Florida FY 2016
A N N U A L   R E P O R T

December 31, 2016

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Executive Summary

This Florida Department of Transportation (FDOT) Fiscal Year 2016 (FY2016) Highway Safety Plan (HSP) Annual Report covers the time period from October 1, 2015 to September 30, 2016 and addresses the use of funding apportioned to the State from Title 23, United States Code, related to highway safety provisions administered by the National Highway Traffic Safety Administration (NHTSA). Funding comes from the Section 402 State and Community Highway Safety grant program and Section 405 National Priority Safety Funding grant program. Funds received under these Sections of Title 23 supported projects in the following NHTSA program categories: community traffic safety, distracted driving, impaired driving, motorcycle safety, occupant protection, paid media, pedestrian and bicycle safety, planning and administration, police traffic services, speed management, teen traffic safety, and traffic safety information. This Annual Report reflects the activities undertaken by State and local entities working together to reduce motor vehicle crashes and the resulting serious injuries and fatalities on all Florida roadways.

The FY2016 HSP identified $25,726,770 in subgrant-funded projects that were selected from traffic fatality and serious injury reduction strategies submitted by local and statewide entities and organizations. Project selection was based upon the expected receipt of NHTSA funding that was projected for FY2016. Unfortunately, due to continued delays in the re-authorization of a new federal transportation safety act, grant allocations were made to the State over many allotments, which made it difficult to award and fund some projects and resulted in a reduction in expenditures. The total expenditures for FY2016 were $20,264,264.

Despite funding delays and the subsequent reduction of planned FY2016 efforts, Florida made progress in improving traffic safety as measured by several key indicators. Florida's FY2016 successes include an all-time high in observed safety belt use rate of 89.6%, moving the State ever closer to its 90% goal. High visibility enforcement efforts during FY2016 reinforced the Florida law enforcement community's commitment to keeping roadway users safe, yielding 553 safety belt citations, 1,848 impaired driving arrests, and over 4,285 citations for speeding violations.

Unfortunately, traffic crashes on Florida's roadways have increased, reflecting the alarming national trend for fatalities and serious injuries on roadways in 2015. According to NHTSA, 30,092 people died in traffic crashes in 2015, a 7.2% increase over the previous year and the largest jump in fatalities since 1966. Reacting to this alarming uptick, the agencies within the U.S. Department of Transportation – NHTSA, the Federal Highway Administration, and the Federal Motor Carrier Safety

Administration, are joining forces with the National Safety Council and other national traffic safety organizations to launch the *Road to Zero* Coalition with the goal of ending fatalities on the nation's roads in the next 30 years. Florida shares the zero fatalities vision. The education and enforcement efforts documented in this Annual Report are intended to be a "force multiplier" for driving down fatalities in the State of Florida so that no one, regardless of transportation mode, is killed on our roadways.

Introduction

The Florida Department of Transportation (FDOT) State Safety Office is pleased to present this Annual Report detailing Highway Safety Plan activities for Federal Fiscal Year 2016.

FLORIDA HIGHWAY SAFETY PLAN (HSP) PROCESS

The Federal Fiscal Year 2015-16 Highway Safety Plan (hereafter referred to as Florida's 2016 HSP) is Florida's action plan for distribution of National Highway Traffic Safety Administration (NHTSA) highway safety funds. The HSP is based upon Florida's Strategic Highway Safety Plan (SHSP) goals, objectives, crash data, and federal requirements. Florida's 2016 HSP focused on priority areas that have been proven to be effective in reducing traffic crashes, serious injuries, and fatalities in the following key areas:

- Aging Road Users
- Community Traffic Safety Outreach
- Distracted Driving
- Impaired Driving
- Motorcycle Safety
- Occupant Protection and Child Passenger Safety
- Paid Media
- Pedestrian and Bicycle Safety

- Planning and Administration
- Police Traffic Services – Combined Areas
- Police Traffic Services - LEL
- Public Traffic Safety Professionals Training
- Speed and Aggressive Driving
- Teen Driver Safety
- Traffic Records

The FDOT State Safety Office awards subgrants to traffic safety partners that undertake priority area programs and activities to improve traffic safety and reduce crashes, serious injuries, and fatalities. Subgrants may be awarded for assisting in addressing traffic safety deficiencies, for an expansion of an ongoing activity, and/or to support the development of a new program.

Selected projects are expected to address the most significant traffic safety problems resulting in crashes, fatalities, and serious injuries in the State of Florida. As part of our planning and project selection process, the FDOT State Safety Office continuously analyzes specific safety investments and outcomes to ensure this allocation of resources results in positive gains in traffic safety.

This annual report provides a summary of how Florida implemented planned safety projects and a current status of performance goals as we continue to work toward the ultimate goal of zero traffic fatalities.

PERFORMANCE GOALS

- B-1- To increase the observed safety belt use for passenger vehicles, front seat outboard (people sitting adjacent to the door of a vehicle) occupants, identified through an annual safety belt observational survey, from 88.8% in 2014 to at least 90% by December 30, 2016.

  Outcome status: While Florida's goal of a 90% observed safety belt use rate was not met in 2016, the observed safety belt use rate of 89.6% is an all-time high.

- C-1 - To decrease the number of traffic fatalities by 5% annually from the 2012 FARS data baseline year total of 2,431 to 1,980 by December 31, 2016.

  Outcome status: Similar to the upward rising national trend for traffic fatalities, Florida's 2015 data reflects a total of 2,939 traffic fatalities, a 17.8% increase since the 2014 calendar year.

- C-2 - To decrease the number of serious injuries in traffic crashes by 5% annually from the 2012 FARS data baseline year total of 18,358 to 14,953 by December 31, 2016.

  Outcome status: Serious injuries in traffic crashes increased to 21,553, a 3% increase since the 2014 calendar year.

- C-3 - To decrease fatalities per 100 million vehicles miles traveled (VMT) by 5% annually from the 2012 FARS data baseline year total of 1.27 to 1.03 by December 31, 2016.

  Outcome status: At this time this information has not been released by FARS.

- C-4 - To decrease the number of unrestrained passenger vehicle occupant fatalities, all seating positions, in safety belt equipped (SBE) vehicles by 5% annually from the 2012 FARS data baseline year total of 580 to 472 by December 31, 2016.

  Outcome status: Unrestrained passenger vehicle occupant fatalities increased to 604, which is an 18.2% increase since the 2014 calendar year.

- C-5 - To decrease the number of fatalities involving a driver or motorcycle operator with a BAC of 0.08 and above by 5% annually from the 2012 FARS data baseline year total of 709 to 577 by December 31, 2016.

  Outcome status: Fatalities involving drivers with a BAC of 0.08 and above increased to 797, a 14.8% increase since the 2014 calendar year.

- **C-6** - To decrease the number of speeding-related fatalities by 5% annually from the 2012 FARS data baseline year total of 366 to 298 by December 31, 2016.

  Outcome status: Speeding-related fatalities increased to 320, a 30.6% increase since the 2014 calendar year.

- **C-7** - To decrease the number of motorcyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 492 to 401 by December 31, 2016.

  Outcome status: Motorcyclist fatalities increased to 616, a 28.9% increase since the 2014 calendar year.

- **C-8** - To decrease the number of unhelmeted motorcyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 252 to 205 by December 31, 2016.

  Outcome status: Unhelmeted motorcyclist fatalities increased to 283, a 26.9% increase since the 2014 calendar year.

- **C-9** - To decrease the number of drivers age 20 or younger involved in fatal crashes by 5% annually from the 2012 FARS data baseline year total of 300 to 244 by December 31, 2016.

  Outcome status: Drivers age 20 or younger involved in fatal crashes increased to 359, a 33.5% increase since the 2014 calendar year.

- **C-10** - To reduce the number of pedestrian fatalities by 5% annually from the 2012 FARS data baseline year total of 477 to 389 by December 31, 2016.

  Outcome status: Pedestrian fatalities increased to 628, a 6.8% increase since the 2014 calendar year.

- **C-11** - To reduce the number of bicyclist fatalities by 5% annually from the 2012 FARS data baseline year total of 124 to 101 by December 31, 2016.

  Outcome status: Bicyclist fatalities increased to 150, a 7.9% increase since the 2014 calendar year.

- **F-1** - To reduce the number of fatalities involving a Florida-resident elder driver (age 65 and older as classified as "Aging Road Users" in the 2012 FL SHSP) by 5% annually from the 2012 FARS data baseline year total of 363 to 296 by December 31, 2016.

  Outcome status: Fatalities involving Florida-resident elder drivers increased to 519, a 12.2% increase since the 2014 calendar year.

Performance Measures

	Activity Measures		2010	2011	2012	2013	2014	2015	2016	2017
A-1	Number of Grant-Funded Safety Belt Citations[1&2]	Final	28,349	2,897	3,057	9,019	9,016	1,105	553	
A-2	Number of Grant-Funded Impaired Driving Arrests[1&2]	Final	2,129	3,015	3,132	4,003	2,133	1,060	1,848	
A-3	Number of Grant-Funded Speeding Citations[1&2]	Final	17,217	16,573	16,571	17,725	21,148	5,737	4,285	
	Behavioral Measures		**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Target			90.0%	90.0%	90.0%	90.0%	90.0%	90.0%
		Final	87.4%	88.1%	87.4%	87.2%	88.8%	89.4%	89.6%	
	Core Performance Measures		**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**
C-1	Number of Traffic Fatalities[3]	Target			2,431	2,309	2,194	2,084	1,980	1,881
		Final	2,444	2,400	2,431	2,403	2,494	2,939	2,476	2,486
C-2	Number of Serious Injuries in Traffic Crashes[3&4]	Target			18,358	17,440	16,568	15,740	14,953	14,205
		Final	21,501	19,365	18,358	12,930	20,916	21,553		
C-3	Number of Fatalities/100M VMT[3]	Target			1.27	1.21	1.15	1.09	1.03	0.98
		Final - Total	1.25	1.25	1.27	1.25	1.24			
C-4	Number of Unrestrained Occupant Fatalities – All Seating Positions[3]	Target			580	551	523	497	472	449
		Final	706	609	580	553	511	604	412.4	367.6
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC[3]	Target			709	674	640	608	577	549
		Final	678	694	709	672	694	797	694	694.6
C-6	Number of Speeding-Related Fatalities[3]	Target			366	348	330	314	298	283
		Final	457	298	366	346	245	320	192	154.4
C-7	Number of Motorcyclist Fatalities[3]	Target			492	467	444	422	401	381
		Final	396	464	492	485	478	616	537	555.5
C-8	Number of Unhelmeted Motorcyclist Fatalities[3]	Target			252	239	227	216	205	195
		Final	205	253	252	237	223	283	242	244
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes[3]	Target			300	285	271	257	244	232
		Final	331	295	300	263	269	359	228.2	213.2
C-10	Number of Pedestrian Fatalities[3]	Target			477	453	430	409	389	369
		Final	486	490	477	499	588	628	593.2	614.5
C-11	Number of Bicyclist Fatalities[3]	Target			124	118	112	106	101	96
		Final	83	126	124	133	139	150	168.6	180.5
	State Performance Measures		**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**
F-1	Number of Florida Resident Drivers > Age 65 Involved in Fatal Crashes[3]	Target	413	400	363	345	328	311	296	281
		Final	442	397	363	465	460	516		
F-2	Number of Grant-Funded DUI Checkpoints Conducted[1]	Target	300	325	350	450	428	406	386	367
		Final	502	517	88	102	102	44		
F-3	Number of Grant-Funded Teen Driver Events Conducted[1]	Target	320	350	360	450	480	500	500	500
		Final	510	247	239	364	364	152		

1. Accurate data for grant-funded citations in past years is not available because, in most cases, law enforcement agencies reported all citations issued during the year, not just the totals for grant-funded data.
2. Data for the Activity Measures is based on the quarterly reports filed by subgrantees during the fiscal year while the other measures are based on calendar year data.
3. Fatality numbers come from the Fatality Analysis Reporting System (FARS) except for F-2, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report.
4. Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.

Florida Department of Transportation • FY 2016 Annual Report

Evidence-Based Enforcement Summary

The FDOT State Safety Office has developed a comprehensive approach to enforcement that is guided by an evidence-based enforcement plan that encompasses all traffic safety program areas. Selection of enforcement activity locations is based upon data that identifies high-risk areas with the greatest number of crashes, serious injuries, fatalities, and/or traffic violations (citations). The FDOT State Safety Office funds law enforcement agencies located within these high-risk areas and monitors data throughout the year to assess the impact of enforcement activities. Through the Florida Law Enforcement Challenge, the State's seven Law Enforcement Liaisons (LELs) and LEL Coordinator work with local, county, and State law enforcement agencies to encourage participation in State and national mobilizations and campaigns. The Law Enforcement Challenge encourages law enforcement agencies to conduct routine and high visibility enforcement operations (i.e., saturation patrols and checkpoints) as well as educational programs and earned media activities to reduce the impact of dangerous driving behaviors.

DATA DRIVEN ENFORCEMENT

Florida's evidence-based enforcement plan used data-driven tools to identify specific traffic safety concerns and the areas of the State that represent the highest risk for crashes, serious injuries, and fatalities. The Florida Highway Safety Matrix ranks combined serious injury and fatality data in county- and city-level matrices. Based upon five years of data (2010-2014), these matrices provided the FDOT State Safety Office and its traffic safety partners with critical information about the status of traffic safety in counties and cities throughout the State.

County- and city-level matrices are divided into three groups based upon population. Counties and cities ranked within population groups in a particular program area, where "1" represents the location with the highest number of serious injuries and fatalities. For example, the "1" next to Hillsborough indicates it has the greatest number of impaired driving-related serious injury and fatal crashes among the 24 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injury and fatality crash data. Inmate populations are excluded in population counts.

Other data tools used for enforcement planning are the Florida Integrated Report Exchange System (FIRES) and Signal 4 Analytics, which provide actual crash counts

for each law enforcement agency and county. These tools also break down data on crash hot spots by program area to direct enforcement to high crash locations.

The FDOT State Safety Office awarded funding to safety partners that undertook priority area enforcement programs and activities to improve traffic safety and reduce crashes, serious injuries, and fatalities. Funding was awarded for addressing traffic safety problems, expansion of an ongoing enforcement activity, and/or development of a new program. Entities interested in applying for NHTSA funding through FDOT's State Safety Office were required to submit concept papers describing their proposed efforts.

ENFORCEMENT EFFORTS

The FDOT State Safety Office awarded subgrants for enforcement to those law enforcement agencies located in high crash, fatality, and serious injury areas. Funded agencies were required to submit monthly and quarterly high visibility enforcement reports describing what occurred during the respective time periods.

The results of high-visibility enforcement subgrants for FY2016 can be found on the following pages:

HIGH VISIBILITY ENFORCEMENT AND NATIONAL MOBILIZATION SUPPORT

The Florida Law Enforcement Liaison (LEL) program is funded by the FDOT State Safety Office and NHTSA. The goal of the LEL program is to reduce traffic-related fatalities and injuries by working with law enforcement agencies across the State to increase safety belt use, reduce impaired driving, and encourage the implementation of other traffic safety initiatives. The LEL program sponsored four Florida-based

Challenges to support the goal of preventing crashes and saving lives: Law Enforcement, Motor Unit, DUI, and *Click It or Ticket*. These Challenges used friendly competition coupled with recognition to bolster a law enforcement agency's traffic safety efforts by encouraging a multi-faceted approach to safer communities. Each Challenge encouraged participating law enforcement agencies to increase the effectiveness of their enforcement efforts, upgrade traffic safety policies, educate personnel, engage LEL program participation, recognize outstanding officers, and enhance enforcement activities. Each Challenge followed a format similar to the International Association of Chiefs of Police (IACP) National Challenge Program and recognized the top traffic safety initiatives in Florida communities.

Research shows that an increase in a community's traffic enforcement results in decreased motor vehicle crashes, injuries, and fatalities. In fact, no other program or strategy works as well as high visibility enforcement in making roads safer. LEL programs are a critical link between law enforcement and all traffic safety-related training and public information programs sponsored by the FDOT State Safety Office and NHTSA.

Florida *Click It or Ticket* Challenge

The Florida *Click It or Ticket* (CIOT) Challenge recognized agencies that take a multi-faceted approach to addressing safety belt use in their respective communities. Combining the CIOT message with proactive enforcement activities, agencies promoted proper occupant protection during three waves using as many media outlets as possible to increase public awareness. The Challenge supports the goal of encouraging increased statewide enforcement of safety belt laws to increase compliance and reduce serious injuries and fatalities involving unbelted motor vehicle occupants.

The results of the FY2016 Florida *Click it or Ticket* Challenge can be found on the following page:

Florida DUI Challenge

The Florida DUI Challenge recognized law enforcement agencies that dedicate significant resources to impaired driving enforcement, awareness, and training. The program's goal is to reduce the number of impaired driving-related crashes, serious injuries, and fatalities, by increasing DUI enforcement and public awareness of the State's alcohol-related crash problem. This Challenge encouraged increased

enforcement of DUI laws along with increased public awareness messaging to reduce DUI-related serious injuries and fatalities.

The results of the FY2016 Florida DUI Challenge can be found on the following page:

Florida Law Enforcement Challenge

The Florida Law Enforcement Challenge recognized the best overall traffic safety programs in Florida. Focus areas included efforts to enforce traffic safety laws and educate the public about distracted and impaired driving, motorcycle safety, occupant protection and child passenger safety, pedestrian and bicycle safety, speed and aggressive driving, and other issues that impact the safety of roadway users in Florida. Law enforcement agencies submitted an application that documents their efforts and effectiveness in the focus areas. This Challenge supported the goal of encouraging increased statewide enforcement of traffic safety laws to reduce traffic crashes, serious injuries, and fatalities.

The results of the FY2016 Florida Law Enforcement Challenge can be found on the following page:

Florida Motor Unit Challenge

Law enforcement motor units play an important role in improving traffic safety and Florida acknowledges their efforts through the Florida Motor Unit Challenge. This Challenge recognized motor units that reduced crashes by increasing traffic safety education and enforcement activities at times when no national enforcement waves were scheduled. The Challenge application required law enforcement agencies to document the impact of their efforts through a comparison of data from the current and previous year. This Challenge supported the goal of encouraging increased statewide education and enforcement of traffic safety laws by Florida motor units to reduce serious injuries and fatalities.

The results of the FY2016 Florida Motor Unit Challenge can be found on the following page:

MEDIA SUPPORT

Florida's paid media plan is designed to heighten traffic safety awareness and support enforcement efforts by aggressively marketing State and national traffic safety campaigns. Each media purchase is program-specific and location and medium are selected based on number of expected impressions, geographic location of high-risk driving behaviors, statewide exposure, available funding, and in-kind match. This focused approach to media supported education and enforcement activities around the State. Effective traffic safety media efforts help to reduce serious injuries and fatalities on Florida's roadways.

