



SAFER STREETS. HEALTHIER COMMUNITIES. BETTER QUALITY OF LIFE.

Florida Pedestrian and Bicycle Strategic Safety Plan



UPDATED MAY 2017

*Florida Department of Transportation*

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GOVERNOR

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April 20, 2017

On behalf of Florida's Bicycle Pedestrian Focused Leadership Team and Safety Coalition, I am pleased to present the 2017 update of Florida's Pedestrian and Bicycle Strategic Safety Plan (PBSSP).

Across the nation states are experiencing higher than average traffic crash rates. Many of those involving our most vulnerable road users, pedestrians and bicyclists.

This update is timely. We've made positive strides in pedestrian and bicyclist safety through implementation of the 2013 PBSSP. But our work is not done.

Every life saved is someone's brother, sister, mother, father, friend, or co-worker.

I applaud each federal, state, and local partner, stakeholder, safety champion, and citizen that provided input and guidance throughout the update process. **YOU** made this "Florida's Plan." Together, we are positively impacting the quality of life of our residents and visitors.

Again, thank you for your commitment! I look forward to continuing our work together to make Florida an exciting, **and safe** place to live, work, and visit!

Sincerely,

L.K. Nandam, P.E.
FDOT District One Secretary
Statewide Champion for Pedestrian
and Bicycle Safety

ACKNOWLEDGMENTS

The Florida Department of Transportation would like to thank the following partners for their ongoing commitment to improve the safety of pedestrians and bicyclists in Florida:

Leadership Partners:

Federal Highway Administration
Florida Department of Transportation
Florida Highway Patrol
Florida Police Chiefs Association
Florida Sheriff's Association
National Coalition for Safer Roads
National Highway Traffic Safety Administration
Ryder Trauma Center
University of South Florida Center for Urban Transportation Research

Coalition Partners:

AAA Auto Club South
AARP
Best Foot Forward
City of Orlando
City of St. Petersburg
City of Tallahassee
Federal Highway Administration
Florida Department of Education
Florida Department of Health
Florida Department of Highway Safety and Motor Vehicles
Florida Department of Transportation
Florida Bicycle Association
Florida Bicycle and Traffic Safety Education Program
Florida Emergency Medical Services

Florida Emergency Medical Services for Children

Florida Highway Patrol

Florida Judicial Outreach Liaison Program

Florida Law Enforcement Liaison Program

Florida Pedestrian and Bicycle Partnership Council

Florida Police Chiefs Association

Florida Public Transportation Association

Florida Safe Routes to School Program

Florida School Crossing Guard Training Program

Florida Sheriffs Association

Hillsborough County Sheriff's Office

Indian River Fire and Rescue

Institute of Police Technology and Management

Lakeland Police Department

LYNX Orlando

National Coalition for Safer Roads

National Highway Traffic Safety Administration

Ryder Trauma Center

Space Coast Transportation Planning Organization

University of Florida Transportation Technology Transfer Center

University of South Florida Center for Urban Transportation Research

Walk Wise Tampa Bay

High Visibility Enforcement Partners:

Many enforcement agencies across the state have participated in Florida's High Visibility Enforcement Program. Their participation has been instrumental in increasing awareness and driving down pedestrian and bicyclist fatalities.



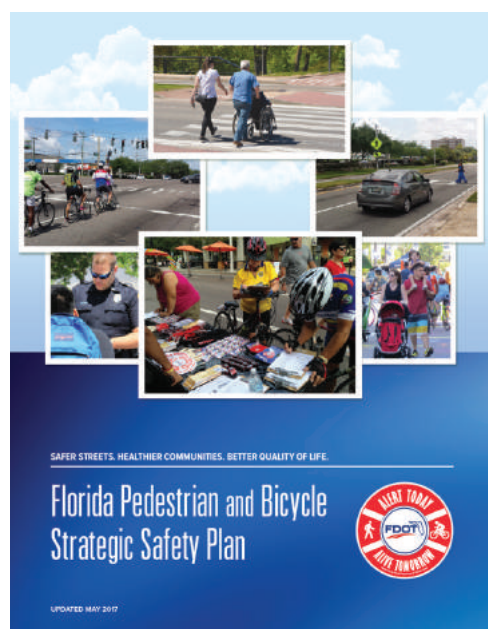


FLORIDA STRATEGIC HIGHWAY SAFETY PLAN

October 2016

The Strategic Highway Safety Plan (SHSP) was developed as a part of the Florida Transportation Plan (FTP) Implementation Element to address highway safety and aligns with the FTP Vision Element and FTP Policy Element. The SHSP is a statewide, data-driven safety plan for all of Florida's road users. The SHSP plan is the state's five-year comprehensive roadway safety plan for achieving Florida's vision of zero traffic-related fatalities. The SHSP includes 13 Emphasis Areas that guide Florida's safety efforts.

www.fdot.gov/safety



FLORIDA PEDESTRIAN AND BICYCLE STRATEGIC SAFETY PLAN

May 2017

The Florida Pedestrian and Bicycle Strategic Safety Plan (PBSSP) was developed as an implementation element to address the Pedestrians and Bicyclists Emphasis Area of the Strategic Highway Safety Plan.

The PBSSP is the state's five-year comprehensive implementation plan to drive down traffic-related pedestrian and bicyclist fatalities through goal-oriented decision-making, data-driven investments, and strategic resource allocation.

www.AlertTodayFlorida.com

A copy of Florida's Pedestrian and Bicycle Strategic Safety Plan can be found at :

www.AlertTodayFlorida.com/pbssp.html

To obtain additional copies of this document, please contact:

University of South Florida
Center for Urban Transportation Research
4202 E. Fowler Ave., CUT100
Tampa, FL 33620-5375
813-974-2049



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PEDESTRIAN AND BICYCLE STRATEGIC SAFETY PLAN

Principles

Emphasis Areas

Data, Analysis, and Evaluation

Law Enforcement and
Emergency Services

Driver Education & Licensing and
Legislation, Regulation & Policy

Highway and Traffic Engineering

Communication, Outreach, and
Education Program

Program Management

Evaluation Methods

PBSSP



The *Goal* of the PBSSP is to

- Advance data collection, analysis, and evaluation.
- Establish clear priorities that guide the implementation of safety strategies towards areas with the highest representation of traffic crashes resulting in fatalities or serious injuries to pedestrians and bicyclists.
- Eliminate pedestrian and bicyclist fatalities and serious injuries resulting from traffic crashes on public roads by decreasing the number of non-motorized fatalities and non-motorized serious injuries based on the five-year rolling average as established in the State Highway Safety Improvement Plan and/or Strategic Highway Safety Plan.

Note: Pedestrian and Bicyclist Fatalities and serious injuries will be evaluated based on the Federal Highway Administration's Safety Performance Measures Final Rule (23 CFR 490) and the National Highway Traffic Safety Administration's Uniform Procedures for State Highway Safety Grant Programs Interim Final Rule (23 CFR 1300).

INTRODUCTION

OVERVIEW

Florida Pedestrian and Bicycle Strategic Safety Plan

BACKGROUND

To coordinate and address safety needs for pedestrians and bicyclists in Florida, in Fall 2011, FDOT formed a leadership team and appointed a statewide champion to focus on pedestrian and bicycle safety in the state.

In Spring 2013, Florida's Pedestrian and Bicycle Strategic Safety Plan (PBSSP) was finalized, and Florida's first Pedestrian and Bicycle Safety Coalition was formed.

The PBSSP created a structure for identifying problem areas, implementing countermeasures, and evaluating outcomes and has served as the cornerstone of Florida's focus on improving the safety, mobility, and accessibility of pedestrians and bicyclists for the past four years.

Whereas there have been significant progress and improvements in pedestrian and bicyclist safety, there is still much that needs to be done. Trends reflect that traffic crashes are on the rise across the US, and Florida, with the third highest population in the nation and more than 100 million visitors annually, is not exempt.

INTRODUCTION

The 2017 update of Florida's Pedestrian and Bicycle Strategic Safety Plan builds on the foundation established in the initial plan and adds new and innovative data collection and analysis, impact evaluations, gap analysis, updated research, and partner, stakeholder, and citizen feedback.

In Florida, we recognize that pedestrians and bicyclists are the most vulnerable of all road users; that is why we are revolutionizing the way we think about transportation. From guiding growth, both socially and economically, to constructing intermodal systems that improve the safety, mobility, and accessibility of **ALL** road users across the state, work is being done to improve the safety of pedestrians and bicyclists.

Everyone that lives and works in and visits Florida has the expectation and right to arrive at their destination safely regardless of their mode of travel.

The challenges pedestrians and bicyclists face are diverse and differ consistently from those of other road-user groups. Because of the diverse nature of these issues, **Education, Enforcement, Engineering, and Emergency Services** are critical components in reducing crashes and improving safety for pedestrians and bicyclists.

Evaluation of the 2013 PBSSP implementation supports the overlap of critical components as the most effective means of shifting the transportation culture, knowledge, and behavior necessary to improve pedestrian and bicycle safety.

Transportation investments are long-range and long-term. With limited resources and competing priorities, **Goal-Oriented Decision-Making** is essential to the success of the safety program. This plan prioritizes safety, establishes clear goals and objectives, and puts context at the center of decision-making, providing the best opportunity to reduce traffic crashes involving pedestrians and bicyclists.

Urban, suburban, and rural environments host a variety of transportation options as well as unique safety challenges for pedestrians and bicyclists. This plan addresses **At-Risk Populations** and provides guidance for **Equitable Distribution of Resources** by prioritizing areas with higher representation of traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists.

Speed and Impairment are key factors in many traffic crashes involving pedestrians and bicyclists. This plan not only addresses those behaviors, but also serves as a catalyst for linkage with other safety programs, initiatives, and coalitions that target those issues.

Purpose: Traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists continue to be a serious concern in Florida. The purpose of the PBSSP is to guide the implementation of pedestrian and bicycle safety initiatives over the next five years. This data-driven safety action plan will be used to inspire, guide, and track progress towards achieving the state’s safety goals for **Vulnerable Road Users** with the ultimate goal of safer streets, healthier communities, and better quality of life for Florida residents and visitors.

