatalities – All Positions <sup>1</sup>	Goal	NA	970	950	524	450	387
	Final	846	706	609	580	553	
Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC <sup>1</sup>	Goal <sup>5</sup>	1,050	850	825	644	580	522
	Final	777	678	716	612	551	
Number of Speeding-Related Fatalities <sup>1</sup>	Goal	NA	540	530	262	231	203
	Final	536	457	298	366	344	
Number of Motorcyclist Fatalities <sup>1</sup>	Goal <sup>5</sup>	500	500	490	441	419	398
	Final	413	396	464	492	485	
Number of Unhelmeted Motorcyclist Fatalities <sup>1</sup>	Goal	NA	390	245	132	126	119
	Final	203	205	253	252	237	
Number of Drivers ≤ Age 20 Involved in Fatal Crashes <sup>1</sup>	Goal	NA	400	460	266	239	215
	Final	363	331	295	300	263	
Number of Pedestrian Fatalities <sup>1</sup>	Goal <sup>5</sup>	525	480	470	466	442	420
	Final	467	486	490	477	501	
Number of Bicyclist Fatalities <sup>1</sup>	Goal <sup>5</sup>	100	120	110	120	114	108
	Final	107	83	126	124	133	

# PROGRESS MEASURES

Activity Measures		2009	2010	2011	2012	2013	2014
Number of Grant-Funded Safety Belt Citations <sup>3</sup>	Final	4,888	28,349	2,897	3,057	9,019	9,016
Number of Grant-Funded Impaired Driving Arrests <sup>3</sup>	Final	2,373	2,129	3,015	3,132	4,003	2,133
Number of Grant-Funded Speeding Citations <sup>3</sup>	Final	14,597	17,217	16,573	16,571	17,725	21,148

Behavioral Measures		2009	2010	2011	2012	2013	2014
Observed Safety Belt Use, Front Seat Outboard Occupants	Goal	82.5%	83.0%	83.5%	86.2%	91.1%	92.9%
	Final	85.2%	87.4%	88.1%	87.4%	88.8%	

State Performance Measures		2009	2010	2011	2012	2013	2014
Number of Florida Resident Drivers $\geq$ Age 65 Involved in Fatal Crashes <sup>1</sup>	Goal	NA	413	400	377	358	340
	Final	260	442	397	363	465	
Number of Grant-Funded DUI Checkpoints Conducted	Goal	136	300	325	350	450	428
	Final	211	502	517	88	102	
Number of Grant-Funded Teen Driver Events Conducted	Goal	N/A	320	350	360	450	480
	Final	296	510	247	239	364	

<sup>1</sup> Fatality numbers come from the *Fatality Analysis Reporting System (FARS)* except for serious injuries, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.

<sup>2</sup> Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.

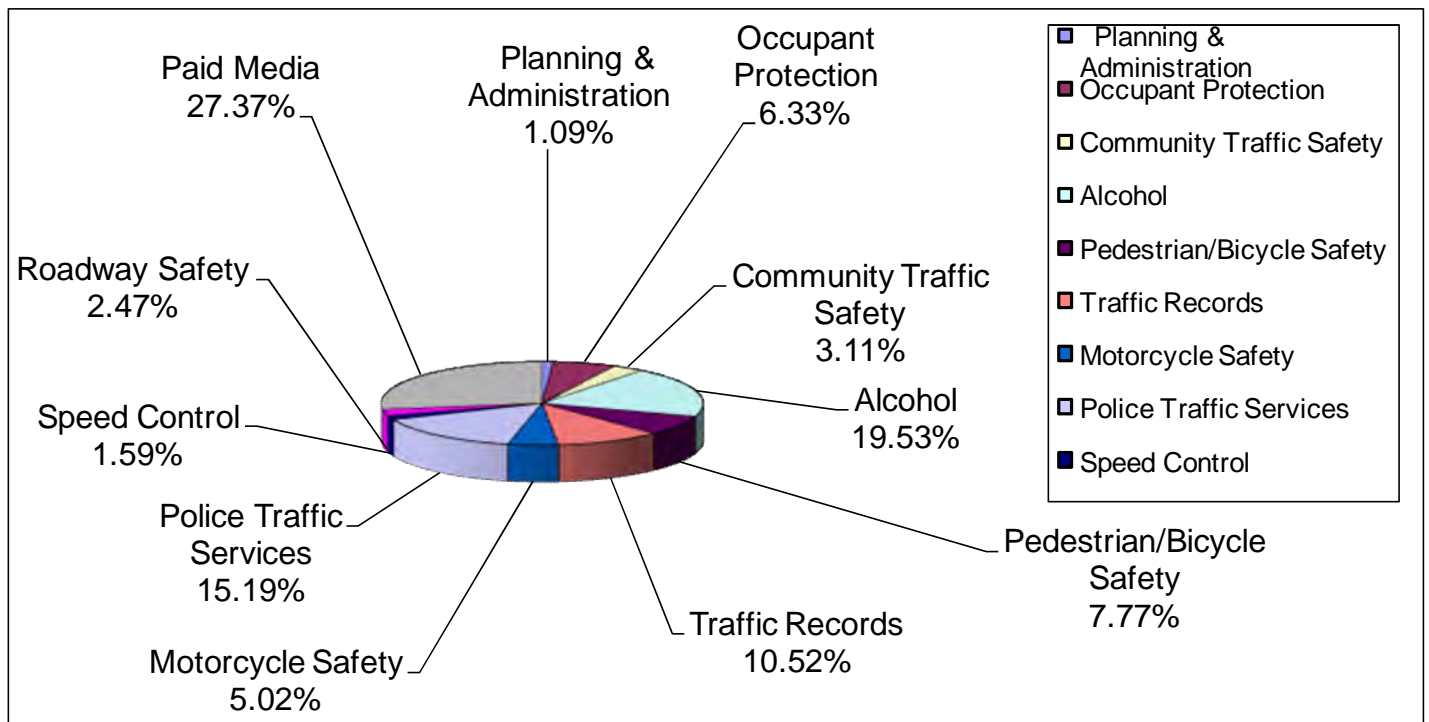
<sup>3</sup> Data for the Activity Measures is based on the quarterly reports filed by sub-grantees during the fiscal year while the other measures are based on calendar year data.

# EXPENDITURES

## 2014 Fiscal Year Funding Expenditures

Program Area	402	405 (b)	410	405 (d)	408	405 (c)	405 (f)	Total
Planning & Administration	\$252,763.97							\$252,763.97
Occupant Protection	\$1,411,859.42	\$49,976.60						\$1,461,836.02
Community Traffic Safety	\$719,136.56							\$719,136.56
Alcohol	\$1,692,840.30		\$1,446,116.13	\$1,374,483.62				\$4,513,440.05
Pedestrian/Bicycle Safety	\$1,795,930.27							\$1,795,930.27
Traffic Records	\$504,765.53				\$294,482.25	\$1,631,893.43		\$2,431,141.21
Motorcycle Safety	\$949,866.46						\$210,779.67	\$1,160,646.13
Police Traffic Services	\$3,510,678.69							\$3,510,678.69
Speed Control	\$367,925.66							\$367,925.66
Roadway Safety	\$570,633.05							\$570,633.05
Paid Media	\$1,071,387.55	\$1,854,601.32		\$3,397,646.99				\$6,323,635.86
<b>TOTAL</b>	<b>\$12,847,787.46</b>	<b>\$1,904,577.92</b>	<b>\$1,446,116.13</b>	<b>\$4,772,130.61</b>	<b>\$294,482.25</b>	<b>\$1,631,893.43</b>	<b>\$210,779.67</b>	<b>\$23,107,767.47</b>

\*Source: NHTSA Grant Tracking System (GTS) final voucher. Note: actual expenditures may differ from FY2014 planned allocations.



# PROGRAM REPORTS

## OCCUPANT PROTECTION PROGRAM

The Occupant Protection Program is administered by Florida Department of Transportation's (FDOT) Safety Office staff. FDOT awarded 11 Occupant Protection sub-grant applications using Section 402 funds totaling \$1,710,395; and Section 405 funds totaling \$560,976; Total Occupant Protection funding equals \$2,271,371.

Florida's seatbelt survey is conducted in April and June annually. The final 2014 Florida survey data shows the overall belt use rate, for drivers and passengers combined, measured 88.8% (90% was the goal). This is the highest seat belt usage rate in Florida's history.

Florida exceeded its performance measure for reducing the number of unrestrained occupant fatalities. 2013 data shows that the number of unrestrained occupant fatalities was reported at 402, a reduction of 13% from the 462 reported in 2012 Florida Traffic Crash Statistics.

Florida exceeded its performance measure for reducing the number of unrestrained occupant (children 5 years and under) fatalities. 2013 data shows that the number of unrestrained occupant (children 5 years and under) fatalities was reported at 72, a reduction of 42.4% from the 125 reported in 2012 Florida Traffic Crash Statistics.

The following FY2014 Occupant Protection Program projects assisted the state in maintaining high levels of overall occupant protection use, and in increasing the public's knowledge about the proper use of child restraint devices:



### Florida Statewide Seat Belt Use Survey

Tallahassee Community College contracted with the Preusser Research Group, Inc. (PRG) to conduct statewide seat belt surveys during April 2014 (pre-survey) and June 2014 (post survey).

Florida has a total of 67 counties. The 35 counties with the greatest numbers of fatalities account for 85.4 percent of the passenger vehicle occupant fatalities. PRG utilized 15 of those counties, in order to meet the new NHTSA design requirements for 2012 for seatbelt surveys.

The State of Florida provided a database with all national, state, and major city and county road segments, by county. This database was comprehensive for all roadways that are collectors or larger and was used for segment selections for those roadway strata. Florida also provided a complete census of local roadways for each of the 15 counties selected for the design, and those databases were used to select local road segments. All of the databases include segment identifiers, length, annual average daily traffic (AADT), and daily vehicle miles traveled (DVMT) values for each segment. Segments are also classified by road function type and urban/rural location. This allowed development of road type strata.

The result is that all necessary information was provided for developing a sampling plan according to NHTSA guidelines. PRG selected 165 observation sites, 11 from each county, distributed across 5 roadway functional categories, or strata. Counties surveyed include: Alachua, Broward, Collier, Duval, Escambia, Hillsborough, Lake, Lee, Miami-Dade, Orange, Pasco, Palm Beach, Seminole, St. Johns, and Volusia.