Florida's media plan supported the following State education and public awareness campaigns:

- *Alert Today, Alive Tomorrow* – increases awareness of and compliance with pedestrian and bicycle laws
- *Drink + Ride = Lose* – reminds motorcyclists of the risks, as well as physical, legal, and monetary costs associated with riding impaired
- *Ride Smart* – encourages motorcyclists to not drink and ride, make themselves more visible, always wear a helmet, ride within personal and legal limits, train regularly, and obtain a motorcycle endorsement on their license
- *Share the Road* – reminds motorists to look for and share the road with motorcyclists

The media plan also supported the following national traffic safety high visibility enforcement and public awareness campaigns:

- *Drive Sober or Get Pulled Over* – increases awareness of and compliance with impaired driving laws and the consequences of failing to drive sober
- *Click It or Ticket* – increases awareness of and compliance with safety belt and child restraint laws and the negative consequences of improper or non-restraint use

The results of the FY2016 Paid Media efforts can be found on the following page:
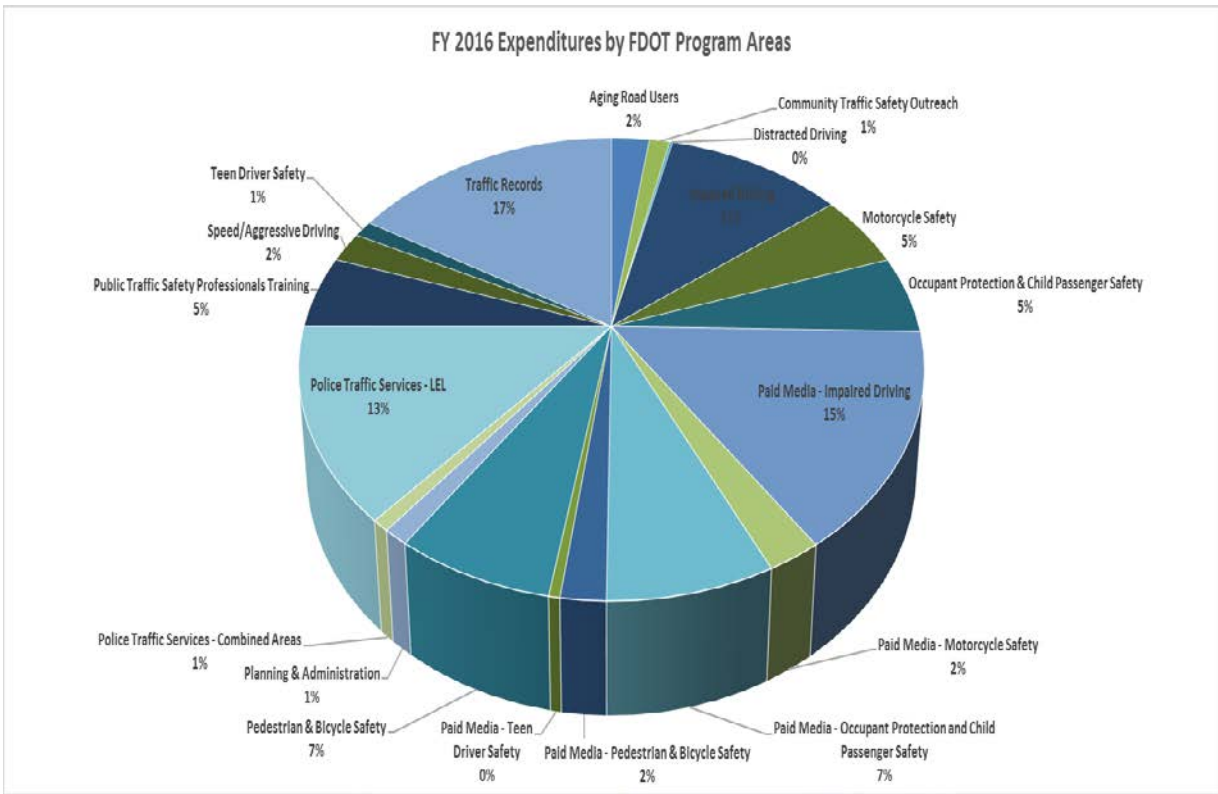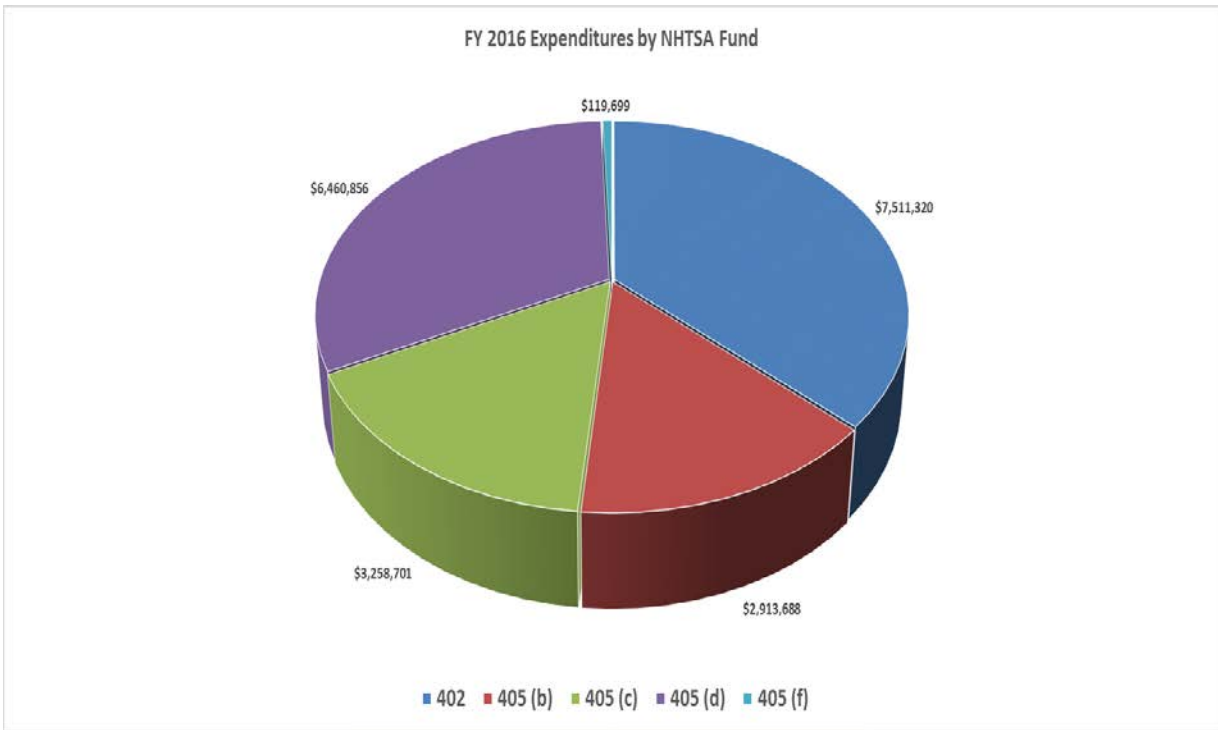
Financial Summary

FY 2016 Highway Safety Plan
Financial Summary

FDOT Program Areas	NHTSA Funding	402	405 (b)	405 (c)	405 (d)	405 (f)	Grand Total	Percentage Expended
Aging Road Users	Planned	$ 595,057					$ 595,057	
	Expenditures	$ 472,979					$ 472,979	79%
Community Traffic Safety Outreach	Planned	$ 360,000					$ 360,000	
	Expenditures	$ 257,631					$ 257,631	72%
Distracted Driving	Planned	$ 67,365					$ 67,365	
	Expenditures	$ 34,576					$ 34,576	51%
Impaired Driving	Planned	$ 121,000			$ 3,167,095		$ 3,288,095	
	Expenditures	$ 78,812			$ 2,124,374		$ 2,203,185	67%
Motorcycle Safety	Planned	$ 1,201,932					$ 1,201,932	
	Expenditures	$ 1,071,589					$ 1,071,589	89%
Occupant Protection & Child Passenger Safety	Planned	$ 58,340	$ 1,278,500				$ 1,336,840	
	Expenditures	$ 55,558	$ 1,044,752				$ 1,100,309	82%
Paid Media - Impaired Driving	Planned				$ 3,258,000		$ 3,258,000	
	Expenditures				$ 3,064,571		$ 3,064,571	94%
Paid Media - Motorcycle Safety	Planned	$ 150,000			$ 250,000	$ 209,050	$ 609,050	
	Expenditures	$ 120,477			$ 242,792	$ 119,699	$ 482,968	79%
Paid Media - Occupant Protection and Child Passenger Safety	Planned		$ 2,168,815				$ 2,168,815	
	Expenditures		$ 1,487,598				$ 1,487,598	69%
Paid Media - Pedestrian & Bicycle Safety	Planned	$ 400,000					$ 400,000	
	Expenditures	$ 399,994					$ 399,994	100%
Paid Media - Teen Driver Safety	Planned	$ 100,000					$ 100,000	
	Expenditures	$ 98,443					$ 98,443	98%
Pedestrian & Bicycle Safety	Planned	$ 1,710,000					$ 1,710,000	
	Expenditures	$ 1,409,312					$ 1,409,312	82%
Planning & Administration	Planned	$ 340,000					$ 340,000	
	Expenditures	$ 226,050					$ 226,050	66%
Police Traffic Services - Combined Areas	Planned	$ 200,000					$ 200,000	
	Expenditures	$ 159,497					$ 159,497	80%
Police Traffic Services - LEL	Planned	$ 2,570,000	$ 455,000		$ 1,000,000		$ 4,025,000	
	Expenditures	$ 1,893,222	$ 381,338		$ 457,104		$ 2,731,664	68%
Public Traffic Safety Professionals Training	Planned	$ 590,795			$ 634,873		$ 1,225,668	
	Expenditures	$ 457,521			$ 572,015		$ 1,029,536	84%
Speed/Aggressive Driving	Planned	$ 548,450					$ 548,450	
	Expenditures	$ 439,158					$ 439,158	80%
Teen Driver Safety	Planned	$ 499,386					$ 499,386	
	Expenditures	$ 238,061					$ 238,061	48%
Traffic Records	Planned	$ 170,000		$ 3,623,112			$ 3,793,112	
	Expenditures	$ 98,440		$ 3,258,701			$ 3,357,140	89%
Planned Total		$ 9,682,325	$ 3,902,315	$ 3,623,112	$ 8,309,968	$ 209,050	$ 25,726,770	
Expenditures Total		$ 7,511,320	$ 2,913,688	$ 3,258,701	$ 6,460,856	$ 119,699	$ 20,264,264	
Difference		78%	75%	90%	78%	57%	79%	

FY 2016 Expenditures by NHTSA Fund

$119,699
$6,460,856
$7,511,320
$3,258,701
$2,913,688

■ 402 ■ 405 (b) ■ 405 (c) ■ 405 (d) ■ 405 (f)

FY 2016 Expenditures by FDOT Program Areas

Aging Road Users 2%
Community Traffic Safety Outreach 1%
Distracted Driving 0%
Teen Driver Safety 1%
Traffic Records 17%
Speed/Aggressive Driving 2%
Motorcycle Safety 5%
Public Traffic Safety Professionals Training 5%
Occupant Protection & Child Passenger Safety 5%
Police Traffic Services - LEL 13%
Paid Media - Impaired Driving 15%
Police Traffic Services - Combined Areas 1%
Planning & Administration 1%
Paid Media - Motorcycle Safety 2%
Pedestrian & Bicycle Safety 7%
Paid Media - Teen Driver Safety 0%
Paid Media - Pedestrian & Bicycle Safety 2%
Paid Media - Occupant Protection and Child Passenger Safety 7%

Aging Road Users

## FLORIDA'S OLDER DRIVER PROGRAM

Florida's Older Driver Program is administered by the FDOT State Safety Office. There were five older driver subgrants awarded in FY2016 using Section 402 program funding.

According to NHTSA's 2014 *Older Population Traffic Safety Facts*, 5,709 older people were killed and an estimated 221,000 injured in crashes nationally. 17% of all traffic fatalities in the U.S. involved individuals age 65 years and older. In 2014, Florida had the largest number of older drivers involved in fatal crashes in the nation with 522, representing 14.9% of the State's total fatalities.

Florida continues to lead the nation in the percentage of its population that is 65 years of age or older (18%). 27% of Florida's licensed drivers are 65 years of age or older. By the year 2030, over 27% of Floridians will be over age 65, and half of that group will be 75 or older. Mirroring this trend, an increasing proportion of licensed drivers in Florida will be older as well. As Florida anticipates an increasing number of older road users, the focus on safety interventions for this age group remains a priority.

CP-16-04-09
Elder Road User Program

The Area Agency on Aging of Central Florida was awarded a subgrant to contract with CarFit, a national program created by AAA, AARP, and the American Occupational Therapy Association. CarFit offers older adults the opportunity to assess how well their personal vehicles fit them and provides information about community-specific resources and activities to help enhance their safety as drivers, and/or increase their mobility. The program, which was modified to address Florida's older road users, is run by a team of trained event coordinators and technicians who work with local
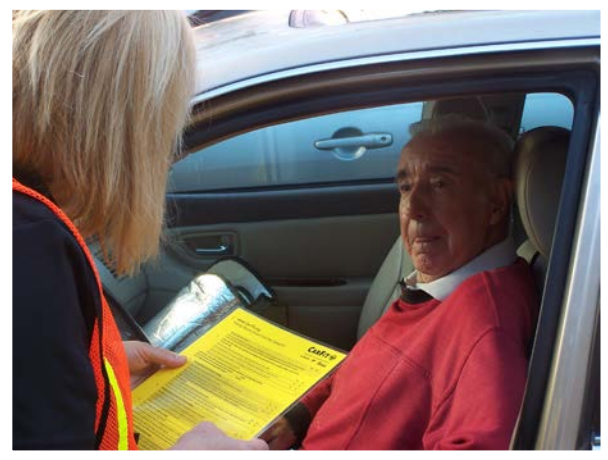
community volunteers to conduct CarFit events across the State.

Twenty-eight CarFit events were held during FY2016. Six of these events were coordinator trainings, where individuals were certified to conduct future events independently. The remaining 22 events provided training opportunities for event volunteers wishing to serve as CarFit technicians, who, together with event coordinators and technicians, conducted vehicle "fit" assessments. Each FDOT District conducted at least one event; ten events were held in 2016 aging road user priority counties and 15 events (53%) were held in collaboration with new sponsors and/or communities. In total, during FY2016 503 older drivers participated in CarFit events statewide and 203 individuals were trained as CarFit technicians and/or event coordinators. According to the national CarFit organization, for the 2016 calendar year, Florida's CarFit Program ranked highest in the nation in the number of participants with 1,097 people served during the year.

In addition to assessing vehicle "fit," observational safety belt data was collected from drivers who attended a 2016 CarFit event. A total of 632 older driver safety belt observations were conducted statewide. Of these observations, 89.4% of older drivers arrived at the event wearing their safety belt, while 10.6% were unrestrained.

CP-16-04-10
## Comprehensive Older Driver Program

The Florida State University, Pepper Institute on Aging and Public Policy was awarded a subgrant to implement Florida's Comprehensive Older Driver Program, which included the Safe Mobility for Life Coalition. The activities and efforts of the Coalition have been guided by Florida's Aging Road User Strategic Safety Plan, which was developed in 2011. In FY2016, the Strategic Highway Safety Plan Aging Road Users Emphasis Area team leaders continued working with stakeholders to implement the Plan's key strategies and tactics to reduce fatal crashes and injuries involving older drivers. Despite this effort, Florida's fatal crashes involving drivers 65 years of age and older increased 11.1% from 522 in 2014 to 580 in 2015. Driver fatalities for the same age group also jumped by 16% from 250 in 2014 to 290 in 2015.

The Coalition was selected for the Federal Highway Administration's (FHWA) National Roadway Safety Award in the *Program Planning, Development, and Evaluation* category. According to FHWA, "t*his award recognizes the particular benefits of Florida's Safe Mobility for Life Coalition and the commitment to roadway safety by your organization. It places you and your entry in an elite status worthy of national recognition*." The award is presented every two years and sponsored by the U.S. Department of Transportation and the Roadway Safety Foundation. It recognizes the significant work being done in states to reduce aging road user crashes. The Coalition also received an honorable mention in the Transportation Research Board's (TRB)

Communicating Concepts with John and Jane Q Public award category. The Coalition was honored along with other nominees during TRB's 95th annual meeting in Washington, DC on January 12, 2016.

Other accomplishments during FY2016 included making significant progress on the development of a *Transportation Retirement* workbook which provides resources and information for individuals to consider as they plan for the transition when driving is no longer a safe option, the finalization of dementia-friendly tip sheets for transit providers and drivers, and updates to *Florida's Guide for Aging Drivers* and *Families and Caregivers* brochure. The Resource Center distributed 4,842 copies of *Florida's Guide for Aging Drivers,* including 302 in Spanish, 411 *Aging in Place* checklists, and 3,007 *Family and Caregiver* brochures.

A comparison of Google Analytics reports for the Coalition's website, www.flsams.org, showed a slight increase in the number of return visitors and a substantial gain in the number of new visitors, suggesting that outreach efforts to new audiences and stakeholders are working. The Coalition also has 537 Twitter and 238 Facebook followers, 1,001 subscribers to its ListServ, and 1,412 stakeholders in its database. The overall trend has been one of continued and visible growth in usage of this one-stop transportation safety and mobility resource for Florida's older drivers.
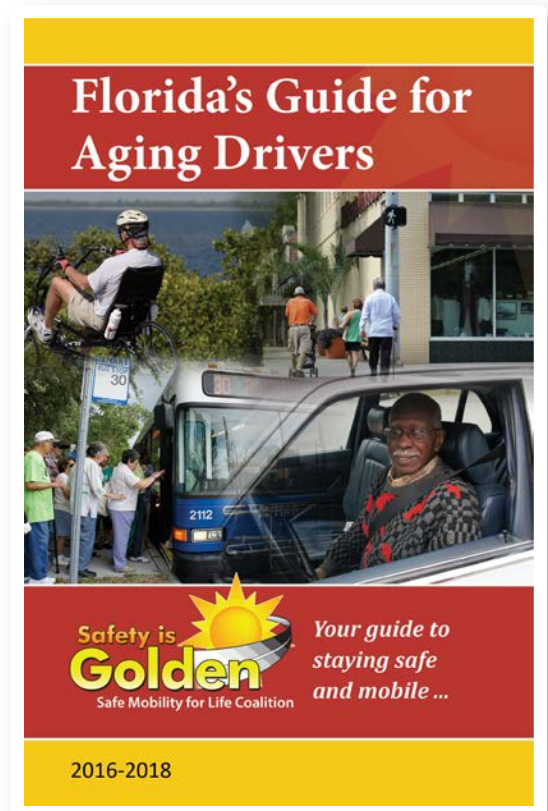
CP-16-04-11
Elder Road User Information System

The University of Florida was awarded a subgrant to develop and support the Elder Road User Information System, known as the *Find-A-Ride Database*. The *Find-A-Ride Database* supports Florida's Comprehensive Older Driver Program and mobility management across the State. Its primary focus is to offer safe transportation alternatives for older adults when driving is no longer a safe option. Users can search the database, which currently includes direct access to more than 800 local transportation services, to find the option that best fits their individual mobility needs.

Feedback provided by Safe Mobility for Life Coalition members helped to refine the Geographic Information Systems (GIS) analysis to better capture relevant services and make the GIS feature more useful to database users. Revisions to the GIS modeling method were made to better capture service areas. Following the refinement of methodology, a GIS analysis was completed in one of the priority regions identified by the Coalition. A transportation supply index was created, taking into account possible mobility options that included public transportation, and on-demand and taxi services. Areas with a high demand for mobility, but a low supply of transportation alternatives were also identified. Future efforts will include determining how to best capture this information to help inform FDOT and MPOs in addressing the identified issues.

Website revisions were also completed in FY2016 to improve ease of use and search functions. Mock-ups of future interactive mapping updates were provided to the Coalition for comment. Finally, marketing efforts were increased to promote the database to Florida citizens in need of transportation alternatives.

CP-16-04-12
Broward County Grand Drivers

The Broward County Sheriff's Office was awarded a subgrant to conduct a local senior driver safety education program. In FY2016, the Sheriff's Office conducted 16 enforcement patrols and participated in 17 education and awareness campaigns. The Office also participated in 23 CarFit events with two of the largest held at Century Village Retirement Community and a local car dealership. Several other CarFit events were held in cooperation with the agency's Fire Rescue division, local law enforcement, and emergency medical personnel.

CP-16-04-13
Lady Lake Police Department Seniors Taking a Responsible Step for Safety (S.T.A.R.S.)

Funding for the Lady Lake Police Department to implement the Seniors Taking a Responsible Step for Safety (S.T.A.R.S.) program was not awarded. The subrecipient did not submit the necessary subgrant application.

Community Traffic Safety Outreach

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

PUBLIC INFORMATION AND EDUCATION PROGRAMS

CP-16-04-01, D-1 Community Traffic Safety Team
CP-16-04-02, D-2 Community Traffic Safety Team
CP-16-04-03, D-3 Community Traffic Safety Team
CP-16-04-04, D-4 Community Traffic Safety Team
CP-16-04-05, D-5 Community Traffic Safety Team
CP-16-04-06, D-6 Community Traffic Safety Team
CP-16-04-07, D-7 Community Traffic Safety Team

Seven subgrants were awarded to the Florida Department of Transportation (FDOT) District Offices ($30,000 per District) to support local Community Traffic Safety Teams (CTSTs).

CTSTs are coalitions of locally based highway safety advocates who are committed to the common goal of improving traffic safety in their communities. CTSTs are multi-jurisdictional, with members from city, county, State, and federal agencies, as well as private industry and local citizens. A CTST's boundary is determined by its organizational make up and can be a city, a portion of an entire county, multiple counties, or any other jurisdictional arrangement. Each FDOT District has a CTST Coordinator who works closely with the CTSTs in his or her geographic area.

By working together with interested citizens and traffic safety advocates within their communities, CTSTs helped solve local traffic safety problems and promoted public awareness of traffic safety best practices. The Teams participated in national and local traffic safety campaigns that educated drivers, motorcyclists, pedestrians,

and bicyclists about the rules of the road.

During FY2016, Florida's CTSTs worked collaboratively to address FDOT's Strategic Highway Safety Plan priorities as well as local traffic safety priorities through meetings, events, education, and outreach. Priority areas included: aging road users, bicycle and pedestrian safety, child passenger safety, distracted driving, impaired driving, occupant protection, and school bus safety.

CTSTs and their partnering agencies supported national and State traffic safety efforts through participation in campaigns and events. These efforts included Walk to School Day, School Bus Safety Week, National Child Passenger Safety Week, National Work Zone Awareness Week, Bike Safety Month, and *Alert Today — Alive Tomorrow*. CTSTs also supported national law enforcement mobilizations such as *Click it or Ticket*, and *Drive Sober or Get Pulled Over*. Finally, CTSTs promoted traffic safety through child passenger safety seat checks, school education programs, and community events. During FY2016, 168 local CTST meetings and more than 375 outreach events were supported by these projects.

CP-16-04-08
Community Traffic Safety Support

The FDOT State Safety Office contracted with the Center for Urban Transportation Research (CUTR) to procure and distribute outreach materials to remind motorists to *Drive Sober or Get Pulled Over*. The materials were used in conjunction with two Tampa Bay Rays baseball games and one Tampa Bay Lightning hockey game. Public information and education items were distributed to fans as they interacted with FDOT State Safety Office staff and law enforcement officers leading up to the games. Each event attracted more than 10,000 people who attended.

Two *Click it or Ticket* banners were purchased for display at the Tallahassee Community College - Florida Public Safety Institute to remind trainees about the importance of always buckling up.

CUTR also facilitated three subcontracts with the Governors Highway Safety Association (GHSA) to assist the FDOT State Safety Office in updating and designing Florida's *2017 Highway Safety Plan* and *2015 Annual Report*, and to conduct a property monitoring policy and procedures review.

Distracted Driving

All distractions in vehicles or on the roadway endanger drivers, passengers, and other road users. Despite most drivers acknowledging that distracted driving is dangerous, many still engage in distracting activities that take not only their eyes, but also their attention off the road. Age is an important factor in distracted driving perceptions and behavior. Young drivers perceive many in-vehicle behaviors as being less distracting than they really are, and are more likely to engage in these behaviors when compared to older drivers.

While the number of roadway users engaging in distracting behaviors is significant, the crash and citation data does not accurately depict the magnitude of the problem. Identification of a specific distraction and its role in a motor vehicle crash can be difficult to determine, which can lead to an under-reporting of distracted driving incidents. Additional research is needed to understand the factors that influence distracted driving, as well as continued educational efforts to inform the public about the dangers of distracted driving.