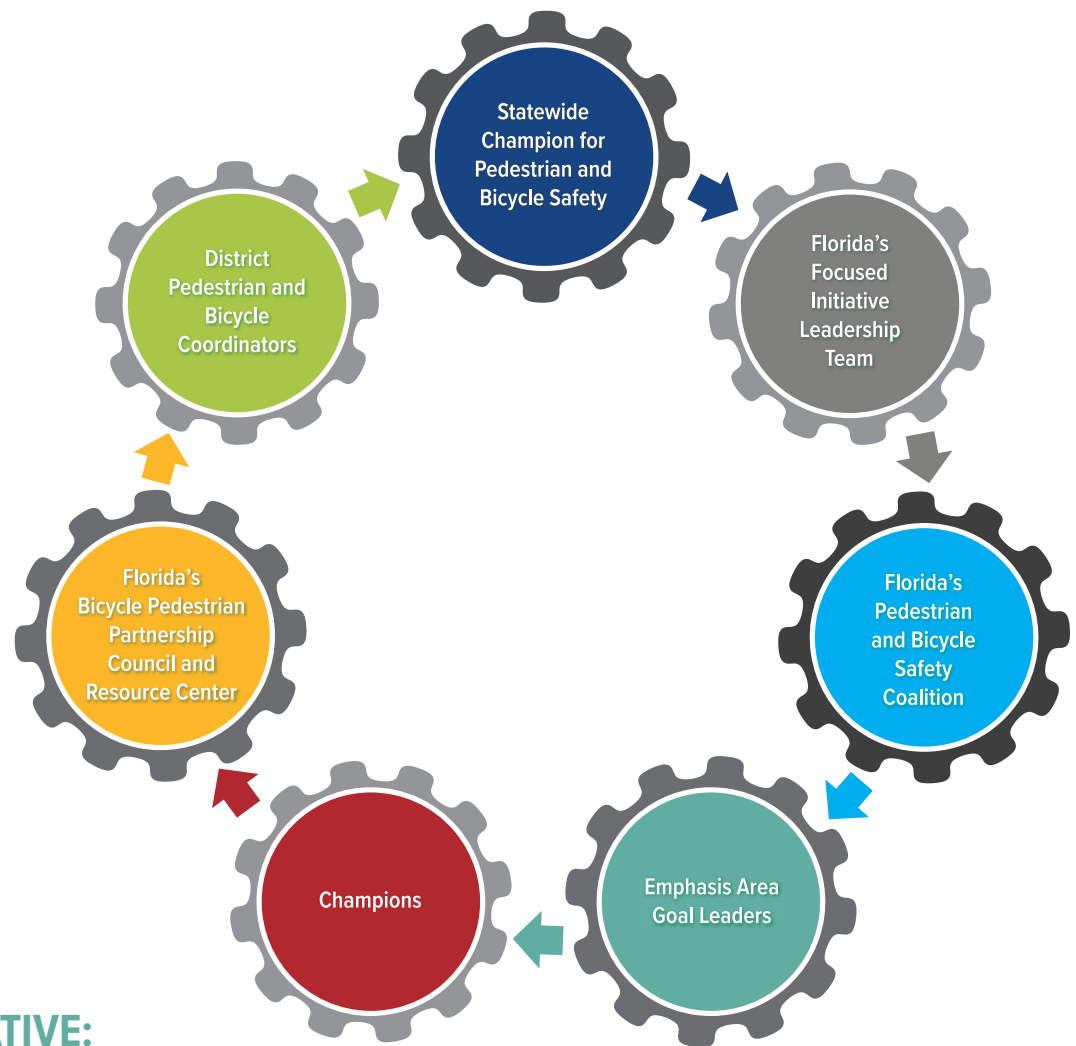
According to Florida Statute 316.027(1)(b), a “Vulnerable road user” is:

1. A pedestrian, including a person actually engaged in work upon a highway, or in work upon utility facilities along a highway, or engaged in the provision of emergency services within the right-of-way;
2. A person operating a bicycle, motorcycle, scooter, or moped lawfully on the roadway;
3. A person riding an animal; or
4. A person lawfully operating on a public right-of-way, crosswalk, or shoulder of the roadway:
 - a. A farm tractor or similar vehicle designed primarily for farm use;
 - b. A skateboard, roller skates, or in-line skates;
 - c. A horse-drawn carriage;
 - d. An electric personal assistive mobility device; or
 - e. A wheelchair.



Safer streets and healthier communities improve the quality of life for Florida residents and visitors.

The implementation of the PBSSP is a coordinated effort among FDOT leadership, staff, departments, District representatives, and coalition partners.



FOCUSED INITIATIVE: STRUCTURE AND PROCESS

Florida's focus on the safety of pedestrians and bicyclists is a dynamic and coordinated effort that includes many individuals and partners.

Implementation of the PBSSP is guided by the **Statewide Champion for Pedestrian and Bicycle Safety** and the **Focused Initiative Leadership Team**.

Florida's Pedestrian and Bicycle Safety Coalition, charged with developing a business plan and plan implementation, is broken out into six emphasis area teams: 1) Data, Analysis, and Evaluation, 2) Law Enforcement and Emergency Services, 3) Driver Education & Licensing and Legislation, Regulation & Policy, 4) Highway and Traffic Engineering, 5)

Communication, Outreach, and Education, and 6) Program Management.

Each Emphasis Area Team elected a **Goal Leader** who is charged with directing the implementation of key strategies to drive down traffic crashes resulting in fatal or serious injuries to pedestrians and bicyclists.

FDOT District Secretaries appointed **Champions** to support the focused initiative. The role of these champions is to share ideas and information from the District with the Coalition and to communicate information from the Coalition to District staff and partners at the state, regional, and local levels. Partner agencies have also adopted champions to serve in similar capacities.

Florida's Bicycle Pedestrian Partnership Council supports Florida's Pedestrian and Bicycle Safety Coalition as the Legislation, Regulation & Policy Task Team, and Florida's Pedestrian and Bicycle Safety Resource Center supports the Coalition as a Communication, Outreach, and Education Task Team.

District Pedestrian and Bicycle Coordinators support the District Champions by sharing information, providing updates, and communicating information to partners at the regional and local levels.

PREVIOUS ACCOMPLISHMENTS

HIGHWAY AND TRAFFIC ENGINEERING

Adopted a statewide Complete Streets Policy in September 2014, Complete Streets Implementation Plan in December 2015, and released the Complete Streets Handbook in April 2017. The key objective is to guide state and local agencies in providing safer, context sensitive roads by putting the “right street, in the right place, for the right reason.”

Actively promoted the installation of modern roundabouts throughout the state highway system due to their proven safety and operational benefits. This required a tailored public involvement approach and a combined education and communications strategy. The key objective was to reduce conflict points and improve the safety of pedestrians and bicyclists.

Prioritized over 2,000 intersections across the state requiring lighting improvements to enhance pedestrian and bicycle safety and established an aggressive implementation plan to retrofit them within a three-year period.



Florida Pedestrian and Bicycle Strategic Safety Plan, February 2013

LAW ENFORCEMENT AND EMERGENCY SERVICES

Implemented a data-driven High Visibility Enforcement Campaign focusing on areas with the highest representation of traffic crashes resulting in fatal and serious injuries to pedestrians and bicyclists. The key objective of the campaign is to educate pedestrians, bicyclists, and motorists about traffic laws pertaining to pedestrian and bicycle safety; increase compliance with traffic laws pertaining to pedestrians and bicyclists; and to promote safer behaviors of all road users.

Piloted a positive reinforcement campaign in two priority areas focusing on lower socioeconomic areas with high representations of traffic crashes resulting in fatal and serious injuries to pedestrians and bicyclists. The key objective of the campaign is to reward motorists, pedestrians, and bicyclists for compliance with traffic laws pertaining to pedestrians and bicyclists. Promotional cards for free meals, provided through a public private partnership with Chick-fil-A, were used for the rewards. The goal of the campaign is to incentivize safe behaviors of all road users.

Developed roll call video training segments for enforcement officers to assist them in identifying unsafe behaviors and effective enforcement techniques to reduce traffic crashes resulting in fatal and serious injuries to pedestrians and bicyclists.

Developed a web-based training for emergency medical personnel and first responders on the most common injuries pedestrians and bicyclists sustain in traffic crashes. The key objective of “EMS Front Line Defense: Preventing Pediatric Pedestrian Fatalities” was to provide information on field assessment, triage, and treatment of pediatric crash victims in an effort to improve paramedic judgement, improve emergency medical response, and to save lives.

COMMUNICATION, OUTREACH, AND EDUCATION

Developed a strategic approach to paid and earned media including a focus on areas with the highest representation of traffic crashes resulting in fatal and serious injuries to pedestrians and bicyclists; overlapped paid and earned media with High Visibility Enforcement initiatives; and required “buy-in” from media partners in the form of in-kind contribution and community investment. The key objectives were to maximize exposure of the safety campaign, and to engage the media in problem resolution.

Identified cultural, demographic, and socioeconomic differences within each priority area so that educational materials could be developed to address the specific context of each community. The key objective was to empower pedestrians, bicyclists, and motorists with the information they need, in a format they could receive and understand, to encourage safer choices on the road.

DRIVER EDUCATION & LICENSING AND LEGISLATION, REGULATION & POLICY

Partnered with the Florida Department of Highway Safety and Motor Vehicles to add pedestrian and bicycle safety tips, driving scenarios, and laws to the driver handbook; to add additional questions pertaining to driving around pedestrians and bicyclists to the driver license exam; and to enhance the pedestrian and bicycle safety information provided in driver education and training courses.

DATA, ANALYSIS, AND EVALUATION

Provided concise and repeatable metrics as well as a location identification process for pedestrian and bicycle safety. Some of the data advancements and improvements include:

- Observational and public opinion surveys to assess the level of knowledge of the public at locations within the 15 priority counties.
- Improvement of reporting strategies from officers on the crash forms used to collect data after a crash.
- Economic impact and linkage between crash and hospital data to improve outcomes.
- Partnered with STRAVA and STRAVAS data collection strategies. STRAVA data are provided to hundreds of users.

Used geographic information systems (GIS) as a tool to map crashes, identify hot spots, and conduct demographic analyses to aid in the delivery of outreach activities in the most needed areas, and also to determine coverage of target areas by all activities in the program (enforcement, engineering, and education). Other data advancements include the usage of ArcGIS methods to identify hot spots or highest crash frequency.

Established the Crash Data Academy by the FDOT Safety Office to conduct an ongoing series of webinars including several specific to pedestrians and bicyclists to help practitioners and the public understand and use Florida crash data, to improve pedestrian and bicycle safety. The webinars focus on topics in the engineering, enforcement, education and EMS/health disciplines.

TRENDS AND NEEDS

Over the past five years, FDOT and its state, regional, and local partners have increased their focus on the safety of pedestrians and bicyclists.

Safety, demographic, and geographic data from 2011 to 2015 paint a picture of the continued need for safety improvements to support economic, social, and mobility needs across the state.

In terms of a transportation system and travel behaviors, there are some key elements of the transportation system that present safety challenges and require continued focus. In terms of roadway attributes, increases in vehicular volumes, speeds, and number of lanes continue to correlate with increases in crashes, injuries, and fatalities involving people walking and biking. Traffic crash data highlight the need for continued focus on safe crossings, lighted intersections,

visibility issues, general safety information, and targeted enforcement.

Traffic crashes involving people walking and biking continue to be overrepresented in larger, more densely-populated metropolitan areas as well.