Seat belt use increased dramatically when Florida implemented a primary enforcement seat belt law:

- Just before going primary Florida seat belt use rate was at 80.9% (June 2009).
- Immediately after the primary law went into effect the use rate rose to 85.2% (July 2009).
- One year after the law change seat belt use in Florida was at 87.4% (June 2010).

Click It Or Ticket (CIOT) appears to have made a difference once again in 2014.

- Statewide seat belt use in April 2014 was 87.3% compared to 88.8% in June 2014, and this is a statistically significant increase.
- Awareness survey data collected shows statistically significant increases in awareness of the CIOT slogan. When asked the survey question: Do you recognize the Florida CIOT Slogan? In June 2014, 82.4% of the respondents answered yes compared to 80.5% in April 2014.
- Awareness survey data collected shows statistically significant increases in awareness of the CIOT seat belt enforcement. When asked the survey question: In the past 30 days have you read, seen or heard about CIOT seat belt enforcement in Florida. In June 2014, 61.2% of the respondents answered yes compared to 48.3% in April 2014.



## Florida's Click It or Ticket Challenge

This project provides incentives and awards to law enforcement agencies (LEAs) that consistently enforce traffic laws, in particular those who make concerted efforts to enforce occupant protection.

When law enforcement agencies “*step up*” motorists benefit by having safer roadways. The agencies that earn awards through the Challenge also benefit by receiving equipment for the effective enforcement of traffic laws, equipment that they would otherwise be unable to purchase given the severe fiscal limitations that most agencies currently operate under.

Throughout the year our seven (7) Law Enforcement Liaisons (LELs) met with their law enforcement agencies in 75 local area network meetings to promote and incentivize the CIOT program. They also conducted 2,092 agency meetings/contacts to promote the COIT Challenge. Approximately 12,069 promotion/incentive items were distributed to agencies to promote and encourage participation in the CIOT Challenge as well as a fully equipped 2014 Chevrolet Silverado. The LELs also serve as a resource regarding other Florida Department of Transportation occupant protection measures. During these waves, 5,052 seat belt citations and 154 child restraint citations were written. This year 217 agencies participated in the CIOT Challenge. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be an effective and efficient means to applying for this and other Challenges. In addition to the submitted Challenge application, officers were able to peruse the Challenge Rewards Catalog for various traffic safety items available to be purchased with Challenge Rewards Points earned by placing in the competition. The Florida Law Enforcement Challenge award ceremony was held June 27, 2014 in

# PROGRAM REPORTS

## OCCUPANT PROTECTION PROGRAM (continued)

Orlando with the Greenacres Police Department winning the grand prize of a CIOT fully equipped Chevrolet Silverado.

### Florida Occupant Protection Resource Center (FOPRC)

This web-based resource center is a one-stop shop for occupant protection, including, educational materials, child safety seats, costs for Child Passenger Safety (CPS) Instructors to teach 32 hour CPS Technician Course, costs for CPS technicians to be certified/recertified, training opportunities, and links to other occupant protection safety websites. T-Square provides technical and administrative oversight and maintenance of the projects, and produces quarterly and final reports to FDOT.

- FOPRC's Child Safety Seat Distribution Program: During the 2014 Grant Cycle, the Pensacola, and Ft. Meyers Child Safety Seat Distribution Centers distributed 5,804 child safety seats to low-income families. Certified CPS instructors and/or technicians show CPS videos, review educational brochures and provide individual instructions on how to install the child safety seat. As a web-based resource center, these program services are available to 100% of the state's total low-income population. As seed money for local CPS programs, a \$20 donation is requested from caregivers receiving a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. All agency personnel who distribute child safety seats are required to be a certified CPS instructor and/or technician.
- CPS Technical Training: Agency personnel and law enforcement officers providing services at child safety seat distribution sites must be certified utilizing NHTSA's Standardized CPS Technician Training. The FOPRC contracts with CPS Instructors to conduct CPS Techni-

cian Training and Certification Renewal courses. Forty-seven National Standardized CPS 32-hour Technician classes were taught during FY2014, with 702 students becoming certified CPS technicians. CPS Technician Scholarships for Safe Kids certification and re-certification were extremely popular, with 196 scholarships awarded during this grant cycle, a 100% increase from the previous grant cycle (97 awarded). Statewide, there are 91 certified CPS instructors and 1,251 certified CPS technicians, representing all seven (7) FDOT districts, and 67 counties.

- Child Safety Seat Fitting Stations: Florida has 113 permanent child safety seat inspection stations listed on the NHTSA and FOPRC websites. To increase awareness around occupant protection and child safety seat use, pamphlets, posters and rack cards are available at each station.
- 2014 CPS Week: during September, Governor Rick Scott signed Florida's CPS Week Proclamation. Florida conducted more than 70 CPS Week Events that included media at the majority of these events, this number represents to highest number of events ever held in Florida.

### Florida Special Needs Occupant Protection (FSNOP) Program

During the 2013 grant cycle this program was collapsed into the Florida Occupant Protection Resource Center grant. This grant had to absorb the costs for the special needs child restraints and the cost for the Special Needs Coordinator to travel to conduct the required twelve (12) site visits and training needed for updates and quality assurance.

This program facilitates hospital-based, certified Child Passenger Safety (CPS) technicians with specific training to provide "loaner" special needs child restraints to children with acute special health care needs and those arriving at the hospital with issues resulting from motor vehicle crashes. Florida's participating Children's Hospitals are required to provide CPS Techs qualified to receive

this training and work in the guidelines of the program. The FSNOP uses a curriculum designed and developed for this program which provides the training and guidelines for upkeep and distribution of the various special needs child restraints provided in the grant. Additionally, the program functions as a child passenger safety restraint resource for children with chronic special health care transportation needs.



Florida currently has 17 Children's Hospitals and this program is implemented and operational in the following twelve (12) hospitals: Sacred Heart Children's Hospital in Pensacola, Miami Children's Hospital in Miami-Dade County, Winnie and Arnold Palmer Hospital for Women and Children in Orlando, Florida Hospital for Children in Orlando, Nemours Children's Hospital in Orlando, Golisano Children's Hospital of Southwest Florida in Ft. Myers, All Children's Hospital in St. Petersburg, Wolfsons Children's Hospital in Jacksonville, Joe DiMaggio Children's Hospital in Hollywood and St. Joseph's Hospital for Women and Children in Tampa. During this grant cycle, the grantee filled a void in the State for this program (the central Panhandle area of Florida) by including Tallahassee Memorial Hospital a Level II Trauma Center. They completed the application process and were selected to be the 11<sup>th</sup> Special Needs Site for the State and the first non-children's hospital in the program. Additionally, to help with the high volume of pediatric hospital traffic in southeast Florida we added the 12<sup>th</sup> site at West Palm Beach Children's Hospital at St. Mary's Medical Center in the Palm Beach area.

The two newest sites and Miami Children's Hospital received the one day required training in the new curriculum. It is a very intense class that looks at the car Beds, harnessed car seats and vests that are a part of the Special Needs Program in our state. Evaluation, distribution, tracking and cleaning of the restraints is covered extensively in the class and participants are required to do installations of special needs dolls (casted, trached, and tubed) in the seats and cars to pass the course. Many videos are provided to help illustrate the processes used. Also provided to the participants is a series of CPS Teaching Guides as a checklist on the various restraints.

The Special Needs Program Sites loaned a total of 384 special needs restraints and provided/fitted 45 regular car seats for a total of 429 seats for children with special health care transportation needs. The program conducted 522 evaluations during the grant year to achieve these numbers. Since many of the special needs child restraints in the program were reaching their expiration dates it was necessary to take inventory at the sites and place orders to replenish the special needs restraints to keep the program in functional order. Requests were submitted to Dr. Willis who compiled the data and ordered appropriate replacements for the program. The cut-away HOPE Bed and the Jefferson Rear-Facing Infant seat were added as loaners to be obtained from Dr. Willis on an as needed basis. These new restraints are excellent additions to the program seats used in the grant.

# PROGRAM REPORTS

## OCCUPANT PROTECTION PROGRAM (continued)

### Florida Minority Task Force on Occupant Protection (FMTOP)

The FMTFOP grant project goals differ from the previous four grant cycles. During the 2014 grant cycle the task force used this time to develop a three year strategic plan, reflect on the previous four grant cycles to identify areas of the intervention that the task force could improve, and lastly task force membership building.

The strategic planning session was facilitated by UF professionals, to establish a framework and long term project goals for the task force to allow the team to recruit and build the volunteer committee as well as better establish the task force as a formal, state-wide effort.

FMTFOP's continued objective for this grant is to increase seat belt use within the African American and Hispanic community. Historically, these demographics have had the lowest seat belt use rate in the state.

FMTFOP worked with various stakeholders and organizations to continue their comprehensive approach to motor vehicle safety.

Below is a list of events that make up the intervention:

- FMTFOP leadership meets with the selected County/City leadership to get their buy-in to the intervention.
- Select survey site locations in African American and Hispanic communities (using FDOT crash data).
- Conduct pre-observational seat belt survey in the selected sites.
- Conduct community outreach, in the same locations where the seat belt surveys were conducted (this effort is conducted Friday–Sunday to maximize the FMTFOP exposure in the selected communities).

- Conduct post-observational seat belt survey in the same selected sites as the pre-survey.
- Identify champion(s) to continue to share the FMTFOP message once the intervention is complete; and
- Prepare Final Report to share with County/City leadership, local media, and FDOT.

**Pre and Post Observational Seat Belt/Child Restraint Surveys:** The surveys were conducted in the eight (8) selected survey sites, on Tuesdays between the hours of 7:30 a.m. to 9:30 a.m. (morning survey) and 4:00 a.m. to 6:00 p.m. (afternoon survey).

**Community Outreach:** The FMTFOP distributed occupant protection, seat belt, and child safety seat educational materials throughout the eight selected survey sites over a three day period (Friday-Sunday). The targeted locations for the community outreach efforts included churches, daycares, schools, retail/grocery stores, restaurants, and barber/ beauty shops.

With the development of the three year strategic plan, the task force was able to create a FMTFOP Membership Application. Membership building is a long-term goal within the task force strategic plan, so it's a work in progress at this point. January 2015 was identified by task force leadership for the next membership building meeting to be held in Gainesville.