DD-16-04-01
Florida A&M Campus Safety Program

Florida Agricultural and Mechanical University (FAMU) was awarded a subgrant to implement a Florida Campus Safety Program that focused on distracted driving.

A survey was designed by FAMU and administered on the campuses of FAMU and Bethune Cookman University to determine the incidence of distracted driving by students. A total of 827 surveys were collected. 76% of respondents stated that they use their cell phone while driving to some extent. 21% responded that they always use their cell phone while driving while those who use their cell phone "often" and "sometimes" were 17% and 24%, respectively. When asked how often respondents text while driving, only 31% stated that they never text. Based on the survey responses, a short documentary video was produced and shown on both campuses to reveal the level of awareness among students about the dangers of distracted driving.

Impaired Driving

In FY2016, there were 33 impaired driving subgrants using two sources of federal funding: Section 402 (one grant) program funds and Section 405 (d) program funds (the remaining 32 grants).

Impaired driving continues to be a challenge in Florida. According to the Florida Department of Highway Safety and Motor (DHSMV) 2015 crash statistics, between 2014 and 2015:

- Alcohol-suspected fatalities increased almost 7% from 849 to 908
- Alcohol-confirmed fatalities increased almost 11% from 459 to 508
- Drug-suspected fatalities increased 31% from 287 to 376
- Drug-confirmed fatalities increased 28% from 219 to 281

Across the State, overtime enforcement efforts aimed at reducing impaired driving included 44 DUI checkpoints that netted 73 DUI arrests as well as 620 saturation patrol operations that yielded 1,524 DUI arrests. In addition, Florida Highway Patrol troopers arrested 172 impaired drivers through roving patrol operations.

AL-16-05-01
Florida Impaired Driving Coalition

Tallahassee Community College was awarded a subgrant to support the Florida Impaired Driving Coalition. The Coalition met quarterly to revise its Action Plan to include recommendations identified in the May 2015 Impaired Driving Program Assessment report, to discuss new and ongoing impaired driving issues throughout the State, and to learn about new efforts to address the problem.

M5CS-16-06-01
Statewide DUI Prosecution Support

Tallahassee Community College was awarded a subgrant to support the facilitation of the Statewide DUI Prosecution Support Program. The Florida Department of Law Enforcement's Alcohol Testing Program utilized a Statewide DUI Prosecution Support subgrant program to assist with complex DUI cases. In FY2016, the program aided Florida Assistant State Attorneys with 182 cases. Program staff attended 45 court hearings, depositions, and trials to ensure that DUI cases were not dismissed, pled down, or postponed due to lack of expert assistance relating to the Intoxilyzer 8000.

Staff conducted three Department of Administrative Hearings and related appellate proceedings, along with filing multiple legal documents with courts throughout the State.

M5CS-16-06-02
Traffic Safety Resource Prosecutor Program

Tallahassee Community College was awarded a subgrant to support the facilitation of the Traffic Safety Resource Prosecutor (TSRP) Program which addresses the complexity of DUI prosecution faced by both law enforcement officers and prosecutors. This assistance included training prosecutors and law enforcement officers, and providing technical support. During FY2016, the TSRP program conducted six courses across the State that trained DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution, including vehicular manslaughter prosecution and drugged driving. In addition to training courses, the TSRP program also provided lectures at seminars throughout the State and country, participated on the Florida Impaired Driving Coalition and, as often as possible, attended alcohol and drug-impaired conferences. The TSRP program trained 978 prosecutors and law enforcement officers during the 2016 subgrant cycle.

M5X-16-06-01
MADD Florida – Safe and Aware

Florida Mothers Against Drunk Driving (MADD) was awarded a subgrant to support statewide DUI prevention programs and training for law enforcement officers on the impact of impaired driving. During FY2016, MADD was successful in reaching out to smaller communities through town hall meetings and panel discussions, and

assisted school resource officers who requested training via MADD's youth program. Additionally, MADD began presenting its educational messages to Florida Virtual Schools (statewide internet-based high schools). This is a population that had not been educated about the dangers of impaired driving and underage drinking in past years.

M5X-16-06-02
The Megan Napier Foundation – Value Life

This project was not implemented. While the Megan Napier Foundation had initially sought funding to expand their impaired driving educational program, the Foundation failed to complete the required documentation. However the Foundation continued to be a valued traffic safety partner and would be considered for funding in the future.

M5X-16-06-03
Statewide Drug Recognition Expert Call-Out

The University of North Florida - Institute of Police Technology and Management (IPTM) was awarded a subgrant to support a Statewide Drug Recognition Expert Call-Out project. A new initiative in FY2016, IPTM contracted with 11 law enforcement agencies to allow Drug Recognition Experts (DREs) to increase the availability of their expertise when these officers would otherwise not have been on duty. As a result, participating agencies reported 16 DRE overtime call-outs in response to suspected drugged driving arrests. Information about the subgrant and the opportunity for overtime call-outs was disseminated to DREs at the annual DRE recertification training. Several new agencies expressed interest in participating in this project during the 2017 fiscal year.

M5X-16-06-04
Florida's Judicial Outreach Liaison (JOL)

This project was not implemented. The FDOT State Safety Office and the Florida Impaired Driving Coalition were committed to adding a judicial outreach position to their toolbox. However, finding a Florida Judge who is interested in traffic safety and has the time available to meet the needs of the project posed a significant challenge. Florida still has a need to fill this role and is working to find a Florida Judge in the future.

M5X-16-06-05
Enhanced DUI Enforcement Mobile Equipment

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to support the equipment needs of the State's enhanced DUI enforcement initiative. The Florida Highway Patrol (FHP) purchased and installed Intoxilyzer 8000 instruments in ten patrol vehicles and purchased five Portable Breath Testers (PBTs). During FY2016, troopers made 172 DUI arrests in less than 3.17 hours (FHP's goal for reduced processing time). The grant-purchased Intoxilyzer 8000 instruments were used for evidential testing of 154 DUI arrested drivers, while the PBTs were used to make 22 DUI arrests.

LOCAL LAW ENFORCEMENT AGENCIES

The FDOT State Safety Office anticipated awarding 24 Section 405(d) subgrants as detailed in the 2016 HSP; however, 20 were ultimately awarded to assist law enforcement agencies in addressing impaired driving within their communities and statewide. This funding was specifically allocated to fund overtime staffing for DUI checkpoints and saturation patrols, the purchase of breath test instruments, and acquisition of a vehicle to support DUI enforcement and education activities.

During FY2016, the majority of projects funded resulted in reduced fatalities. One law enforcement agency was awarded overtime subgrant funds for enforcement activities and still reported an increase in impaired driving-related fatalities. This agency attributed the increase to an unanticipated lack of staffing for DUI patrols. Additionally, four agencies out of the 20 awarded subgrants reported an increase in impaired driving-related crashes, while only one agency reported an increase in impaired driving-related injuries.

Throughout FY2016, many local law enforcement agencies reported a noticeable increase in the use of taxis and ride-share programs by drinking drivers. They attributed this to an increased awareness of saturation patrols and checkpoints that were announced in advance on social

media and in news reports. Additionally, the agencies reported that more people are receiving messages about driving sober from social media and educational events hosted by local law enforcement agencies. During these educational events, drivers learned about the dangers of impaired driving, the consequences of being arrested, and the importance of having a plan for a designated driver or a safe ride home.

M5HVE-16-06-01
DUI Roving Patrol

This project was not implemented. While the Florida Department of Highway Safety and Motor (DHSMV) had initially sought funding for this program, it elected to not proceed with the subgrant during FY2016 because it was determined they had adequate funding without pursuing a subgrant.

M5HVE-16-06-02
Orlando Police Department DUI Enforcement Team

The Orlando Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 122 saturation patrols, made 106 DUI arrests, and issued three .02 violations and four open container citations during subgrant operations. Impaired driving crashes and fatalities were reduced 55% and 43%, respectively, both from the most recent three-year average.

M5HVE-16-06-03
Palm Springs Impaired Driving Reduction Program

The Palm Springs Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 45 saturation patrols, made 57 DUI arrests, and issued four .02 violations and open container citations. Impaired driving crashes and injuries were reduced 16 % and 12%, respectively, from the previous year. Additionally, impaired driving fatalities were reduced to zero, a 100% decrease from the previous year.

M5HVE-16-06-04
Specialized Enforcement Operations Targeting Impaired Driving

Miami-Dade Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 32 saturation patrols and one checkpoint, resulting in 195 DUI arrests during subgrant operations. Crashes, as well as injuries and fatalities resulting from impaired driving, were reduced 16% and 83%, respectively, from the previous year.

M5HVE-16-06-05
Enforcement Efforts to Combat and Eliminate Impaired Driving 2016

The Sarasota County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 36 saturation patrols, made 92 DUI arrests, and issued 26 .02 violations and open container citations. Impaired driving crashes increased 33% since the previous year, while impaired driving-related fatalities were reduced 60% from the most recent three-year average.

M5HVE-16-06-06
BCSO DUI Enforcement

The Bradford County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 16 saturation patrols and 11 checkpoints, made 13 DUI arrests, and issued three open container citations during subgrant operations. Impaired driving crashes and fatalities were reduced from the most recent three-year average.

M5HVE-16-06-07
City of Gainesville Safe Gator Program

The Gainesville Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted one saturation patrol (no arrests were made) and six alcohol awareness community details reaching 539 citizens during subgrant operations. Impaired driving crashes, injuries, and fatalities all increased over the last three-year average, which the Department attributed to staffing issues.

M5HVE-16-06-08
Lee County Sheriff's Office Impaired Driving Project

The Lee County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 16 saturation patrols, eight checkpoints, made 75 DUI arrests, and issued five .02 violations and open container citations during subgrant operations. In addition, the Sheriff's Office conducted 12 educational events. Impaired driving crashes and fatalities decreased 50% and 85%, respectively, from the most recent three-year average.

M5HVE-16-06-09
Pasco Sheriff's Office Enhanced DUI Enforcement

The Pasco County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 30 saturation patrols and four checkpoints, made 21 DUI arrests, and issued two open container citations during subgrant operations. Impaired driving crashes were reduced 16%, while impaired driving fatalities and injuries both fell 21% from the previous three-year average.

M5HVE-16-06-10
Broward DUI Enforcement Program

The Broward County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 17 saturation patrols, made 31 DUI arrests, and issued 14 open container citations during subgrant operations. Impaired driving fatalities were reduced 67% from the most recent three-year average.

M5HVE-16-06-11
DUI Enforcement

The Tallahassee Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 33 saturation patrols, two checkpoints, made 35 DUI arrests, and issued four .02 violations during subgrant operations. The Department also conducted five educational events in the community. Impaired driving crashes, injuries, and fatalities were all reduced from the previous three-year average.

M5HVE-16-06-12
Ft. Myers DUI Enforcement and Education

The Ft. Myers Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted three saturation patrols and three checkpoints and made 27 DUI arrests during subgrant operations.

M5HVE-16-06-13
Two Portable Intoxilyzer Breath Machines Plus Overtime

The Pensacola Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 82 saturation patrols and made 46 DUI arrests during subgrant operations. Impaired driving crashes and fatalities were reduced 15% and 50%, respectively, over the previous year or from the previous three-year average. The Department also used subgrant funds to purchase six portable breath test units, which were used throughout the award period.

M5HVE-16-06-14
Miami Beach Police Department Overtime DUI Enforcement Program

The Miami Beach Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 14 saturation patrols and three checkpoints, made 43 DUI arrests, and issued seven .02 violations and open container citations during subgrant operations. Impaired driving-related injuries and fatalities were both reduced from the most recent three-year average.

M5HVE-16-06-15
City of Lake Worth Impaired Driving Initiative

The Palm Beach County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement in the City of Lake Worth using overtime staffing. The Sheriff's Office conducted 10 saturation patrols, three educational events, and made 34 DUI arrests during subgrant operations. Impaired driving crashes and fatalities were reduced 22% and 25%, respectively, from the previous three-year average.

M5HVE-16-06-16
Stopping Impaired Driving in Davie (SIDD) Program

The Davie Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 17 saturation patrols, one checkpoint, and made seven DUI arrests during subgrant operations. The Department also conducted six educational events. Impaired driving crashes and fatalities were reduced 10% and 67%, respectively, from the most recent year.

M5HVE-16-06-17
Cape Coral Impaired Driving Enforcement and Education

The Cape Coral Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted nine saturation patrols and made 14 DUI arrests during subgrant operations. Impaired driving crashes, injuries and fatalities were reduced 89%, 67%, and 133%, respectively, from the previous three-year average.

M5HVE-16-06-18
Tampa Enhanced DUI Enforcement Project, BAC to Basics

The Tampa Police Department was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Department conducted 31 saturation patrols and nine checkpoints, made 587 DUI arrests, and issued one .02 violation and open container citation during subgrant operations. The Department also conducted 13 educational events reaching 1,160 citizens. While impaired driving crashes increased 20%, injuries and fatalities fell 6% and 62%, respectively, from the most recent three-year average. The Tampa Police Department

also purchased a Simulated Impaired Driving Experience Vehicle (SIDNE) with subgrant funds. The SIDNE was used to educate local high school students about the dangers of drinking and driving in a fun, educational, and controlled environment. In addition, the Department took the vehicle to a large community event to educate adults about the negative effects of alcohol on driving.

M5HVE-16-06-19
Baker County Sheriff's Office DUI Enforcement

This project was not implemented. While the Baker County Sheriff's Office had initially sought funding for this program, they ultimately chose not to participate in a subgrant funded initiative during FY2016.

M5HVE-16-06-20
Flagler County DUI Enforcement Grant

The Flagler County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement efforts using overtime staffing. The Sheriff's Office conducted 50 saturation patrols, made 54 DUI arrests, and issued three .02 violations and open container citations during subgrant operations. Impaired driving injuries and fatalities were reduced 86% and 85%, respectively, over the past three years.

M5HVE-16-06-21
Continue Driving Sober in Destin

The Okaloosa County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 12 saturation patrols and two checkpoints, and made 94 DUI arrests during subgrant operations. Impaired driving crashes, injuries, and fatalities decreased 28%, 17%, and 50%, respectively, from the previous three-year average.

M5HVE-16-06-22
Operation Zero Impaired Driving Enforcement

The Volusia County Sheriff's Office was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Sheriff's Office conducted 44 saturation patrols, made 145 DUI arrests, and issued eight .02 violations and 18 open container citations during subgrant operations. While impaired driving crashes increased 14%, impaired driving-related injuries and fatalities were reduced 30% and 33%, respectively, from the most recent three-year average.

M5HVE-16-06-23
Ocala PD DUI Overtime

This project was not implemented. While the Ocala Police Department had initially sought funding for this program, they ultimately chose not to participate in a subgrant funded initiative during FY2016.

M5HVE-16-06-24
HCSO DUI Overtime

This project was not implemented. While the Hillsborough County Sheriff's Office had initially sought funding for this program, they ultimately chose not to participate in a subgrant funded initiative during FY2016.

Motorcycle Safety

The FDOT State Safety Office awarded eight motorcycle safety subgrants using Section 402 and 405 funds to focus on motorcycle education, enforcement, and evaluation in FY 2016.

For nearly ten years preceding the establishment of the Florida Motorcycle Safety Coalition (2009), the State experienced significant increases in motorcycle registrations, endorsements, crashes, fatalities, and injuries. However, between 2008 and 2012, motorcycle crashes and fatalities fell 16% and 20%, respectively. While the trend since 2012 has been less stable, preliminary data showed a slight decrease in fatalities involving motorcycles for the first nine months of 2016 as compared to 2015. For the first time in many years, there were no motorcycle fatalities reported during the ten-day Daytona Bike Week event in March.

MC-16-10-01
Florida's Comprehensive Motorcycle Safety Program

The University of South Florida's Center for Urban Transportation and Research (CUTR) was awarded a subgrant for implementation of Florida's Motorcycle Strategic Safety Plan (MSSP) and to support the functions of Florida's Motorcycle Safety Coalition. Comprehensive motorcycle safety campaigns and diverse strategies are needed to address the many factors that contribute to motorcycle crashes.

The Coalition members implemented Florida's Motorcycle Safety Strategic Plan by identifing critical issues, establishing achievable performance indicators, and comprehensively evaluating the effectiveness of the State's motorcycle safety programs.

Four Motorcycle Coalition meetings were held during the FY2016 subgrant cycle. The May 2014 Motorcycle Safety Program Technical Assessment Final Report was used to guide business plan updates. CUTR assisted the Coalition in implementing the strategies and action steps identified in the MSSP Business Plan along with coordinating and staffing 19 motorcycle safety outreach events across Florida that included Biketoberfest, Bikeweek, Leesburg, Buffalo Soldiers Annual Convention, and Hog Rally, along with many other local events.

MC-16-10-02
Motorcycle Program Evaluation and Data Collection

CUTR was also awarded a subgrant to conduct surveys, data collection, and analysis of Florida's motorcycle safety program. Under this subgrant, two comprehensive surveys were completed in 2016 – one of motorcyclists, and another of riders who participated in Florida's Rider Training Program (FRTP).

The motorcyclist survey was web-based and used a multi-method sampling approach. The survey link was distributed through Address-Based Sampling (ABS) postcard invitiations and Facebook advertisements. A total of 2,660 survey responses were collected: 1,011 through the ABS approach and 1,649 through Facebook ads.

Twenty of the 69 FRTP school locations agreed to administer the FRTP survey to new graduates of the Basic Rider Course (BRC). From August through September 2016, the 20 FRTP locations were provided 1,956 surveys, resulting in 429 survey returns from new graduates.

The 2016 Florida Motorcyclist Survey aimed to collect behavior characteristics of motorcyclists and measure the progress of various motorcycle safety programs in Florida. The survey also collected detailed demographic information such as riding experience, motorcycle type, age, and formal training experience. This is important data since the motorcycle population has a distinctive sub-group culture which may be an important factor in addressing motorcycle safety issues in an effective and efficient manner. The survey reached a representative sample of the motorcycling population in Florida. According to the survey, almost 70% of respondents reported riding for more than 10 years, while 75.5% reported owning a motorcycle and that they rode regularly. Other major findings from the survey included:

- The majority of respondents reported their primary purpose of riding as "recreation."
- Many respondents stated that they ride their motorcycles less than 3,000 miles a year.
- Daytona Bike Week, Biketoberfest in Daytona, and Leesburg Bikefest are the three most well-attended bike events in Florida.
- Florida motorcyclists think formal training is important and a majority of motorcyclists also supported the statute that requires mandatory training for new motorcycle endorsement in Florida.

- About two-thirds of respondents reported that they always wear a helmet when riding a motorcycle, but respondents were divided on their position towards reinstating a universal helmet law, with approximately 53% expressing support for reinstatement and approximately 47% expressing opposition.
- More than one third of Florida motorcyclists stated that they heard about the Florida Motorcycle Safety Coalition or Ride Smart Florida.
- Many Florida motorcyclists are actively using social media.
- Respondents recalled hearing or seeing motorcycle PSA messages that have been promoted by the FDOT State Safety Office. While the PSAs were concentrated on social media (FB advertisement) in the FY2016 subgrant cycle, no significant difference in awareness was found between the population that is online regularly and others that do not use the internet as much.
- Florida motorcyclists are very concerned about distracted drivers.

Overall, the survey was able to measure the progress in educating motorcyclists about motorcycle safety programs in Florida, including some paid media subgrant efforts. Mostly, the survey findings indicated the need to revamp outreach programs so that the messages are targeted to specific age groups.

MC-16-10-03
Motorcycle Education and Injury Prevention Program in Trauma Centers

The University of Miami Miller School of Medicine was awarded a subgrant for the *Survive the Ride* program, which conducts injury prevention and education programs at Level One and Two trauma centers in Florida. The program specifically targets multidisciplinary teams of EMS and other pre-hospital personnel, trauma surgeons, emergency medical and consulting physicians, nurses, and ancillary staff who, following training, provide safety information directly to motorcycle crash victims and their families. During the 2016 subgrant cycle, 396 hospital staff were trained across the State.

The Miami Miller School of Medicine staff worked with the Gordon Center at the University of Miami to finalize a new, interactive, online pre-hospital training that is now available statewide. The training includes pre- and post-surveys and a presentation that invites feedback. Hospital staff earn two continuining education credits for completing the training.

In an effort to improve care for crash victims and to compile the most recent data for training purposes, the *Survive the Ride* program staff gained consent from 43 out of 243 motorcycle and scooter crash patients to complete a survey and receive educational outreach. All 43 patients agreed to a three-month follow-up phone call resulting in 13 follow-up interviews. Analysis of the 243 motorcycle crashes and the injuries treated at these trauma centers helped to improve care for motorcycle crash victims and training for healthcare providers. Preliminary data shows that Miami-Dade County motorcycle fatalities were down from 2015 and trauma centers are better prepared to care for motorcycle crash victims due to pre-hospital staff education.

MC-16-10-04
Safe Motorcycle and Rider Techniques *SMART*

Funds were awarded to the Osceola Sheriff's Office to make motorcycle training available to the riding public. This free training was offered monthly and used training methods addressed in a Basic Police Motorcycle Operators Course. The skills taught in the program are designed to improve the riding skills of the average rider and help them avoid crashes.

The Sheriff's Office began offering *Safe Motorcycle and Rider Techniques* (SMART) courses in October 2015. During FY2016, ten SMART courses were held and 207 students successfully completed the course.

MC-16-10-05
Broward County Motorcycle Safety Enforcement Program

The Broward County Sheriff's Office was awarded a subgrant for motorcycle enforcement addressing aggressive riding and stunting by motorcyclists. During the eight enforcement operations, the Sheriff's Office made two arrests and issued 582 citations, including 193 for speeding and 17 for criminal activities.