The six most populated Florida counties including Miami-Dade, Broward, Palm Beach, Hillsborough, Orange, and Pinellas, represent 9% of the total of the 67 counties in Florida and nearly 50% of Florida's population. More fatal traffic crashes in Florida involving pedestrians and bicyclists occur in these six counties because of their high populations.

The charts and figures in this section highlight the needs and trends in the

state related to walking and biking as well as systemic and geographic needs related to walking and biking transportation safety in Florida. The next page documents key performance metrics to track over time to measure the improvements in safety and changes in behavior related to walking and biking in Florida. This information is based on the sources of the US Census American Community Survey 2015 and Florida's Integrated Report Exchange System (FIRES) from the Florida DHSMV.

KEY STATE PERFORMANCE METRICS RELATED TO WALKING AND BIKING IN FLORIDA

MOBILITY ¹

1.4% 

% of workers that commute by walking (2015)

0.7% 

% of workers that commute by biking (2015)



¹ US Census; American Community Survey 2015 1 Year Estimates

² Florida's Integrated Report Exchange System (FIRES) from DHSMV

SAFETY ²

People Walking

8,326

Annual average number of pedestrian crashes (2011 to 2015)

2.7%

Annual average rate of pedestrian crashes as a share of all transportation crashes (2011 to 2015)

7,336

Annual average number of pedestrian injuries (2011 to 2015)

3.5%

Annual average rate of pedestrian injuries as a share of all transportation injuries (2011 to 2015)

541

Annual average number of pedestrian fatalities (2011 to 2015)

21.4%

Annual average rate of pedestrian fatalities as a share of all transportation fatalities (2011 to 2015)

People Biking

6,521

Annual average number of bicycle crashes (2011 to 2015)

2.1%

Annual average rate of bicycle crashes as a share of all transportation crashes (2011 to 2015)

6,116

Annual average number of bicycle injuries (2011 to 2015)

2.9%

Annual average rate of bicycle injuries as a share of all transportation injuries (2011 to 2015)

132

Annual average number of bicycle fatalities (2011 to 2015)

5.3%

Annual average rate of bicycle fatalities as a share of all transportation fatalities (2011 to 2015)

TRENDS AND NEEDS

STATEWIDE TRENDS

Between 2011 and 2015, Florida's population increased by approximately 9%. Safety, demographic, and geographic data for that period reflect a consistent need for safety improvements to support economic, social, and mobility aspects across the state.

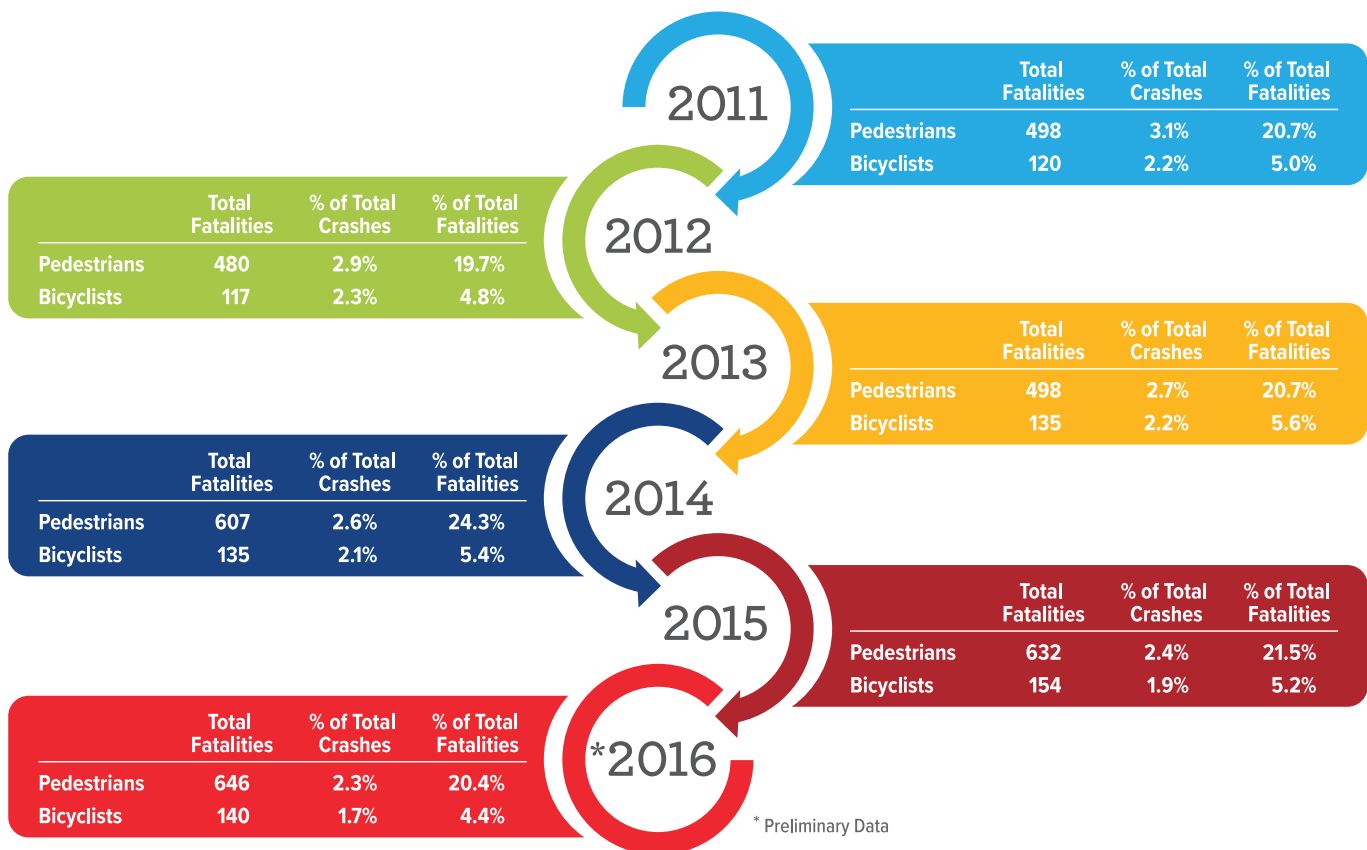
State, regional, and local partners rose to the challenge, increasing their focus on the safety of pedestrians and bicyclists.

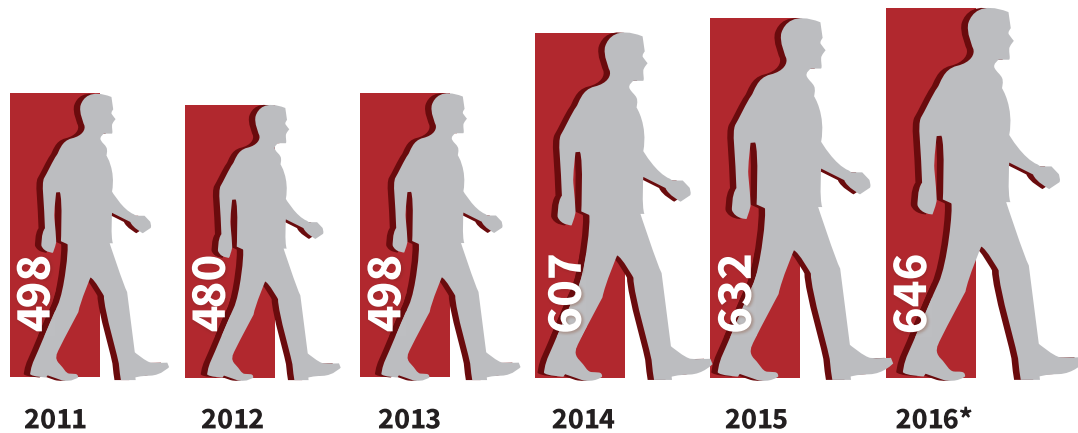
As a result, preliminary 2016 data reflect that pedestrian and bicyclist overall percentages of total traffic crashes and fatalities are at the lowest since 2011.

"Fast facts" for Florida's population overall as well as pedestrians and bicyclists are presented on the following four pages.

The charts and figures in this chapter highlight the trends and needs in Florida related to walking and biking as well as systemic and geographic needs related to walking and biking transportation safety in the state.

2011–2016 PEDESTRIAN AND BICYCLIST FATALITIES AND CRASHES



NUMBER OF PEDESTRIAN LIVES LOST IN FLORIDA 2011–2016

* Preliminary Data

Source: Florida's Integrated Report Exchange System (FIRES)

NUMBER OF BICYCLIST LIVES LOST IN FLORIDA 2011–2016

* Preliminary Data

Source: Florida's Integrated Report Exchange System (FIRES)

TRENDS AND NEEDS

SYSTEMIC NEEDS

Although the network of sidewalks and on-street bikeways continues to increase in Florida, particularly along the State Highway System, the presence of facilities alone is not the only factor that influences safety and travel choices for people walking and biking. Vehicular speed, vehicular volumes, number of lanes along a roadway, and crossings are characteristics that impact safety for people walking and biking. Additionally, seasonal and time-of-day factors influence when crashes occur.

On the State Highway System in urban areas, sidewalks are present on 80% of the roadways in the seven largest counties. Statewide, 65% of all state highways in urban areas have sidewalks on one or both sides of the roadway. For on-street bikeways, 46% of the State Highway System in the seven largest counties have a bike lane or bikeable shoulder. Statewide, 62% of all state highways in urban areas have a bike lane or bikeable shoulder.

In terms of crashes at intersections, 28% of pedestrian and 41% of bicycle crashes occur at intersections. There is a need to focus on providing safe and convenient crossings for people walking and biking in addition to safe roadways between intersections.

The increase of vehicle miles traveled (VMT) in Florida due to the growth of Florida's population could contribute to the increase in pedestrian and bicycle-related crashes.

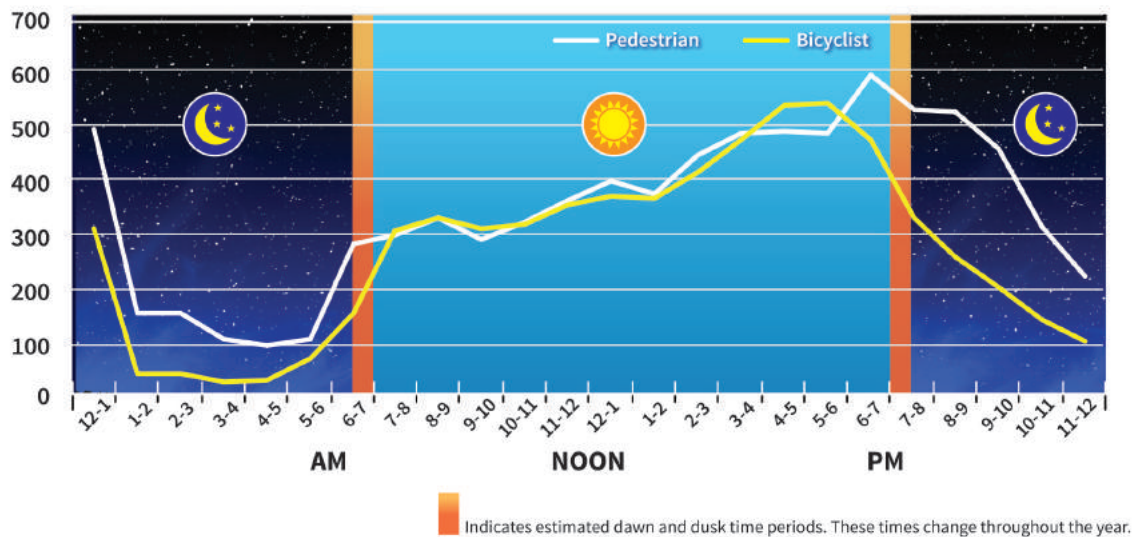
How a roadway is designed and how fast vehicles travel along a roadway significantly influence the rate of bicycle and pedestrian crashes. Large, multi-lane roadways with high vehicle volumes are where most bicycle and pedestrian crashes occur on our roadways.