Events the FMTFOP participated in during this grant cycle:

- Florida Special Olympics Event by Leon County on March 2, 2014.
- A CPS class was taught in Jacksonville on March 27-28, 2014, by Dr. Morya Willis, as a part of the effort to assure the Minority Task Force message continues to be spread in the counties that have

- hosted community educational interventions by the Minority Task Force group.
- The FDOT Safety Office presented information on the FMTFOP during the April 2014 Lifesavers Conference in Nashville, TN. The paper presented by Dr. Morya Willis on how the Minority Task Force process works to increase safety belt usage in focus areas for African American and Hispanic communities was well received by the 80 – 100 attendees.
- The 18th Black Men's Health & Wellness Expo was held in Orlando on June 14, 2014. Attendees ranged from teenagers to grandfathers and all were very interested and impressed with the materials and information presented in the Minority Task Force on Occupant Protection booth. Multiples of several items were collected by attendees to be taken back to their home base and distributed to churches and other groups.
- The Tom Joyner Family Allstate Family Reunion and Expo was held in Orlando, FL on August 28 - September 1, 2014. This event is one of the largest meetings held annually where African Americans (30,000 participants attend this 4 day event) come together as a community to learn about the importance of using safety belts, child safety restraints, share new ideas, discuss wellness, health and nutrition, and learn about terminal illnesses and diseases causing high morbidity in the African American community.

Some positive outcomes from this year's effort:

- The Strategic Planning meeting was extremely successful and resulted in a good plan for the upcoming grant efforts.
- The report on the Minority Task Force project provided during Lifesavers 2014 was well received.
- Development of a toolbox that expands the county, site, or neighborhood selection process with the inclusion of data supported methods will be helpful in

transporting the program to other states.

Areas for improvement during the next grant year:

- Recruiting additional Minority Task Force members needs to continue.



### **Radio Disney Traffic Safety Campaign**

During the 2014 Grant Cycle, Radio Disney implemented a four part traffic safety campaign for the FDOT Safety Office. Radio Disney executed 14 community events, 10 in-school educational programs, van sponsorship messaging, and Disney On-Line messaging for the FDOT Safety Office.

Radio Disney developed a “Traffic Safety Zone”. Within the Traffic Safety Zone there were stations that had hands on activities/ games that focused on each of the following initiatives:

- Seat Belt Safety
- Distracted Driving Education
- Pedestrian Safety
- Bicycle Safety

This interactive hands-on Traffic Safety Zone was used for both the community events and in-school educational programs.



# PROGRAM REPORTS

## OCCUPANT PROTECTION PROGRAM (continued)

**PART 1, Community Events:** Radio Disney was able to bring the Radio Disney Traffic Safety Zone to the following community events: Dec 2013-Radio Disney Holiday Concert, Jan 2014-Windermere Arbor Day, Feb 2014-Leesburg Mardi Gras/On the Road to the RMDAs, Mar 2014-Magic of Healthy Living Festival & Kowtown, Apr 2014-Spring Fever in the Garden & Sanford Eggstravaganza, May 2014-Family Fest & Education in the Park, Jun 2014-Cocoa Village's BBQ and Blues, Jul 2014-Celebrity Mascot Games, Aug 2014-Brevard Caribbean Fest & Family Fall Festival, and Sep 2014-Radio Disney Live in the Park.

Radio Disney's Traffic Safety Zone 14 Community Events allowed families and children the opportunity to be educated on each of the safety zones key initiatives mentioned above through hands-on and fun.

**PART 2, In-School Educational Programs:** Radio Disney was able to bring the Radio Disney Traffic Safety Zone to the following schools: Dec 2013-Timber Lakes Elementary School in Orlando, Camelot Elementary School in Orlando, Waterbridge Elementary School in Orlando, and Pine Castle Elementary School in Orlando, Feb 2014-English Estates Elementary School in Fern Park, Mar 2014-Lake Como Elementary School in Orlando, May 2014-Durrance Elementary School in Orlando, Tildenville Elementary School in Winter Park, Engelwood Elementary School in Orlando, and Killarney Elementary School in Winter Park.



Radio Disney's Traffic Safety Zone 10 In-School Educational Programs consisted of four rounds of hands-on engagement and activities with the students that focused on the four key initiatives of the campaign. The first round of the program was focused on bicycle safety, the second round focused on pedestrian safety, the third round focused on seat belt safety, and the fourth round focused on distracted driving. The key demographic of this program was 4<sup>th</sup> and 5<sup>th</sup> graders.

**PART 3, Van Sponsorship:** Radio Disney placed the "Buckle Up Florida" logo on all three Radio Disney vans as a way to expand the message of seat belt across Central Florida. The vans were present at 109 community events and 10 in-school educational programs.

**PART 4, Disney On-Line:** During the 2014 grant cycle the "Buckle Up Florida" banner ad was circulated across select Disney websites as a way to increase awareness about seat belt safety. The banner ads were geo-graphically targeted to Central Florida and by the end of the year, the banner ads had a total of 2,666,344 impressions on the select Disney websites.



**SPECIAL NOTE:** During early September 2014, the FDOT Safety Office was contacted by the Radio Disney Project Director and notified that effective September 26, 2014, all Radio Disney's around the world were shutting their doors. The Disney organization is moving from radio broadcasts to social media for their marketing efforts. As a result, these efforts were restricted to one year.

## COMMUNITY TRAFFIC SAFETY

The following FY2014 Community Traffic Safety Program projects assisted the state in maintaining high levels of overall traffic safety:

### **Public Information and Education Programs**

Seven sub-grants were awarded to the FDOT District Offices (\$50,000 per district). FDOT has been active in the support of Community Traffic Safety Teams (CTSTs). Each FDOT District has a CTST Coordinator who works closely with the CTSTs in their geographic area, and the Central FDOT Safety Office acts as a liaison to the District Coordinators.



CTSTs are locally based groups of highway safety advocates who are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include local city, county, state, and occasionally federal agencies, as well as private industry representatives and local citizens. The community boundaries determined by the individuals comprising the team, and can be a city, an entire county, a portion of a county, multiple counties, or any other jurisdictional arrangement. By working together with interested citizens and other traffic safety advocates within their communities, the CTSTs help to solve local traffic safety problems related to the driver, the vehicle, and the roadway.

One common goal of each Community Traffic Safety Team is to reduce the number and severity of traffic crashes within their community. A “Unified Campaign” component is part of each district’s grant, the last two grant cycles the CTSTs District Coordinators selected Distracted Driving as the focus for their unified campaign and they decided to use “Put It Down” as their tagline for this campaign.



# PROGRAM REPORTS

## COMMUNITY TRAFFIC SAFETY (continued)

### Teen Traffic Safety Programs

The teen traffic safety programs are a critical component of our state plan to reduce traffic crashes, injuries and fatalities. Through the hard work of our public and private partners, Florida is leading the way by developing innovative programs in which our young people can participate. The teens are the only target group that we can promote all traffic safety programs. For that reason, we continue to expand this program area.

### Students Against Destructive Decisions (SADD)

One of our statewide partners is Students Against Destructive Decisions (SADD). It provided support to 148 registered Florida SADD chapters at elementary, middle and high schools campuses throughout Florida. The SADD State Coordinator conducted 34 outreach events to 34 schools which included training and educational activities. Peer-to-peer education continues to be an important component in the success of reaching teens regarding topics relevant to teen safe driving. Parents continue to be the number one influencer on teens, but peer-to-peer education ranks in the top three. SADD chapters give students a means of supporting and educating each other on making positive decisions while in a car, access to adults who can guide them, and tools pertinent to their success.

During this past year, we have had a Florida SADD student selected to be on the SADD National Student Advisory Board and one of our advisors was awarded 2<sup>nd</sup> Runner-up as the SADD National Advisor of the Year.



### Drive with CARE

The Statewide Drive with CARE project is administered by the Florida Department of Highway Safety and Motor Vehicles. This multicultural, interactive teen outreach project explained driving laws, restrictions and addressed the importance of developing good driving skills and behaviors. This program also included a parent component to inform and empower parents in their role and responsibilities as a parent of a teen driver. Throughout the year, 341 presentations and outreach events were conducted.



### FL SPARK

FL SPARK, a component of the Florida Teen Safe Driving Coalition, was provided funding for a symposium focused on the cultivation of teen peer advocacy groups within the State of Florida. Teens were educated about existing Graduated Driver's License (GDL) laws, their benefits and the need for them, the benefits of seatbelt use, the hazards of distracted driving and texting, and how to educate their peers and community leaders on these issues. Our leadership academy was recognized by the National Safety Council and by the Governor's Highway Safety Administration. The leadership academy is an example of how successful a group of public and private traffic safety organizations can be when working in cooperation on a single goal – saving lives.

## IMPAIRED DRIVING

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The Alcohol Program is administered by the Florida Department of Transportation's Safety Office (FDOT).

There were 39 alcohol sub-grants awarded in FY 2014 using three sources of funding. Five sub-grants were awarded using Section 402 funds, 14 were awarded using Section 410 funds, and 20 were awarded using Section 405-D funds.

Alcohol suspected crash fatalities had a decrease of 4.67 % in 2012 from 2011 based on preliminary data. Alcohol related fatalities increased from the base number of 794 in 2011 to a preliminary number of 877 or a 10.45 % increase from 2012. There was increased enforcement for impaired driving with 176 arrests for impaired driving at 95 DUI checkpoints and 3,827 impaired driving arrest for impaired driving from 1,650 saturation patrols. In addition over 1,300 law enforcement officers received training in DUI enforcement and detection.

In 2014, Florida committed Section 402 funds to targeting problems associated with alcohol-related crashes and fatalities.

### Training

Statewide, \$802,525 was provided for training of law enforcement which provided for 32 classes for Standard Field Sobriety Testing (SFST) and 20 Advance Roadside Impaired Driving Enforcement (ARIDE). Additionally, Florida is able report that the state now has 225 law enforcement officers certified in Drug Recognition and Evaluation. During FY 2014, over 1,300 law enforcement officers received training using Section 402 funding to eradicate the impaired driver from Florida's highways.

The Department of Highway Safety and Motor Vehicle will provide training related to the administrative suspension of drivers licenses, DUI, evidence, and lawful traffic stops by officers to hearing officers and support staff. The administrative driver license hearing is an effective deterrence and it is critical that hearing officers be well trained in order to uphold and properly determine cases. Florida allocated \$116,500 to provide this critical training to 166 hearing officers statewide.