MC-16-10-06
Preventing Street Racing through Legal Alternatives

The Florida State University (FSU) Police Department was awarded a subgrant for a pilot project to educate sport bike riders at amateur level sanctioned motorsports events about the dangers of illegal street racing and by providing riders the

opportunity to train on a race track in a controlled environment, with the ultimate goal of decreasing the number of riders stunting and racing on public roadways.

As a first-year project, much of the year was spent testing stategies and identifying which were effective in connecting with the sport bike community and spreading the safety message. FSU Police Department partnered with the FSU Motorsports Team to co-sponsor track day events which became the main focus of the program. FSU sponsored 14 riders in FY2016, many of whom which have attended track days on their own after graduating from the program. Several riders stated that they are no longer street racing or stunting on public roadways because of the training they received. Other riders have encouraged their fellow sport bike enthusiasts to contact FSU about future sponsorship opportunities. This program appears to have the potential to save lives by educating the network of sport bike riders throughout Florida, a hard-to-reach population that is often involved in motorcycle crashes that result in serious injury and/or fatalities.

MC-16-10-07
City of Gainesville Motorcycle/Scooter Safety and Education Program

The Gainesville Police Department was awarded a subgrant to expand the Safe Motorcycle and Rider Techniques (SMART) Course offered to the riders in their community and to conduct enforcement operations focused on unsafe motorcycle and scooter riding practices.

The first SMART course was scheduled in May 2016 with an additional four courses conducted during the subgrant period. Seventy riders successfully completed the course. The Gainesville Police Department also undertook 39 saturation patrol operations to address unsafe riding practices and issued 325 citations for scooter and motorcycle infractions.

MC-16-10-08
Pasco County Sheriff's Office Motorcycle Safety Education and Enforcement

Pasco County Sheriff's Office was awarded a subgrant for motorcycle education and enforcement operations. The agency conducted 621 saturation patrols, made 12 arrests, and issued 56 citations and 284 warnings. Sheriff's Office deputies also attended several outreach events and distributed educational materials to all motorcyclists contacted during both the outreach and enforcement operations.

Occupant Protection and Child Passenger Safety

To improve statewide safety belt and child safety seat usage in FY2016, the FDOT State Safety Office awarded eight occupant protection subgrants using Section 402 and 405 (b) program funds.

Florida's safety belt survey is conducted annually in March/April and June. The June 2016 survey revealed a combined driver and passenger use rate of 89.6%. Although this rate fell short of Florida's goal of 90%, it is the highest safety belt usage rate in State history.

The following FY2016 Occupant Protection Program projects contributed to Florida's high level of safety belt usage and helped to increase the public's knowledge about the proper use of child safety seats, which is critical for ensuring the safety of the State's most vulnerable motor vehicle passengers.

SAFETY BELT ENFORCEMENT AND EDUCATION

Four law enforcement agencies received funding to conduct combined safety belt enforcement and education programs throughout the State and participated in the FY2016 *Click It or Ticket* campaign and enforcement waves. The University of Florida and the University of North Florida's Institute of Police Technology and Management (IPTM) also received funding to promote safety belt and child safety restraint use. These efforts included presentations at schools and community events and to local civic and service organizations,

M2HVE-16-20-01
Buckle Up Putnam County

During FY2016, the Buckle Up Putnam County Enforcement Program conducted five safety belt enforcement waves, educated children and adults about the importance of buckling up at schools, seven community events, and distributed occupant protection-related materials. Based upon data collected from pre- and post-activity observational surveys, there was a 7.9% increase in safety belt usage attributed largely to subgrant activities.

M2HVE-16-20-02
Lake City Police Department Strategic Traffic Enforcement Program (STEP) Occupant Protection

The Lake City Police Department (LCPD) conducted both stationary and mobile enforcement patrols and actively participated in national safety belt enforcement mobilizations. Safety belt use surveys were conducted in October 2015 and again in September 2016 and showed an increased safety belt usage rate of 6%.

Educational efforts supplemented enforcement activities to further boost safety belt use rates. Each week, LCPD participated in a radio show that was broadcast on two local stations. At least once a month, occupant protection and other traffic safety topics were featured. LCPD utilized social media to promote traffic safety topics resulting in more than one million views from April through September 2016. An additional one million views were attributed to a Reddit Post featuring a poster designed by the LCPD. In addition, a YouTube video was posted by the LCPD to promote safety when playing PokemonGo, with a targeted message to not drive distracted and wear a safety belt. The poster received more than 850,000 views in the first 24 hours of posting and generated attention across North America.

M2HVE-16-20-03
Starke Police Department Citywide Occupant Protection Program

The Starke Police Department conducted 391 traffic stops, issued 154 safety belt and six child restraint citations, and made nine arrests during safety belt enforcement activities in FY2016. Social media, signboards, and banners were used to educate the public about occupant protection and other traffic safety issues. Pre- and post-subgrant activity surveys were conducted revealing a 93% safety belt use compliance rate within the City of Starke, a 25% increase from the start of the program.

M2HVE-16-20-04
Calhoun County Sheriff's Office Occupant Protection Enforcement and Education

Starting in November 2015, the Calhoun County Sheriff's Office conducted safety belt enforcement activities every month during FY2016. Educational efforts included

placing *5 to Drive* (the national teen safe driving campaign) and safety belt banners in both county high schools throughout the school year. In addition, the Calhoun County Sheriff's Office participated in several local community events such as the *Freeze Crime in Snowvember Festival*. Pre- and post-subgrant activity surveys showed a 32.8% increase in safety belt usage throughout the county.

M2X-16-20-01
Florida Occupant Protection Resource Center

The University of Florida was awarded a subgrant to continue operation of the Florida Occupant Protection Resource Center (OPRC). This web-based resource center provided occupant protection (OP) professionals across Florida the ability to order materials to enhance their local OP traffic safety programs and/or campaigns. Items available included educational materials, guidance on how to install child safety seats, and links to other safety websites. The Florida OPRC also paid for Florida's certified child passenger safety (CPS) instructors to teach the 32-hour CPS technician training program and CPS technician certification/recertification fees.

In total, 4,415 child safety seats were purchased including 216 special needs seats and parts. Due to a rollover of child safety seats from FY2015, a total of 4,468 regular child safety seats were provided to CPS technicians across the state for distribution to low-income families who could not afford to purchase a child safety seat.

All personnel who distribute child safety seats provided by the Florida OPRC are required to be certified through the Safe Kids/NHTSA CPS program. In FY2016, 31

stipends were awarded to assist CPS technicians in attaining instructor certification. In addition, CPS technician certification courses increased by 26% from FY2015, and 248 scholarship awards where provided for certification or recertification of CPS instructors and technicians. Statewide, the Florida CPS program has 103 certified instructors and 1,360 certified technicians.

For National CPS Week, the Florida OPRC collected 56 CPS fitting station forms, 47 of which were new, for submission to NHTSA to add to their Child Car Seat Inspection Station Locator. Fitting stations and car seat inspection stations are staffed with certified CPS technicians who inspect, most free of charge, child safety seats and educate parents or caregivers how to correctly install and use them. Additionally, 168 Florida-based National CPS Week events were reported to the Florida OPRC for promotion on the NHTSA CPS Week events website.

M2X-16-20-02
Statewide Safety Belt/Public Opinion Survey

The University of North Florida - Institute of Police Technology and Management (IPTM) was awarded a subgrant to conduct both the Florida Statewide Safety Belt Use and *Click It or Ticket* (CIOT) public opinion surveys.

IPTM contracted with Preusser Research Group, Inc. (PRG) to conduct Florida's Statewide Safety Belt surveys. PRG utilized 165 observational survey sites in 15 counties to ensure compliance with NHTSA's survey design requirements. A statewide baseline survey was conducted prior to *CIOT* enforcement in late March through early April 2016. Results from this survey and the one conducted following the *CIOT* enforcement period were compared to determine the campaign's effect across the State.

Survey data revealed a combined post-*CIOT* driver and passenger use rate of 89.6%. Although this rate fell short of Florida's goal of 90%, it represented the highest safety belt use rate in State history. All regions of the State improved safety belt use rates both pre- and post-*CIOT*, increasing both driver and passenger usage to rates surpassing June 2015 levels. As a result, the 2016 *CIOT* effort achieved its goal of increasing safety belt use across all measurable indicators.

Statewide safety belt surveys completed in 2016 showed that the continued use of high visibility enforcement coupled with public outreach and education promoting the lifesaving value of safety belts and the potential for receiving a ticket if you do not buckle up bolstered daytime use among all motor vehicle occupant types.

IPTM also contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the *CIOT* pre- and post-enforcement public opinion/attitude telephone survey. The pre-wave survey was conducted from April 4 - 17, 2016, prior to the month-long safety campaign, resulting in 1,102 completed telephone interviews with adult respondents across Florida. From the total sample, 318 respondents were between the ages of 18 to 34 and 237 respondents were pick-up truck drivers, key demographic groups with lower safety belt use rates. The post-wave survey was conducted from June 1 - 17, 2016 resulting in 1,105 surveys, of which 384 were completed by respondents 18 to 34 years of age and 249 pick-up truck drivers.

Both pre- and post-surveys found that Florida drivers claimed to wear their safety belt "very frequently." In the pre-wave survey, 95.9% of the total sample reported wearing their safety belt at least "most of the time." That increased slightly to 96% in the post-wave survey. Among pick-up truck drivers, those who wear their safety belt at "least most of the time" decreased slightly from 93.4% in the pre-wave sample to 92.4% in the post-wave sample. In the 18 to 34 year old sample, those wearing a safety belt "at least most of the time" decreased from 95.1% in the pre-wave survey to 92.9% in the post-wave survey.

When asked if they required their passengers to wear safety belts, 94.4% of the pre-wave respondents answered "yes." For 18 to 34-year-olds and pick-up truck drivers, 89.6% and 92.4%, respectively, required their passengers to wear a safety belt. In the post-wave total sample, there was a decrease among all three groups of those who required their passengers to buckle up.

Of pre-wave respondents, 85.2% of drivers had never been stopped and/or ticketed for not wearing a safety belt. This increased to 87.3% in the post-wave sample. Even though most survey respondents had not been stopped or ticketed for non-use of safety belts, 62% of the total sample in the pre-wave survey believed that law enforcement agencies either "somewhat" or "very strictly" enforce safety belt laws. Similarly, 65.3% of pick-up truck drivers thought safety belt laws were "somewhat" or "very strictly" enforced.

M2X-16-20-03
Florida Occupant Protection Support Coordinator

Tallahassee Community College was awarded a subgrant for a Florida Occupant Protection Support Coordinator. The Coordinator served as the Occupant Protection Resource Center's subject matter expert and responded to 519 requests for child passenger safety information and/or technical assistance in FY2016. Approximately 1,050 parents/caregivers were given information about the proper installation of child safety seats through classes and community outreach programs attended by the Coordinator. In addition, the Coordinator also served as the lead instructor for seven CPS technician certification courses conducted across the State.

The Coordinator served as the administrator of Florida's Special Needs Occupant Protection program and provided on-site monitoring, technical assistance, and training to participating hospital staff. This program provided loaner special needs child safety seats to families with children who cannot use a regular car seat as a result of acute health care needs and served as a resource for families that have children with chronic special health care transportation needs. In addition, training was provided to hospital-based, certified CPS technicians using a curriculum developed specifically for Florida's program.

The program operated in nine of Florida's 17 Children's Hospitals: Sacred Heart Children's Hospital in Pensacola, Miami Children's Hospital in Miami-Dade County, 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 FY2016, these special needs program sites conducted 448 child passenger safety evaluations, resulting in the loan of 399 special needs restraints and the provision or fitting of 52 regular car seats for 451 children with special transportation needs.

OP-16-02-01
Florida Occupant Protection Assessment

The University of Florida's Transportation Technology Transfer Center received a subgrant to assist FDOT State Safety Office in planning, scheduling, and providing administrative and technical support for the comprehensive Occupant Protection (OP) Program Assessment conducted in cooperation with NHTSA.

The assessment team of national subject matter experts met in Tallahassee, March 6–11, 2016. The purpose of the assessment was threefold: to aid the FDOT State Safety Office in reviewing the State's OP program; to identify the program's strengths,

accomplishments, and challenges; and to provide recommendations for improvement based on national OP program assessment guidelines.

The assessment consisted of a thorough review of State-provided occupant protection program briefing materials, as well as interviews with State and community program directors, coordinators, advocates, law enforcement personnel, and FDOT staff. At the end of the assessment, the team convened to review and analyze the information presented. A final report of findings and recommendations was provided to the FDOT State Safety Office and will be used to guide efforts to strengthen the OP Program statewide.

Paid Media

OCCUPANT PROTECTION PAID MEDIA

M2PE-16-20-01
Florida *Click It Or Ticket* Campaign

Tallahassee Community College (TCC) was awarded funding to conduct the statewide *Click it or Ticket* (CIOT) media campaign using NHTSA messaging. TCC contracted with St. John & Partners to develop a comprehensive media effort to support Florida's *Click It or Ticket* safety belt enforcement initiatives. The primary target audience for this messaging was men 18 to 34 years of age and pick-up truck drivers. Secondary targets were males 15 to 17 years of age as well as African American and newly arrived Latino men 18 to 34 years of age. Using a multi-platform approach that aligned with the target audience's media consumption habits, a buckle up or risk a citation message was seen on network and cable television, as well as promoted via radio (including streaming audio), radio traffic sponsorships, outdoor and online digital displays, paid social media, and other platforms.

M2PE-16-20-02
Florida *Click It Or Ticket* Special Marketing

Funding for Florida *Click It Or Ticket* special marketing was set aside to purchase advertising during the 2016 NFL Super Bowl. Due to the cost, advertising was not purchased and funds were carried forward to support other occupant protection initiatives in FY2017.

MOTORCYCLE SAFETY PAID MEDIA

M5PEM-16-16-01
Impaired Motorcycle Safety Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded funds to implement the *Drink + Ride = Lose* campaign. Through a subcontract with All Over Media, the *Drink + Ide = Lose* message was placed in restaurants and bars in Daytona Beach and surrounding areas during the annual Bike Week events in March 2016. The media vendor also provided an in-kind match

of posters, table tents, coasters, and entrance posters for display in these establishments. These same outreach tactics were used in May to reach motorcyclists at biker bars in Broward, Miami-Dade, Orange, Palm Beach, and Volusia Counties.

Social media was used to promote the sober riding message throughout the year. Media tactics and services were purchased to target motorcyclists with a message to discourage "drinking and riding" behavior using a video pre-roll method. This strategy used a promotional video message that plays before the online video content the user has selected. The PSA "Don't Be a Star" was used to reach riders with this important message. A key word search was also used to target motorcyclists. CUTR has found that keyword search is one of the most important, valuable, and high return activities in the search marketing field. The keyword search method resulted in a 1.02% click-through rate. Average cost per click was $2.65 and average positioning was 2.32 (top three positions). Overall, it significantly increased traffic to the home page (www.RideSmartFlorida.com) with 93% of those being new visitors.

M9MA-16-11-01
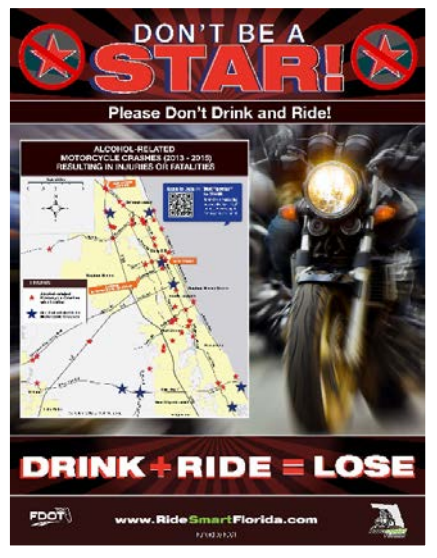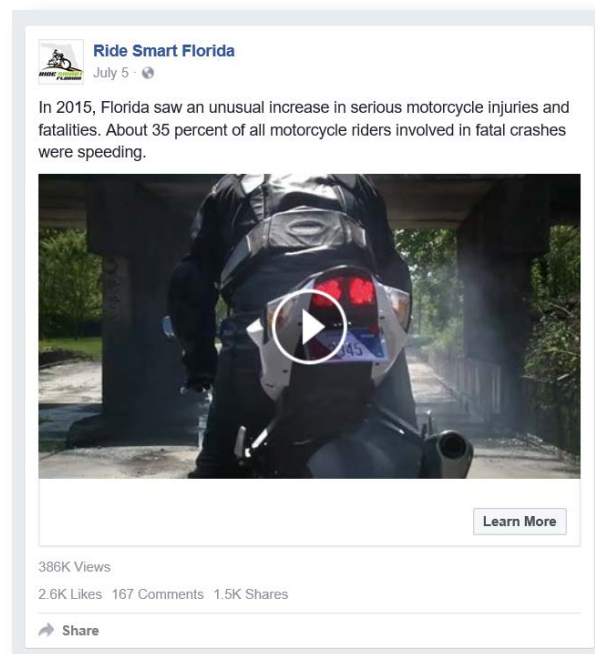### *Share the Road* PSA Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded funds to implement the *Share the Road* campaign. Through a subcontract with Pyper Young, radio endorsements by on-air personalities were used to deliver the *Share the Road* message to drivers. This tactic was chosen because listeners (drivers) have a relationship with on-air personalities; not only do listeners know and trust their opinions, but the radio personalities can speak to their audience on their level. Radio stations in the Miami, Ft. Lauderdale, and Tampa Bay markets (with the potential for spill over into surrounding counties) that appealed and were highly rated in the 18 to 34 age group were selected for the campaign. A Spanish version of the campaign messaging was also employed in the Miami area, while advertising on Pandora was used to reach drivers in Jacksonville (Duval County) and Ft. Myers (Lee County). The radio personalities recorded a new spot each week as well as extra spots for the Labor Day weekend.

A paid Facebook advertisement was used in March (in conjunction with Daytona Bike Week) to encourage motorcyclists in Volusia County to *Make the Right Choice.* A total of 340,365 people (including 51,110 through organic reach, the total number of unique people who viewed the video through unpaid distribution) saw the public service ad. It is notable that the PSA also prompted 1,620 shares and many positive comments. The cost per click (the cost incurred whenever

someone interacts with the video) was $0.15 and the cost to reach 1,000 unique people was $8.96. The PSA generated 651,226 impressions.

The *Share the Road* campaign also included Facebook advertisements with a message about Florida's increase in motorcycle-related injuries and deaths in the State in 2015. These video advertisements targeted all motorists in Florida and encouraged drivers and riders to *Look Twice. Save a Life*. The Facebook posts created dialogue about distracted driving and the need for both motorists and motorcyclists to pay attention when on the road.

PM-16-07-02
Ride Smart Paid Media Campaign

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to implement the *Ride Smart* paid media campaign. CUTR entered into contracts with the Jacksonville Jaguars and Tampa Bay Buccaneers in the first quarter of the fiscal year to promote *Ride Smart* strategies. Promotional activities included placing *Ride Smart* banners at motorcycle lot entrances and conducting outreach efforts in the Fan Entertainment Zones in each stadium, and airing 30-second *Ride Smart* messages during pre-game and game broadcasts.

Ride Smart Facebook advertisements ran with a message about Florida's increase in motorcycle-related injuries and deaths in 2015. This video advertisement targeted motorcyclists under 40 who, based on research, are often involved in speeding. The messaging encouraged drivers to stop speeding to prevent crashes, injuries, and fatalities. The video advertisement reached 523,261 people and was viewed by 376,520 people, prompting 249,216 of those viewers to take action and interact with the *Ride Smart* webpage. The click-through rate for the ad was 1.34% with a cost per click of $0.30. In addition, the ad generated 2,925 likes, 226 comments, and 1,408 shares, as well as 4,857 click-through hits to RideSmartFlorida.com that resulted in four page likes for that website. The ad ran May 23 - September 11, 2016.

According to the 2016 Florida motorcyclist survey, 65% of respondents reported creating a personal profile in Facebook and about a half of the respondents used Facebook one or more times every day. While the exposure and use of social media varied by age, it is clear that Facebook is a cost-effective media strategy to reach Florida motorcyclists with important safety messages.

IMPAIRED DRIVING PAID MEDIA

M5PEM-16-16-02
DUI Statewide Media Campaign

Tallahassee Community College contracted with St. John & Partners to develop a comprehensive media campaign to support Florida's *Drive Sober or Get Pulled Over* enforcement initiatives during the Winter Holiday, St. Patrick's Day, and Labor Day crackdowns. This impaired driving awareness campaign used a multi-platform approach that aligned with the media consumption habits of the target audience of 18 to 34 year-olds that included network and cable television, radio (including streaming audio), radio traffic sponsorships, outdoor and online digital displays, paid social media, and other platforms.

M5PEM-16-16-03
DUI Professional Sports Marketing

Tallahassee Community College (TCC) purchased advertisements with Florida professional sports teams and venues to promote *Drive Sober or Get Pulled Over* to sports fans. The FY2016 professional sports marketing plan funded media advertisements with the following teams: Orlando Magic (NBA), Miami Heat (NBA), Tampa Bay Rays (MLB), Tampa Bay Lightning (NHL), Florida Panthers (NHL), Miami Dolphins (NFL), and Jacksonville Jaguars (NFL). Impaired driving messages were promoted through posters, signage, game announcements, alcohol-free nights, special promotional functions, and in-house audio and video PSAs. TCC also contracted with an activation company that uses *Drive Sober or*

Get Pulled Over logo attired brand ambassadors to engage with fans while they are tailgating at stadiums. Impaired driving deterrence messages and activities that included fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired.

M5PEM-16-16-04
DUI Major College Sports Marketing

Tallahassee Community College (TCC) purchased advertisements with Florida collegiate sports teams and venues to promote *Drive Sober or Get Pulled Over* to collegiate sports fans at the following schools: University of Florida, Florida State University, and University of Miami. Impaired driving messages were promoted via posters, game announcements, radio/TV advertisements on collegiate networks, printed messages in game day programs, and sign placement at sports venues and around campus. TCC also contracted with an activation company that uses *Drive Sober or Get Pulled Over* logo attired brand ambassadors to engage with fans while they are tailgating at stadiums. Impaired driving deterrence messages and activities that included fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired.