By time of day and time of year, there are clear trends related to when crashes involving people walking and biking occur. By time of day, the majority of bicycle and pedestrian

crashes occur in the afternoon and evening hours and peak around 6:00 PM. A total of 1 in 4 crashes in Florida occur between the hours of 3:00 PM and 6:00 PM. This time period likely is when most people are traveling and also when lower levels of light or glare may impact the ability for people to see others traveling on the roadway. By time of year, the majority of crashes occur in the late fall, winter, and early spring when seasonal tourism is highest in Florida. Combined, these times of day and year highlight ideal times on which to focus education and enforcement efforts when they are needed most.

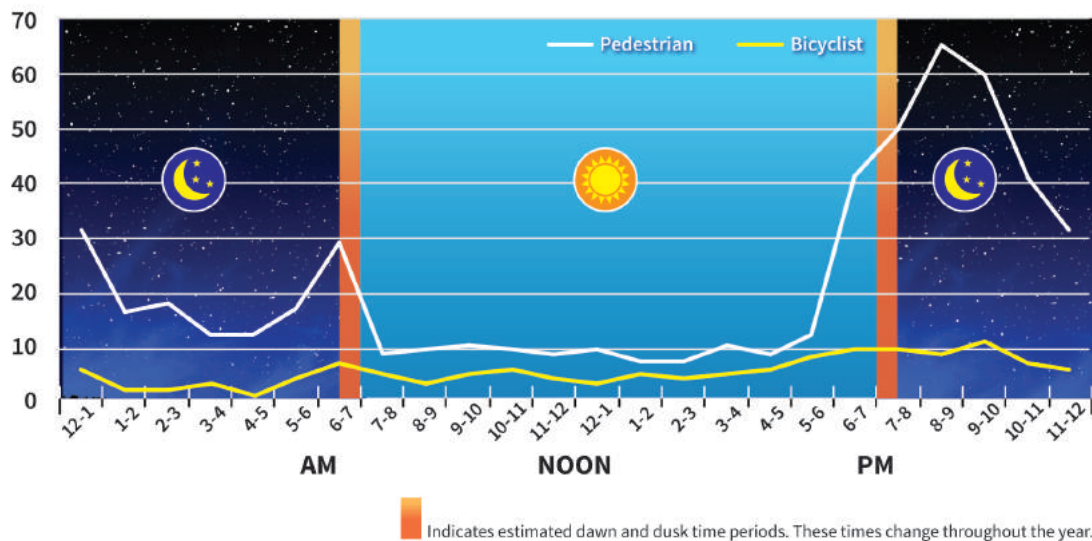


AVERAGE NUMBER OF PEDESTRIAN AND BICYCLIST CRASHES IN FLORIDA BY TIME-OF-DAY, 2011–2015



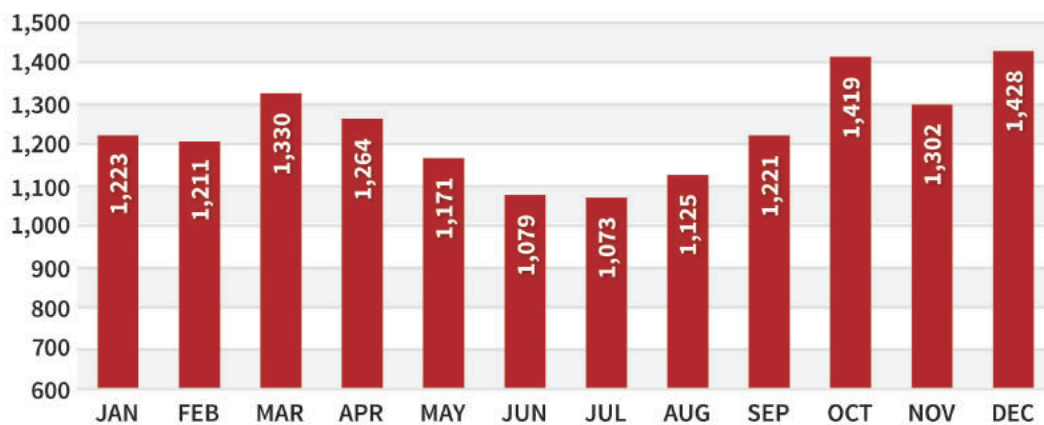
Source: Florida's Integrated Report Exchange System (FIRES) from DHSMV

AVERAGE NUMBER OF PEDESTRIAN AND BICYCLIST FATALITIES IN FLORIDA BY TIME-OF-DAY, 2011–2015



Source: Florida's Integrated Report Exchange System (FIRES) from DHSMV

AVERAGE NUMBER OF PEDESTRIAN AND BICYCLIST CRASHES BY MONTH AND YEAR, 2011–2015



Source: Florida's Integrated Report Exchange System (FIRES) from DHSMV

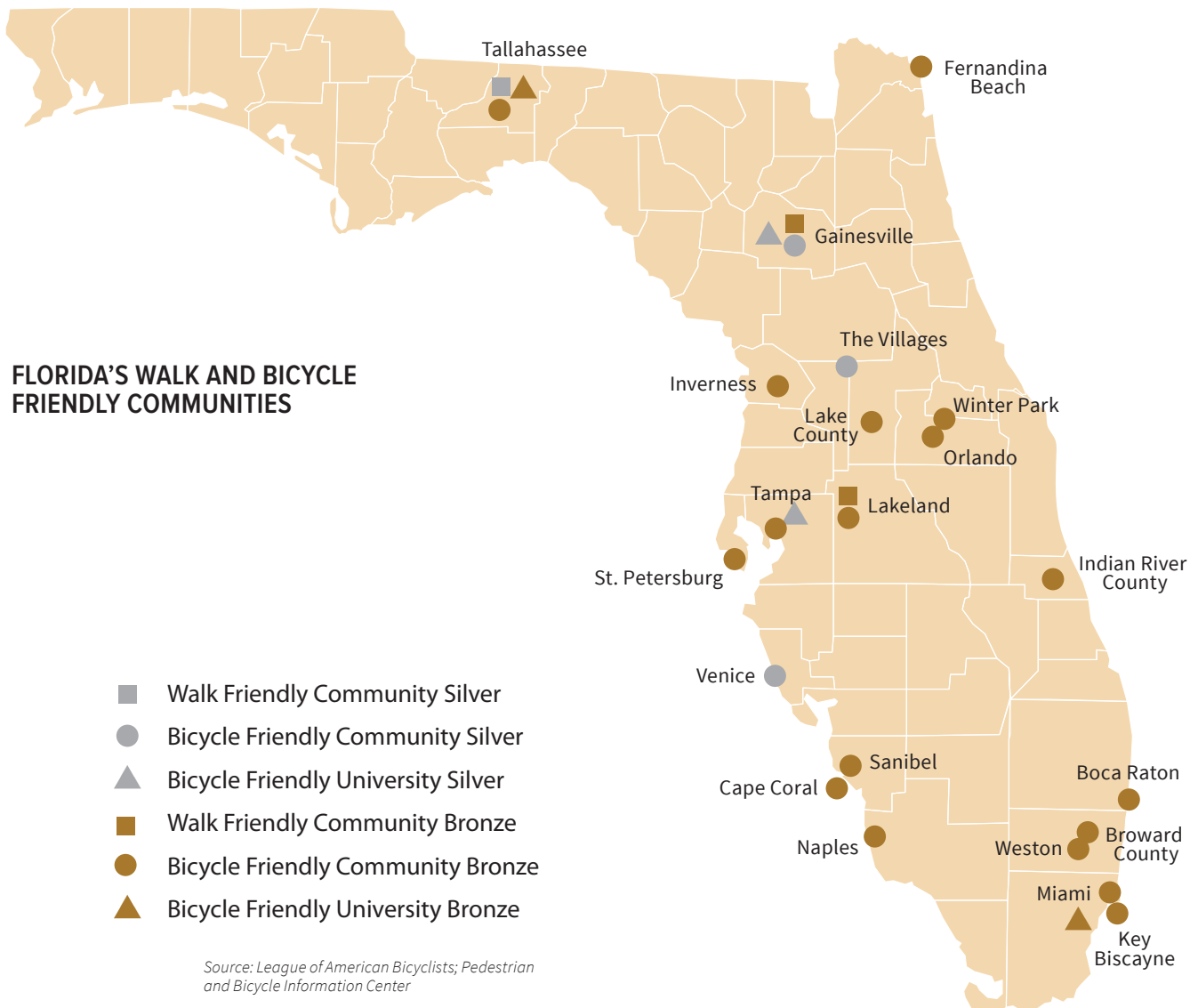
TRENDS AND NEEDS

WALK AND BICYCLE FRIENDLY COMMUNITIES AND BUSINESSES

Bicycle Friendly America is a national recognition program created by the League of American Bicyclists to provide assistance and recognition for states, communities, businesses, and universities to encourage bicycling as a transportation option for all people.

Similar to the Bicycle Friendly America program, Walk Friendly Communities is a recognition program developed to encourage towns and cities across the US to commit to creating a more walkable environment for all pedestrians. To learn more about

the Bicycle Friendly America awards program or application process, please visit <http://bikeleague.org/bfa>. To learn more about the Walk Friendly Community awards program or application process, please visit <http://walkfriendly.org/>.



