

# Florida Department of Transportation



## FY2019 Highway Safety Plan **Annual Report**

**Ron DeSantis**  
Florida Governor

**Kevin J. Thibault, P.E.**  
FDOT Secretary



# Table of Contents

Table of Contents.....	2
Introduction .....	3
Problem Identification .....	16
Highway Safety Matrix .....	19
Performance Plan .....	23
Evidence-Based Enforcement Plan.....	40
Aging Road Users.....	48
Community Traffic Safety Outreach.....	56
Distracted Driving .....	60
Impaired Driving.....	66
Motorcycle Safety.....	84
Occupant Protection .....	99
Paid Media .....	112
Pedestrian and Bicycle Safety.....	127
Planning and Administration .....	136
Police Traffic Services - LEL.....	139
Public Traffic Safety Professionals Training.....	146
Speed/Aggressive Driving .....	160
Teen Driver Safety.....	171
Traffic Records .....	179
Work Zone Safety.....	193
Florida FY2019 HSP - Project List.....	195
Florida FY2019 HSP - \$5,000 Equipment List.....	200
Florida FY2019 HSP - FDOT Financial Summary <b>Amendment 2</b> .....	202
Florida FY2019 HSP - FDOT Financial Expenditures .....	203

# Introduction

The Florida Department of Transportation (FDOT) State Safety Office is pleased to present the FY2019 Annual Report detailing the planned activities, activity results, planned activities not implemented, National Highway Traffic Safety Administration (NHTSA) mobilization participation and overall progress toward meeting Florida's "target zero" mission for fatalities and serious injuries.

## AMENDMENTS

The FDOT State Safety Office submits the Highway Safety Plan (HSP) by July 1<sup>st</sup> of each calendar year for NHTSA approval of projects to be funded in the upcoming fiscal year that will begin October 1<sup>st</sup>, in accordance with 23 CFR Part 1300. Any changes to the originally submitted HSP is considered an amendment and must be approved by the NHTSA Regional Office.

The FDOT State Safety Office submitted and was approved for two amendments during the FY2019 subgrant year. The following legend is provided to identify the changes that were approved and implemented within each respective amendment:

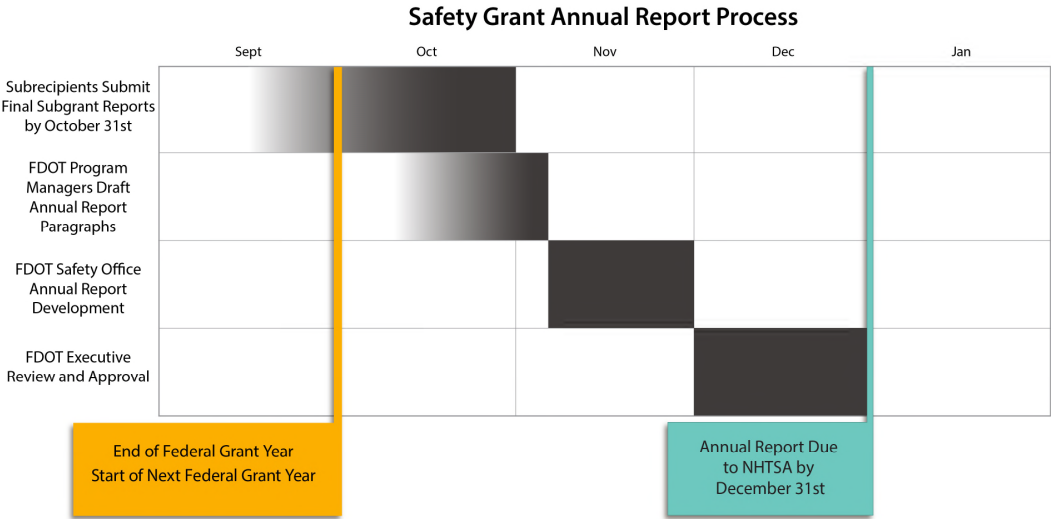
Legend:

Amendment 1 Changes – Gold

Amendment 2 Changes - Red

# ANNUAL REPORT

The FDOT State Safety Office works with subrecipients to complete the required Highway Safety Plan Annual Report each year by December 31<sup>st</sup>. Our FY2019 Annual Report includes all projects proposed and approved in the FY2019 Highway Safety Plan, along with a report out of activities performed by each project.