M5PEM-16-16-05
Impaired Driving Sports Campaign

Tallahassee Community College purchased TV advertisements with a Florida-based sports broadcasting company. The ads targeted sports fans and encouraged sober and responsible driving.

M5PEM-16-16-06
DUI (Driving Under the Influence) Media Survey

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to conduct a survey to gauge awareness of Florida's *Drive Sober or Get Pulled Over* campaign. The survey helped the FDOT State Safety Office better understand people's driving habits, their opinions about highway safety, and awareness of the impaired driving media campaign. Conducted from July 20 - August 10, 2016, 1,486 telephone interviews were completed with adult respondents across the State.

TEEN DRIVER SAFETY PAID MEDIA

PM-16-07-03
Teen Media Outreach Campaigns

The Florida Department of Highway Safety and Motor (DHSMV) received funding for the development of internet messaging, two 30-second radio spots, and three videos highlighting the importance of proper driving practices, the dangers of distracted driving, and the role of parents as safe driving behavior role models, all targeting teen drivers and their parents. These videos and spots went through a creative testing analysis using two focus groups of teens and parents prior to being used in a radio, digital, and social media campaign that ran in the focus counties of Broward, Leon, Duval, Hillsborough, and Orange, as well as statewide. The social media campaign resulted in 693,604 impressions and the radio spots were broadcast more than 900 times.

# PEDESTRIAN AND BICYCLE SAFETY PAID MEDIA

PM-16-07-01
Florida's Bicycle/Pedestrian Focused Initiative: Communications

The FDOT State Safety Office awarded a subgrant to the University of South Florida Center for Urban Transportation Research (CUTR) to support statewide bicycle and pedestrian safety communications efforts. The goal of this project was to increase awareness of pedestrian and bicycle traffic safety laws by 5% in priority counties.

Three paid media contracts were negotiated by CUTR to support this project. The first contract was initiated to reach a diverse Hispanic population in Miami-Dade, Broward, and Palm Beach Counties. Posters, window clings, free standing displays, magazine covers, and other materials with culturally appropriate messages were developed in Spanish and placed throughout the community in areas with the highest incidence of fatal or injury crashes involving pedestrians and bicyclists. Distribution sites included laundry mats, barber shops, beauty salons, convenience stores, and grocery stores/bodegas.

Two additional contracts were initiated to deliver messaging across priority counties via movie theater advertisements. The *Every Life Counts – Discover Your Role* award-winning public service campaign was promoted through this strategy. Ads were played on 860 movie screens in 15 priority counties over a four-month period. Audience delivery was determined by each market's most recent Nielsen "Time in Seats" ratings to ensure the appropriate targets were reached.
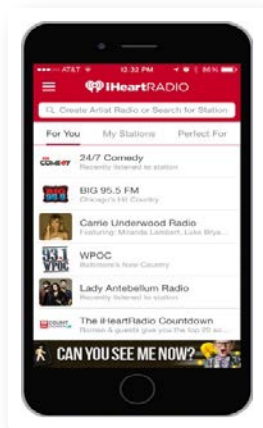
In-lobby displays, posters, digital messaging, entertainment network ads, and an additional month of movie screen advertising were provided as an in-kind investment on the part of the vendor.

In addition to the movie theater advertising, paid cross platform digital advertisements were added to the campaign, providing the ability to geo-target specific audiences with mobile banners containing safety messages.

Paid Media Survey Findings

The FDOT State Safety Office funded media subgrants to increase public awareness of the following traffic safety priority areas: impaired driving, motorcycle safety, occupant protection, pedestrian and bicycle safety, and teen driver safety. In FY2016, FDOT State Safety Office surveys measured public awareness of impaired driving, motorcycle safety, occupant protection, and pedestrian and bicycle safety.

FLORIDA IMPAIRED DRIVING MEDIA CAMPAIGN

The University of North Florida's - Institute of Police Technology and Management (IPTM) was awarded subgrant funding to conduct the *Drive Sober or Get Pulled Over* public opinion survey. IPTM contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the telephone survey of 1,486 Florida adults, and found the following:

- The majority of the total sample (54.4%) drove passenger cars most often.
- Most (64%) of the total sample did not consume two or more alcoholic beverages in one sitting in an average week, however 2% of respondents consumed two or more alcoholic beverages in one sitting seven days a week.
- 9.5% of the total sample drove a motor vehicle within two hours of drinking; 45.7% of respondents who drove within two hours of drinking alcoholic beverages did so at a restaurant; 24% drove after drinking at a bar/tavern/club. Of respondents in the total sample who drove a motor vehicle within two hours of drinking, most (69.9%) thought they were well below the legal limit.
- Adults in the Panama City (54.4%), Broward/Monroe (54.1%), Pensacola (53.2%), and Miami (52.8%) media markets had the highest levels of certainty "*almost, very,* and *somewhat*" that drivers who had too much to drink would be stopped by the police. Most survey respondents (67.9%), however, have not seen or heard anything about a DUI checkpoint where police are looking for alcohol-impaired drivers.
- Of the total sample, 10.6% have been stopped by the police and given a field sobriety test. The West Palm Beach (7%), Tampa/St. Petersburg (6.1%), and Tallahassee (6%) media markets had the highest rates of respondents who said, "yes they have been arrested for driving while intoxicated" or "driving under the influence of alcohol." 70.1% of the total sample thought that law enforcement agencies "somewhat" or "very strictly" enforce the DUI laws in their community.
- In the last 6 months, 42.7% of the total sample have read, seen, or heard something about the *Drive Sober or Get Pulled Over* campaign in Florida.
- Of Florida drivers who were aware of the safety campaign, most remembered it from seeing or hearing it on television (47.9%), billboards (32.6%), electronic message boards over the road (32.2%), and radio (19.5%). Many of the

respondents remembered seeing or hearing about the safety campaign via multiple methods.

Overall, the statewide survey found that the safety campaign positively impacted sober driving in Florida. The survey showed that a combination of outreach and enforcement activities is important for reaching the goal of changing behavior. The information gained through this survey was helpful in directing media support of impaired driving program strategies. Survey efforts will continue into the next year to add ongoing insight into outreach efforts.

FLORIDA MOTORCYCLE SAFETY MEDIA CAMPAIGNS

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to conduct the Florida Motorcyclist Survey.

In total, 2,660 survey responses (including partially-completed surveys) were collected: 1,011 through the Address Based Sampling (ABS) approach and 1,649 through Facebook advertisements. The survey found that:

- More than one-third of Florida motorcyclists reported hearing about the Florida Motorcycle Safety Coalition or *Ride Smart Florida* efforts. Coalition and *Ride Smart Florida* brand recognition is much higher in the 18-34 age group (45.3%). This is likely the result of continued online outreach efforts to this demographic using Facebook and the Coalition website.
- 40% of respondents recalled being exposed to a particular FDOT State Safety Office promoted safety message in the past 12 months, 38% had not seen anything, and 21.7% were not sure. The majority remembered the *Look Twice, Save a Life* message, and about 50% remembered both *Drink+Ride=Lose* and *Ride Smart Florida*. The least-remembered safety messages were *The Road is not a Race Track* (12.6%) and *None for the Road* (16.8%).
- Motorcyclists preferences for reaching them with safety information is via e-mail (24.2%), television (17.4%), social media and websites (17.4%), and direct mail (14.8%).
- 65% of the survey respondents indicated they created a personal profile in Facebook and approximately half used Facebook one or more times each day. While the exposure and use of social media including Facebook varied by age, it is clear that Facebook is one of the most cost-effective media outlets to reach Florida motorcyclists.

FLORIDA OCCUPANT PROTECTION MEDIA CAMPAIGN

The University of North Florida's - Institute of Police Technology and Management (IPTM) was awarded subgrant funding to conduct the *Click It or Ticket* (CIOT) public opinion surveys.

Statewide safety belt surveys completed in FY2016 show that the continued use of messaging and high visibility enforcement focused on safety belt use have the potential to bolster daytime use among all occupant types. Florida's ever-improving safety belt use rate continues to exceed the national average, a positive trend that has saved many lives on the State's roadways over the last seven years.

IPTM contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the CIOT public opinion telephone surveys before and after high visibility enforcement was conducted across the State. The pre-enforcement survey was conducted from April 4 - 17, 2016, and yielded 1,102 completed telephone interviews with adult respondents. From the total sample, 318 respondents were between the ages of 18 to 34, and 237 respondents were pick-up truck drivers, key demographic groups that have low safety belt use rates when compared to other motorists. The post-enforcement survey was conducted from June 1 - 17, 2016 and yielded 1,105 surveys, 384 and 249 of which were from respondents 18 to 34 years of age and pick-up truck drivers, respectively. The survey found the following:

- Florida drivers claim to wear their safety belt "very frequently." In the pre-enforcement survey, 95.9% of the total sample reported wearing their safety belt at least most of the time. That increased slightly to 96% in the post-enforcement survey. Among pickup truck drivers, there was a slight decrease from 93.4% in the pre-enforcement sample of those who wear their safety belt at least most of the time to 92.4% in the post-enforcement sample. In the 18 to 34-year-old sample, those who indicated wearing a safety belt at least most of the time decreased from 95.1% in the pre- enforcement survey to 92.9% in the post-enforcement survey.

- 70.7% of the pre-enforcement total sample said "yes they had seen a *Click It or Ticket* safety message in the last few months." Of the 18 to 34-year-olds in the pre-wave sample, 75% said they had seen the safety message, while 77.5% of pick-up truck drivers in the pre-enforcement sample had seen it. The post-enforcement survey found that, 78.1% of the total sample, 80% of 18 to 34-year-olds, and 79.1% of pick-up truck drivers had seen the *Click It or Ticket* message. The high baseline numbers, as well as the increases, reflect the long and short-term effectiveness of the marketing campaign.

FLORIDA PEDESTRIAN & BICYCLE SAFETY MEDIA CAMPAIGN

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to support statewide pedestrian and bicycle safety communications efforts. A total of 2,497 public opinion surveys and 10,354 observations were collected in a one-year period in the top fifteen high priority counties with the greatest number of pedestrian and bicyclist crashes, injuries, and fatalities.

The data showed that based upon the characteristics and observed behavior of pedestrians, bicyclists, and drivers, the selected observation sites were safer than last year. The research found that:

- The majority of people surveyed know and follow pedestrian safety laws. 74% of people crossed at the crosswalk and correctly answered the question referring to illegal midblock crossing. 48% of respondents said they press the button when available, and were also observed doing so. In addition, 52% of people were observed starting to cross on the green pedestrian phase and said they crossed on the green phase when asked.
- Approximately 13% 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 was administered. 95% of people used the crosswalk when asked questions first compared to 72% of people who used the crosswalk when surveyed after the observation,
- 61% of people crossed on with the signal at the appropriate time versus 46% when observed prior to being surveyed,
- 63% of people pressed the pedestrian signal activation button when surveyed first compared to 40% when observed first and then asked questions after they crossed.
- 77% of respondents who were survey before crossing were distracted compared to 23% who were observed first and then surveyed.

In addition to mounting a pedestrian safety education campaign using a variety of distribution channels (e.g., television, radio, billboards, bus shelters, in/on-bus ads, social media), high visibility enforcement was conducted to complement the public outreach effort. Participating law enforcement agencies were instructed to use a three-phase approach: educate first, warn second, and lastly issue citations last to those who violate the law after the education and warning periods were over. The law enforcement activities resulted in 11,520 bicyclist, 26,554 motorist, and 46,388 pedestrian contacts at specific intersections or corridors in the top 15 priority counties.

Although the public opinion surveys showed that the majority of respondents knew the law and behaved safely, the observational data revealed that unsafe behavior

still occurred. This indicates a need for more educational campaigns and a systematic effort to solve certain problems that lead to those unsafe behaviors observed in the field. With pedestrian and bicycle campaign awareness of about 21% of those surveyed, the surveys indicated a year over year improvement from the previous years.

With a goal to increase awareness by 5% annually, the combination of pedestrian and bicycle outreach and enforcement activities appear to be helping create greater awareness of how unsafe behaviors put pedestrians and bicyclists at risk.

The activities of this subgrant will continue into the next year with a goal of increasing impact (e.g., more observed safe behaviors by pedestrians and motorists, a reduction in conflicts/crashes between pedestrians and motorists). FDOT State Safety Office will partner with more law enforcement agencies to conduct public outreach and enforcement in the areas with the greatest number of pedestrian and bicyclist crashes, injuries, and fatalities.

Pedestrian and Bicycle Safety

In FY2016, the FDOT State Safety Office awarded six Pedestrian and Bicycle Safety subgrants using Section 402 program funds. The following projects contributed to Florida's efforts to stem the increase in motor vehicle crashes resulting in pedestrian and bicyclist injuries and fatalities.

PS-16-08-01
Florida Comprehensive Pedestrian Safety Program

The Comprehensive Pedestrian Safety Program subgrant was a continuation of a subgrant awarded to the University of South Florida Center for Urban Transportation Research (CUTR) in previous years. Funding was used for coordination and support of Florida's Pedestrian and Bicycle Safety Coalition and for continued implementation of Florida's Pedestrian and Bicycle Strategic Safety Plan. The subgrant also supported a coordinated public outreach, education, and enforcement campaign promoting pedestrian and bicycle safety.

The goals of this project were to increase the public's awareness and understanding of safety issues related to pedestrians and bicyclists, to increase compliance with Florida's pedestrian and bicycle safety laws by 5%, and to reduce pedestrian and bicyclist fatalities and serious injuries by 5% annually. Florida's Pedestrian and

Bicycle Strategic Safety Plan, a five-year plan developed in February 2013, was completely implemented in 2016 and is currently in the update process. Key accomplishments of this project included:

- Mapping pedestrian and bicyclist-involved crash clusters and counts to support focused communication and enforcement efforts
- Finalizing Florida's Complete Streets Implementation Plan
- Providing training to State and local partners to support implementation of Complete Streets at the local level
- Supporting municipalities that participated in the national Mayors Challenge implemented by U.S. Department of Transportation Secretary Anthony Foxx
- Improving nighttime safety at intersections by initiating new lighting standards
- Accelerating a lighting project to illuminate 25,000 key intersections across the State for improved pedestrian and bicyclist safety and visibility
- Adding key pedestrian and bicycle safety information to the *Florida Driver Handbook*
- Adding key pedestrian and bicycle specific questions to the Florida driver license exam

The project also focused on partnering with enforcement agencies across the state to implement agency goals specific to pedestrian and bicycle safety and conducting high visibility enforcement in areas with the highest number of pedestrian and bicyclist crashes. Education and training were developed for doctors, nurses, and emergency medical staff on risk factors, common injuries, and appropriate protocols pertaining to pedestrian and bicyclist crash victims. Additional project outcomes also included updating engineering and operational policies, guidance, and manuals to support/enhance pedestrian and bicycle safety features. A multi-lingual education and outreach program that addressed key emphasis areas in the Florida Pedestrian and Bicycle Strategic Safety Plan, such as increasing/improving nighttime visibility, communicated these messages appropriately based upon the needs and the context of each priority area.

PS-16-08-02
Pedestrian Program Evaluation and Data Collection

A subgrant was awarded to the University of South Florida Center for Urban Transportation Research (CUTR) to evaluate the effectiveness of Florida's focused initiative of improving pedestrian and bicyclist safety.

A total of 2,497 public opinion surveys and 10,354 observations of pedestrian and bicyclist behavior were collected in a one-year period. Observational surveys were completed at intersections with the highest crash frequencies in the 15 counties with the highest representation of pedestrian and bicyclist traffic crashes that resulted in fatalities and injuries in 2015.

The surveys were used to establish what people know about traffic laws and how they behave when driving, walking, or biking. Survey results indicated that over 80% of respondents knew or understood the laws, but less than 50% of those observed actually complied with these same traffic laws.

Forty-one Florida law enforcement agencies were contracted through a separate agreement to conduct high visibility enforcement operations to improve pedestrian and bicyclist safety. Activity reports indicated there were 84,462 pedestrian, bicyclist, and motorist contacts resulting from these operations. The primary focus of this initiative was to educate roadway users about traffic laws and encourage safer behaviors. Project activities included 19,843 educational contacts with pedestrians (66%), bicyclists (16%), and motorists (18%); 54,486 warnings given to pedestrians (57%), bicyclists (15%), and motorists (28%); and 10,133 citations issued to pedestrians (25%), bicyclists (4%), and motorists (71%) who violated Florida laws at specific intersections or corridors in the top fifteen priority counties.

The evaluation indicated that the targeted sites made improvements in safety over the previous year, further pinpointed problematic geographic areas, and identified the roadway users who may benefit most from additional enforcement and safety education campaigns.

PS-16-08-03
Florida's Pedestrian and Bike Safety Resource Center

A subgrant was awarded to the University of Florida's Transportation Technology Transfer Center to run Florida's Pedestrian and Bike Safety Resource Center (SRC). The SRC received requests through a web-based application and provided educational information and bicycle helmets to improve the pedestrian and bicyclist safety. The SRC provided training on how to properly fit a bicycle helmet and distributed helmets to partners who have been trained to fit them for use at events, expos, and in school-based bicycle safety education programs. The SRC distributed pedestrian and bicycle safety brochures, videos, educational materials, and safety tips to partners conducting safety outreach and education events and activities in priority areas. The SRC also maintained a lending library to facilitate and support local events that focus on pedestrian and bicycle safety outreach and education.

During FY 2016, the SRC received 813 requests and distributed 249,533 printed safety materials and 27,002 bicycle helmets. In addition, the SRC conducted 43 training sessions that resulted in one new instructor and 599 newly trained helmet fitters; participated in nine local events; and used social media, the SRC website, and the Technology Transfer Center Newsletter to promote its services and resources.

PS-16-08-04
Sustainability of Implementation of the *WalkSafe* Curriculum Statewide

A subgrant was awarded to the University of Miami - Miller School of Medicine to disseminate the *WalkSafe For Children* curriculum statewide. A total of 57 teachers/administrators received *WalkSafe* curriculum training and 27 new schools implemented the curriculum. A total of 15,308 students were exposed to the curriculum during the FY2016 subgrant cycle.

PS-16-08-05
Walk Wise Tampa

A subgrant was awarded to the University of South Florida Center for Urban Transportation (CUTR) to establish and conduct an extensive and targeted public education and outreach campaign in Tampa to increase both pedestrian and adult drivers' knowledge and practice of appropriate pedestrian safety measures. However, the program was expanded during FY2016 to include not only Tampa, but also Duval, Lee, Polk, Hillsborough, Orange, Palm Beach Pinellas, Clay, and Seminole Counties. The program was also introduced in Miami-Dade and Broward Counties. There were 119 pedestrian safety presentations conducted as a result of the FY2016 subgrant reaching 2,352 individuals.

PS-16-08-06
Improving Pedestrian and Bicycle Safety via Statewide University Educational Outreach

A subgrant was awarded to the University of South Florida (USF) Center for Urban Transportation (CUTR) to conduct *Bulls Walk and Bike Weeks*, August 31-September 28, 2016. The goal of the annual program is to increase the safety knowledge of pedestrians and bicyclists in a university setting and safe walking and biking behaviors on campus. The theme for this years' event was "Rec the Night" to
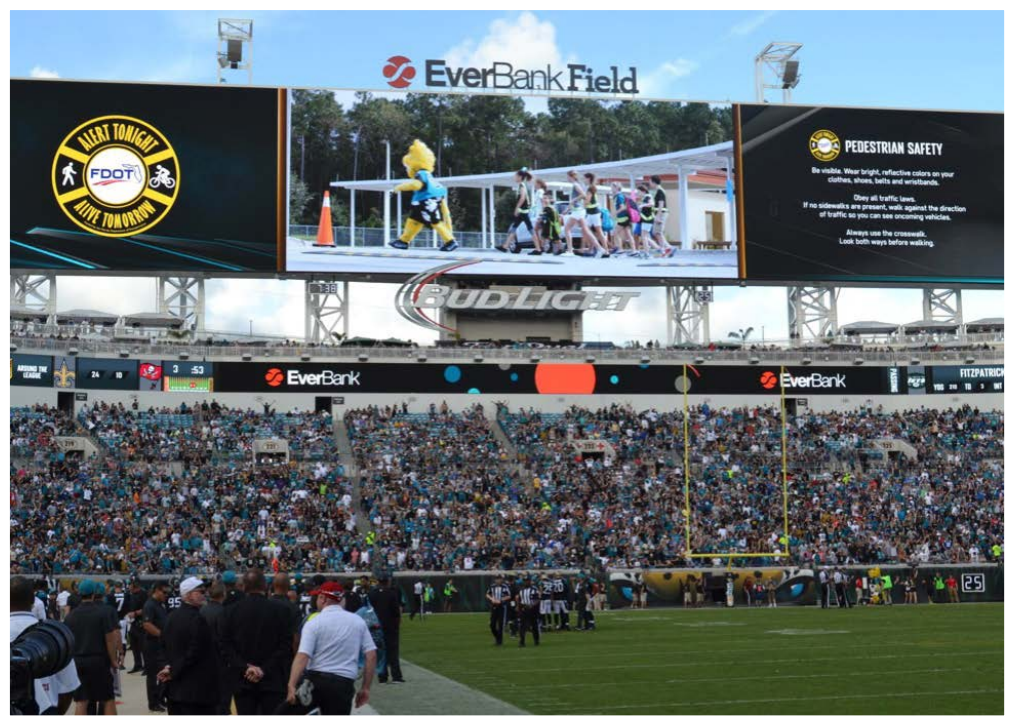
highlight personal visibility and conspicuity when walking or biking at night.