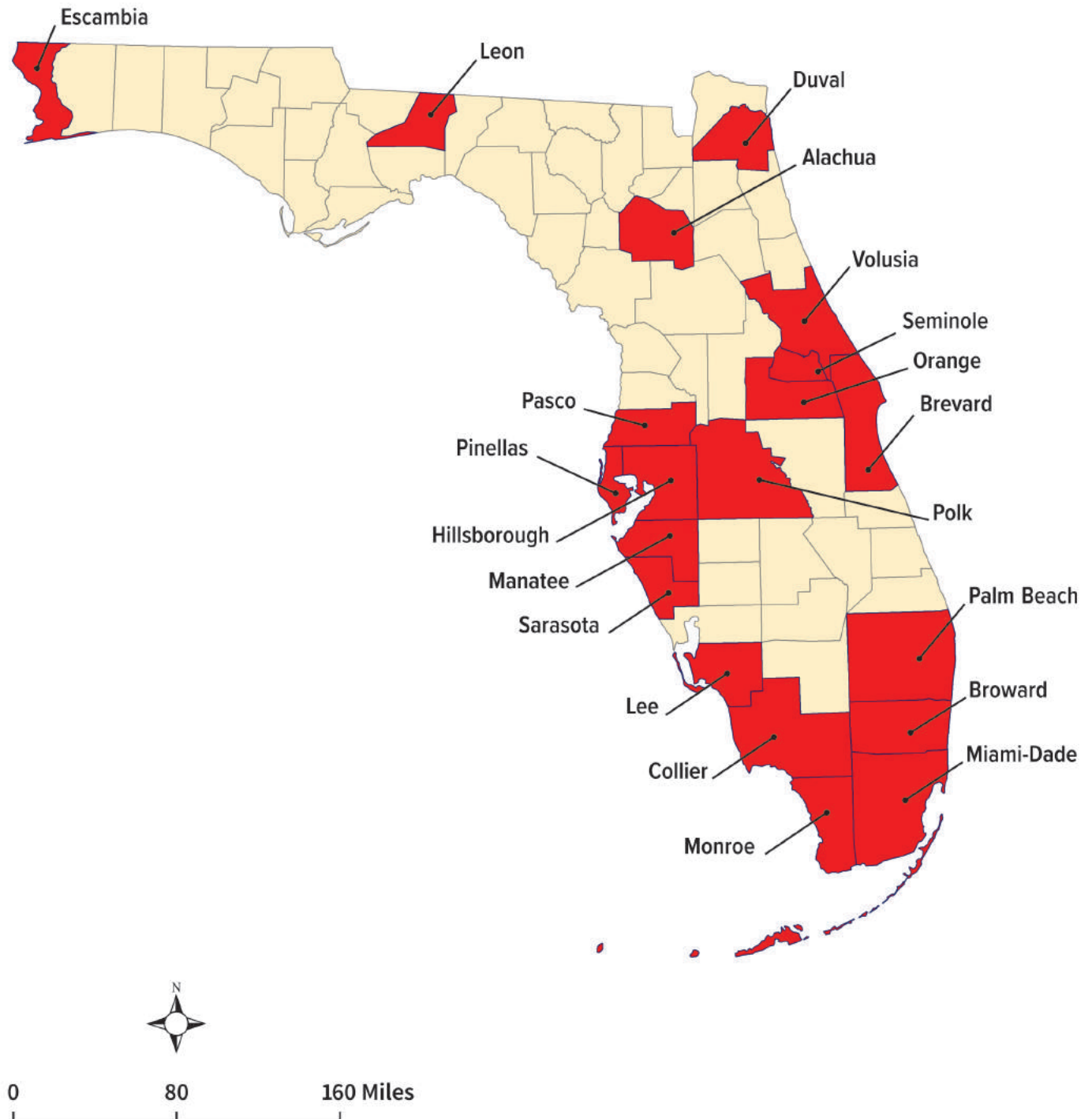
BICYCLE-FRIENDLY BUSINESS	STATE	AWARD	EMPLOYEES	CITY	INDUSTRY
Island Bike Shop	FL	Bronze	3	Marco Island	Bicycle Industry
RJ Gators	FL	Bronze	46	The Villages	Hospitality/Food/Retail
Crane Ramen	FL	Bronze	50	Gainesville	Hospitality/Food/Retail
Coral Gables Art Cinema	FL	Bronze	15	Coral Gables	Non-Profit/Government
The Coral Gables Museum	FL	Silver	9	Coral Gables	Non-Profit/Government
Tampa Downtown Partnership	FL	Gold	35	Tampa	Non-Profit
Charles H. Sanford Law Offices, P.L.	FL	Bronze	2	Vero Beach	Professional Services
Tindale Oliver	FL	Silver	45	Tampa	Architecture/Planning/Design,Transportation
City of Inverness	FL	Bronze	25	Inverness	Government Agency
Out-Spoke'N Bike Shops, Inc.	FL	Silver	7	Lake Mary	Bicycle Industry
IHMC	FL	Bronze	100	Pensacola	Technology & Information
Gator Cycle	FL	Gold	7	Gainesville	Bicycle Industry
The Bike Rack Co.	FL	Bronze	12	West Palm Beach	Manufacturing/Research
The Cycling Hub	FL	Gold	8	Clermont	Bicycle Industry
Bike Works	FL	Bronze	4	Gainesville	Bicycle Industry (includes shops)
Orchid Island Bikes & Kayaks	FL	Gold	10	Vero Beach	Bicycle Industry (includes shops)
Ginger Beard Coffee	FL	Silver	2	Tampa	Hospitality/Food/Retail
The Barrymore Hotel Tampa Riverwalk	FL	Bronze	60	Tampa	Hospitality/Food/Retail
Zudar's	FL	Bronze	12	Tampa	Hospitality/Food/Retail
Bikes Beans and Bordeaux Cafe	FL	Silver	12	Orlando	Hospitality/Food/Retail
Reynolds Fitness Systems, Bike Venice	FL	Gold	7	Venice	Bicycle Industry (includes shops)
David's World Cycle	FL	Silver	7	Inverness	Bicycle Shop
Acme Bicycle Shop LLC	FL	Gold	3	Punta Gorda	Bicycle Shop
Mack Cycle and Fitness	FL	Gold	21	Miami	Bicycle Shop
Inverness Bicycle and Fitness	FL	Silver	3	Inverness	Bicycle Shop
Downtown Tampa YMCA – 100 N. Tampa	FL	Bronze	5	Tampa	Non-Profit /Health
Downtown Tampa YMCA – Ft. Brooke	FL	Bronze	8	Tampa	Non-Profit /Health
Tampa General Hospital	FL	Silver	6,000	Tampa	Non-Profit Medical/Health Services
Redmon Design Company	FL	Bronze	3	Maitland	Professional Services
Arquitectonica International Inc.	FL	Bronze	50	Miami	Professional Services
Skypoint Condominium	FL	Silver	11	Tampa	Real Estate & Housing
The Sportsmedicine Institute, Inc.	FL	Bronze	2	The Villages	Education
Buddy Brew Coffee	FL	Silver	30	Tampa	Hospitality/Food/Retail
The Bull	FL	Bronze	4	Gainesville	Hospitality/Food/Retail
Anise Global Gastrobar	FL	Bronze	32	Tampa	Hospitality/Food/Retail
The Blind Tiger Cafe	FL	Silver	8	Tampa	Hospitality/Food/Retail
Duckweed Urban Grocery	FL	Silver	12	Tampa	Hospitality/Food/Retail
Old Tampa Book Company	FL	Bronze	3	Tampa	Hospitality/Food/Retail
Spain Restaurant & Toma Bar	FL	Silver	12	Tampa	Hospitality/Food/Retail
Ferg's Live	FL	Bronze	50	Tampa	Hospitality/Food/Retail
Tampa Pizza Company	FL	Bronze	16	Tampa	Hospitality/Food/Retail
Bamboozle Cafe	FL	Bronze	22	Tampa	Hospitality/Food/Retail
Cigar City Brewing	FL	Bronze	65	Tampa	Hospitality/Food/Retail
Cigar City Cider & Mead	FL	Bronze	15	Tampa	Hospitality/Food/Retail
Columbia Cafe	FL	Bronze	28	Tampa	Hospitality/Food/Retail
Holy Hog Barbecue	FL	Bronze	18	Tampa	Hospitality/Food/Retail
The Franklin	FL	Bronze	20	Tampa	Hospitality/Food/Retail
Ulele Restaurant	FL	Bronze	100	Tampa	Hospitality/Food/Retail
Charlotte County Health Department	FL	Bronze	50	Port Charlotte	Medical/Health
Sarasota Memorial Health Care System	FL	Bronze	4,000	Sarasota	Medical/Health
Bicycles International	FL	Silver	6	Venice	Bicycle Industry
Coppertail Brewing Company	FL	Silver	31	Tampa	Hospitality/Food/Retail
Dade Heritage Trust	FL	Silver	2	Miami	Non-Profit
David's World Cycle, Inc	FL	Bronze	4	Wildwood	Bicycle Shop



TRENDS AND NEEDS

GEOGRAPHIC NEEDS

2016 PEDESTRIAN AND BICYCLE FOCUSED INITIATIVE TOP 20 COUNTIES



Florida's at-risk populations play a large role in the state's high pedestrian and bicycle injuries and fatalities. Lower socioeconomic communities depend on walking and biking as their main mode of transportation, which includes access to transit. These at-risk populations also have language barriers that may inhibit their opportunity for attaining the same pedestrian and bicyclist safety message and/or road signage. Many of these language barriers include populations that migrated to Florida from other countries. With

more people walking and biking in Florida, a stronger focus on equity transportation is being addressed to help educate and encourage safe travel behaviors for all pedestrians and bicyclists.

For pedestrian and bicyclist injuries, the top 10 counties represent approximately 70% of all bicycle and pedestrian injuries in Florida from 2011 to 2015, and the top 20 counties represent almost 90%.

When looking at pedestrian and bicycle fatalities, the top 10 counties

represent approximately 60% of all bicycle and pedestrian fatalities and the top 20 counties represent just over 80% of all bicycle and pedestrian fatalities in Florida.

The following tables are ordered based on the total number of pedestrian and bicyclist injuries and fatalities in 2015.

TOTAL PEDESTRIAN AND BICYCLIST INJURIES AND FATALITIES, 2015

MIAMI DADE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	1170	1884
		Fatality	73	
	Bicyclist	Injury	635	
		Fatality	6	
2012	Pedestrian	Injury	1257	2007
		Fatality	52	
	Bicyclist	Injury	693	
		Fatality	5	
2013	Pedestrian	Injury	1305	2188
		Fatality	69	
	Bicyclist	Injury	803	
		Fatality	11	
2014	Pedestrian	Injury	1390	2413
		Fatality	77	
	Bicyclist	Injury	928	
		Fatality	18	
2015	Pedestrian	Injury	1440	2384
		Fatality	93	
	Bicyclist	Injury	833	
		Fatality	18	

Descriptions: Population: 2,693,117 (2015); Population Density: 1,378.9 per sq mi; Demographics (2010): White alone (non-Hispanic): 15.4%, Black alone: 18.9%, Hispanic or Latino of any race: 65.0%, Asian: 1.5%, Two or more races: 2.4%, American Indian and Alaska Native: 0.2%, Native Hawaiian and Other Pacific Islander: <0.05%.