### Florida Impaired Driving Coalition

The Florida Impaired Driving Coalition continued to move forward addressing prevailing issues to combat the Impaired Driving problems in the state.

### The Florida DUI Challenge

An incentive program was also available to Florida's law enforcement agencies during FY2014. The Florida DUI Challenge is open to all state, county, and municipal law enforcement agencies within Florida and allows all Florida agencies to participate in a program which challenges their efforts in six areas: policy, DUI enforcement, DUI special operations, participation in both Florida and National impaired driving campaigns, law enforcement training and public information. This program provides incentive awards to winning agencies based on their performance within their category and based on agency size. The Florida Law Enforcement Liaison Program works with local agencies in developing and coordinating their checkpoints and saturation patrols.





# PROGRAM REPORTS

## IMPAIRED DRIVING (continued)

### DUI Checkpoints and Saturation Patrols

Ten of 14 Section 410 sub-grants, or approximately \$906,981, was provided to law enforcement agencies to address alcohol-related crashes within their communities and state-wide. This funding provided a breath test instrument and was specifically allocated to fund DUI Checkpoints and Saturation Patrols for personnel overtime.

### DUI Court

Florida continued to increase its efforts to eradicate the repeat offender by continuing funding to the DUI Court in Volusia County. This program includes on-going judicial supervision, intensive community supervision, treatment, alcohol screenings, and community involvement. This program is not a diversion program (participants will still face criminal charges); it is a support mechanism for offenders that struggle with alcohol abuse.

### Local Law Enforcement Agencies

Law enforcement agencies also saw their share of success in FY 2014 as demonstrated by the Ocala Police Department (OPD) and the Tampa Police Department (TPD). The OPD saw significant success in its first year of funding. By the use of data driven targeted patrols, OPD was able to reduce impaired driving crashes by 11% and increase DUI arrests by 2%. Those numbers are expected to climb due to the addition of a grant funded Intoxilyzer which was placed in a department DUI Vehicle. The addition of this vehicle will allow for faster processing, and return the officer back in service to apprehend additional impaired drivers. Through funding of an aggressive data driven enforcement program, the OPD has been able to great strides in addressing the DUI issues plaguing their community.

The Tampa Police Department in their final year of grant funding recorded 304 DUI arrests during the FY 2014 grant period. TPD's enforcement efforts have had a great impact, Impaired Driving Related Fatalities are down 52% from the previous year's totals. They also began working with the Hillsborough County Sheriff's Office to educate high school students on the dangers of driving impaired.

Fifteen of 20 Section 405 sub-grants, or approximately \$1,086,190, was provided to law enforcement agencies to address alcohol-related crashes within their communities. This funding provided two breath test instruments and two light towers were specifically allocated to fund DUI Checkpoints and Saturation Patrols for personnel overtime.

### Traffic Safety Resource Prosecutor Program

The Traffic Safety Resource Prosecutor Program (TSRP) continues to address the complex difficulties of DUI prosecution that face law enforcement officers and prosecutors alike. This program is designed to train prosecutors and law enforcement officers, and to provide technical support to prosecutors. The two TSRPs train DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including Vehicular Manslaughter prosecution. In addition to classes, the TSRPs also provide lectures at seminars throughout the state, and are involved in the





Florida Impaired Driving Coalition. As often as possible, TSRPs attend alcohol and drug-impaired classes to law enforcement, and participates in ride-alongs with DUI enforcement officers throughout the state. TSRPs have trained 138 prosecutors and 36 law enforcement officers and have attended many summits, meetings, workshops, trials and committees during the course of the fiscal year. The program also used funds to replace TSRP vehicles that had exceeded their useful life.

### **DUI Prosecution Support**

Florida's Alcohol Testing Program utilized a Statewide DUI Prosecution Support program to assist the Florida Department of Law Enforcement with complex DUI cases. In the FY 2014 this program assisted Florida Assistant State Attorney's with 94 cases and attended 52 court hearing, depositions or trials to ensure that DUI cases were not dismissed, plead down, or postponed due to lack of expert prosecution assistance relating to the Intoxilyzer 8000.

### **DUI Prosecutors**

The Sixth and Eleventh Judicial Circuits were funded to provide a total of three DUI Prosecutors. These two programs, in Miami-Dade and Pasco Counties, have made significant progress in ensuring impaired driving convictions, based upon decreases in motions to dismiss, challenges of evidentiary issues and reclassification of DUI charges to reckless driving. This has been accomplished by having experienced prosecutors aggressively counter the tactics used by defense attorneys.

### **Mothers Against Drunk Driving (MADD)**

Mothers Against Drunk Driving continued a statewide project focused on prevention programs, training courtroom monitors, training law enforcement officers on the impact of impaired driving, and expand victim impact pan-

els. Those goals were focused on reaching out to the communities as well as criminal justice agencies, and judicial branches of government that are all crucial parts of the goal of educating occurrences of impaired driving.

### **Breath Testing**

The Florida Department of Law Enforcement continued work to restructure some elements involved in the breath testing process to allow for greater accountability. Software improvements, increasing accountability and ensuring that only certified breath test operators can operate breath testing instrument, and reducing the human element errors that can occur during recertification of the instruments. The Intoxilyzer 8000 is a vital part of the process of prosecuting impaired driving cases. Funds were used to purchase equipment for the laboratories and for training instruments to reduce errors in the evidential instruments.



# PROGRAM REPORTS

## PEDESTRIAN AND BICYCLE SAFETY

The Pedestrian/Bicycle Safety Program is administered by the Florida Department of Transportation's (FDOT) Safety Office. There were twelve (12) Pedestrian/Bicycle sub-grants awarded in FY2014 using Section 402 as the funding source.

The number of pedestrian fatalities continues to decrease. From 2010 to 2013 the preliminary data shows a 7.03 % decrease in pedestrian fatalities. Bicycle fatalities are continuing to decline with a 15.0 % decrease from 2010 to 2013.



### Florida's Comprehensive Pedestrian Safety Program

This Comprehensive Pedestrian Safety Program Grant is a continuation award to the University of South Florida Center for Urban Transportation Research. Sub-grant funds were used for coordination and support of Florida's Pedestrian and Bicycle Safety Coalition, furthering the implementation of Florida's Pedestrian and Bicycle Strategic Safety Plan, and supported a coordinated a public outreach, educational, and enforcement campaign promoting pedestrian and bicycle safety. The goal of this project was to increase awareness of pedestrian laws by 5% and to reduce pedestrian and bicyclist fatalities and serious injuries by 5%.

### Pedestrian Program Evaluation and Data Collection

This sub-grant was awarded to the University of South Florida Center for Urban Transporta-

tion Research to evaluate the effectiveness of Florida's Focused Initiative for Pedestrian and Bicycle Safety. A total of 1,496 public opinion surveys and 7,952 observations were collected during this fiscal year in the top ten high priority counties. The collected data showed that based on their characteristics and observed pedestrian, bicyclist, and driver behavior, the selected sites were safer than last year's data reflected. The results showed that when asked questions about the traffic laws, the majority of people knew the correct answer and followed the law. A total of 82 percent of people crossed at the crosswalk and correctly answered the question referring to illegal midblock crossing. Fifty-eight percent of people said they press the "walk" button when available, and were also observed pressing it and 62 percent of people were observed starting to cross on green pedestrian time, and also said they crossed on green when asked. About eight percent of observations occurred after the person was asked to take the survey. These observations were marked and showed significant improvement from the rest of the observations which occurred before the survey. Ninety-five percent of people crossed on the crosswalk when asked questions first versus 67 percent when asked after the observation, 68 percent of people crossed on green pedestrian time versus 45 percent when observed first, and 61 percent of people pressed the button when asked the questions first versus 38 percent when observed first and asked questions later.

These conclusions show that the method of using opinion surveys and observational surveys to establish the difference between what people know to be the law and their actual behavior varies significantly. This method helps us pinpoint the problematic areas and the group of users with the largest benefit from the safety campaign. In certain areas, there was a clear distinction between the driver population and the pedestrian popula-

tion, so separate surveys were used to collect more accurate results relevant to each population.

### **Pedestrian Safety Enforcement and Education Program**

The lead agency was the Miami-Dade County via the Miami-Dade Police Department. The grant funds were used to conduct high visibility pedestrian enforcement operations in areas identified by a traffic crash data analysis.

Community partnerships with other sub-grantees in Miami-Dade County provided a strong base for the educational aspect of the program. Time for enforcement was limited due to the late award date but enforcement details conducted resulted in 3792 citations. A total of 104 pedestrian educational presentations reaching 15,820 people and 29 new community partners were secured via the program.

### **Safety Afoot Program**

The lead agency for Safety Afoot program was the Hillsborough County Sheriff's Office. The grant funds were used to conduct high visibility pedestrian and bike enforcement operations in areas identified by a traffic crash data analysis with an educational component. Time for enforcement was limited due to the late award date but enforcement details conducted resulted in 101 bicycle and pedestrian citations issued and 1,704 contacts made with bicyclist and pedestrians. There were also three bicycle rodeos held during the last two quarters.



### **Florida's Pedestrian/ Bicycling Safety Resource Center**

The lead agency for the resource center is the University of Florida's Transportation Technology Transfer Center. This is a web-based resource center for citizens of Florida to obtain bicycle helmets, pedestrian/bicycle safety brochures, videos, lending library, educational materials, promotional items and access to their quarterly newsletter. During the 2014 grant cycle there were 38,117 bicycle helmets distributed; 394 Helmet fitters trained, six articles with a pedestrian/bike safety focus published in the T-Square Newsletter; and they filled 2,243 requests for a total of 815,842 promotional/educational items. Their website address is <http://t2ctt.ce.ufl.edu>.

### **Pedestrian Safety Improvement Program for Selected Cities: Part 2 Program in Volusia County**

The lead agency for this grant was River To Sea TPO. The River to Sea TPO contracted with the Center for Education and Research in Safety (CERS) to develop a "high visibility enforcement of pedestrian right of way laws," a low cost campaign to increase the safety of pedestrians in crosswalks. River to Sea TPO partnered with local law enforcement agencies to conduct enforcement operations in three cities following the educational workshops with those agencies. The operations yielded 156 verbal warnings and 164 citations for pedestrian right of way violations. 67,000 bicycle safety flyers were also printed and distributed through the Tax collectors office.