## FLORIDA DEPARTMENT OF TRANSPORTATION

The Florida Department of Transportation (FDOT) is an executive agency, and thus reports directly to the Governor. FDOT's primary statutory responsibility is to coordinate the planning and development of a safe, viable, and balanced state transportation system serving all regions of the State. It is also charged with assuring the compatibility of all transportation components, including multimodal facilities. Multimodal transportation systems combine two or more modes for the movement of people or goods. Florida's transportation system includes air, bus transit, bicycle and pedestrian facilities, rail, roadway, sea, and spaceports.

Florida's population and economy are projected to continue to expand at a strong pace. Florida's Long-Range Transportation Vision, for the next 50 years, includes goals to provide safety and security for residents, visitors and businesses, along with efficient and reliable mobility for people and freight and transportation solutions that support quality places to live, learn, work, and play with more transportation choices for people and freight. Behavioral safety is a key component to supporting the successful execution of these goals.



FDOT's State Safety Office contributes to the agency mission by seeking to improve the safety of Florida's roadways through the work of the following sections: federal highway safety grants, engineering and crash data, bicycle and pedestrian safety program, Safe Routes to Schools program, crossing guard train-the-trainer, and employee health and safety.

The FDOT State Safety Office assembled our Highway Safety Plan to implement projects and programs that will seek to lower the number of fatalities and injuries with the ultimate target of zero fatalities. In accordance with 23 USC Chapter 4, at least 40 percent of Section 402 funding outlined for this year were expended by the political subdivisions of the State (locals), including Indian Tribal governments.

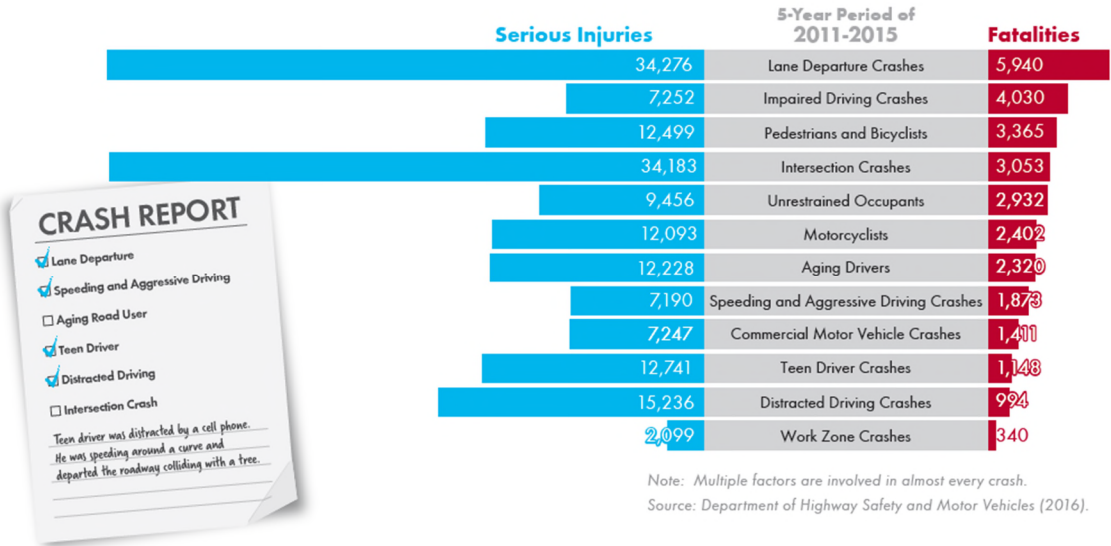
## FLORIDA'S 2016 STRATEGIC HIGHWAY SAFETY PLAN

Florida shares the national traffic safety vision, "Toward Zero Deaths" (TZD) and formally adopted our own version of the national vision, "Driving Down Fatalities," in 2012. Between 2011 and 2015, 12,665 people died on Florida's roadways and an additional 102,759 were seriously injured. FDOT and its traffic safety partners are committed to eliminating fatalities and reducing serious injuries with the understanding that the death of any person is unacceptable.