BROWARD COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	503	945
		Fatality	29	
	Bicyclist	Injury	377	
		Fatality	6	
2012	Pedestrian	Injury	889	1722
		Fatality	58	
	Bicyclist	Injury	770	
		Fatality	5	
2013	Pedestrian	Injury	894	1763
		Fatality	50	
	Bicyclist	Injury	808	
		Fatality	11	
2014	Pedestrian	Injury	950	1857
		Fatality	60	
	Bicyclist	Injury	829	
		Fatality	18	
2015	Pedestrian	Injury	980	1820
		Fatality	59	
	Bicyclist	Injury	767	
		Fatality	14	

Descriptions: Population: 1,896,425 (2015); Population Density: 1,445 per sq mi; Demographics (2010): White alone (non-Hispanic): 43.5%, Black alone: 26.7%, Hispanic or Latino of any race: 25.1%, Asian: 3.2%, Two or more races: 2.9%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

ORANGE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	454	836
		Fatality	28	
	Bicyclist	Injury	347	
		Fatality	7	
2012	Pedestrian	Injury	486	963
		Fatality	38	
	Bicyclist	Injury	430	
		Fatality	9	
2013	Pedestrian	Injury	575	1085
		Fatality	35	
	Bicyclist	Injury	467	
		Fatality	8	
2014	Pedestrian	Injury	652	1168
		Fatality	43	
	Bicyclist	Injury	464	
		Fatality	9	
2015	Pedestrian	Injury	574	1099
		Fatality	39	
	Bicyclist	Injury	476	
		Fatality	10	

Descriptions: Population: 1,288,126 (2015); Population Density: 1,249.25 per sq mi; Demographics (2010): White alone (non-Hispanic): 46.0%, Black alone: 20.8%, Hispanic or Latino of any race: 26.9%, Asian: 4.9%, Two or more races: 3.4%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

HILLSBOROUGH COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	463	852
		Fatality	32	
	Bicyclist	Injury	350	
		Fatality	7	
2012	Pedestrian	Injury	539	1055
		Fatality	33	
	Bicyclist	Injury	470	
		Fatality	13	
2013	Pedestrian	Injury	485	1010
		Fatality	32	
	Bicyclist	Injury	482	
		Fatality	11	
2014	Pedestrian	Injury	568	1123
		Fatality	34	
	Bicyclist	Injury	513	
		Fatality	8	
2015	Pedestrian	Injury	538	1086
		Fatality	48	
	Bicyclist	Injury	492	
		Fatality	8	

Descriptions: Population: 1,349,050 (2015); Population Density: 1,323 per sq mi; Demographics (2010): White alone (non-Hispanic): 53.7%, Black alone: 16.7%, Hispanic or Latino of any race: 24.9%, Asian: 3.4%, Two or more races: 3.1%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

PALM BEACH COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	445	842
		Fatality	19	
	Bicyclist	Injury	369	
		Fatality	9	
2012	Pedestrian	Injury	494	955
		Fatality	22	
	Bicyclist	Injury	431	
		Fatality	8	
2013	Pedestrian	Injury	593	1153
		Fatality	35	
	Bicyclist	Injury	519	
		Fatality	6	
2014	Pedestrian	Injury	564	1119
		Fatality	35	
	Bicyclist	Injury	513	
		Fatality	7	
2015	Pedestrian	Injury	529	1072
		Fatality	35	
	Bicyclist	Injury	491	
		Fatality	17	

Descriptions: Population: 1,422,789 (2015); Population Density: 722 per sq mi; Demographics (2010): White alone (non-Hispanic): 60.1%, Black alone: 17.3%, Hispanic or Latino of any race: 19.0%, Asian: 2.4%, Two or more races: 2.3%, American Indian and Alaska Native: 0.5%, Native Hawaiian and Other Pacific Islander: 0.1%.

PINELLAS COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	294	708
		Fatality	33	
	Bicyclist	Injury	371	
		Fatality	10	
2012	Pedestrian	Injury	414	999
		Fatality	27	
	Bicyclist	Injury	549	
		Fatality	9	
2013	Pedestrian	Injury	452	1007
		Fatality	26	
	Bicyclist	Injury	518	
		Fatality	11	
2014	Pedestrian	Injury	433	1000
		Fatality	41	
	Bicyclist	Injury	519	
		Fatality	7	
2015	Pedestrian	Injury	408	1031
		Fatality	35	
	Bicyclist	Injury	582	
		Fatality	6	

Descriptions: Population: 949,827(2015); Population Density: 3,427 per sq mi; Demographics (2010): White alone (non-Hispanic): 76.9%, Black alone: 10.3%, Hispanic or Latino of any race: 8.0%, Asian: 3.0%, Two or more races: 2.2%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

DUVAL COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	328	572
		Fatality	20	
	Bicyclist	Injury	219	
		Fatality	5	
2012	Pedestrian	Injury	365	690
		Fatality	30	
	Bicyclist	Injury	287	
		Fatality	8	
2013	Pedestrian	Injury	419	738
		Fatality	33	
	Bicyclist	Injury	279	
		Fatality	7	
2014	Pedestrian	Injury	385	689
		Fatality	35	
	Bicyclist	Injury	268	
		Fatality	1	
2015	Pedestrian	Injury	408	735
		Fatality	39	
	Bicyclist	Injury	285	
		Fatality	3	

Descriptions: Population: 913,010 (2015); Population Density: 1,198 per sq mi; Demographics (2010): White alone (non-Hispanic): 56.6%, Black alone: 29.5%, Hispanic or Latino of any race: 7.6%, Asian: 4.2%, Two or more races: 2.9%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

LEE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	151	283
		Fatality	6	
	Bicyclist	Injury	121	
		Fatality	5	
2012	Pedestrian	Injury	174	331
		Fatality	13	
	Bicyclist	Injury	142	
		Fatality	2	
2013	Pedestrian	Injury	204	413
		Fatality	24	
	Bicyclist	Injury	182	
		Fatality	3	
2014	Pedestrian	Injury	213	449
		Fatality	17	
	Bicyclist	Injury	210	
		Fatality	9	
2015	Pedestrian	Injury	230	468
		Fatality	17	
	Bicyclist	Injury	217	
		Fatality	4	

Descriptions: Population: 701,982 (2015); Population Density: 769 per sq mi; Demographics (2010): White alone (non-Hispanic): 71.0%, Black alone: 8.3%, Hispanic or Latino of any race: 18.3%, Asian: 1.4%, Two or more races: 2.1%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

VOLUSIA COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	188	356
		Fatality	18	
	Bicyclist	Injury	144	
		Fatality	6	
2012	Pedestrian	Injury	179	376
		Fatality	16	
	Bicyclist	Injury	180	
		Fatality	1	
2013	Pedestrian	Injury	224	449
		Fatality	19	
	Bicyclist	Injury	201	
		Fatality	5	
2014	Pedestrian	Injury	213	417
		Fatality	25	
	Bicyclist	Injury	175	
		Fatality	4	
2015	Pedestrian	Injury	199	412
		Fatality	17	
	Bicyclist	Injury	192	
		Fatality	4	

Descriptions: Population: 517,887(2015); Population Density: 449.2 per sq mi; Demographics (2010): White alone (non-Hispanic): 75.4%, Black alone: 10.5%, Hispanic or Latino of any race: 11.2%, Asian: 1.5%, Two or more races: 2.1%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: <0.05%.

BREVARD COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	99	241
		Fatality	13	
	Bicyclist	Injury	125	
		Fatality	4	
2012	Pedestrian	Injury	164	326
		Fatality	8	
	Bicyclist	Injury	151	
		Fatality	3	
2013	Pedestrian	Injury	188	401
		Fatality	16	
	Bicyclist	Injury	187	
		Fatality	10	
2014	Pedestrian	Injury	166	391
		Fatality	21	
	Bicyclist	Injury	199	
		Fatality	5	
2015	Pedestrian	Injury	191	401
		Fatality	22	
	Bicyclist	Injury	186	
		Fatality	2	

Descriptions: Population: 568,088 (2015); Population Density: 535 per sq mi; Demographics (2010): White alone (non-Hispanic): 77.6%, Black alone: 10.1%, Hispanic or Latino of any race: 8.1%, Asian: 2.1%, Two or more races: 2.6%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

POLK COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	103	196
		Fatality	13	
	Bicyclist	Injury	76	
		Fatality	4	
2012	Pedestrian	Injury	149	286
		Fatality	18	
	Bicyclist	Injury	116	
		Fatality	3	
2013	Pedestrian	Injury	147	305
		Fatality	10	
	Bicyclist	Injury	143	
		Fatality	5	
2014	Pedestrian	Injury	215	380
		Fatality	21	
	Bicyclist	Injury	140	
		Fatality	4	
2015	Pedestrian	Injury	191	356
		Fatality	13	
	Bicyclist	Injury	145	
		Fatality	7	

Descriptions: Population: 666,149 (2015); Population Density: 370 per sq mi; Demographics (2010): White alone (non-Hispanic): 64.6%, Black alone: 14.8%, Hispanic or Latino of any race: 17.7%, Asian: 1.6%, Two or more races: 2.4%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

PASCO COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	133	271
		Fatality	15	
	Bicyclist	Injury	120	
		Fatality	3	
2012	Pedestrian	Injury	142	290
		Fatality	12	
	Bicyclist	Injury	131	
		Fatality	5	
2013	Pedestrian	Injury	170	325
		Fatality	12	
	Bicyclist	Injury	141	
		Fatality	2	
2014	Pedestrian	Injury	135	308
		Fatality	24	
	Bicyclist	Injury	149	
		Fatality	0	
2015	Pedestrian	Injury	127	293
		Fatality	13	
	Bicyclist	Injury	150	
		Fatality	3	

Descriptions: Population: 512,368(2015); Population Density: 650 per sq mi; Demographics (2010): White alone (non-Hispanic): 80.1%, Black alone: 4.5%, Hispanic or Latino of any race: 11.7%, Asian: 2.1%, Two or more races: 2.2%, American Indian and Alaska Native: 0.4%, Native Hawaiian and Other Pacific Islander: 0.1%.

SARASOTA COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	111	274
		Fatality	8	
	Bicyclist	Injury	151	
		Fatality	4	
2012	Pedestrian	Injury	120	296
		Fatality	6	
	Bicyclist	Injury	164	
		Fatality	6	
2013	Pedestrian	Injury	123	319
		Fatality	7	
	Bicyclist	Injury	187	
		Fatality	2	
2014	Pedestrian	Injury	126	318
		Fatality	11	
	Bicyclist	Injury	179	
		Fatality	2	
2015	Pedestrian	Injury	94	278
		Fatality	13	
	Bicyclist	Injury	167	
		Fatality	4	

Descriptions: Population: 405,549 (2015); Population Density: 683 per sq mi; Demographics (2010): White alone (non-Hispanic): 84.9%, Black alone: 4.7%, Hispanic or Latino of any race: 7.9%, Asian: 1.3%, Two or more races: 1.6%, American Indian and Alaska Native: 0.2%, Native Hawaiian and Other Pacific Islander: <0.05%.