## PEDESTRIAN AND BICYCLE SAFETY

### **Public Awareness Campaign to Reduce Elder Pedestrian Injuries/Fatalities in Miami**

The lead agency for this grant was the Alliance for Aging, Inc. This program provided a bilingual education and awareness campaign. There were 674 individuals that attended 33 Safe Steps-Pasos Seguros educational workshops. Public awareness campaigns reached approximately, 1,836,000 English speakers and 530,213 Spanish speakers via television and 123,492 via their digital media.

### **WalkSafe Statewide Program**

The lead agency for this grant was the University Of Miami Miller School Of Medicine. The program was established to disseminate the WalkSafe for children curriculum statewide. The Program was able to establish 108 Partnerships, 19 County Coordinators, and complete 53 Webinars.

### **WalkWise Program**

The lead agency for this grant was the University of South Florida Center for Urban Transportation (CUTR). The program was established to increase Knowledge of Safe Pedestrian Behavior in the Tampa Bay area. There were 192 pedestrian safety presentations conducted during the cycle with a total of 3,294 attendees.

## TRAFFIC RECORDS

The continuation of the TraCS Florida program was funded another year to serve as Florida's free electronic solution for agencies wishing to process electronic crash forms and tickets, through Florida State University. Primary activities performed in Fiscal Year 2013-2014 included support of existing agencies, assisting new agencies with TraCS implementations, transitioning agencies from paper crash form submission to the Department of Highway Safety Motor Vehicles (DHSMV) electronic crash form submission to DHSMV, transitioning agencies from paper citation form submission to local clerks to electronic citation form submission to local clerks, assisting the Florida Association of Clerks and Comptrollers (FACC) and DHSMV with beta testing the new eCitation vendor approval process.

The Traffic Records Coordinating Committee voted to use the Section 408/ 405 (c) funding to continue another year of funding for the Field Data Collection for NEMESIS Compliance; Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics; Franchising Support for Traffic Records Injury Prevention Program (TRIP); A Unified and Sustainable Solution to Improve Geo-Location and Crash Data Timeliness; Crash Data Improvement Plan; Several law enforcement agency equipment purchases to facilitate electronic submission of crash and/or citation data. A roll-call type video regarding the importance of date was also produced and published on the TRCC website.  
[www.fltrafficrecords.com](http://www.fltrafficrecords.com)





## MOTORCYCLE SAFETY

The Motorcycle Safety Program is administered by the Florida Department of Transportation's Safety Office. There were seven motorcycle safety sub-grants awarded using Section 402 funds in FY 2014.

For nearly ten years preceding the establishment of the Florida Motorcycle Safety Coalition, Florida experienced a significant increase in motorcycle registrations, endorsements, crashes, fatalities, and injuries. In 2007 and 2008 Florida experienced a slight reduction in motorcyclist fatalities (less than 2%); however, since the inception of the Motorcycle Safety Coalition, there has been a 20% reduction in the number of Motorcycle fatalities and a 16% reduction of motorcycle crashes from 2008-2012. Unfortunately 2013 data shows an increase in motorcycle fatalities. In 2013 there were 462 motorcyclists killed an increase from 457 in 2012.

### Florida's Comprehensive Motorcycle Safety Program

The University of South Florida Center for Urban Transportation and Research (CUTR) is responsible for the Implementation of Florida's Motorcycle Strategic Safety Plan (MSSP) as well as the functions of Florida's Motorcycle Safety Coalition. Motorcycle crashes pose a serious concern because of the health, economic, and social issues they raise. The causes of motorcycle crashes cannot be attributed to any single source. A combination of elements are involved. Therefore, comprehensive safety campaigns and approaches are necessary in order to address the many different contributing causes.

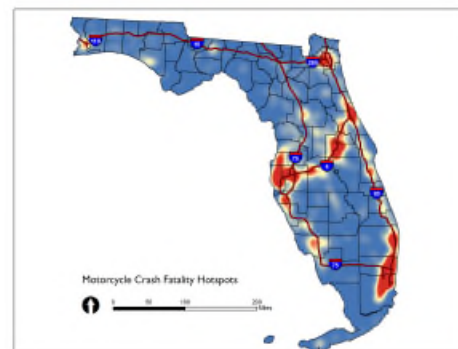
This statewide program is to coordinate and implement Florida's Motorcycle Safety Strategic Plan utilizing the business plan to "identify critical issues, establish achievable performance indicators and evaluate the effectiveness all motorcycle safety programs com-



prehensively.

During the 2014 grant cycle, CUTR has successfully achieved three program objectives and demonstrated the effectiveness of the Comprehensive Motorcycle Safety Program. CUTR successfully conducted three Florida Motorcycle Safety Coalition meetings and a motorcycle assessment. The meetings were held in November 2013, January, and August 2014, respectively. The Motorcycle Assessment was conducted in May 2014 in Tampa. CUTR assisted the coalition to effectively implement 13 strategies/action steps identified in the MSSP Business Plan including, coordinating and attending many outreach events promoting motorcycle safety throughout Florida (Biketoberfest, Bikeweek, Leesburg, Thunderbeach, and the annual Hog Rally, along with many local events.).

### Fatal Motorcycle Crash Hotspots





# PROGRAM REPORTS

## MOTORCYCLE SAFETY (continued)

### Program Evaluation and Data Collection

The University of South Florida Center for Urban Transportation and Research (CUTR) is responsible for conducting the surveys, data collection and analysis. This data is used to evaluate the effectiveness of Florida's Comprehensive Motorcycle Safety Program. The behavioral and statistical study of motorcyclists was developed in accordance with the recommendations set forth by the Motorcycle Assessment Team in February 2008 to *"develop objective evaluation tools and use them to determine the effect of funded grant projects on reducing motorcycle crashes, fatalities, and injuries,"* and *"conduct the rider phone survey at least annually and adapt it to trends and recent FDOT, DHSMV, and FHP activities."*

The University of South Florida Center for Urban Transportation Research (CUTR) conducted a series of two public surveys, one for those who completed a Florida Rider Training Program for motorcyclists and one for those with motorcycle endorsements from the State of Florida.



### Florida Motorcyclist Survey

A web-based survey with a multi-method sampling approach was adopted to conduct the 2014 Florida Motorcyclist Survey. The survey link was distributed through the following methods:

### Address-Based Sampling (ABS)

Postcards with an invitation to complete the web-based survey were sent to a random sample of endorsed motorcyclists. A total of 30,000 addresses were sampled from the Florida DHSMV database of endorsed motorcyclists. In addition, targeted sampling was conducted by using Facebook for 14 days. A total of 3,035 complete responses were obtained from this sampling method.

In general, survey respondents were experienced motorcycle riders. Nearly two thirds of respondents reported they have been riding for more than 10 years, while about 1.6 percent of respondents had been riding for less than 1 year. Eighty percent of respondents reported they own a motorcycle and ride regularly. Four out of ten respondents (42.1 percent) reported that they ride a motorcycle more than once per week, and 17.7 percent of respondents reported they ride every day. Twenty point six percent of respondents reported their primary purpose for riding is commuting.

While nearly all respondents support Florida's mandatory training law for new riders, respondents were sharply divided on their position towards the reinstatement of Florida's universal helmet law.

The 2014 survey obtained feedback from Florida motorcycle riders to measure the impact of various safety campaigns in Florida. Overall, statewide motorcycle safety programs are well-received by motorcycle riders.

### Florida Rider Training Survey

A list of Florida Rider Training Program (FRTP) schools in Florida was obtained from the FRTP website (<http://motorcycles.hsmv.state.fl.us/index.cfm>) and

all schools were contacted inquiring if they would administer the paper and pencil surveys to new graduates upon completion of the Basic Rider Course (BRC). A total of 9 FRTP schools with facilities in 15 different cities around the state of Florida agreed to assist in administering the survey to their students. The survey was conducted during June and July 2014. A total of 398 responses were collected representing newly endorsed riders from the state of Florida.

The 2014 survey obtained feedback from BRC graduates regarding course content and aimed to measure the course's impact on motorcycle rider safety behavior in Florida. Overall, the training program was well received by motorcycle riders of all levels of experience. Nearly all respondents gave the course an overall rating of "excellent" or "good." In addition, the majority of respondents support the requirement that all new riders must complete the BRC.



### Florida Motorcycle Observational Survey In 2014

According to the National Highway Traffic Safety Administration (NHTSA), universal motorcycle helmet laws are the most efficient way to promote the use of helmets. Few states in the U.S. have a universal helmet law or a law that covers any specific segment of the population; the average rate of helmet use in the U.S. is 42–59 percent. Effective July 1, 2000, Florida repealed its universal helmet law. The current law permits motorcycle riders over the age of 21 to ride without wearing a helmet if they carry at least \$10,000 in medical insurance to cover injury costs that

result from a crash. Given these circumstances, investigating and promoting voluntary helmet use has become a primary interest for many states, safety advocates, and NHTSA.

To measure the effectiveness of various efforts promoting the use of personal protection equipment (PPE) in Florida, the Center for Urban Transportation Research (CUTR) at the University of South Florida (USF) measured the actual use of PPE by conducting an observational survey in conjunction with an in-depth study of all available Florida motorcycle crash data and endorsement data.

FDOT crash data was downloaded for 2012 and 2013 using the FDOT Crash Analysis System (CARS). A total of twelve survey crew members were hired and trained to conduct observations on Friday, Saturday, and Sunday during the months of May through June. Data collection occurred in 13 counties: Duval, Lee, Volusia, Orange, Brevard, Miami-Dade, Broward, Palm Beach, Pinellas, Hillsborough, Pasco, Monroe, and Polk counties. Five hundred twenty eight intersections were observed for one hour resulting in a total of 9,034 rider observations (which includes observations made while traveling round trip from Key Largo to Key West).

The 2014 observational survey of motorcyclists in Florida categorized the use of motorcycle helmets into three different categories: DOT-compliant helmet (includes full-face helmet, motocross helmet, and open-face helmet), non-compliant helmet, and un-helmeted (includes carrying but not wearing, decorative, and no helmet). The survey found that **49.9** percent (not including scooter/moped) of motorcyclists in Florida wear a DOT-compliant helmet. It should be noted that observed helmet use continues to be quite different from county to county. Observed helmet use ranged from a low of **9.7** percent (Monroe county with high scooter population) to a high of **61.1** percent.