The Strategic Highway Safety Plan (SHSP) is the statewide plan focusing on how to accomplish the vision of eliminating fatalities and reducing serious injuries on all public roads. The SHSP is updated at least every five years by FDOT in coordination with statewide, regional, and local traffic safety partners and was last updated in 2016. The SHSP is focused on the roadway component of transportation safety. Safety on other modes of transportation is covered by other plans. The SHSP and safety plans for other modes align not only with the Florida Transportation Plan (FTP), but also with national programs funded by the Federal Highway Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA), and the National Highway Traffic Safety Administration (NHTSA).



Our data-driven SHSP focuses on 13 Emphasis Areas, which reflect ongoing and emerging highway safety issues in Florida. Key strategies related to each Emphasis Area are identified, as well as overarching strategies that apply across Emphasis Areas. These strategies align with the “4 Es” of traffic safety – engineering, education, enforcement, and emergency response. The SHSP also defines a framework for implementation activities to be carried out through strategic safety coalitions and specific activities by FDOT, other State agencies, metropolitan planning organizations, local governments, and other traffic safety partners. The overarching Emphasis Area is Traffic Records and the remaining 12 Emphasis Areas are:



## STAKEHOLDERS

The 2016 SHSP was updated through collaboration with Florida's traffic safety partners. It is aligned with and builds on the recently adopted FTP, the State's long-range transportation plan. Both the FTP and the SHSP share the vision of a fatality-free roadway system to protect Florida's 20 million residents and more than 120 million annual visitors.

On August 22, 2016, the SHSP's signatory partners met in Tallahassee to pledge their support for the implementation of the five-year plan. Partners that reviewed and approved the plan include:

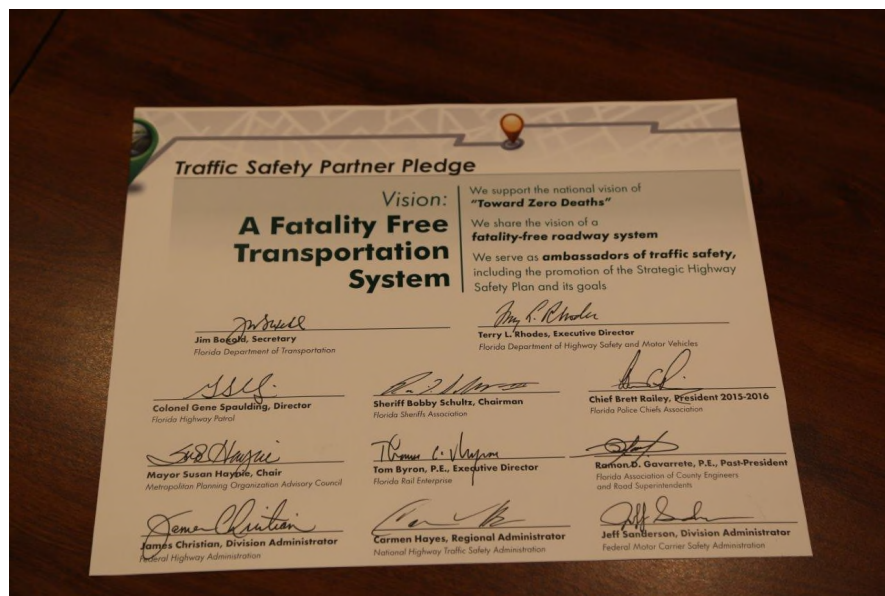
- Florida Department of Transportation
- Florida Department of Highway Safety and Motor Vehicles
- Florida Highway Patrol
- Florida Sheriffs Association
- Florida Police Chiefs Association
- Metropolitan Planning Organization Advisory Council
- Florida Rail Enterprise
- Florida Association of County Engineers and Road Superintendents
- Federal Highway Administration
- National Highway Traffic Safety Administration
- Federal Motor Carrier Safety Administration