ESCAMBIA COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	124	222
		Fatality	15	
	Bicyclist	Injury	81	
		Fatality	2	
2012	Pedestrian	Injury	135	260
		Fatality	11	
	Bicyclist	Injury	113	
		Fatality	1	
2013	Pedestrian	Injury	106	214
		Fatality	8	
	Bicyclist	Injury	99	
		Fatality	1	
2014	Pedestrian	Injury	117	222
		Fatality	13	
	Bicyclist	Injury	87	
		Fatality	5	
2015	Pedestrian	Injury	151	274
		Fatality	14	
	Bicyclist	Injury	108	
		Fatality	1	

Descriptions: Population: 315,187(2015); Population Density: 480 per sq mi; Demographics (2010): White alone (non-Hispanic): 66.2%, Black alone: 22.9%, Hispanic or Latino of any race: 4.7%, Asian: 2.7%, Two or more races: 3.2%, American Indian and Alaska Native: 0.9%, Native Hawaiian and Other Pacific Islander: 0.1%.

MANATEE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	97	211
		Fatality	8	
	Bicyclist	Injury	104	
		Fatality	2	
2012	Pedestrian	Injury	126	260
		Fatality	12	
	Bicyclist	Injury	120	
		Fatality	2	
2013	Pedestrian	Injury	107	227
		Fatality	8	
	Bicyclist	Injury	111	
		Fatality	1	
2014	Pedestrian	Injury	136	282
		Fatality	9	
	Bicyclist	Injury	131	
		Fatality	6	
2015	Pedestrian	Injury	121	261
		Fatality	19	
	Bicyclist	Injury	113	
		Fatality	8	

Descriptions: Population: 363,369 (2015); Population Density: 435 per sq mi; Demographics (2010): White alone (non-Hispanic): 73.4%, Black alone: 8.7%, Hispanic or Latino of any race: 14.9%, Asian: 1.6%, Two or more races: 2.0%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

SEMINOLE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	95	208
		Fatality	14	
	Bicyclist	Injury	95	
		Fatality	4	
2012	Pedestrian	Injury	94	199
		Fatality	5	
	Bicyclist	Injury	100	
		Fatality	0	
2013	Pedestrian	Injury	109	258
		Fatality	8	
	Bicyclist	Injury	135	
		Fatality	6	
2014	Pedestrian	Injury	102	223
		Fatality	4	
	Bicyclist	Injury	117	
		Fatality	0	
2015	Pedestrian	Injury	105	248
		Fatality	6	
	Bicyclist	Injury	134	
		Fatality	3	

Descriptions: Population: 449,144 (2015); Population Density: 1,372 per sq mi ; Demographics (2010): White alone (non-Hispanic): 66.3%, Black alone: 11.1%, Hispanic or Latino of any race: 17.1%, Asian: 3.7%, Two or more races: 2.9%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

ALACHUA COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	75	186
		Fatality	0	
	Bicyclist	Injury	109	
		Fatality	2	
2012	Pedestrian	Injury	102	238
		Fatality	2	
	Bicyclist	Injury	133	
		Fatality	1	
2013	Pedestrian	Injury	103	235
		Fatality	4	
	Bicyclist	Injury	127	
		Fatality	1	
2014	Pedestrian	Injury	88	220
		Fatality	5	
	Bicyclist	Injury	126	
		Fatality	1	
2015	Pedestrian	Injury	104	242
		Fatality	6	
	Bicyclist	Injury	131	
		Fatality	1	

Descriptions: Population: 263,496 (2015); Population Density: 301 per sq mi; Demographics (2010): White alone (non-Hispanic): 63.7%, Black alone: 20.3%, Hispanic or Latino of any race: 8.4%, Asian: 5.4%, Two or more races: 2.6%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

LEON COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	123	183
		Fatality	4	
	Bicyclist	Injury	55	
		Fatality	1	
2012	Pedestrian	Injury	121	188
		Fatality	5	
	Bicyclist	Injury	62	
		Fatality	0	
2013	Pedestrian	Injury	157	234
		Fatality	6	
	Bicyclist	Injury	71	
		Fatality	0	
2014	Pedestrian	Injury	147	229
		Fatality	6	
	Bicyclist	Injury	76	
		Fatality	0	
2015	Pedestrian	Injury	162	238
		Fatality	9	
	Bicyclist	Injury	64	
		Fatality	3	

Descriptions: Population: 286,272 (2015); Population Density: 413 per sq mi; Demographics (2010): White alone (non-Hispanic): 59.3%, Black alone: 30.3%, Hispanic or Latino of any race: 5.6%, Asian: 2.9%, Two or more races: 2.2%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

COLLIER COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	64	167
		Fatality	6	
	Bicyclist	Injury	96	
		Fatality	1	
2012	Pedestrian	Injury	67	196
		Fatality	3	
	Bicyclist	Injury	125	
		Fatality	1	
2013	Pedestrian	Injury	87	242
		Fatality	5	
	Bicyclist	Injury	149	
		Fatality	1	
2014	Pedestrian	Injury	92	233
		Fatality	8	
	Bicyclist	Injury	130	
		Fatality	3	
2015	Pedestrian	Injury	115	225
		Fatality	7	
	Bicyclist	Injury	97	
		Fatality	6	

Descriptions: Population: 357,305 (2015); Population Density: 161 per sq mi; Demographics (2010): White alone (non-Hispanic): 65.7%, Black alone: 6.6%, Hispanic or Latino of any race: 25.9%, Asian: 1.1%, Two or more races: 1.9%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.

MONROE COUNTY

Year	Road User Type	Injury Level	Number	Total
2011	Pedestrian	Injury	45	134
		Fatality	6	
	Bicyclist	Injury	80	
		Fatality	3	
2012	Pedestrian	Injury	61	200
		Fatality	5	
	Bicyclist	Injury	134	
		Fatality	0	
2013	Pedestrian	Injury	49	174
		Fatality	5	
	Bicyclist	Injury	119	
		Fatality	1	
2014	Pedestrian	Injury	43	168
		Fatality	3	
	Bicyclist	Injury	121	
		Fatality	1	
2015	Pedestrian	Injury	48	202
		Fatality	4	
	Bicyclist	Injury	149	
		Fatality	1	

Descriptions: Population: 77,482 (2015); Population Density: 74 per sq mi; Demographics (2010): White alone (non-Hispanic): 63.7%, Black alone: 20.3%, Hispanic or Latino of any race: 8.4%, Asian: 5.4%, Two or more races: 2.6%, American Indian and Alaska Native: 0.3%, Native Hawaiian and Other Pacific Islander: 0.1%.



TRENDS AND NEEDS

COMPLETE STREETS POLICY AND ROAD ILLUMINATION IMPLEMENTATION

FDOT's Complete Streets Policy, adopted in September 2014, promotes safety, quality of life, and economic development in Florida. It states that FDOT will routinely plan, design, construct, reconstruct, and operate a context-sensitive "Complete Streets." Based on the policy and the Complete Streets Implementation Plan, FDOT is preparing context-based roadway design guidance through a new *FDOT Design Manual* (FDM), to replace the *Plans Preparation Manual*. Context-based criteria in the FDM will help provide communities a safer roadway system for all road users. This approach will allow FDOT to put the "right road in the right place." Other manuals and documents also are being revised to support Complete Streets; a list can be found at www.FLcompletestreets.com.

In addition to Complete Streets modifications, FDOT has committed to investing in roadway illumination improvements to better provide a better lighting system that complements roadway infrastructure by increasing visibility at night for all road users.



FLORIDA COMPLETE STREETS PARTICIPANTS

Many communities in Florida have adopted their own “Complete Streets” programs that precede and are unrelated to FDOT’s efforts. FDOT’s new policy, however, may permit these communities and FDOT to achieve consensus more quickly on appropriate roadway design to support complete streets objectives.

Alachua County	Indian River County	Rockledge
Auburndale	Jacksonville	Satellite Beach
Bartow	Lake Alfred	St. Petersburg
Bonita Springs	Lake Hamilton	State of Florida
Brevard County	Lake Wales	Tallahassee
Broward County	Lakeland	Tampa
Broward MPO (Fort Lauderdale area)	Lee County MPO (Fort Myers area)	Titusville
Bunnell	Lee County	Viera TPO (Space Coast TPO)
Cape Canaveral	Longwood	West Melbourne
Cape Coral	Manatee County	West Palm Beach
Cocoa Beach	Martin County	Winter Haven
Cocoa	Melbourne	Winter Park
Davenport	Miami-Dade County	
Deerfield Beach	Miami	
Dundee	Mulberry	
Eagle Lake	Naples	
Flagler County	Orange City	
Florida Department of Transportation	Orlando	
Fort Lauderdale	Palm Bay	
Fort Meade	Palm Beach MPO	
Fort Myers	Palm Coast	
Frostproof	Palmetto	
Grant-Valkaria	Panama City	
Haines City	Pensacola TPO (FATPO)	
Highland Park	Polk City	
Hillcrest Heights	Polk County TPO	
Hillsborough County MPO (Tampa area)	Polk County	
	Punta Gorda	

(Source: Smart Growth America as of April 2017)

PEDESTRIAN AND BICYCLE STRATEGIC SAFETY PLAN

PRINCIPLES



Access to people, places, goods, and services is vital to social and economic growth in Florida. The PBSSP promotes the following guiding principles to enhance the safety, accessibility, and mobility of all road users.

Complete Streets and Connected Networks

Facilitate transportation policy and design approaches that require streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation or socioeconomic status. Promote efficient use of land and other natural resources to support a complete and connected transportation system at the state and local level.

Safe and Convenient Crossings and Intersections

Provide appropriately-designated space, signs, and signals including advance stop bars, intersection median barriers, pedestrian refuges, high-emphasis crosswalks, leading pedestrian intervals, signal timing, pedestrian countdown signals, and other features that support the safety of pedestrians and bicyclists and everyone using the street or road.

Positive Safety Culture

Empower residents and visitors by providing the information they need to make safe choices as motorists, pedestrians, and bicyclists. Educate and encourage state and local planners, designers, and engineers on the benefits of including pedestrian and bicyclist safety from the planning stages of all transportation projects.

Equity in Application

Ensure that program planning, design, building, maintaining, and evaluation of all transportation projects are data-driven, transparent, equitable, and community input-based, and provide safety, mobility, and accessibility to all road users, regardless of age or ability.

PBSSP**EMPHASIS AREAS**

The PBSSP is organized into six emphasis areas:

- **Data, Analysis, and Evaluation**
- **Law Enforcement and Emergency Services**
- **Driver Education & Licensing and Legislation, Regulation & Policy**
- **Highway and Traffic Engineering**
- **Communication, Outreach, and Education Program**
- **Program Management**

Each emphasis area includes a goal, goal explanation, and specific objectives to guide countermeasure selection and implementation. The goals and objectives established in this plan will guide implementation over the next five years.

