

Request for Research Funding for FY 2022-2023

SPR Subpart B Project: TEO-23-16

Requesting Office	State Traffic Engineering and Operations Office	Priority	16 of 23
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Proposed Title Performance Evaluation of *Safe Mobility for Life Coalition's* Outreach Activities

Justification

Being a popular retirement destination in the country, Florida leads the nation with 20% of its population of age 65 and older. This proportion is higher than the national average of 16% and is expected to grow. Over 27% of Florida's population is expected to be over the age of 65 by the year 2030. With this significant increase in the older population, it is obvious that the number of aging road users will increase. As such, the Florida Department of Transportation (FDOT) has been proactively addressing the specific needs of Florida's aging road users through its *Safe Mobility for Life (SMFL) Program*.

The *Safe Mobility for Life Coalition's* mission is to implement the 2017 Aging Road User Strategic Plan to increase the safety, access, and mobility for aging road users and eliminate fatalities and reduce serious injuries. One of the Coalition's objectives is to develop educational materials, resources, and information that is beneficial to the aging population. Some of the outreach activities include organizing safety events such as *Safety is Golden Mobility Fairs, Transit is Golden* events, *CarFit* events, *Stop on Red* events, etc.; and distributing education material such as tip cards on *Flashing Yellow Arrow, Right Turn on Red, Roundabouts*, etc. These outreach activities have proven to be crucial in educating the Florida's vulnerable population groups including the aging population about safe transportation practices. Currently, the benefits of these outreach activities are anecdotal because the Department has not quantified them yet.

The outreach programs could be evaluated using two diverse approaches: process evaluation and outcome evaluation. The *process evaluation* determines whether the program activities have been implemented as intended and resulted in certain outputs. Also, it provides a better understanding of how valuable the content is and how effectively the program was delivered. The *outcome evaluation* measures the program's effects on the target population by assessing the progress in the outcomes that the program is to address.

The goal of this research is to quantify the impact of the Coalition's education and outreach activities that are being conducted to improve the safety and mobility of the aging population. The specific objectives include:

- Identify the qualitative and quantitative performance measures to evaluate the performance of the outreach efforts
- Quantify the impact of the specific outreach efforts
- Document best practices and lessons learned in implementing the outreach efforts

Objective 1: Identify Qualitative and Quantitative Performance Measures
 The *Safe Mobility for Life Coalition* conducts a wide variety of education and outreach efforts that could broadly be categorized into three groups: (a) Distribution of Educational Materials; (b) Outreach Events; and (c) Public Service Announcements (PSAs). Obviously, each of these groups of activities are different, requiring a different set of performance measures to quantify their impact. As such, this objective focuses on identifying both qualitative and quantitative performance measures to accurately estimate the impact of these outreach efforts. The qualitative performance measure may include safety awareness. For example, how changes in behavior, attitudes, knowledge, or skills obtained from the outreach program helped improve the safety of aging road users. Depending on the type of outreach activities conducted, quantitative performance measures could be crash frequency involving aging road users, number of fatal and serious injury crashes involving aging road users, number of intersection-related crashes involving aging road users, etc.

Objective 2: Quantify the Impact of Specific Outreach Efforts
 Just as the performance measures are likely different based on the type of the outreach effort, so is the approach to quantify their impact. In other words, there is no one-size-fits-all approach to quantify the performance of the outreach efforts. While some outreach efforts could be evaluated using before-after analysis, conducting surveys and measuring media exposure may be suitable for a certain type of outreach

	<p>efforts. This objective focuses on quantifying the safety impact of certain outreach activities and depending on data availability, estimating the benefit-cost (B/C) ratios of implementing the outreach efforts.</p> <p>Objective 3: Document Best Practices and Lessons Learned The <i>Safe Mobility for Life Coalition</i> has been actively spearheading the outreach efforts since 2010. Since these efforts are organized by several organizations and at different jurisdictions, the approaches adopted to implement these outreach efforts may not be consistent across the state. This objective focuses on documenting the best practices and lessons learned in conducting the outreach efforts. It will also provide a list of recommendations for the successful and sustainable implementation of the outreach efforts.</p> <p>The research team will work closely with Ms. Gail Holley and the <i>Coalition</i> members to achieve the research goal and objectives. The team will also have regular meetings with all the stakeholders, and will disseminate the study results for immediate review and implementation.</p>		
Impact	<p>The study results will help the Central Office to quantify the benefits of outreach efforts. Moreover, this project will provide data-driven metrics to evaluate the performance of specific education outreach activities. While anecdotal evidence justifies these activities, these quantitative performance metrics will assist in estimating the benefit-to-cost ratios and return on investments.</p>		
Affected Offices	<p>Traffic Engineering and Operations Office, <i>Safe Mobility for Life Coalition</i> members, Safety Office</p>		
Existing Work	<p>This effort is very specific to Florida and is focused on the outreach efforts spearheaded by the <i>Safe Mobility for Life Coalition</i>. A literature search suggested that the proposed study has not been done before.</p>		
Keywords Used In Existing Work Search	<ul style="list-style-type: none"> • education efforts + performance (26 results; one is relevant – but it is only proposed) • aging population outreach (2 results; one is BDV29-977-57 and the other is from 2006) 		
Related Contracts	<ul style="list-style-type: none"> • BDV29-977-57: Identifying and Prioritizing Target Regions to Conduct Outreach Activities to Improve Safety and Mobility of Aging Population 		
Funding Request	\$140,000	Anticipated Duration	18 months but interim results will be disseminated for immediate use by FDOT
Project Manager	Gail M. Holley	Contracting Method	Direct contract with Florida International University (Dr. Alluri)
Equipment	Estimated equipment cost (or N/A)	Not Applicable	
Urgency	1	<p>The <i>Safe Mobility for Life Coalition</i> has been developing educational material and conducting outreach activities to <i>increase the safety, access, and mobility of aging road users</i>. This project will help measure the impact of these outreach efforts. It will also assist in estimating the benefit-to-cost ratios of conducting these outreach efforts.</p>	
Implementability	1	<p>The research results will be readily implementable. The results will be disseminated to <i>Coalition</i> members and other stakeholders for immediate adoption. The Department could use estimated B/C ratios to identify the most effective outreach activities.</p>	
Project Benefits (Succinct, complete explanation)			
<ul style="list-style-type: none"> • The project will identify both qualitative and quantitative performance measures that could be used to quantify the impact of the outreach efforts. • The project will quantify the impact of the specific outreach efforts and estimate the benefit-to-cost ratios of conducting certain outreach efforts. • The project will document best practices and lessons learned in implementing the outreach efforts. 			
Project Benefits (Select all that apply and explain)	Quantifiable Benefits (units, dollars, etc...if applicable)	Methodology or Data Sources Used to Determine Quantifiable Benefits. If not applicable, please give justification of project benefits	

○ Materials Enhancement	NA	
○ Materials Savings	NA	
○ Time Savings	NA	
○ Lives Saved/Injuries Prevented		This project could help achieve the Coalition's ultimate goal of reducing fatalities and serious injuries involving aging population. This project will help measure the safety impact of conducting outreach activities. This information will help the Coalition to strategically conduct education and outreach activities so that the maximum benefit could be attained from these efforts.
○ Other (Explain)	Framework	This project will document the best practices and lessons learned in conducting outreach activities. This information will assist in creating a successful and sustainable implementation plan for conducting the outreach efforts.

*Comments should explain and support urgency, financial benefit, and implementability scores