The SHSP update process included:

- Analysis of traffic crash data collected by FDOT, the Florida Department of Highway Safety and Motor Vehicles (DHSMV), and other sources to identify trends in the number of traffic fatalities and serious injuries and factors often associated with these events. All data presented in the SHSP are from DHSMV for 2011 to 2015 unless otherwise noted. This plan was developed using the most recent data available at the time of plan approval.
- Consideration of extensive partner and public input gathered through the FTP update process in 2015. This process engaged more than 15,000 participants through a 35-member Steering Committee, four advisory groups, three statewide events, 13 regional forums and workshops, and more than 350 partner briefings. This input reaffirmed the State's commitment to maintaining a safe and secure transportation system for residents, visitors, and businesses. The process also highlighted several safety issues of concern to the public, including bicycle and pedestrian safety, commercial vehicles, the impacts of changing technologies, and the role of design and operational decisions in creating a safe environment.
- Coordination with at least eight traffic safety coalitions representing statewide, regional, and local partners from both the public and private sectors. These coalitions provided targeted input on the emphasis areas specifically related to their current strategic plans, and defined key strategies for the next five years.
- Coordination with Florida's 27 metropolitan planning organizations (MPOs), including review of safety-related goals, objectives, and strategies in MPO plans and targeted outreach sessions through Florida's Metropolitan Planning Organization Advisory Council.
- Review and approval by the signing partners.



FDOT had the benefit of the expertise and experience of several additional partners throughout the SHSP planning process. Input on safety priorities and activities comes from traffic safety coalitions, advocates, FDOT District Traffic Safety Engineers, law enforcement officers and their leadership, emergency responders, judges, Mothers Against Drunk Driving (MADD), Students Against Destructive Decisions (SADD), and many other state and local agencies. Florida's Community Traffic Safety Teams (CTSTs) also provide consistent input into the highway safety planning process. CTSTs are locally based groups of highway safety advocates that are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include city, county, state, and occasionally Federal partners, as well as private industry representatives and local citizens. Community boundaries are determined by the entities comprising a CTST: a city, an entire county, a portion of a county, multiple counties, or some other jurisdictional arrangement may be the basis for a CTST.

Through the combination of these efforts there are literally thousands of partners that work in concert with FDOT toward the goal of a fatality-free roadway system.

## FEDERAL TRAFFIC SAFETY PROGRAMS

Florida's Highway Safety Plan (HSP) and Highway Safety Improvement Plan (HSIP) echo the goals of the Florida 2016 SHSP. All three plans cite the goal of reducing traffic crashes, fatalities, and serious injuries, with an ultimate target of zero deaths.

The Florida Department of Transportation and its many traffic safety partners share a high concern for the upward trending of traffic crashes, both statewide and nationally. Many programs and efforts have been initiated in an attempt to reverse these deadly trends. The FDOT, for example, launched an enhanced intersection lighting initiative to increase visibility of pedestrians and reduce pedestrian fatalities.



A Complete Streets approach has also been launched. While the Complete Streets initiative is primarily targeted at ensuring local jurisdictions have a method of communicating with FDOT regarding travel-ways that affect their communities and making sure they are considered within the context of that community, there is also the opportunity to reduce traffic crashes. Since 2004, more than 1,000 state, county and municipal agencies have

adopted Complete Streets policies. The concept is simple – complete streets are designed for everyone, which means that people and places are integrated into the planning, design, construction, operation, and maintenance of the roadway system. The focus is on ensuring streets are safe and accessible for all roadway users regardless of mode, age and ability.

The Florida Highway Patrol (FHP) also has its Arrive Alive initiative with its many police and sheriff partners across the state to increase law enforcement presence using data-driven approaches and ultimately reduce traffic crashes.

These and other efforts, while not funded by NHTSA grant dollars, are important considerations in Florida’s comprehensive effort Towards Zero Deaths.