The kickoff event included educational stations staffed by members of the USF Police Department, WalkWise Tampa Bay, USF Bicycle Club, *Alert Today – Alive Tomorrow Florida*, and the USF Institute for Transportation Engineers Student Chapter. Participants completed surveys, received safety information, and signed pledges promising to be safe pedestrians and bicyclists. This was followed by a Complete Streets Open House featuring the Tampa Bay Area Regional Transportation Authority, county partners, law enforcement, and *Alert Today – Alive Tomorrow* representatives. The final event, a bicycle safety celebration, consisted of an on-campus bike ride and educational outreach activity. Students were provided hands-on safety instruction and were required to wear bicycle helmets and use bicycle lights.

Pre-event survey results indicated that:

- 56% (n=482) of participants understood that pedestrians shall walk against traffic when sidewalks are not available
- 94% (n=804) of participants understood that pedestrians must obey traffic signals
- 89% (n=763) of participants understood that bicycles must be equipped with a front white light, rear red light, and red reflector when riding at night
- 64% (n=545) of participants understood that it is illegal to ride a bicycle against the flow of traffic
- 93% (n=792) of participants understood that walking and biking has health benefits

Post-event survey results reflected a:

- 15% increase in understanding that pedestrians shall walk against traffic when sidewalks are not available
- 3% increase in understanding that pedestrians must obey traffic signals
- 3% increase in understanding that bicycles must be equipped with a front white light, rear red light, and red reflector when riding at night
- 4% increase in understanding that it is illegal to ride a bicycle against the flow of traffic
- 5% increase in understanding that walking and biking provide health benefits

Post-survey results reflected that these activities should continue to further enhance the safety of pedestrians and bicyclists on campus.

Police Traffic Services – Combined Areas

Police Traffic Services programs, which include selective enforcement countermeasures and public information and education, are highly effective in reducing motor vehicle-related injuries and fatalities. Used together, law enforcement agencies can employ these strategies to successfully address their communities' traffic safety problems.

Data-driven traffic enforcement has been shown to be effective in reducing traffic crashes, injuries, and fatalities. In addition, comprehensive enforcement projects contribute to the public's awareness of specific unsafe driver behaviors while the presence of traffic enforcement patrols deters a wide variety of undesirable traffic behaviors.

Through the use of these complimentary approaches, comprehensive enforcement programs can achieve a significant and long-lasting impact in reducing fatal and injury crashes.

COMPREHENSIVE TRAFFIC ENFORCEMENT & EDUCATION

The following agencies conducted overtime enforcement and purchased equipment to support strategic enforcement operations addressing aggressive driving, pedestrian and bicycle safety, impaired driving, motorcycle safety, occupant protection, and speeding. Enforcement was conducted at high crash and fatality locations, identified through regular crash data analysis. Law enforcement agencies also made traffic safety presentations at schools and businesses, and to civic organizations.

PT-16-12-01
PCBPD Comprehensive Traffic Enforcement Program

The Panama City Beach Police Department (PCBPD) was awarded a subgrant to conduct comprehensive traffic enforcement and education activities. The Department conducted five traffic safety awareness presentations as well as 478 enforcement operations resulting in 1,706 speeding and 247 safety belt citations. Overall crashes were reduced 6% compared to the previous year.

PT-16-12-02
BCSO Comprehensive Traffic Enforcement Program

The Bay County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement as well as purchase speed measurement devices. The Sheriff's Office conducted two traffic safety awareness presentations as well as 129 enforcement operations resulting in 1,455 speeding and 190 safety belt citations. Overall crashes were reduced 3% compared to the previous year.

Police Traffic Services – LEL

Six subgrants were awarded for Police Traffic Services – LEL in FY2016. Four were funded with Section 402 program funds, while the remaining two were funded using Section 405 program funding.

THE LAW ENFORCEMENT LIAISON PROGRAM

Florida's Law Enforcement Liaison (LEL) program helped the FDOT State Safety Office increase law enforcement's participation in statewide traffic safety initiatives and public awareness of traffic safety issues. The LEL Program fostered collaboration between law enforcement agencies, FDOT State Safety Office, and NHTSA. The LELs functioned as both a liaison between these groups as well as promoters of FDOT State Safety Office's campaigns and initiatives.

PT-16-12-05
Florida Law Enforcement Liaison Program

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to administer the Florida program. The LEL program is staffed by one coordinator, an administrative assistant, and seven Liaisons who provide training, education, and information to law enforcement agencies within their respective geographical regions. Within each LEL region, local area networks (LANs) were established and maintained to ensure that information (e.g., region-specific information, number and severity of traffic crashes, crash causation factors, etc.) is 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 the FDOT State Safety Office'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) and the Institute of Police Technology Management (IPTM). The LELs conducted a total of 79 LAN meetings during FY2016.

Florida's LEL program continues to be an effective marketing arm for the FDOT State Safety Office, as evidenced by the level of participation in the FDOT State Safety Office's Challenge programs. Out of approximately 340 law enforcement agencies in the State, 75% (258) participated in the Florida Law Enforcement Challenge, while more than one in three (128) participated in the Motor Unit Challenge. The LELs also helped bolster participation in the Florida *Click It or Ticket* (260 agencies) and DUI Challenges (224 agencies) that involved three in four law enforcement agencies.

PT-16-12-06
Florida Law Enforcement Challenge (FLEC)

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to administer the Florida Law Enforcement Challenge (FLEC), which was open to all State, county, and municipal law enforcement agencies within Florida. FLEC uses equipment incentives and recognition, coupled with friendly competition, to encourage law enforcement agencies to consistently enforce traffic laws as well as "step up" their traffic enforcement efforts. As a result, bicyclists, motorcyclists, the motoring public, and pedestrians benefit by having safer roadways. Due to the economic limitations of many local enforcement agencies, much of the traffic safety-related equipment could only be obtained through participation in the Challenge.

Two hundred and fifty-eight Florida agencies participated in the 2016 FLEC. The online application process continued to be an effective and efficient means of applying for this and other Challenges. Agencies were able to review previously submitted Challenge applications online and peruse the Challenge Rewards catalog for traffic safety items. These items were available to agencies in exchange for Challenge Reward points earned through participation in the FLEC. Over 400 law enforcement personnel attended the 2016 FLEC Awards Ceremony held July 8 at the Gaylord Palms Resort in Orlando, Florida. The Indian Shores Police Department was the grand prize winner of a 2016 Dodge Charger for the FLEC.

PT-16-12-07
Florida Motor Unit Challenge (MUC)

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to administer the Florida Motor Unit Challenge (MUC), which is open to all State, county, and municipal law enforcement agencies within Florida that have police motor units. The MUC provides incentives and recognition to law enforcement agencies that utilized motor units to consistently enforce State traffic safety laws.

This year, 128 agencies participated in the MUC, an almost 7% increase from 2015. The Polk County Sherriff's Office was the grand prize winner of a 2016 Harley Davidson Police Road King motorcycle for their efforts in improving traffic safety through their motor unit activities.

M5X-16-06-06
Florida DUI Challenge (DUI)

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to administer the Florida DUI Challenge which is open to all state, county, and municipal law enforcement agencies within Florida. The Florida DUI Challenge encourages friendly competition between law enforcement agencies engaged in six aspects of impaired driving enforcement: DUI policy, DUI enforcement, DUI special operations, participation in both Florida and National impaired driving campaigns, law enforcement training, and public information. The DUI Challenge provided incentives and recognition to winning agencies based on their performance within their category that is based upon agency size.

This year, 224 agencies participated in the DUI Challenge, a 17% increase over the 191 agencies that participated in 2015. Participating agencies made 42,161 DUI

arrests during the 2015 calendar year, an increase of 1,121 arrests from the 2014 calendar year total of 41,040. The Boca Raton Police Department was the grand prize winner of a 2016 Chevy Tahoe for their efforts in addressing impaired driving.

M2X-16-20-04
Florida *Click It or Ticket* Challenge (CIOT)

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to administer the Florida *Click It or Ticket* (CIOT) Challenge, which was open to all State, county, and municipal law enforcement agencies within Florida. The CIOT Challenge promotes friendly competition among participating Florida agencies to bolster their efforts in occupant protection enforcement and education. It provided incentives and recognition to winning agencies based on their performance within their category that is based upon agency size.

During the three enforcement waves (Thanksgiving, March, and May), participating agencies made 57,734 safety belt and 1,996 child safety seat contacts. The Live Oak Police Department was the grand prize winner of a 2016 Chevy Impala for their efforts in addressing proper restraint by all motor vehicle occupants.

PT-16-12-08
Region IV Law Enforcement Liaison Conference

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to facilitate and host the Region IV Law Enforcement Liaison Conference, which was attended by LELs and other safety professionals within NHTSA Region IV. Held in Sandestin, Florida, 168 individuals representing 98 agencies from all five states were in attendance. The conference covered multiple topics of interest to participants, ranging from the use of social media in LEL programs to best program practices. Attendees who completed the post-conference survey gave the event high marks.

Program Administration

PA-16-01-01
Operation of the Highway Traffic Safety Grant Section

The Florida Department of Transportation received a subgrant for the reimbursement of 50% of the salary and benefit costs for up to eight full-time FDOT State Safety Office employees. The staff included a Traffic Safety Administrator, one Traffic Safety Program Operations Coordinator, four Traffic Safety Program Managers, and two Traffic Safety Financial Analysts. The staff developed and implemented the *FY2016 Highway Safety Plan*, *FY2015 Highway Safety Annual Report*, and assisted with the development of the *2016 Florida Strategic Highway Safety Plan*, and other traffic safety projects. Staff members were responsible for multiple NHTSA program areas, therefore salaries were charged to Planning and Administration rather than a specific program.

PA-16-01-02
Highway Safety Travel and Training

The Florida Department of Transportation received a subgrant to reimburse travel expenses for FDOT State Safety Office staff who conducted on-site monitoring of funded programs and required subgrant-related training; and/or attended

professional development programs, workshops, or training, coalition meetings; and/or various highway safety-related meetings throughout the State during FY2016.

Public Traffic Safety Professionals Training

Funding was provided to training institutions and State agencies to provide comprehensive traffic safety and traffic enforcement-related training to professionals employed by Florida traffic safety-related institutions. Professionals participating in these training programs included, but were not limited to, law enforcement officers and support staff, law enforcement academy instructors, civilian crash investigators, expert witnesses employed by law enforcement agencies, investigators from the Florida State Attorney's offices, Medical Examiner's office employees, and prosecutors from across the State. The subgrant-funded training projects are described below.
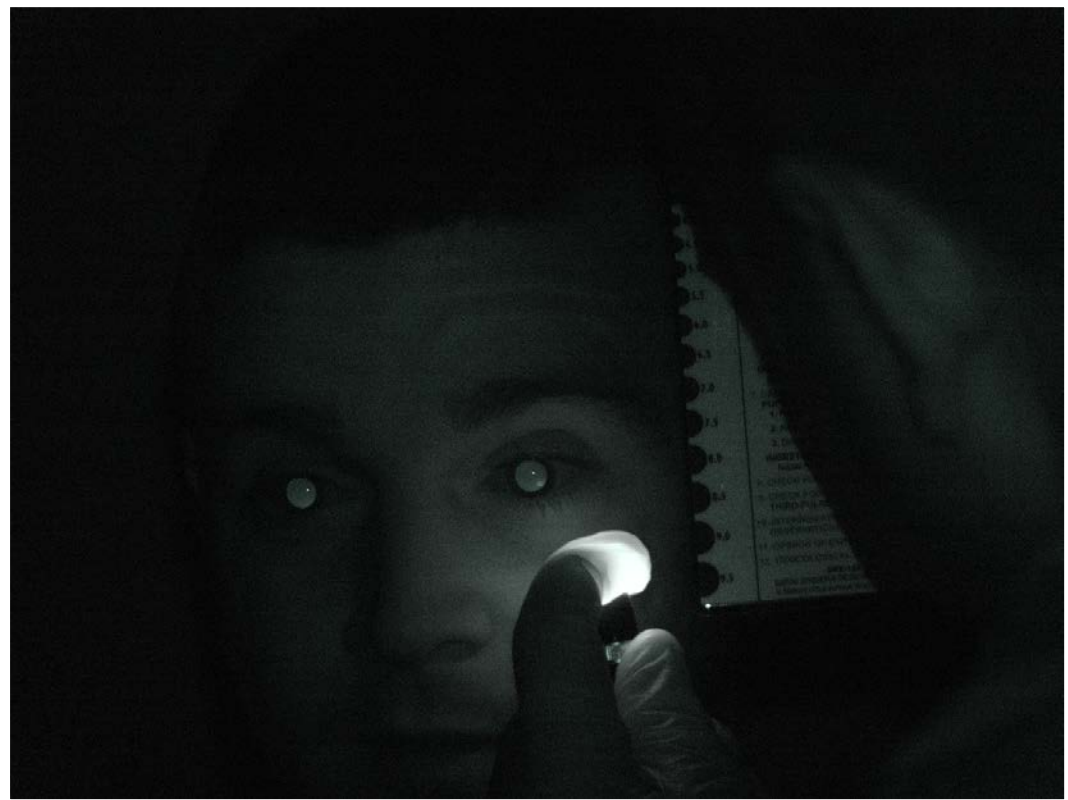
PT-16-12-03
Public Traffic Safety Professionals Training – Traffic Safety

The University of North Florida - Institute of Police Technology and Management (IPTM) was awarded a subgrant to provide comprehensive traffic safety and traffic enforcement training to professionals employed by Florida traffic safety-related institutions. The titles of the trainings and number of students trained during the subgrant period are provided below.

Title of Training	Students Trained
Data-Driven Approaches to Crime and Traffic Safety	105
Training Workshops for the Development of Comprehensive Traffic Safety Programs	training not conducted[1]
Digital Photography for Traffic Crash Investigators	45
Advanced Forensic Scene Mapping Using Lasers	training not conducted[2]
Human Factors in Traffic Crash Reconstruction	44
Advanced Event Data Recorder Use in Traffic Crash Reconstruction	15
Event Data Recorder Use in Traffic Crash Reconstruction	20
Police Motorcycle Instructor	13
Pedestrian and Bicycle Crash Investigation	63

1 - Training was not conducted due to FDOT State Safety Office needing to redesign the workshops.
2 - Training was not conducted in order to shift funds to other trainings that presented a greater demand.

PT-16-12-04
Public Traffic Safety Professionals Training – Traffic Safety

The Tallahassee Community College - Florida Public Safety Institute (FPSI) was awarded a subgrant to provide comprehensive traffic safety and traffic enforcement training to professionals employed by Florida traffic safety-related institutions. Support costs for scheduling and administration of all subgrant-funded training at FPSI were also included in this subgrant. The titles of the training and number of students trained during the subgrant period are provided below.

Title of Training	Students Trained
Police Motorcycle Instructor Training	18

Speed Measurement Training	20
Crash Scene Mapping with Speed Lasers Training	42
Motorcycle Crash Investigation Training	16
Speed Measurement Instructor Training	training not conducted[3]
Basic Traffic Homicide Investigation Training	88
Advanced Traffic Homicide Investigation Training	28
Traffic Crash Reconstruction Training	30

3 - Training was not conducted in order to shift funds to other trainings that presented a greater demand.

M5TR-16-06-01
Drug Recognition Expert (DRE) Training

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to facilitate the Drug Recognition Expert (DRE) Program. The subgrant included DRE training, new certifications, and required bi-annual re-certifications. The total number of students trained during the subgrant period are provided below.

DRE Training Type	Students Trained
Students Completing DRE School	76
New DRE Certifications	81
DRE Bi-annual Re-certifications	93
DRE Re-instatements	13
DRE De-certifications	34

M5TR-16-06-02
Public Traffic Safety Professionals Training – Impaired Driving

The University of North Florida - Institute of Police Technology and Management was awarded a subgrant to provide impaired driving training to professionals employed by Florida traffic safety-related institutions. The titles of the trainings and number of students trained during the subgrant period are provided below.

Title of Training	Students Trained
Medical Foundations for Visual Systems Testing	42

Marijuana – Impaired Driving	424

M5TR-16-06-03
Public Traffic Safety Professionals Training – Impaired Driving

The Tallahassee Community College - Florida Public Safety Institute was awarded a subgrant to provide impaired driving-related training to professionals employed by Florida traffic safety-related institutions. The titles of the training and number of students trained during the subgrant period are provided below.

Title of Training	Students Trained
Standardized Field Sobriety Testing (SFST)	201
DUI Instructor	210
Advanced Roadside Impaired Driving Enforcement (ARIDE)	50

M5TR-16-06-04
Legal Training for Hearing Officers

The Florida Department of Highway Safety and Motor (DHSMV) was awarded a subgrant to facilitate legal training for hearing officers. A total of 566 hearing officers were trained during the subgrant period.

M5TR-16-06-05
Improving the Effectiveness of Expert Witness Testimony

The Florida Department of Law Enforcement was awarded a subgrant to improve the effectiveness of testimony provided by expert witnesses. The Department's Alcohol Testing Program also received subgrant funds to participate in national trainings and conferences, which were necessary to receive certifications for a new Department Inspector and accreditation by the American Society of Crime Laboratory Directors/Laboratory Accreditation Board (ASCLD/LAB). The knowledge and information gained as a result of the training and participation at conferences enabled the Alcohol Testing Program's (ATP) staff to participate in a number of court cases throughout the State. On 58 occasions over the past year, the ATP staff invested 224 hours working with the court system and court personnel to ensure effective expert witness testimony and to facilitate a better understanding of breath testing principles for all parties concerned.

Speed and Aggressive Driving

As vehicles have become safer, some motorists may be driving faster than before, which may result in higher speeds on roads where speed limits have not changed. Speeding, as a primary collision factor in fatal and serious injury crashes, remains a significant problem on Florida highways and is a growing problem at the community level. Therefore, law enforcement agencies must maximize the impact of speed enforcement using existing staff and resources, while simultaneously gaining community support for lifesaving speed enforcement.

High-risk locations were identified and analyzed by local law enforcement agencies, and a systematic speed enforcement plan was developed. Implementation of the speed enforcement and public education plan can include the use of Radar, VASCAR, LiDAR, and other speed enforcement methods, as well as supportive public education efforts to underscore the enforcement. The key to making an impact on speed in the community is to follow the enforcement and public information plans.

The following agencies received funding in FY2016 to conduct speed and aggressive driving enforcement countermeasures in their specific geographic areas. Funding was used for overtime salaries, benefits, and equipment necessary for successful enforcement as well as community education about the dangers of excessive speed and aggressive driving.

SC-16-13-01
Palm Springs Speed and Aggressive Traffic Enforcement Program

The Palm Springs Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Department conducted 36 enforcement operations and issued 1,022 speeding, 17 aggressive driving, and 72 safety belt citations. They also conducted 12 traffic safety awareness presentations in support of the subgrant operations. Speed and aggressive driving-related crashes were reduced 5% compared to the previous year.

SC-16-13-02
GPD Speed and Aggressive Driving Grant

The Gainesville Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Department conducted 98 enforcement operations and issued 1,457 and 108 speeding and safety belt citations, respectively. They also conducted 12 traffic safety awareness presentations in support of the subgrant operations. Although significant efforts were made through proven countermeasures, speed and aggressive driving-related crashes increased by 10% compared to the previous year.

SC-16-13-03
Broward Aggressive Speeding Enforcement (BASE)

The Broward County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Sheriff's Office conducted 49 enforcement operations and issued 3,458 speeding citations, 44 aggressive driving, and 448 safety belt citations. Speed and aggressive driving-related crashes were reduced 6% in the focus regions of the county, compared to the previous year.

SC-16-13-04
Nassau County Speed and Aggressive Driving Safety Program

The Nassau County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Sheriff's Office worked 532 subgrant-funded enforcement hours and issued 298 speeding, three aggressive driving, and 66 safety belt citations. They also conducted 14 traffic safety awareness presentations in support of the subgrant operations. Speed and aggressive driving-related crashes were reduced 8% compared to the previous year.

SC-16-13-05
High Springs Speed and Aggressive Driving Program

This project was not implemented. While the High Springs Police Department initially sought funding for this program, they chose not to complete the required documentation due to staffing turnover.

SC-16-13-06
Speed and Aggressive Driving Enforcement

The Tallahassee Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement and purchase equipment for use in conjunction with these operations. The agency issued 1,746 speeding, three aggressive driving, and 66 safety belt citations. In addition, 658 of the 1,746 speeding citations were issued using speed measurement devices purchased through this subgrant. Speed and aggressive driving-related crashes were reduced by 20% compared to the previous year.

SC-16-13-07
Liberty County Aggressive Drivers Enforcement Initiative

This project was not implemented. While the Liberty County Sheriff's Office initially sought funding for this program, they failed to complete the required documentation. The FDOT State Safety Office attempted on several occasions to get the agency to submit the necessary paperwork, however, they never responded.

SC-16-13-08
Speed and Aggressive Driving Calhoun County

This project was not implemented. While the Calhoun County Sheriff's Office initially sought funding for this program, they failed to complete the required documentation. The FDOT State Safety Office attempted on several occasions to get the agency to submit the necessary paperwork, however, they never responded.

SC-16-13-09
Delray Beach Police Speed/Aggressive Driving Enforcement Program

The Delray Beach Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Department issued 903 speeding

and 19 safety belt citations. Speed and aggressive driving-related crashes were reduced by 6% compared to the previous year.

SC-16-13-10
HCSO Speed: Know Your Limits Year 1

The Hillsborough County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Sheriff's Office worked a total of 1,188 grant funded enforcement hours and issued 932 speeding, 13 aggressive driving, and 369 safety belt citations. They also conducted 13 traffic safety awareness presentations in support of the subgrant operations. While speed and aggressive driving-related crashes increased by 63% compared to the previous year, injuries resulting from these crashes decreased by 10%.