# PROGRAM REPORTS

## MOTORCYCLE SAFETY (continued)

### Motorcycle Assessment

The University of South Florida Center for Urban Transportation and Research (CUTR) was contracted to facilitate a Motorcycle Assessment for the state of Florida. The last Assessment was conducted in 2008. The assessment was held in Tampa during the month of May, and a report was released showing many accomplishments as well as providing updated recommendations to assist us in our efforts.

### Motorcycle Education and Injury Prevention

During the 2014 grant cycle, the Survive the Ride: Motorcycle Education and Injury Prevention Program in Trauma Centers has continued to extensively train and educate pre-hospital staff. This year, they have trained a total of 305 pre-hospital staff throughout the state of Florida, totaling 1,632 since the commencement of our program.

Since June 2011, 130 patients have been educated at the Ryder Trauma Center. This year, 28 motorcycle and scooter crash patients were surveyed, and educated. Twenty-five patients agreed to the three-month follow-up phone call, and 23 to psychological evaluations. For those patients who provided valid contact information, 25 patients were contacted this year for their follow-up call, and of these patients, follow-up interviews were completed with 10 patients. Our psychologist Dr. Mary Ishii conducted three psychological evaluations with motorcycle crash patients. Through the training of medical personnel and patients, our goal is to reduce motorcycle fatalities through treatment.



### Hillsborough County Sheriff's Office (HCSO) Motorcycle Safety Outreach and Education

Hillsborough County Sheriff's Office reached out to 462 participants at community motorcycle safety programs and more than 540 students were reached through high school safety programs. All community outreach programs were well received by participants. It was also discovered that a vast majority of riders were unaware of the safety information outlined on the motorcycle safety checklist that was produced as an initiative of the 2012 Comprehensive Motorcycle Safety Program grant. Enforcement operations netted 471 traffic stops, 537 citations issued and 1,275 motorcycle safety check lists issued. Motorcycle fatalities (HCSO): 13 (2014), 9 (2013), 11 (2012) and 17 (2011). 2014 represents a 44% increase in fatalities over 2013. However, 2014 is a 25% decrease from 2011, which was the start of this effort.

Motorcycle involved crashes (HCSO): 365 motorcycle crashes in year 3, 235 in year 2, and 273 in grant year 1. This year's enforcement operations were severely inhibited due to late funding of the grant. The March funding cut more than three months off of enforcement as compared to option year two.

## **Motorcycle Rider Enhancement**

The Safety Council of Palm Beach received funds to assist with motorcycle training range rental. With these funds the Safety Council was able to increase the number of trainings provided at a lower cost to the community. Even though the funding was not awarded until April they were still able to successfully train 238 students before the end of the grant cycle.



[www.ridesmartflorida.com](http://www.ridesmartflorida.com)

# PROGRAM REPORTS

## POLICE TRAFFIC SAFETY

### **The Florida Public Safety Institute (FPSI)**

The Florida Public Safety Institute continued its Police Traffic Training Program to provide specialized training courses designed to teach state-of-the-art investigation techniques and innovative enforcement to law enforcement officers, prosecutors, civilian employees of law enforcement agencies, and other traffic safety professionals across Florida.

FPSI conducted multiple traffic training courses across the state during Fiscal Year 2014. 755 students attended these courses with 747 students successfully completing the course requirements. Evaluations post instruction as well as 60 days after completion were completed by all students. Post training evaluations immediately following the completion of training measured the quality and effectiveness of the instruction. Of those participants who completed the survey, 98% indicated that the training was of quality and effective. As indicated above, participants were surveyed 60 day post instruction as to the usage and benefit of the training. Of those completing the survey, 95% had applied the training they received and found it beneficial.

Among the training courses offered were: Basic Traffic Homicide Investigation, Advanced Traffic Homicide Investigation, Computer-Aided Crash Diagramming with Crash Zone, Crash Scene Mapping with Speed Lasers, Interview and Interrogation for Crash Investigators, Pedestrian and Bicycle Crash Investigation, Photographic Techniques for Crash Investigation, Police Motorcycle Instructor, Police Motorcycle Instructor Update, Speed Measurement Instructor, Traffic Crash Reconstruction, Speed Measurement Course, Motorcycle Crash Investigation, Traffic Homicide Investigation Refresher, and Photogrammetry.

### **Institute for Police Technology and Man-**

### **agement (IPTM)**

Funds were awarded to Institute of Police Technology and Management to conduct training courses as well. Among the courses offered were: Workshops for the development of Traffic Safety Programs, Data Driven Approaches to Crime and Traffic Safety (DDACTS), Event Data Recorder for Traffic Crash Reconstruction, Advanced Event Data Recorder for Traffic Crash Reconstruction, Occupant Kinematics, and Special Problems in Crash Reconstruction. IPTM was able to provide these courses statewide to a total of 342 students.

By using these two well respected training providers, Florida was able to train some 1,100 Traffic Safety and Law Enforcement professionals across the state.

While having the best training available to traffic safety professionals, there was also an enforcement element to Florida's utilization of Section 402 funding dedicated to Police Traffic Services.

### **Local Law Enforcement Agencies**

In 2014, Florida committed \$643,199 to seven law enforcement agencies with a multitude of traffic safety related problems in order to reduce crashes, injuries, and fatalities in their respective communities. Funding was provided to the Nassau, St. Lucie, and Bay County Sheriff's Offices, as well as the Panama City Beach, Gainesville, Ft. Lauderdale, and Key West Police Departments. In order to address these issues, these agencies utilized the most of the funding by providing overtime to their officers and deputies, so they could conduct high visibility traffic enforcement operations, public awareness initiatives, and traffic safety education programs. Additionally, some of the agencies utilized the funding to acquire speed measurement devices, ticket printers, and other equipment to assist in traf-



fic enforcement and education in their jurisdictions. Besides these local initiatives, many of the agencies participated in the annual Law Enforcement Challenge, which strengthens law enforcement participation in statewide traffic safety awareness and enforcement waves.

### **Law Enforcement Liaison Program (LEL)**

The LEL program assists the State Safety office with increasing law enforcement participation in statewide traffic safety efforts. It also works to increase public awareness of traffic safety issues as well. The LEL Program improves the connection and cooperation between law enforcement agencies and the Florida Department of Transportation (FDOT) Safety Office and/or the National Highway Traffic Safety Administration (NHTSA). The LELs function as both a line of connection between these groups as well as marketers of FDOT's campaigns and initiatives.

The LEL program consists of one LEL Director, one administrative assistant, and 7 statewide Law Enforcement Liaisons. The LELs provided coordination, cooperation, and education to law enforcement agencies within their respective geographical regions. Within each LEL region, local area networks (LAN) were established and maintained in an effort to ensure that information was disseminated effectively and efficiently. Region-specific information on the number and severity of traffic crashes and other highway safety related issues were provided to law enforcement. Additionally, the LELs provided information regarding FDOT's programs and initiatives such as DUI Sustained Enforcement, the DUI Challenge, Florida Motor Unit Challenge, the Click It or Ticket Challenge, Hands Across the Border, and law enforcement training opportunities available through the Florida Public Safety Institute (FPSI). The LELs conducted 125 LAN meetings during the year.

The Florida LEL Program continues to be an effective marketing arm for the State Safety Office. The effectiveness of this promotion and marketing is evidenced in the level of participation in FDOT's Challenge programs. 217 agencies participated in the Click It or Ticket Challenge; 175 in the DUI Challenge; 215 in the Florida Law Enforcement Challenge; 118 in the Motor Unit Challenge. Additionally, a total of 183 law enforcement agencies participated in Hands Across the Border events.

### **The Florida Law Enforcement Challenge (FLEC)**

The FLEC provides incentives and awards to law enforcement agencies that consistently enforce traffic laws, in particular in the areas of impaired driving and occupant protection.

Approximately 12,069 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2014 Chevrolet Impala police vehicle was purchased as the grand prize to be awarded at the Florida Law Enforcement Challenge ceremony held in Orlando, FL.



This year 215 agencies participated in the Challenge. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitting Challenge applications, of-

# PROGRAM REPORTS

## POLICE TRAFFIC SAFETY (continued)

Officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. This year's awards ceremony held in June at the Rosen Shingle Hotel in Orlando, FL, recognized first through third place winners.

Through the incentives provided through these programs and in the spirit of healthy competition, officers "stepped up" their enforcement efforts and were able to have a continued impact on the safety of Florida's roadways. Florida's statewide safety belt usage rate was determined to be 88.8%, up from 2013 at 87.2%. Traffic related fatalities reduced 24% and Traffic crashes reduced 16% from 2013 numbers.



### The Florida Motor Unit Challenge (MUC)

The MUC provides incentives and awards to Law enforcement agencies that consistently enforce traffic laws, utilizing Motor units that make efforts to combat traffic issues related to impaired driving, occupant protection, and speeding. When law enforcement officers, "step up," enforcement it is to benefit motorists by having safer roadways. The agencies that earn awards through the MUC benefit also by receiving equipment for the effective enforcement of traffic laws--equipment otherwise unable to be purchased given the severe fiscal limitations within which most agencies currently operate.

The Motor Unit Challenge serves as a resource regarding other Florida Department of Transportation (FDOT) traffic safety initiatives. Approximately 12,069 promotional/incentive items were distributed to agencies to promote and encourage participation in the Challenge. As well, a 2014 Harley-Davidson Police Road King custom police motorcycle was purchased as the grand prize.

This year 118 agencies participated in the Challenge up from 110 in 2013. The online application process through [www.floridalel.org](http://www.floridalel.org) website continues to be an effective and efficient means of applying for this and other Challenges. In addition to submitted Challenge applications, officers were able to peruse the Challenge Rewards catalog for various traffic safety items available to be purchased with Challenge Rewards points earned by placing in the competition. The Florida Law Enforcement Challenge banquet held in June in Orlando, FL with St. Petersburg Police Department as the MUC winner.

In conjunction with NHTSA, the Florida LEL Program developed the conference agenda. Topics presented included: new approaches to nighttime safety belt enforcement; distracted driving; challenges to rural law enforcement; utilizing TSRPs in law enforcement efforts; data-driven approaches to traffic safety (DDACTS); and law enforcement challenge strategies.



## SPEED CONTROL

There were eight speed and aggressive driving sub-grants awarded in FY 2014 using Section 402 funding.