Florida’s 2019 HSP was developed to be inclusive of the requirements outlined in the Uniform Procedure for State Highway Safety Grant Programs as amended by the FAST Act. States must annually submit an HSP to NHTSA for approval describing its highway safety program and planned activities that will drive down serious injuries and fatalities on our highways.

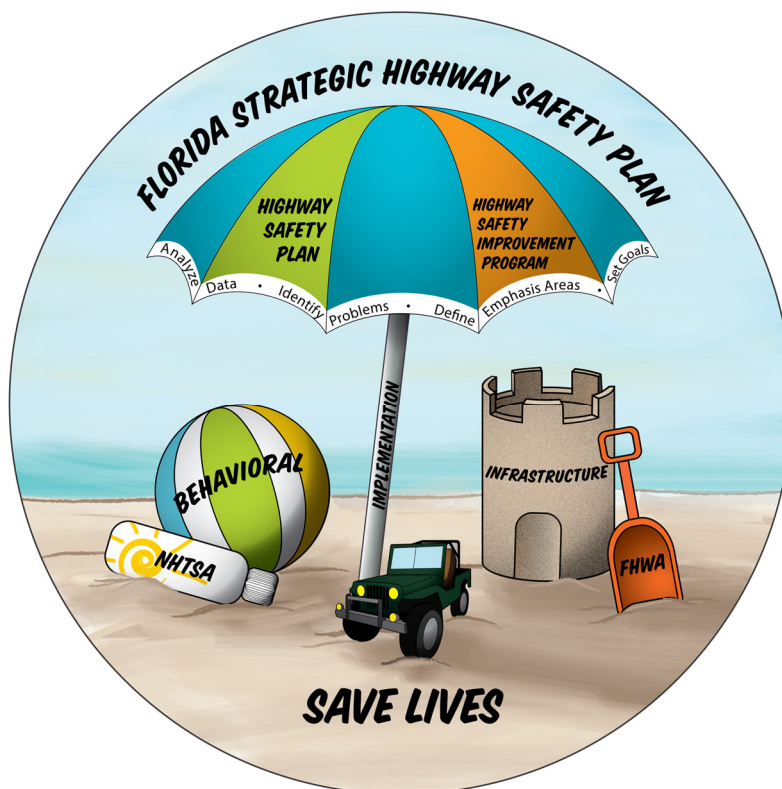
States are required to coordinate their HSP, data collection and information systems with the SHSP as defined in 23 U.S.C. 148(a). For many years, the responsibility for developing both the HSP and the HSIP has been with the FDOT State Safety Office and the SHSP serves as the overarching guide to continuous improvement of safety on Florida highways. The Federal coordination requirement only serves to reinforce Florida’s historical and on-going traffic safety program planning processes.



## FLORIDA HIGHWAY SAFETY PLAN (HSP) PROCESS

This Federal Fiscal Year 2018-19 Highway Safety Plan (hereafter referred to as Florida's 2019 HSP) is Florida's action plan for distribution of NHTSA highway safety funds. The HSP is based on Florida's SHSP goals and objectives, crash data and Federal requirements. Today's highway safety programs focus on priority areas that have been proven to be effective in reducing traffic crashes, serious injuries, and fatalities. These safety programs are the focus and foundation of Florida's 2019 HSP and are separated into the following categories:

- 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 - LEL
- Public Traffic Safety Professionals Training
- Speed/Aggressive Driving
- Teen Driver Safety
- Traffic Records
- Work Zone Safety



## SUBGRANTS

The FDOT State Safety Office awards subgrants to traffic safety partners who 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, expansion of an ongoing activity, or development of a new program.

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

Many types of organizations are eligible to receive traffic safety subgrant funding: government agencies, political subdivisions of state, local, city and county agencies, law enforcement agencies, state colleges and state universities, school districts, fire departments, public emergency service providers, and certain qualified non-profit organizations (e.g., MADD, SADD, foundations, etc.).