SC-16-13-11
Better Late Than Never SPEED Campaign

The Winter Park Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Department conducted 76 enforcement operations and issued 232 speeding, three aggressive driving, and 448 safety belt citations. Unfortunately, overall crashes increased 6% compared to the previous year. This may be attributed to the current "I-4 Ultimate" construction project causing a significantly greater number of motorists to travel through the city compared to the previous year.

SC-16-13-12
MCSO Speed/Aggressive Driving 2016

The Madison County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement. The Sheriff's Office conducted enforcement operations on Interstate 10 and local surface roads because 50% of fatalities in Madison County occur on local surface roads. Of the 652 traffic stops that occurred on local surface roads, nearly half (295) received speeding citations. No aggressive driving citations, however, were issued. Of the 798 traffic stops on Interstate 10, 698 or 87% received speeding citations, while only one received an aggressive driving citation. The Sheriff's Office also issued 56 safety belt citations in during the project. Overall, crashes were reduced by 80% compared to the previous year and fatalities fell 26%.

Teen Driver Safety

In FY2016, the FDOT State Safety Office awarded four Teen Driver Safety subgrants using Section 402 program funds. Florida's Statewide Teen Traffic Safety program sought to educate and encourage teens ages 15 to 19 to make good driving choices and to empower them to educate their peers, parents, and communities about safety belt use, obeying posted speed limits and modifying speed based on road conditions, and the dangers of impaired and distracted driving, including the risks posed by multiple passengers.

Teen Drivers are a key focus in Florida's 2012 Strategic Highway Safety Plan At-Risk Road User Emphasis Area. In response, the Florida Teen Safe Driving Coalition was established to reduce teen driver behaviors that lead to traffic injuries and fatalities. Coalition efforts to accomplish this goal included leveraging the four E's (education, enforcement, engineering, emergency services) to develop a statewide program using peer-to-peer education and prevention strategies to increase safety belt use, decrease speeding, reduce impaired and distracted driving, and prevent underage drinking. Additional FY2016 teen-focused efforts included the following local and state agency-driven projects in specific geographic areas:

TSP-16-04-01
Florida Student Traffic Safety Program

The Florida Public Safety Institute at Tallahassee Community College was awarded a subgrant for the statewide alcohol prevention activities of the Students Against Destructive Decisions (SADD) program and the Teen Safe Driving Coalition. SADD is a long-standing, student-led education and outreach program that provides proven peer-to-peer education addressing traffic safety behaviors and decision-making. Funds supported the Coordinator and Assistant Coordinator salaries, maintenance of web-based and traditional education programming, purchase and distribution of awareness items, and training for student leaders. During FY2016, SADD and the Coalition accomplished the following: held a Florida SADD Student Advisory Board meeting; produced and distributed the monthly Florida SADD activity guides; conducted site visits, training, and educational presentations for teens; attended local Coalitions across the state to share/collaborate on teen traffic safety activities; distributed teen traffic safety awareness emails to registered Florida SADD chapters and SADD supporters; planned and conducted four quarterly meetings of the Teen Safe Driving Coalition; and planned and conducted the Florida Teen Safe Driving Teen Leadership Academy. The teen academy had 64 teens and 27 chaperones (teachers and law enforcement) in attendance, representing 18 youth groups and/or

high schools from 11 different counties. Teens were educated on traffic safety and charged with implementing a campaign in their home communities.

Statewide Teen Drive with C.A.R.E.

The Florida Department of Highway Safety and Motor (DHSMV) was awarded a subgrant to continue the *Statewide Teen Drive with Courtesy, Attention, Responsibility, Experience* (CARE) program during FY2016. This multicultural, interactive teen outreach program was designed to explain teen driving laws and Graduated Driver License (GDL) requirements and restrictions, and address the importance of developing good driving skills and behaviors. The program also educates parents about their responsibility to coach and monitor their novice driver and the importance of remaining actively involved during and after completion of Florida's GDL requirements. The program reached more than 1,800 participants through 51 presentations across the State.

Teen Driver Education and Outreach Program

The Tallahassee Police Department was awarded a FY2016 subgrant to facilitate a comprehensive regional traffic safety education program that brings together transportation, health, safety, and mentoring professionals with a uniform and collaborative message to educate teens about traffic safety. The Department facilitated nine classes for drivers ages 15 to 19, using both a classroom and hands-on approach. Pre- and post-tests measured students' traffic safety knowledge before and after attending the program. Florida Bright Futures Scholarship Service Hours were offered as an incentive to complete the course. The goal of the program was to reduce and/or prevent teen driver- crashes and increase teen safety belt use in Leon and other counties in the capital region. This program helped the Department meet its goal by reducing teen involved crashes by 15% and increasing safety belt use by 10%.

TSP-16-04-04
Engaging Older Teen Drivers

The Florida Department of Highway Safety and Motor (DHSMV) was awarded a FY2016 subgrant to initiate a pilot program in Leon County to engage older teen drivers (age 18 – 19) at post-secondary institutions (colleges and universities). The program used hands-on activities and outreach to educate college-aged teens about the dangers of distracted driving and encourage behavior change. The program educated more than 100 older teens via three outreach events.

Traffic Records

The FDOT State Safety Office awarded 29 traffic records subgrants to various organizations in FY2016. Two subgrants were funded with Section 402 program funds and the remaining 27 with Section 405(c) program funds.

TR-16-09-01
Traffic Records Program Manager/TRCC Coordinator

Tallahassee Community College was awarded a subgrant to facilitate the hiring of a Traffic Records Program Coordinator. The existing FDOT State Safety Office staff was unable to support the growing needs of the Florida Traffic Records Coordinating Committee (TRCC) and Traffic Data Improvement Program. A new Traffic Safety Program Manager/TRCC Coordinator was hired in September and is housed in the FDOT State Safety Office. The position not only serves as the State of Florida TRCC Coordinator, but also supports the FDOT Traffic Safety Administrator in managing all NHTSA-funded subgrants within the traffic data improvement program area.

TR-16-09-02
Traffic Records Coordinating Committee Support

Tallahassee Community College (TCC) was awarded a subgrant to obtain administrative support for the Traffic Records Coordinating Committee (TRCC). Cambridge Systematics was contracted to support quarterly TRCC meetings, compile meeting minutes, upload content to the TRCC website, and update the TRCC Strategic Plan and Traffic Records Action Plans. The contractor also handled many tasks associated with TRCC concept papers including their collection, response, and online posting, as well as updating the concept paper information and regulations on the TRCC website.

TRAFFIC RECORDS COORDINATING COMMITTEE AWARDS

Florida's Section 405 (c) subgrant funded projects were selected by the Florida Traffic Records Coordinating Committee. The goal of the TRCC is to improve the accessibility, accuracy, completeness, timeliness, and uniformity of Florida's traffic data. A total of 27 subgrants were awarded to various agencies for traffic data improvements. Eight of the subgrants were for statewide projects, while 19 supported local data improvement projects.

M3DA-16-18-01
TraCS Support and Enhancement

The College of Engineering at Florida State University was awarded a subgrant for Florida's TraCS (Traffic and Criminal Software) program that provides a free electronic solution to Florida law enforcement agencies that use electronic crash forms and citations. As FY2016 came to a close, 171 agencies with at least 15,684 users were using TraCS. Of those agencies, 146 used the program to submit electronic crash forms to the State. During this fiscal year, these agencies submitted 149,996 crash reports via TraCS, which represents approximately 23% of all electronic crash reports submitted statewide. In addition, 104 agencies used the program to transmit electronic citations to their respective county's Clerk of Court.

The TraCS staff attended developer trainings to further enhance the program; held the third TraCS User Conference; and coordinated with agencies on software upgrades, existing issues, and training on how to use TraCS crash, citation, and other

forms. Another key accomplishment included finalizing the release of Signal 4's new Geo-Location Tool provided by the University of Florida. Ongoing improvements to Florida's TRaCS program have significantly improved the accuracy of data received from law enforcement.

M3DA-16-18-02
Electronic License and Vehicle Information System

The Florida State University College of Engineering was awarded a subgrant to launch the Electronic License and Vehicle Information System (ELVIS). ELVIS provides Florida law enforcement agencies a no-cost way to query Criminal Justice Information Systems (CJIS), including the Florida and National Crime Information Centers (FCIC). In FY2016, the ELVIS staff provided support activities, including setting up new agencies, and attended trainings to maintain and improve functionality of the free web-based solution. At the end of 2016, ELVIS was in use by 86 agencies (e.g., law enforcement, courts, state attorney, etc.) with a combined total of 4,832 users.

A primary accomplishment for this grant cycle was the opening of the Center for Transportation and Public Safety that will enable FSU to receive supplemental funding from sources other than TRCC and the ability to explore new projects to further the quality, integration, accessibility, and coordination of traffic records.

M3DA-16-18-03
Crash Data Timeliness and Quality Improvement

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant for the Improvement of Crash Data Timeliness and Quality project. The project objectives were to increase the total number of electronic crash reports submitted by law enforcement and the timeliness of those reports.

Crash data collection software products from approved vendors were reviewed to identify issues and recommend changes that will prevent the submission of crash data errors to DHSMV. The resulting information was used to create a crash report training curriculum that was the basis for 11 train-the-trainer workshops conducted across the State. The workshops were attended by 576 individuals representing 149 law enforcement agencies. Post-workshop surveys indicated that 96% of attendees rated the crash report improvement training as helpful.

In 2015, 85.37% of Florida's crash reports were submitted electronically and 73.05% of these submissions were considered to be timely (within 10 days of the crash). By the end of the subgrant period, process improvements increased the number of electronic crash submissions by almost 6% to 90.39% of all crash reports submitted

to the State. The timeliness of these submissions was also improved; with an increase of nearly 5% to 76.41% of crash reports that were considered to be submitted in a timely manner.

M3DA-16-18-04
Uniform Traffic Citation Data Integrity

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to identify the top 25% of citation errors and provide recommended solutions in a final report. To develop the report, a survey was created and emailed to the 67 Clerk of Courts and 343 law enforcement agencies. The survey included both multiple choice and open-ended questions and explored the process of submitting citations to the State. The survey response rate exceeded the required goal of 40% for both Clerk participation with 36 Clerks (54%) and 101 law enforcement agencies (29%) submitting responses to the survey.

Survey responses were analyzed by DHSMV and served as the basis for four workshops that were held with the Clerk of Courts and law enforcement agencies. During the workshops, survey data was reviewed and attendees discussed origins and types of Uniform Traffic Citation (UTC) errors and brainstormed possible solutions. The workshops also provided an opportunity for all attendees to hear about collection and submission issues other agencies were facing and solutions for addressing them.

The completed UTC Data Integrity Final Report will be disseminated to the Clerks and law enforcement agencies in an effort to improve citation data accuracy in Florida.

M3DA-16-18-05
Field Data Collection for National EMS Information System (NEMSIS) Compliance

The Florida Department of Health (DOH) was awarded a subgrant for the continuation of the field data collection for NEMSIS Compliance, an Expanding Accessibility program that maintains the Emergency Medical Service (EMS) Tracking and Reporting System (EMSTARS). The subgrant continued to fund a portion of personnel costs for maintaining the system, as well as annual technology hosting fees. At the end of FY2016, 181 EMS agencies began submitting EMS runs through EMSTARS. Florida has approximately 14.95 million NEMSIS-compliant records in the National EMS Information System, making Florida the highest-ranking state out of 42 that are reporting to NEMSIS. Florida also has completed the transition to NEMSIS Version 3.

Additional goals for this project were to increase the timeliness of EMS run submissions and decrease the exclusion of two of the most common data elements: Social Security number and primary impression/overall diagnosis information. By the end of FY2016, the proportion of EMS runs submitted within ten days increased by 64% (from 15.93% to 24.52%), while EMS runs missing Social Security numbers decreased by 1% (from 0.95% to 0.94%) and missing impressions decreased by 12% (from 1.34% to 1.19%).

M3DA-16-18-06
Web-Based Data Collection for Field Data Collection for National EMS Information System (NEMSIS) Compliance

The Florida Department of Health (DOH) was awarded a subgrant to provide a web-based solution for EMS field data collection to move the State closer to full NEMSIS Version 3 compliance. In February 2016, DOH provided written notification that subgrant funds could not be utilized because the Department could not complete the process of redefining the requirements of the web/mobile solution offering.

M3DA-16-18-07
Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics

The University of Florida (UF) was awarded a subgrant for the continuation of the Expanding Accessibility, Utilization and Data Integration of Signal Four (S4) Analytics project. The S4 Analytics System provides geo-location of crashes that have been entered in the Florida crash database and expanded to include a citation module pilot with the Florida Highway Patrol (FHP) to geo-locate citation data. Another major task completed this year was the development of bike/pedestrian crash typing, known as PBCAT.

Forty-four new agencies and 474 new users gained access to the S4 Analytics system during this subgrant cycle. At present, there are 2,352 users representing 345 agencies in the system. The capabilities of the S4 Analytics System were featured in presentations at eight different Florida Department of Highway Safety and Motor (DHSMV) crash training sessions and four other related conferences.

M3DA-16-18-08
A Unified and Sustainable Solution to Improve Crash Geo-Location Timeliness and Accuracy and DHSMV Crash Data Quality

The University of Florida was awarded a subgrant for the continued development of a web based geo-location tool that is currently being used on a small scale. Reoccurring problems on crash reports often involve errors pertaining to location data. The improvement of data accuracy and consistency along with the timeliness of useful crash information will enable the earlier detection of problems at high crash areas and identification of solutions, ultimately saving lives and preventing loss of property.

Use of this service by law enforcement increased significantly in FY2016. A total of 39,911 crash reports and 19,007 citations were geo-located by officers using the web service as compared to last year's usage of 12,388 crash reports and 9,944 citations. Forty-six law enforcement agencies used the web service in the last grant cycle and two approved electronic crash vendors, APPRISS and CTS America (the latter is working with the Florida Highway Patrol), are using the service as well.

New functionalities of the tool have been created to allow officers to have a visual reference of the actual location while they complete a crash form. In addition, a tool was created to measure map distances and accurately place points on the map based upon actual measurements on the ground.

M3DA-16-18-09
E-Crash Implementation

The Arcadia Police Department was awarded a subgrant for the purchase of equipment to collect and submit electronic crash reports and citations to the State. The Department was one of the last agencies in Florida still processing handwritten citations, which may contain more errors or missing elements than electronically submitted citations. Some of Arcadia's patrol units lacked the necessary hardware to submit electronic crash reports and electronic citations due to a limited budget. The Department was awarded a subgrant that provided the necessary hardware and installation to enable the remaining eight patrol units to transmit electronic crash reports and citations, improving data accuracy and completeness.

M3DA-16-18-10
E-Crash Implementation Grant

The Atlantic Police Department was awarded a subgrant for project E-Crash implementation. The objective was to enhance the Department's newly implemented

electronic crash and citation project by acquiring new driver license barcode scanners for patrol vehicles. The barcode scanners were purchased and installed and officers received training on using them with the TraCS software. The Department reported that use of these scanners resulted in a reduction in data errors.

M3DA-16-18-11
Electronic Traffic Improvement Initiative

The Belle Isle Police Department was awarded a subgrant for the Electronic Traffic Improvement Initiative project. Subgrant funds were used to purchase new computers, portable printers with thermal paper, and bar code readers/scanners to access driver license information. Patrol vehicles are now equipped with the new technology resulting in a 41% reduction in errors on traffic crash reports and Uniform Traffic Citations data submitted to the Clerk of Court and DHSMV. Officers also reported that their exposure time on the road was reduced, improving not only their safety, but also the safety of other drivers and the traveling public.

M3DA-16-18-12
Hardware Grant for E-Crash and E-Citation

The Cedar Key Police Department was awarded a subgrant to purchase equipment that allows officers to electronically collect and submit crash reports and citations to the State. Cedar Key recognized the importance of electronic submissions and had taken steps to begin submitting this data by obtaining the TraCS software. The Department also gained approval from the Florida Department of Law Enforcement (FDLE) to use the Electronic License and Vehicle Information System (ELVIS). However, Cedar Key lacked the equipment necessary to utilize the new technology. Through the subgrant, the Department purchased laptops/tablets, thermal printers and paper, USB hubs, two desktop docks, and the peripherals needed for electronic submission of data. Cedar Key officers were trained on the proper use of the equipment and software, and the Department is now submitting all crash reports and citations electronically.

M3DA-16-18-13
Electronic Submission

The Eatonville Police Department was awarded a subgrant for the purchase of equipment to electronically collect and submit crash reports and citations to the State. The Department performed beta testing of the ELVIS and TraCS systems but needed to update its hardware in order to utilize the new technology. The subgrant

was used to purchase mobile computer equipment, laptops, printers, card readers, and peripherals for installation in ten patrol units.

M3DA-16-18-14
Florida Traffic Records System

The City of Hialeah Police Department was awarded a subgrant for the Florida Traffic Records System Project, which makes citation and crash data collection more accessible, accurate, uniform, and timely for local agencies. Subgrant funds were used to purchase laptops, printers, thermal printer paper, and the cables needed to properly equip police units to transmit crash and citation data electronically. This project has positively impacted the Department's day-to-day operations by making it easier for officers to clear the scene of traffic crashes, issue citations, and exchange information between affected parties. Officers now have more time to attend to other incoming calls.

M3DA-16-18-15
E-Citation Implementation

The Indian River County Sheriff's Office was awarded a subgrant to equip all deputies with the necessary printer hardware to reach 100% capacity for electronic submission of citations and written warnings to the Clerk of Court. Once installation and training were completed, the Sheriff's Office issued 2,338 tickets during the fourth quarter of the grant period. Of the warnings and citations submitted, only two had errors.

M3DA-16-18-16
TraCS Computers

The Live Oak Police Department (PD) was awarded a subgrant for the purchase of equipment used to collect and submit electronic crash reports and citations to the State. The Department was facing many difficulties with their patrol car laptops functioning on the Microsoft XP Operating System. Because TraCS requires an updated operating system, most crash reports could not be completed at the scene but instead were handwritten at the police station and sent electronically at a later time. This subgrant allowed the Department to replace the computers on the XP platform, purchase computer docking stations to enable officers to work in the office, and install new license plate readers that allow officers to efficiently use all forms and reports offered by TraCS. The Department is now closer to reaching its goal of performing all traffic-related documentation and report functions electronically.

M3DA-16-18-17
Implementation of TraCS

The Orange County Sheriff's Department was awarded a subgrant for in-car printers. Prior to the award, the Sheriff's Office was unable to collect all traffic crash data electronically. To take full advantage of the technology, the subgrant allowed the Department to purchase the necessary printing equipment and proper cabling for the peripherals to work with laptops in Department vehicles.

The agency trained 249 deputies and ten Civilian Parking Unit volunteers on the use of TraCs and completed the installation of printers and supporting equipment for 259 patrol cars. Since going live with TraCs and with more than 300 deputies using this software, the agency has seen a 95% decrease in errors made on UTCs, transmits UTCs to the Clerk of Court's Office the day following the incident, and also began using TraCS electronic parking ticket and tow sheet functions.

M3DA-16-18-18
Pinellas County Sheriff's Office Thermal Printer Transition Project

The Pinellas County Sheriff's Office was awarded a subgrant to replace outdated printers in 122 patrol cruisers. The new thermal printers are faster and the conversion to a "no ink" printer is more conducive to the in-vehicle environment. Pinellas County had been submitting electronic crash reports and citations to the State, but the addition of this new equipment ensured that the County could continue to perform this function electronically since their equipment was outdated and becoming unusable.

M3DA-16-18-19
E-Crash Grant

The Sewall's Point Police Department was awarded a subgrant to deploy an electronic crash and UTC (e-citation) records system to improve data accuracy and completeness by using TraCS. This subgrant funded laptops, magnetic card readers/scanners, in-car printers, and accessories. After receiving the hardware and TraCS, officers were trained to use the software via web link. The Department is now submitting crash reports and citations to the State electronically, improving the completeness of this data.

M3DA-16-18-20
Citation/Crash Report Enhancement

The Trenton Police Department was awarded a subgrant for a Citation/Crash Report Enhancement project. The award allowed the Department to purchase printers and mounts, Toughbooks and mounts, and driver license bar code scanners. With this equipment, the Department is now submitting crash reports and citations to the State electronically and maintaining complete, accurate, uniform, and timely traffic record data.

M3DA-16-18-21
WPD E-Citation and Hardware

The Wauchula Police Department was awarded a subgrant to support the electronic submission of crash reports and citations. The Department was using the TraCS software, but needed technological upgrades to continue. This award allowed the Department to purchase updated laptops, printers, signature pads, a server, and two desktop computers to hold and transmit crash and citation data. The Department remains committed to proactively coordinating and providing quality data to partnering agencies.

M3DA-16-18-22
EMSTARS and NEMSIS 3.X Compliance

The Lake Mary Fire Department was awarded a subgrant for equipment needed to collect and submit electronic EMS reports to the State. The Department previously submitted reports through the Emergency Medical Services Tracking and Reporting System (EMSTARTS)/National Emergency Medical Services Information System (NEMSIS) through a combination of technology and manual reporting methods. This process required additional man-hours due to duplication of effort and increased errors in data reporting. The subgrant was used to upgrade software and supporting hardware to capture data at the time of patient care and ensure that all applicable information is immediately processed into the required format required by EMSTARS and NEMSIS. All software and hardware purchases were installed, in-service training of personnel was completed, and the new system is 100% functional and operational.

M3DA-16-18-23
Lee County EMS Patient Care Reporting Improvement Project

Lee County Emergency Medical Services was awarded a subgrant for the Patient Care Reporting Improvement project. The project's objective was to improve consistency and accuracy in the recording of demographic data, which improves linkages with traffic crash and trauma databases at the State level. Through this subgrant, the agency replaced outdated Toughbook devices with the latest technology and updated specifications that allowed systems to be linked and EMS run data to be transmitted to the State electronically.