Objectives are identified in the following categories.

OBJECTIVE TYPES**Capacity Building**

Work collaboratively with partners to communicate, educate, and inspire change.

**Policy**

Establish guidelines and principles to communicate desired outcomes and inform decision-making about safety programs and projects.

**Implementation**

Plan, prepare, and execute a program, project, countermeasure, or task. Collect, analyze, and report information to support decision-making and to evaluate the effectiveness of implementation.

**Funding**

Identify, create, provide, or prioritize funding to support a program, project, countermeasure, or task.

PBSSP

DATA, ANALYSIS, AND EVALUATION

GOAL

Collect, analyze, and report quality data to support and enhance transportation-related decision-making about walking and biking in Florida

Creating data-oriented solutions helps support decision-making that is consistent, transparent, and easily defensible.

Quantitative and qualitative data can be used to show areas of opportunity and progress and to measure achievements resulting from the implementation of projects and programs. Investments in data quality and quantity should continue to be a focus to meet the demand for information about how many, where, why, and how people are walking and biking in the state. Having this information can support decision-making at all levels of government to improve pedestrian and bicycle safety and track progress towards achieving the goals of this plan and other ongoing initiatives.

OBJECTIVE



- Support ongoing training for crash reporting to support quality inputs into state safety data systems.
- Enhance data sharing and access across agencies and with the public.



- Use data to support performance measure development and tracking to meet federal, state, and regional performance measure needs.



- Evaluate and assess bike/ped strategies to improve safety.
- Support development of a statewide program and supporting standards for the collection, management, and reporting of how many people are walking and biking (exposure data).

PBSSP

LAW ENFORCEMENT AND EMERGENCY SERVICES

GOAL

Enhance state and local pedestrian and bicycle safety through combined enforcement and education efforts for all road users. Enhance education of emergency responders regarding key injuries impacting pedestrian and bicycle traffic crash victims in an effort to improve medical response and reduce mortality.

Public safety and emergency response officials are uniquely positioned to protect vulnerable roadway users such as pedestrians and bicyclists. Education and enforcement programs complement other safety strategies while providing a unique opportunity to protect and educate all road users about safe behavior, rights, and responsibilities on the roads. These programs should support a culture of safety, accountability, and respect for other road users.

OBJECTIVE



- Coordinate training and education programs to engage both law enforcement and engineers to enhance roadway design, education, and enforcement related to bicycle and pedestrian safety.



- Incorporate, support, and motivate multi-disciplinary involvement into enforcement outreach and educational activities.



- Develop training programs for Emergency Medical Services (EMS) and enforcement to engage and support their efforts.
- Research, identify, and promote High Visibility Enforcement specific to pedestrians and bicyclists in areas of the state where traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists are most prevalent.
- Assist enforcement agencies in developing goals using data driven approaches to improve pedestrian and bicyclist safety.
- Incorporate pedestrian and bicycle safety into speed, impairment, aggressive, and distracted driving enforcement efforts.
- Develop a multijurisdictional recognition program for safe communities, cities, counties, and/or agencies.
- Develop Best Practices that can be shared with other counties, regions, or states as part of the “Florida Countermeasures that Work” guide.

PBSSP

DRIVER EDUCATION & LICENSING AND LEGISLATION, REGULATION & POLICY

GOAL

Promote and enhance pedestrian and bicycle safety in driver training programs and licensing activities. Increase awareness by supporting legislation, regulations, and policies that clarify rights and responsibilities of users and support safe travel behavior.

Operating a vehicle in Florida is a right that comes with significant responsibilities, particularly as it relates to the safety of others. People walking, biking, or operating a motor vehicle in Florida have significant responsibilities for their own safety and the safety of others. Coalition partners should continue to work with the Florida Department of Highway Safety and Motor Vehicles (DHSMV) to educate road users and enforce laws that promote safety and protect people walking and biking.

OBJECTIVE



- Identify and support updates to traffic laws and regulations that enhance the safety of vulnerable road users.
- Provide updated information on safe driving practices around pedestrians and bicyclists to the Florida Department of Highway Safety and Motor Vehicles for use in the Florida Driver License Handbook.
- Provide and promote the inclusion of updated questions pertaining to bicyclist/pedestrian related laws on the Class E Non-Commercial Driver Licenses Knowledge Exam.
- Provide updated information on pedestrian/bicyclist safe driving practices to be considered as part of driver improvement courses required for driver infractions.



- Research and disseminate information on how emerging technologies impact laws, regulations, and policies related to bicycle and pedestrian safety in Florida.
- Research city and county citation diversion programs to determine programs that might work well in Florida.
- Promote the development and implementation of local safety action plans that support pedestrian and bicycle safety.

PBSSP

HIGHWAY AND TRAFFIC ENGINEERING

GOAL

Drive the transportation planning and development process towards goal-oriented decision-making that prioritizes the safety and accessibility of pedestrians and bicyclists from initial plan through the design, construction, and maintenance stages of all relevant state and local transportation projects.

Pedestrian and bicyclist safety, accessibility, and mobility will be proactively incorporated into the design, construction, and maintenance of all roadways, intersections, and crossings based on context.

OBJECTIVE



- Regularly educate FDOT staff, partner agencies, and local governments about current standards, policies, and best practices in roadway design for Complete Streets and Florida Design Manual.



- Enhance work zone guidelines to keep bikeways and walkways open, safe, and accessible during construction projects.
- Incorporate appropriate and timely safety reviews with project development.
- Achieve multimodal networks through development of pedestrian and bicycle master plans at the regional and local levels.



- Research, identify, implement and evaluate proven countermeasures and new technologies for intersection designs that incorporate enhanced bicycle and pedestrian accommodations.
- Research, identify, implement and evaluate proven countermeasures and technologies for midblock crossings.
- Research, identify, implement and evaluate proven countermeasures and new techniques for speed management.
- Implement lighting improvements and an evaluation program to measure safety effectiveness in lighting enhancements for people walking and biking.

PBSSP

COMMUNICATION, OUTREACH, AND EDUCATION PROGRAM

GOAL

Establish clear, consistent, and context-sensitive outreach, education, and communication elements that support engineering and enforcement efforts, increase awareness, improve compliance with traffic laws, and call communities to action.

Developing a robust education program about the rules of the road and how they apply to all modes of transportation and how to anticipate the behavior of road users are key to creating a culture of safe traveling in Florida. A communication and outreach program can help reach a diverse group of people, from school children to older adults, drivers, and people walking, biking, and taking transit, planners and engineers who design the transportation system, and the public safety officials that enforce the laws governing our rights and responsibilities as people travel in Florida. To implement these programs, the Coalition will continue to leverage its diverse network of individuals and partner organizations to share information, provide training, and build capacity for community outreach.

OBJECTIVE



- Deliver messaging that is consistent, predictable, repeatable, culturally relevant, and multilingual that can be utilized by all partners and stakeholders to improve pedestrian and bicycle safety.
- Establish strategic alliances with partners that can assist in communicating pedestrian and bicycle safety messages.
- Provide pedestrian and bicycle safety information and education programs for all road users.
- Establish strategic alliances with non-traditional partners that can assist or support communicating pedestrian and bicycle safety communications.



- Improve the legal and common understanding of traffic laws and related policies, roles, rights, and responsibilities through comprehensive communication components that support pedestrian and bicycle safety.



- Enhance and expand the “Alert Today Alive Tomorrow” brand, including the logo, collateral materials, and diversity of initiatives the program provides to keep the messages fresh, relevant, and recognizable.
- Improve pedestrian and bicycle safety in Florida’s identified priority counties through evidence based campaigns that enlist the support of a variety of media to increase public awareness of safe driving, walking, and biking behaviors, increase compliance with traffic laws, and reduce traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists.
- Develop multi-modal campaigns with special emphasis on pedestrian and bicycle safety.



- Coordinate traffic engineering and law enforcement efforts and information, school-based education, and other focused education programs that address pedestrian and bicycle safety into communication, outreach, and education initiatives.

PBSSP

PROGRAM MANAGEMENT

GOAL

Provide centralized program planning, initiation, and coordination that supports pedestrian and bicycle safety goals and objectives in the Strategic Highway Safety Plan and Highway Safety Improvement Plan.

Florida's Bicycle Pedestrian Safety Program Manager is tasked with promoting, coordinating, and leading the implementation of pedestrian and bicycle safety improvements to drive down traffic crashes resulting in fatalities and serious injuries of pedestrians and bicyclists.

OBJECTIVE



- Organize and regularly convene Florida's Pedestrian and Bicycle Safety Coalition meetings, collaborate with partners and stakeholders, and generate broad-based support for each project and program component of Florida's Comprehensive Pedestrian and Bicycle Safety Program.
- Engage a multidisciplinary group of partners and stakeholders to generate broad-based support for all components of Florida's Comprehensive Pedestrian and Bicycle Safety Program including enforcement, education, health and medical, driver education and licensing, transportation engineering, legislation, regulation, and policy, planning, and public communication.
- Integrate pedestrian and bicycle safety messaging into all related traffic safety programs, campaigns, and initiatives.



- Conduct regular problem identification and community context evaluations to identify contributing factors and crash trends involving pedestrians and bicyclists.
- Provide guidance to Emphasis Area Goal Leaders in the selection and implementation of countermeasures to improve pedestrian and bicycle safety.
- Routinely evaluate the effectiveness of programs, projects, and strategies implemented through Florida's Comprehensive Pedestrian and Bicycle Safety Program.



- Seek funding and resources to support implementation of pedestrian and bicycle safety programs, projects, and strategies.

PBSSP**EVALUATION METHODS**

The following are evaluation methods used to measure performance:

Research:	Action, inquiry, focus group testing, observations, and public opinion surveys are used to collect information and measure the effect of actions on the community.
Benchmarking:	Comparisons are used to measure change at the state, regional, and local levels.
Assessments:	Impact assessments are used to anticipate the consequences of policy and service decisions, eliminate or minimize negative consequences, and maximize opportunities.
Logic:	Program logic is used to link resources, activities, outputs, impact, and outcomes.
Realism:	Realistic evaluation is used to understand the context of each independent area to consider what might affect change based on the cultural, economic, and social environment. This allows factoring in the expectations and assumptions of stakeholders using both qualitative and quantitative evaluation methods.
Results-Based Accountability:	By using planning, evaluation, and continuous improvement methodology based specifically on the context of each community, the impact of certain countermeasures on unique situations, areas, or populations within each priority area can be measured.





DISCOVER YOUR ROLE

Everyday in our journey we come in contact with hundreds of people and each one is someone's son, daughter, wife, husband, father or mother. In this journey, we have our roles. May we never forget the critical role we play in ensuring their safety. When we know our roles and take actions, we can make a difference in pedestrian and bicycle safety.

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