## COMPLIANCE WITH GUIDELINES

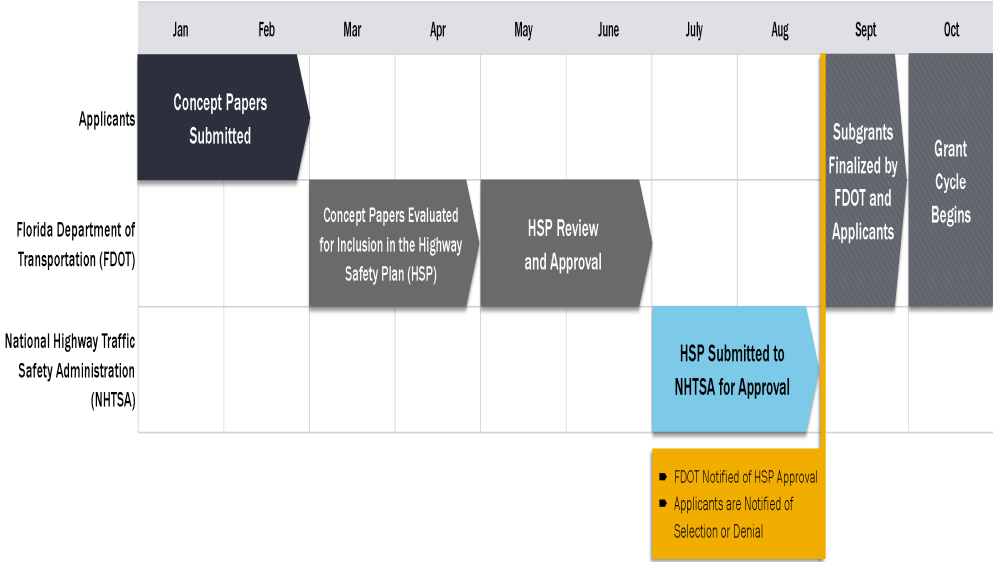
As per NHTSA guidelines, all subgrants awarded in the FY2019 HSP complied with the May 18, 2016 memorandum from NHTSA's Chief Counsel. This includes all equipment, recognition awards, educational materials, advertising media, and safety items for public distribution. The FDOT State Safety Office continues to verify compliance with the NHTSA regional office for any questionable items.

# APPLICATION PROCESS

Entities interested in applying for NHTSA funding through FDOT’s State Safety Office submit concept papers describing their proposed efforts between January 1 and the last day of February, for the next award cycle beginning October 1. Subgrants are awarded on a Federal fiscal year basis (October 1 – September 30), and require performance measure delivery and reporting. Local subgrants are usually not funded for more than three consecutive years in a given priority area, however evaluation and selection is done on an annual basis, so there is no guarantee that a local subgrant will be funded consecutively or for more than one year.

Concept papers are evaluated for their expected effectiveness in targeting traffic safety issues. Project funding decisions are based upon how well the proposed effort meets the goals of the SHSP, goals of the coalitions and stakeholders, where the project’s location ranks within the Florida Highway Safety Matrix, NHTSA assessment recommendations, and whether evidence of a problem is supported by state and local traffic safety data and/or citation data. Law enforcement agencies proposing projects are also evaluated for evidence of a commitment to traffic safety enforcement.

Safety Grant Process



## RISK ASSESSMENT

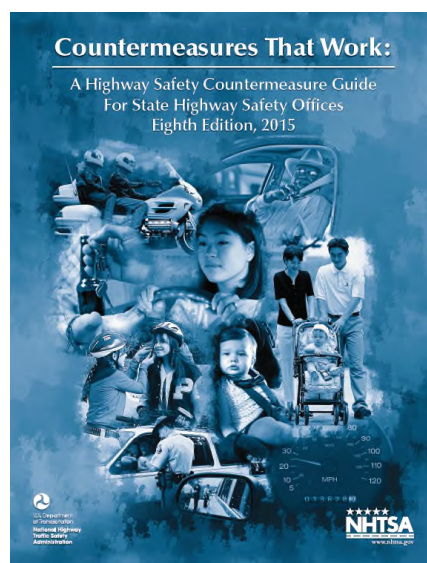
FDOT's State Safety Office is required by NHTSA to evaluate and document the risk for each entity applying for Federal subgrant funds prior to making an award. The FDOT State Safety Office assesses the applicant's risk of noncompliance with Federal and State statutes, Federal and State regulations, terms and conditions, any previous subgrant agreements, as well as the applicant's financial stability, quality of management systems, staffing, history of performance, single audit compliance, prior audit findings, and complexity of the project, if applicable. If the applicant does pose a risk, but the proposal has merit, the FDOT State Safety Office may, as a condition of awarding subgrant funds, impose specific terms or conditions. This information is used to determine the appropriate level of monitoring if a subgrant is awarded.