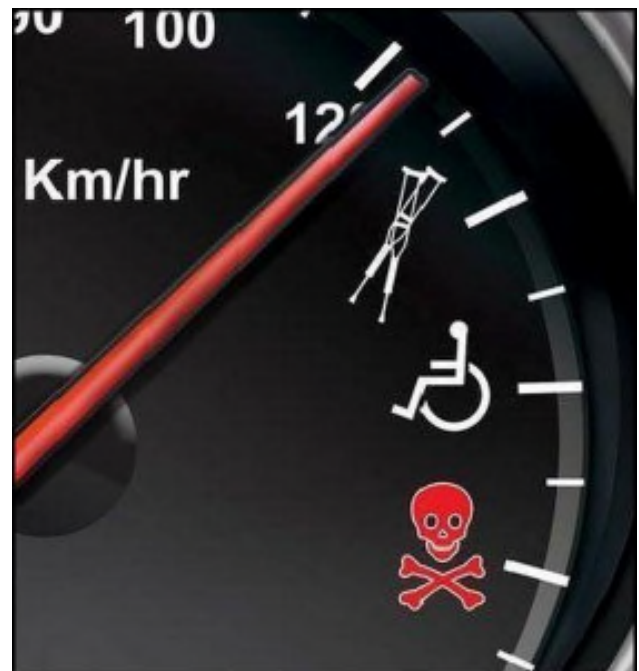
In 2014, Florida committed \$571,444 to targeting problems associated with speed and aggressive driving. These funds were provided to the Cities of Gulf Breeze, Gainesville, Boynton Beach, Delray Beach, as well as the Pasco County Sheriff's Office, Madison County Sheriff's Office, Wakulla County Sheriff's Office, Bradford County Sheriff's Office, and Nassau County Sheriff's Office for speed and aggressive driving enforcement programs. The law enforcement officers involved in these programs also participated in local public awareness initiatives and traffic safety education programs. In addition to local initiatives, these agencies participated in the Florida Law Enforcement Liaison Program which is also responsible for promoting enforcement waves statewide and the annual Law Enforcement Challenge.

To address enforcement issues, grants were provided to law enforcement agencies for equipment and personnel costs. Some of the agencies acquired speed measurement devices to assist in speed enforcement in their jurisdictions.

Data was gathered from these agencies in order to measure grant compliance and enforcement activity. For all agencies that either acquired speed measuring devices, and/or were provided personnel costs for a traffic enforcement overtime, the data is as follows:

- Approximately 10,000 citations were issued for speeding
- 132 aggressive driving citations issued
- 24,017 total citations issued
- 14,731 traffic stops conducted
- 21 public awareness events conducted

It should be noted that due to funding constraints and priorities, most of the projects were awarded well into the fiscal year, with most starting in the third quarter. In light of these funding issues, the City of Gainesville Police Department had success and were able to reduce speed, aggressive driving and pedestrian related traffic crashes from 3043 to 1749. They also reduced injury crashes related to speed, aggressive driving and pedestrians from 178 to 98. And while they were successful in the previous areas, unfortunately reducing traffic fatalities resulting from speed, aggressive driving and pedestrians remained unchanged from the previous year. However, they did increase traffic and aggressive driving citations enforcement contacts by 41% compared to 2013.





# PROGRAM REPORTS

## ROADWAY SAFETY

The Roadway Safety Program is administered by the Florida Department of Transportation's Safety Office. There were seven roadway safety sub-grants awarded in FY 2014 using Section 402 funding.

The National Highway Traffic Safety Administration (NHTSA) Traffic Safety Facts 2010 (most recent) reports that while 13% of the total US population is 65+, that this group represented 17% of traffic fatalities. The percentage of older drivers continues to rise as our population ages: in 2010, it was 16% of licensed drivers, as compared to 14% in 2001. Additionally, 79% of all older occupants of passenger vehicles involved in fatal crashes were using restraints, as compared to 66% for all other adult occupants.

Florida continues to lead the nation with 17.6% of our population in the 65+ age cohort. Nineteen percent of our licensed drivers are 65+. In 2011, our older drivers were under represented in the percentage of overall crashes (13.9%), and in injury crashes (16.2%); however, they were involved in 19.4% of fatal crash events.

In the six years from 2006 - 2011, our percentage of licensed drivers 65+ has increased 2.2% against a population increase of 1.1% during that same time period. Crash rates are up 0.6%; injury crashes have gone down 1.4%, but fatal crashes continue to rise: in this brief period, 65+ fatalities represented 0.8%.

The Department of Elder Affairs 2012 Florida State Profile reports that 27.0% of our driving population today is 60+ years of age: this includes 4,034,246 drivers. Since 2010, we have experienced a 1% growth in this age cohort of licensed drivers, or an additional 183,110 within a two year span.



### Florida's Car Fit Program

CarFit is a national educational program created by the American Society on Aging and developed in collaboration with AAA, AARP and the American Occupational Therapy Association. CarFit offers older adults the opportunity to check out how well their personal vehicles "fit" them as well as information and materials for community-specific resources and activities that could make their personal vehicles "fit" better, enhance their safety as drivers, or increase their mobility in the community. The national program, which was modified to address Florida specific older road users, utilizes a team of trained event coordinators and health professionals who work with each participant locally to conduct consumer events in order to enhance the safety of our older driver population (65 years and older).

A total of thirty six CarFit events were held during this contract year. This included a total of eight (8) event coordinator trainings and 28 CarFit events. One or more events were held in the FDOT Districts. Twenty counties held one or more CarFit events. Six (6) of these unduplicated counties are on the 2014 Aging Road User Priority Counties Listing released in March 2014. They are Broward (5 -events); Hillsborough (2); Pinellas (2); Alachua (1); Leon (1); Miami-Dade (2). Columbia County which is on the top 10 Rural List held its first CarFit event this year. Thirteen other counties also hosted events.

Performance indicators are as follows:

<u>Category</u>	<u>Actual</u>	<u>Goal</u>	<u>Variance</u>
Partners	174	108	72
Drivers	749	648	101
Trainees	356	64	292

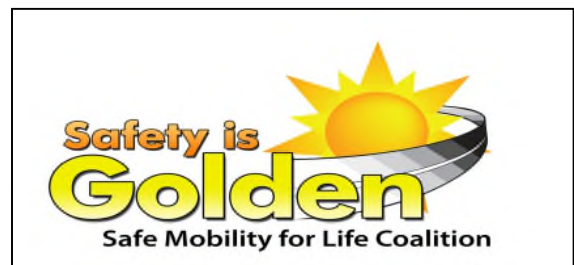
**NOTE:** Trainee number has greatly exceeded goal for two (2) reasons: consumer events do not necessarily require training if volunteers have been previously trained. During this year, 72% of event sponsors were new to the program, which required training in many cases. For example, only 4 of 28 consumer events did not include training days in advance of actual event day with drivers. We also frequently see experienced CarFit volunteers returning to help at additional events.



## Florida’s Comprehensive Older Driver Program and Aging Road User Coalition

In the 2011 grant cycle Florida’s Aging Road User Strategic Safety Plan was developed, printed, and distributed. During 2013 the emphasis area team leaders continued working together with their teams on implementation of the plan.

In Florida, fatal crashes involving drivers 65 and older slightly increased from 438 in 2012 to 495 in 2013. Driver fatalities for the same age group also reflected a slight increase 224 in 2012 to 260 in 2013.



While the comparison between 2010 and 2013 is an effective way to analyze crashes and fatalities, consideration must be made of the population growth of this age group ultimately contributes to the problem.

## Elder Road User Information System

The “Find A Ride” database was updated to meet the goal of sustainability of service and for understanding and use alternative transportation services. This database supports Florida’s Comprehensive Older Driver Program and mobility management across the state. The primary focus of this database is to offer safe transportation alternatives when driving is no longer a safe option.



# PROGRAM REPORTS

## ROADWAY SAFETY (continued)

In collaboration with FDOT and the University of Florida's Institute for Mobility, Activity, and Participation implemented the following steps, strategies and solutions:

1. Addressed service gaps through education of policy makers.
  - a. With input from the Safe Mobility for Life Coalition, and in-line with the Aging Road User Strategic Plan, they develop a detailed analysis method to assess the availability of alternative modes of transportation for elderly in the areas that are the most deprived (biggest gaps) of transportation options. Factors analyzed included the service providers' geographic coverage area, cost, timeliness, type of service and other factors determined collaboratively with our FDOT Coalition partners.
  - b. In consultation with FDOT, they shared GIS data on service gaps and health outcomes with FDOT partners and collaborating organizations such as the Florida Metropolitan Planning Organization Advisory Council, Safe Mobility for Life Coalition, and regional planning groups and organizations involved in transportation.
2. User education.
  - a. They developed a curriculum for education of professionals, and pilot tested it with select Florida mobility managers and aging professionals via focus groups held in at least 4 of the 7 FDOT regions.
  - b. Education materials developed to introduce the Spanish translation of the website and the videos, using peer review and at least **one** focus group with professionals serving the Hispanic community.
3. User satisfaction.
  - a. They analyzed the Customer Satisfaction Survey quarterly, sharing these results with FDOT and using them in on-going process of refining the database and website.
  - b. In conjunction with focus groups proposed in solution 2a (above) they obtained in-person feedback from professionals. In addition, they used an e-mail request asking professionals on our marketing list to review the website and complete a Customer Satisfaction Survey on-line.



## PAID MEDIA

### Florida's Click It or Ticket Paid Media Campaign

TCC/FPSI contracted with The Tombras Group to develop a comprehensive media campaign plan surrounding the "Click It or Ticket" safety belt enforcement initiatives, the following are the components of this plan:

Spanish language cable television was run in Miami and Orlando with networks such as Discovery Espanola, WSPN Deportes and SUR. General market cable television was used in Miami, Tampa, Orlando, Jacksonville, Gainesville, Panama City, Ft. Myers and Pensacola.

Radio continued to be an important part of the marketing plan. For the third year in a row local radio personalities read spots live on the air to reach their audience as a peer. In addition these personalities participated in FDOT's social media efforts by re-Tweeting enforcement and social norming messages to their followers.

Digital and social media are becoming increasingly important in reaching men 18-34. In 2014, FDOT's CIOT message had a presence on Pandora, Google Display Network, Videology, Twitter, YouTube TruView, and BuzzFeed. Out-of-home media continued to reach drivers at the pump with creative messaging via pump toppers, regarding buckling up. In addition, an in-store component was included at no additional charge in convenience stores across the state.

