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Performance Evaluation of Safe Mobility for Life Coalition's Outreach Activities to benefit Aging Road Users

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Current Situation

As we age, our vision, cognition, and reaction time decreases, which increases our risk for serious injury or death if involved in a crash. As of 2023, more than 21 percent of Florida's residents were aged 65 or older, with a projected increase to nearly 27% by 2050.

To meet the current and future transportation needs of aging road users, the Florida Department of Transportation (FDOT) created Safe Mobility for Life (SMFL), a statewide program and coalition. Working together with partners across Florida, they implement Florida's Safe Mobility for Life Strategic Action Plan. The outreach and educational efforts identified in the plan seek to improve the safety, access, and mobility for Florida's aging population.

How has Safe Mobility for Life impacted road safety for Florida's aging road users?



The Florida Department of Transportation's Safe Mobility for Life Program seeks to meet safety demands for aging road users through outreach efforts.

Research Objectives

The goal of this research was to quantify the impact of SMFL's outreach efforts on the safety and mobility of Florida's aging population. The study's specific objectives included identifying performance measures to evaluate the performance of the outreach efforts, quantifying the impact of these efforts, and documenting the best practices and lessons learned in their implementation.

Project Activities

A comprehensive quantitative evaluation was conducted to assess the effectiveness of the SMFL's outreach efforts aimed at improving the safety of aging road users across Florida. The evaluation addressed two primary goals. First, it assessed the degree to which SMFL's outreach efforts aligned with their overarching goal of reducing crashes involving aging road users. Second, an economic evaluation was conducted by calculating benefit-cost ratios (BCRs), providing insight into the cost-effectiveness and return on investment associated with the outreach initiatives. This dual approach allowed for a balanced understanding of both safety impacts and economic efficiency.

The study concluded with the research team conducting interviews with key implementers and documenting quantitative and qualitative lessons learned and best practices, as well as recommendations.

Project Conclusions and Benefits

Overall, SMFL proved to be economically viable and effective in reducing crashes involving aging road users. FDOT's efforts were found to have a positive impact on aging road users in Florida. Further, recommendations for continued implementation stated that the program could benefit from better record keeping and documentation of outreach efforts, creating more community partnerships, targeting areas using zip codes where crash risks involving aging road users are higher, and leveraging technology to improve data collection and engage audiences.

For more information, please see fdot.gov/research.