M3DA-16-18-24
Intermedix to CAD Interface Enhancement

The Maitland Fire Rescue Department was awarded a subgrant to electronically collect and transmit timely EMS run data to the State. The Department provides first response, basic and advanced life support, and transport capabilities to the City of Maitland and the Town of Eatonville. The subgrant allowed the Department to enhance their existing EMS data report writing software and increase both the accuracy and timeliness of their reports. Once the computer aided dispatch interface was integrated between the Department's reporting system (Fire Programs) and the EMS reporting system (Intermedix), data about incident type, response times, location, and more was automatically imported into these systems. These enhancements have also allowed personnel the flexibility to access and complete reports when they are not at the station, such as at an incident scene, nursing home, or the patient's residence.

M3DA-16-18-25
Hardware Upgrades to Support EMSTARS Compliance and NEMSIS 3

Pasco County Fire Rescue (PCFR) was awarded a subgrant to facilitate electronic collection and submittal of EMS run data to the State. PCFR had budgeted for a software upgrade to the Zoll tablet Patient Care Report (PCR) Version 6.0 in order to maintain Emergency Medical Tracking and Reporting System (EMSTARS) compliance and to achieve NEMSIS 3 readiness. While this software upgrade was anticipated, the two new servers and additional server storage space necessary to complete the upgrade were not. The subgrant allowed PCFR to purchase the necessary equipment to complete the Version 6.0 upgrade. As a result, PCFR staff is now able to access the EMS data for quality assurance and policy reviews. Once submitted to EMSTARS, the data is accessible as a component of the State data. PCFR now submits all EMS runs to EMSTARS electronically and within 30 days.

M3DA-16-18-26
Upgrade of Electronic Patient Care Reporting System

The Putnam County Fire EMS was awarded a subgrant to facilitate the submittal of electronic EMS run data to the State. Putnam County Fire EMS was using (NEMSIS Version 2. The agency was notified that NEMSIS Version 2 would no longer be supported and required an upgrade to Version 3. The subgrant allowed the agency to purchase 12 laptops that could operate the updated software, purchase the software, and cover implementation support costs. All programing was installed to ensure that NEMSIS and EMSTAR data could be extracted and EMS personnel were trained on the new Electronic Patient Care (ePCR) system, which is now live and continues to operate with no significant issues.

M3DA-16-18-27
Upgrades for EMS Reporting of Trauma and Medical Patient Care

Stuart Fire Rescue was awarded a subgrant for tablet upgrades for EMS reporting of Trauma and Medical patient care records. The tablets were then installed with the Computer Assisted Dispatch (CAD) data link and the new Mobile CAD software. Reports are automatically sent to receiving hospitals, including Trauma Centers, as soon as the writer closes the report. Feedback from receiving hospitals has been extremely positive; all pre-hospital reports are included in patient hospital charts within minutes.

Project List

Funding Source	NHTSA Program Category	FDOT Program Area	Project Number	Agency	Project Title	HSP Amount
402	Impaired Driving	Impaired Driving	AL-16-05-01	TCC - Florida Public Safety Institute	Florida Impaired Driving Coalition	$ 121,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-01	FDOT - District One	D-1 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-02	FDOT - District Two	D-2 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-03	FDOT - District Three	D-3 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-04	FDOT - District Four	D-4 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-05	FDOT - District Five	D-5 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-06	FDOT - District Six	D-6 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-07	FDOT - District Seven	D-7 Community Traffic Safety Team	$ 30,000
402	Community Traffic Safety	Community Traffic Safety Outreach	CP-16-04-08	University of South Florida - CUTR	Community Traffic Safety Support	$ 150,000
402	Community Traffic Safety	Aging Road Users	CP-16-04-09	Area Agency on Aging of Central Florida	Elder Road User Program	$ 200,000
402	Community Traffic Safety	Aging Road Users	CP-16-04-10	Florida State University	Comprehensive Older Driver Program	$ 217,692
402	Community Traffic Safety	Aging Road Users	CP-16-04-11	University of Florida	Elder Road User Information System	$ 129,000
402	Community Traffic Safety	Aging Road Users	CP-16-04-12	Broward County Sheriff's Office	Broward County Grand Drivers	$ 25,000
402	Community Traffic Safety	Aging Road Users	CP-16-04-13	Lady Lake Police Department	Lady Lake Police Department Seniors Taking a Responsible Step for Safety (S.T.A.R.S.)	$ 23,365
402	Distracted Driving	Distracted Driving	DD-16-04-01	Florida Agricultural and Mechanical University	Florida A&M Campus Safety Program	$ 67,365

405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2HVE-16-20-01	Putnam County Sheriff's Office	Buckle Up Putnam County	$ 15,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2HVE-16-20-02	Lake City Police Department	Lake City Police Department Strategic Traffic Enforcement Program (STEP) Occupant Protection	$ 30,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2HVE-16-20-03	Starke Police Department	Starke Police Department Citywide Occupant Protection Program	$ 30,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2HVE-16-20-04	Calhoun County Sheriff's Office	Calhoun County Sheriff's Office Occupant Protection Enforcement and Education	$ 19,500
405 (b)	Paid Media	Paid Media - Occupant Protection and Child Passenger Safety	M2PE-16-20-01	TCC - Florida Public Safety Institute	Florida Click It or Ticket Campaign	$ 1,493,815
405 (b)	Paid Media	Paid Media - Occupant Protection and Child Passenger Safety	M2PE-16-20-02	TCC - Florida Public Safety Institute	Florida Click It or Ticket Special Marketing	$ 675,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2X-16-20-01	University of Florida	Florida Occupant Protection Resource Center	$ 805,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2X-16-20-02	UNF - Institute of Police Technology & Management	Statewide Safety Belt/Public Opinion Survey	$ 324,000
405 (b)	Occupant Protection	Occupant Protection & Child Passenger Safety	M2X-16-20-03	TCC - Florida Public Safety Institute	Florida Occupant Protection Support Coordinator	$ 55,000
405 (b)	Occupant Protection	Police Traffic Services - LEL	M2X-16-20-04	UNF - Institute of Police Technology & Management	Florida Click It or Ticket Challenge (CIOT)	$ 455,000
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-01	Florida State University	TraCS Support and Enhancement	$ 680,000
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-02	Florida State University	Electronic License and Vehicle Information System (ELVIS)	$ 643,943
405 (c)	Traffic Safety	Traffic Records	M3DA-16-18-03	Florida Department	Crash Data Timeliness and Quality	$ 187,120

	Information			of Highway Safety & Motor Vehicles	Improvement	
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-04	Florida Department of Highway Safety & Motor Vehicles	Uniform Traffic Citation Data Integrity	$ 69,464
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-05	Florida Department of Health	Field Collection for National EMS Information System (NEMSIS) Compliance	$ 374,961
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-06	Florida Department of Health	Web-Based Data Collection for Field Data Collection for National EMS Information System (NEMSIS) Compliance	$ 50,000
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-07	University of Florida	Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics	$ 259,803
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-08	University of Florida	A Unified and Sustainable Solution to Improve Crash Geo-location Timeliness and Accuracy and HSMV Crash Data Quality	$ 159,423
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-09	Arcadia Police Department	E-Crash Implementation	$ 39,966
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-10	Atlantic Beach Police Department	E-Crash Implementation Grant	$ 8,950
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-11	Belle Isle Police Department	Electronic Traffic Improvement Initiative	$ 33,396
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-12	Cedar Key Police Department	Hardware Grant for E-Crash and E-Citation	$ 37,696
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-13	Eatonville Police Department	Electronic Submission	$ 43,166
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-14	Hialeah Police Department	Florida Traffic Records System	$ 259,679
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-15	Indian River County Sheriff's Office	E-Citation Implementation	$ 43,640
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-16	Live Oak Police Department	TraCS Computers	$ 71,097
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-17	Orange County Sheriff's Office	Implementation of TraCS	$ 127,338
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-18	Pinellas County Sheriff's Office	Pinellas County Sheriff's Office Thermal Printer Transition Project	$ 60,700
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-19	Sewall's Point Police Department	E-Crash Grant	$ 18,920
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-20	Trenton Police Department	Citation/Crash Report Enhancement	$ 19,498
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-21	Wauchula Police Department	WPD E-Citation and Hardware	$ 46,993
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-22	Lake Mary Fire Department	EMSTARS and NEMSIS 3.X Compliance	$ 30,717
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-23	Lee County EMS	Lee County EMS Patient Care Reporting Improvement Project	$ 173,846

405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-24	Maitland Fire Rescue Department	Intermedix to CAD Interface Enhancement	$ 73,284
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-25	Pasco County Fire Rescue	Hardware Upgrades to Support EMSTARS Compliance and NEMSIS 3	$ 8,000
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-26	Putnam County Fire EMS	Upgrade of Electronic Patient Care Reporting System	$ 68,251
405 (c)	Traffic Safety Information	Traffic Records	M3DA-16-18-27	Stuart Fire Rescue	Upgrades for EMS Reporting of Trauma and Medical Patient Care	$ 33,261
405 (d)	Impaired Driving	Impaired Driving	M5CS-16-06-01	TCC - Florida Public Safety Institute	Statewide DUI Prosecution Support	$ 217,000
405 (d)	Impaired Driving	Impaired Driving	M5CS-16-06-02	TCC - Florida Public Safety Institute	Traffic Safety Resource Prosecutor Program	$ 500,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-01	Florida Department of Highway Safety & Motor Vehicles	DUI Roving Patrol	$ 150,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-02	Orlando Police Department	Orlando Police Department DUI Enforcement Team	$ 100,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-03	Palm Springs Police Department	Palm Springs Impaired Driving Reduction Program	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-04	Miami-Dade Police Department	Specialized Enforcement Operations Targeting Impaired Driving	$ 325,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-05	Sarasota County Sheriff's Office	Enforcement Efforts to Combat and Eliminate Impaired Driving 2016	$ 75,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-06	Bradford County Sheriff's Office	BCSO DUI Enforcement	$ 25,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-07	Gainesville Police Department	City of Gainesville Safe Gator Program	$ 29,300
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-08	Lee County Sheriff's Office	Lee County Sheriff's Office Impaired Driving Project	$ 35,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-09	Pasco County Sheriff's Office	Pasco Sheriff's Office Enhanced DUI Enforcement	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-10	Broward County Sheriff's Office	Broward DUI Enforcement Program	$ 40,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-11	Tallahassee Police Department	DUI Enforcement	$ 100,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-12	Ft. Myers Police Department	Ft. Myers DUI Enforcement and Education	$ 72,261
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-13	Pensacola Police Department	Two Portable Intoxilyzer Breath Machines Plus Overtime	$ 35,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-14	Miami Beach Police Department	Miami Beach Police Department Overtime DUI Enforcement Program	$ 100,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-15	Palm Beach County Sheriff's Office	City of Lake Worth Impaired Driving Initiative	$ 75,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-16	Davie Police Department	Stopping Impaired Driving in Davie (SIDD) Program	$ 50,000

405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-17	Cape Coral Police Department	Cape Coral Impaired Driving Enforcement and Education	$ 25,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-18	Tampa Police Department	Tampa Enhanced DUI Enforcement Project, BAC to Basics	$ 191,324
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-19	Baker County Sheriff's Office	Baker County Sheriff's Office DUI Enforcement	$ 15,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-20	Flagler County Sheriff's Office	Flagler County DUI Enforcement Grant	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-21	Okaloosa County Sheriff	Continue Driving Sober in Destin	$ 75,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-22	Volusia County Sheriff's Office	Operation Zero Impaired Driving Enforcement	$ 100,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-23	Ocala Police Department	Ocala PD DUI Overtime	$ 25,000
405 (d)	Impaired Driving	Impaired Driving	M5HVE-16-06-24	Hillsborough County Sheriff's Office	HCSO DUI Overtime	$ 20,000
405 (d)	Paid Media	Paid Media - Motorcycle Safety	M5PEM-16-16-01	University of South Florida - CUTR	Impaired Motorcycle Safety Campaign	$ 250,000
405 (d)	Paid Media	Paid Media - Impaired Driving	M5PEM-16-16-02	TCC - Florida Public Safety Institute	DUI Statewide Media Campaign	$ 650,000
405 (d)	Paid Media	Paid Media - Impaired Driving	M5PEM-16-16-03	TCC - Florida Public Safety Institute	DUI Professional Sports Marketing	$ 1,900,000
405 (d)	Paid Media	Paid Media - Impaired Driving	M5PEM-16-16-04	TCC - Florida Public Safety Institute	DUI Major College Sports Marketing	$ 432,000
405 (d)	Paid Media	Paid Media - Impaired Driving	M5PEM-16-16-05	TCC - Florida Public Safety Institute	Impaired Driving Sports Campaign	$ 216,000
405 (d)	Paid Media	Paid Media - Impaired Driving	M5PEM-16-16-06	UNF - Institute of Police Technology & Management	DUI (Driving Under the Influence) Media Survey	$ 60,000
405 (d)	Impaired Driving	Public Traffic Safety Professionals Training	M5TR-16-06-01	UNF - Institute of Police Technology & Management	Drug Recognition Expert (DRE) Training	$ 261,428
405 (d)	Impaired Driving	Public Traffic Safety Professionals Training	M5TR-16-06-02	UNF - Institute of Police Technology & Management	Police Traffic Safety Professionals Training - Impaired Driving	$ 110,000
405 (d)	Impaired Driving	Public Traffic Safety Professionals Training	M5TR-16-06-03	TCC - Florida Public Safety Institute	Police Traffic Safety Professionals Training - Impaired Driving	$ 146,895
405 (d)	Impaired Driving	Public Traffic Safety Professionals Training	M5TR-16-06-04	Florida Department of Highway Safety & Motor Vehicles	Legal Training for Hearing Officers	$ 116,550

405 (d)	Impaired Driving	Impaired Driving	M5TR-16-06-05	Florida Department of Law Enforcement	Improving the Effectiveness of Expert Witness Testimony	$ 55,000
405 (d)	Impaired Driving	Impaired Driving	M5X-16-06-01	MADD - Mothers Against Drunk Driving	MADD Florida - Safe and Aware	$ 325,000
405 (d)	Impaired Driving	Impaired Driving	M5X-16-06-02	The Meagan Napier Foundation	The Megan Napier Foundation - Value Life	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5X-16-06-03	UNF - Institute of Police Technology & Management	Statewide Drug Recognition Expert Call-Out	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5X-16-06-04	TCC - Florida Public Safety Institute	Florida's Judicial Outreach Liaison (JOL)	$ 50,000
405 (d)	Impaired Driving	Impaired Driving	M5X-16-06-05	Florida Department of Highway Safety & Motor Vehicles	Enhanced DUI Enforcement Mobile Equipment	$ 107,210
405 (d)	Impaired Driving	Police Traffic Services - LEL	M5X-16-06-06	UNF - Institute of Police Technology & Management	Florida DUI Challenge (DUI)	$ 1,000,000
405 (f)	Paid Media	Paid Media - Motorcycle Safety	M9MA-16-11-01	University of South Florida - CUTR	Share the Road PSA Campaign	$ 209,050
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-01	University of South Florida - CUTR	Florida's Comprehensive Motorcycle Safety Program	$ 600,000
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-02	University of South Florida - CUTR	Motorcycle Program Evaluation and Data Collection	$ 125,000
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-03	University of Miami	Motorcycle Education and Injury Prevention Program in Trauma Centers	$ 200,000
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-04	Osceola County Sheriff's Office	Safe Motorcycle and Rider Techniques (SMART)	$ 33,422
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-05	Broward County Sheriff's Office	Broward Motorcycle Safety Enforcement Program	$ 60,000
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-06	Florida State University	Preventing Street Racing Through Legal Alternatives	$ 76,450
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-07	Gainesville Police Department	City of Gainesville Motorcycle/Scooter Safety and Education Program	$ 49,060
402	Motorcycle Safety	Motorcycle Safety	MC-16-10-08	Pasco County Sheriff's Office	Pasco County Sheriff's Office Motorcycle Safety Education and Enforcement	$ 58,000
402	Occupant Protection	Occupant Protection & Child Passenger Safety	OP-16-02-01	University of Florida	Florida Occupant Protection Assessment	$ 58,340
402	Planning & Administration	Planning & Administration	PA-16-01-01	FDOT - State Safety Office	Operation of the Highway Traffic Safety Grant Section	$ 300,000
402	Planning & Administration	Planning & Administration	PA-16-01-02	FDOT - State Safety Office	Highway Safety Travel and Training	$ 40,000
402	Paid Media	Paid Media - Pedestrian & Bicycle Safety	PM-16-07-01	University of South Florida - CUTR	Florida's Bicycle/Pedestrian Focused Initiative: Communications	$ 400,000

402	Paid Media	Paid Media - Motorcycle Safety	PM-16-07-02	University of South Florida - CUTR	Ride Smart Paid Media Campaign	$ 150,000
402	Paid Media	Paid Media - Teen Driver Safety	PM-16-07-03	Florida Department of Highway Safety & Motor Vehicles	Teen Media Outreach Campaigns	$ 100,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-01	University of South Florida - CUTR	Florida Comprehensive Pedestrian Safety Program	$ 650,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-02	University of South Florida - CUTR	Pedestrian Program Evaluation and Data Collection	$ 200,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-03	University of Florida	Florida's Pedestrian and Bike Safety Resource Center	$ 600,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-04	University of Miami	Sustainability of Implementation of the WalkSafe Curriculum Statewide	$ 130,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-05	University of South Florida - CUTR	Walk Wise Tampa	$ 80,000
402	Pedestrian & Bicycle Safety	Pedestrian & Bicycle Safety	PS-16-08-06	University of South Florida - CUTR	Improving Pedestrian and Bicycle Safety via Statewide University Educational Outreach	$ 50,000
402	Police Traffic Services	Police Traffic Services - Combined Areas	PT-16-12-01	Panama City Beach Police Department	PCBPD Comprehensive Traffic Enforcement Program	$ 100,000
402	Police Traffic Services	Police Traffic Services - Combined Areas	PT-16-12-02	Bay County Sheriff's Office	BCSO Comprehensive Traffic Enforcement Program	$ 100,000
402	Police Traffic Services	Public Traffic Safety Professionals Training	PT-16-12-03	UNF - Institute of Police Technology & Management	Police Traffic Safety Professionals Training - Traffic Safety	$ 232,120
402	Police Traffic Services	Public Traffic Safety Professionals Training	PT-16-12-04	TCC - Florida Public Safety Institute	Police Traffic Safety Professionals Training - Traffic Safety	$ 358,675
402	Police Traffic Services	Police Traffic Services - LEL	PT-16-12-05	UNF - Institute of Police Technology & Management	Florida Law Enforcement Liaison Program	$ 1,100,000
402	Police Traffic Services	Police Traffic Services - LEL	PT-16-12-06	UNF - Institute of Police Technology & Management	Florida Law Enforcement Challenge (FLEC)	$ 1,115,000
402	Police Traffic Services	Police Traffic Services - LEL	PT-16-12-07	UNF - Institute of Police Technology & Management	Florida Motor Unit Challenge (MUC)	$ 280,000
402	Police Traffic Services	Police Traffic Services - LEL	PT-16-12-08	UNF - Institute of Police Technology & Management	Region IV Law Enforcement Liaison Conference	$ 75,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-01	Palm Springs Police Department	Palm Springs Speed and Aggressive Traffic Enforcement Program	$ 40,000
402	Speed	Speed &	SC-16-13-02	Gainesville Police	GPD Speed and Aggressive Driving	$ 40,000

	Management	Aggressive Driving		Department	Grant	
402	Speed Management	Speed & Aggressive Driving	SC-16-13-03	Broward County Sheriff's Office	Broward Aggressive Speeding Enforcement (BASE)	$ 100,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-04	Nassau County Sheriff's Office	Nassau County Speed and Aggressive Driving Safety Program	$ 40,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-05	High Springs Police Department	High Springs Speed and Aggressive Driving Program	$ 20,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-06	Tallahassee Police Department	Speed and Aggressive Driving Enforcement	$ 60,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-07	Liberty County Sheriff's Office	Liberty County Aggressive Drivers Enforcement Initiative	$ 23,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-08	Calhoun County Sheriff's Office	Speed and Aggressive Driving Calhoun County	$ 22,750
402	Speed Management	Speed & Aggressive Driving	SC-16-13-09	Delray Beach Police Department	Delray Beach Police Speed/Aggressive Driving Enforcement Program	$ 50,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-10	Hillsborough County Sheriff's Office	HCSO Speed: Know Your Limits Year 1	$ 75,000
402	Speed Management	Speed & Aggressive Driving	SC-16-13-11	Winter Park Police Department	Better Late Than Never SPEED Campaign	$ 37,700
402	Speed Management	Speed & Aggressive Driving	SC-16-13-12	Madison County Sheriff's Office	MCSO Speed/Aggressive Driving 2016	$ 40,000
402	Traffic Safety Information	Planning & Administration	TR-16-09-01	TCC - Florida Public Safety Institute	Traffic Records Program Manager/TRCC Coordinator	$ 75,000
402	Traffic Safety Information	Traffic Records	TR-16-09-02	TCC - Florida Public Safety Institute	Traffic Records Coordinating Committee Support	$ 95,000
402	Teen Traffic Safety	Teen Driver Safety	TSP-16-04-01	TCC - Florida Public Safety Institute	Florida Student Traffic Safety Program	$ 262,569
402	Teen Traffic Safety	Teen Driver Safety	TSP-16-04-02	Florida Department of Highway Safety & Motor Vehicles	Statewide Teen Drive with C.A.R.E.	$ 108,000
402	Teen Traffic Safety	Teen Driver Safety	TSP-16-04-03	Tallahassee Police Department	Teen Driver Education and Outreach Program	$ 103,500
402	Teen Traffic Safety	Teen Driver Safety	TSP-16-04-04	Florida Department of Highway Safety & Motor Vehicles	Engaging Older Teen Drivers	$ 25,317
Totals						**$ 25,726,770**