**Movie Theatre Screen Ads:** Movie Theatre Screen ads were used in support of the "Guerrilla Marketing" efforts, the Miami and Jacksonville markets ran :30 FDOT CIOT commercials prior to movies starting.

**Media Diversity:** Regionally, Florida has a diverse population that is a part of the target audience. Media focused on the Caucasian, African American, Hispanic and Haitian markets. An added value, matching non-paid PSAs were provided from each cable and radio partner.



### Major College Sports Marketing

Tallahassee Community College was awarded \$432,000.00 in order to fund an impaired driving public education and awareness campaign at major college sporting venues. Agreements were executed with the University of Florida, Florida State University, and the University of Miami, for paid media placement during sporting events at their institutions. Additionally, a vendor provided additional pre-game interactive activities in the designated tailgating areas during the college football season. While the majority of advertising was run during football and men's basketball games, the impaired driving message also reached attendees of other sporting events such as men's baseball, women's softball and basketball, soccer, and volleyball. Through in-arena public address announcements, radio and television spots, and creative branding and messaging (e.g., event program ads, parking passes, scoreboards, marquees, as well as pre-game interactive activities), the "Drive Sober or Get Pulled Over" safety message reached an estimated 3,000,000 attendees.

# PROGRAM REPORTS

## PAID MEDIA (continued)

### Professional Sports Marketing

\$1,940,000.00 was allocated to fund a traffic safety media campaign at professional sporting venues. In order to raise public education and awareness of traffic crashes and fatalities, as well as the preventable causes of these incidents, Tallahassee Community College (TCC) contracted with professional athletic teams to purchase media spots and in-arena signage.

Agreements with the following sports venues and teams were implemented: Tampa Bay Lightning (hockey), Florida Panthers (hockey), Tampa Bay Rays (baseball), Miami Heat (basketball), Miami Dolphins (football) and Orlando Magic (basketball) for paid media placement during various sporting events.

During the year, statewide communication regarding traffic safety issues, in particular, impaired driving and the "Drive Sober or Get Pulled Over" safety message. This was achieved through various messaging and media including, but not limited to, television ads, radio spots, Spanish television and radio spots, banners, graphics, rotating LED dasher boards, indoor LED displays, outdoor LED displays and marquees that were visible all day, every day, along major roadways, public service announcements, ticket vouchers, internet banners, handbills, schedule cards, yearbooks, on-ice Zamboni machines, and on-site game day activation (e.g., attendee use of impaired driving "fatal vision goggles").

In 2014, the majority of the advertising for this program was delivered through in-arena public address announcements, radio and television spots, and creative branding and messaging (e.g., event program ads, parking passes, scoreboards, marquees); the impaired driving message reached an estimated 5,600,000 attendees.

### Impaired Driving Statewide Media Campaign DUI - Labor Day

Tallahassee Community College was awarded \$700,000 to execute this project. A paid media contractor provided a comprehensive paid media campaign to raise public education and awareness of the dangers of impaired driving and the consequences of those actions.



The paid media contractor reviewed the most current alcohol-related fatality data in markets outlined in the media plan, developed a comprehensive campaign inclusive of various cable television, broadcast television, and radio outlet media in five major demographic regions statewide: Jacksonville, Miami, Orlando, Tallahassee, and Tampa. In addition to traditional media, online, and point of sale advertising (gas station pump toppers) were utilized to market the "Drive Sober or Get Pulled Over" campaign. Under the Drive Sober or Get Pulled over campaign, the media contractor purchased radio and television spots. A large number of these buys were strategically placed to coincide with the Labor Day Crackdown.

## Motorcycle Safety Media Campaign

The paid media program efforts resulted in fatalities and serious injury crashes and increased public awareness.

CUTR advertised the Look Twice Save a Life on Facebook during the first quarter. The ad ran from October 11th through October 20th, specifically targeting the Biketoberfest event in Daytona Beach, FL.

A contract with the Miami Dolphins was initiated to encourage people to "Take the Pledge" to "Watch for Motorcycles". Those who took the pledge were entered into a drawing for Dolphins Prize Packs. The contract included the ads on the score clock, game video board posts, stadium banners, internet banner, Facebook and Twitter posts and 30 second radio ads on game day radio.

The "Look Twice. Save a Life." message was placed at 40 gas stations throughout Volusia County during the Bike Week event. The gas station locations were based on availability, and chosen to coincide when possible with hot spot locations. The ads were placed at the gas pumps. In addition to the gas pump advertisements, the vendor provided counter graphics, fillboards, and one sheet posters at each location at no additional costs, and also extended the campaign by 2 weeks at no additional costs. Estimated impressions for 1.5 months of advertising are 3,960,000.



CUTR prepared a social media blitz to take place during the 4th quarter. This blitz included heavy advertising of the "Share the Road" message on Facebook. Ads were run on Facebook during the fourth quarter. The ad reached 2,443,264 people, and generated 27,056 likes, comments & shares

CUTR advertised the Drink+Ride=Lose message on Facebook during the first quarter. The ad ran from October 11th through October 20th, specifically targeting motorcyclists during the Biketoberfest event in Daytona Beach, FL.

CUTR contracted for billboard, gas station, and restaurant advertising for the annual Bike Week event, Thunderbeach and Labor Day holiday.

Billboard placements were bought to coincide with the Bike Week event in Daytona in March and Thunderbeach for April and May. These billboards advertised the "Drink + Ride=Lose" message. The ads were placed on 40 billboards in the areas surrounding Daytona Beach for the Bike Week event. Included in the billboard campaign were 7 digital billboards.

The "Drink+Ride=Lose" message was placed at 40 restaurants & bars throughout Volusia County during the Bike Week event. These locations were based on availability and chosen to coincide when possible with hot spot locations. In addition to the restaurant advertisements in the bathrooms, the vendor also provided table tents (10 per location), coasters (250 per location), oversize standees (1 per location at the entrance), and A-Frame ads (1 per location near the restrooms) at no additional cost. Estimated impressions for one month of advertising are 2,640,000.



# PROGRAM REPORTS

## PAID MEDIA

The "Drink+ Ride= Lose" message was placed on 20 frozen billboards at gas stations throughout Volusia County during the Bike Week event. The gas station locations were based on availability, and chosen to coincide when possible with hot spot locations. In addition to the frozen billboards, the vendor provided front door window clings at each location at no additional cost, and also extended the campaign by 2 weeks at no additional cost. Estimated impressions for one month and a half of advertising are 3,523,500.



During the Labor Day holiday the "Drink+Ride=Lose" message was placed at 261 restaurants & bars in the following counties: Hillsborough, Pinellas, Duval, and Lee. These locations were based on availability, and chosen to coincide, when possible, with hot spot locations and in locations that were frequented by motorcyclists. The ad dollars were spent on poster advertisements (4-6 at each location) in the restaurant and bar restrooms, and the ads started in August. Table tents, coasters, and a bonus poster were done at no additional cost. In addition, the ads will be left up at each location past the contract date, until the space is sold to another vendor.

Total Estimated Campaign Impressions for Labor day were as follows:

Hillsborough Paid - 4,032,000  
Hillsborough Bonus - 4,838,400  
Duval Paid - 4,662,000  
Duval Bonus - 5,594,400  
Pinellas Paid - 5,355,000  
Pinellas Bonus - 6,426,400  
Lee Paid -2,394,000  
Lee Bonus - 2,872,800

### Motorcycle Safety Media Campaign Anti-Speed Media Campaign

The Motorcycle Anti-Speeding Campaign was awarded to CUTR on March 11th. Movie theater & radio advertising were purchased in the high priority areas for speeding related incidents. In movie theaters, "The Road is Not Your Racetrack" ran on 785 screens throughout South Florida and the Tampa area. There were a total of 207,590 ads run throughout the campaign.



Radio ads were also run in the Tampa and South Florida areas promoting "The Road is Not Your Racetrack." A total of 972 spots were run on the Total Traffic and Weather Network.



Beginning on June 30th during the third and fourth quarter, CUTR began Facebook advertisements. The ad consisted of "The Road is Not Your Racetrack" video, both in English and in Spanish. These ads are scheduled to run from June 30th through the end of July. The ad consisted of "The Road is Not Your Racetrack" video. The target audience was ages 19-55 located in Florida. The ad generated 40 page likes and received 6,202 clicks in the 3rd quarter and 1,743 page likes and received 125,624 clicks in the 4th quarter.

### **Ride Smart Florida Media Campaign**

The Ride Smart Paid Media Campaign was awarded to CUTR during the second quarter, on January 21, 2014.

Restaurant/bar, trackside and hotel advertising were utilized in the Volusia county area during the Bike Week event March 6-16<sup>th</sup>, 2014. Restaurant/bar and billboard advertising was also utilized in May during the Thuderbeach event in the Panama City area.

CUTR distributed advertising on FaceBook during May Motorcycle Safety month. The ad generated 1,924 likes and was viewed 13,350 times.

CUTR entered into a contract with CROP media to produce a Public Service Announcement (PSA) for motorcycle safety under the Ride Smart grant. The video shoot was done in Orlando between June 12 and June 13, 2014. During the months of July and August, the "Do You Ride Smart" video was posted on Facebook and viewed 23,471 times and the ad reached 572,416 people and generated 10,809 likes, comments, and shares.

The "Ride SMART" message was placed with 5 magazines during the month of May for Motorcycle Safety Awareness Month. Born to Ride Magazine, Go for a Ride, Full Throttle Magazine, Florida Hot Rods & Hogs, and

Thunder Roads Magazine are free publications distributed in biker friendly establishments, car dealerships, restaurants and more throughout the state of Florida. The advertisements were in the form of a full-page color ad depicting the Ride Smart safety calligram and a reminder for motorcyclists to follow the Ride S.M.A.R.T. creed. Born to Ride Magazine also offered free advertising of our ad on the Born to Ride Website and Born to Ride TV which is broadcast in 8 Central Florida counties and the Tampa Bay Area, all of which included a total of 6 hot spot counties. Approximate impressions for one month of advertising, 2,083,000.

CUTR entered into a contract with the Jacksonville Jaguars. The contract ran from August 8th through September 30<sup>th</sup> 2014. The "Ride Smart" messaging was placed on electronic signage in the stadium, in the fan zone, and on the radio. In addition, Ride Smart Florida was the official sponsor of the motorcycle parking lot.