## ANALYSIS

Projects that are ultimately selected should provide the greatest impact to the high-crash, high-fatality, and high-injury challenges that Florida faces. If concept papers are not received from those areas identified as high-crash, high-fatality, and high-injury, the FDOT State Safety Office may directly solicit concepts from agencies within targeted high-risk areas.

As part of our planning and project selection processes, the FDOT is continuously analyzing the linkages between specific safety investments and their resultant safety outcomes to track the association between the application of resources and results.



# Problem Identification

The FDOT State Safety Office has developed objective, data-driven tools to identify traffic safety problems and the geographic areas of the State that represent the highest number of 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 (2012-2016), these matrices provide Florida decision-makers 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. The numbers in each matrix represent where a county or city ranks relative to its population group in a particular program area based on the total serious injuries and fatalities, where “1” represents the highest number of serious injuries and fatalities within a population group. For example, the “1” next to Broward indicates it has the highest number of serious injuries and fatalities in speed or aggressive driving related crashes among the 25 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injuries and fatalities. Inmate populations are excluded in calculations.

Specific measures for each column in the matrix are as follows:

- **Aging Road Users (Drivers 65+)** – serious injuries plus fatalities occurring as a result of crashes in which at least one driver involved was age 65 or older at the time of the crash
- **Distracted Driving** – serious injuries plus fatalities occurring as a result of crashes in which at least one driver was coded as distracted
- **Impaired Driving** – serious injuries plus fatalities occurring as a result of crashes in which at least one driver was coded as either having a positive blood alcohol content, a positive drug test result, or in which a driver refused to be tested for alcohol or drugs
- **Motorcyclists** – serious injuries plus fatalities of drivers and passengers of a motorcycle (does not include moped)
- **Occupant Protection** – serious injuries plus fatalities of drivers and passengers of a vehicle other than a motorcycle, moped, or ATV who were coded as not using restraint system
- **Pedestrian or Bicyclist** – serious injuries plus fatalities of pedestrians or bicyclists
- **Speed or Aggressive Driving** – serious injuries plus fatalities occurring as a result of crashes in which at least one driver involved was coded with driver actions related to speeding (any single action) or aggressive driving (two or more of certain moving violations, such as careless driving, improper passing, and several others)



- **Teen Drivers** – serious injuries plus fatalities occurring as a result of crashes in which at least one driver involved was aged 15-19
- **Work Zones** – serious injuries plus fatalities occurring as a result of crashes which were coded as work zone related

Distracted driving, potentially impaired driving, speeding and aggressive driving, involvement of younger or older drivers and driving within work zones are treated as potential causal factors, so that all individual serious injuries and fatalities involved in a single crash are counted. On the other hand, bicyclists, motorcyclists, pedestrians and individuals not using a restraint system (safety belts and child seats) are only counted once in the appropriate area.

Data sources for the Florida Highway Safety Matrix included FDOT's Crash Analysis Reporting (CAR) database for fatality and injury data used in the county and city matrices, and The University of Florida, Bureau of Economic and Business Research data source was used for population estimates.

There are limitations related to the Florida Highway Safety Matrix. It is important to realize that some of the measures cited above are more subjective than others. Serious injuries and fatalities, aging road users (drivers 65+), motorcycle related, pedestrian or bicyclist related, and teen drivers categories are relatively objective, as they are based on simple vehicle or person characteristics. The other areas are all dependent on how thorough investigating officers are in documenting crash circumstances. It is quite likely there could be differences among jurisdictions in this regard. County rankings are based on crashes occurring both inside and outside cities and municipalities and may involve different investigating agencies, including the Florida Highway Patrol, which does much of the enforcement in rural areas. City crashes are much more subject to errors involving location. In some instances, crash investigators either are unaware of their exact location or notate an incorrect Florida Department of Highway Safety and Motor Vehicles city code. The FDOT State Safety Office's Crash Records Section identifies most of the location errors made on state roads. These corrections are reflected in the CAR database, but some errors can remain.



## CARGO SHIFT OR LOSS (UNSECURED LOAD)

The FDOT State Safety Office also annually reviews the number of serious injuries and fatalities caused by crashes involving unsecured loads on non-commercial vehicles. Examination of five years of cumulative data (2012-2016) reveals a total of 3 fatalities and 36 serious injuries were sustained by Florida motorists' due to unsecured loads, or an average of less than one fatality and 7 serious injuries per year. This review provides Florida decision-makers with critical information about crashes involving cargo shift or loss for non-commercial vehicles throughout the state. An analysis of the data indicates that the incidents occur rarely and randomly throughout the state. The FDOT State Safety Office and its traffic safety partners will continue to monitor this data annually to determine the need for future countermeasures.

During FY2019, the FDOT State Safety Office participated in the national Secure Your Load day. Safety messages were run on FDOT websites, along with Facebook, Instagram, and Twitter social media accounts to share important safety tips with the public throughout the state.



# Highway Safety Matrix

FY2019 Highway Safety Matrix - Ranking of Florida Counties																														
(Based on total actual serious injuries and fatalities during 2012-2016)																														
Group I - Population of 200,001 and above - 25 Counties				Group II - Population of 50,001 to 200,000 - 16 Counties				Group III - Population of up to 50,000 - 26 Counties																						
Florida County (Group I)	Aging Road Users (Driver 65+)	Distacted Driving	Impaired Driving	Motorcyclists	Occupant Protection	Pedestrian or Bicyclist	Speeding or Aggressive Driving	Teen Drivers	Work Zones	Florida County (Group II)	Aging Road Users (Driver 65+)	Distacted Driving	Impaired Driving	Motorcyclists	Occupant Protection	Pedestrian or Bicyclist	Speeding or Aggressive Driving	Teen Drivers	Work Zones	Florida County (Group III)	Aging Road Users (Driver 65+)	Distacted Driving	Impaired Driving	Motorcyclists	Occupant Protection	Pedestrian or Bicyclist	Speeding or Aggressive Driving	Teen Drivers	Work Zones	
Alachua	20	16	17	21	17	19	20	19	25	Bay	7	3	1	4	3	2	1	1	14	Baker	13	7	4	14	5	8	13	5	13	
Brevard	9	10	14	10	13	10	10	10	10	Charlotte	3	7	11	6	11	6	9	7	6	Bradford	14	21	9	10	21	9	22	17	10	
Broward	1	5	10	3	3	2	1	2	4	Citrus	2	2	12	2	2	5	2	5	11	Calhoun	24	6	20	25	17	24	21	15	24	
Clay	25	25	24	25	24	25	25	25	22	Columbia	13	6	2	16	1	12	10	6	16	DeSoto	1	9	7	2	6	1	18	4	1	
Collier	19	22	19	23	18	18	18	23	19	Flagler	11	12	9	5	16	9	11	11	13	Dixie	12	14	14	20	10	10	20	18	16	
Duval	10	6	2	8	5	7	9	8	9	Hernando	1	5	7	3	6	4	7	2	2	Franklin	23	26	22	18	26	17	23	24	25	
Escambia	18	15	15	20	15	16	14	17	23	Highlands	6	15	15	12	8	11	15	10	15	Gadsden	7	4	2	8	4	7	4	9	4	
Hillsborough	3	2	1	2	2	4	2	3	1	Indian River	4	13	13	11	10	7	13	14	1	Gilchrist	17	18	21	16	19	22	14	22	22	
Lake	17	19	18	15	16	22	22	18	17	Martin	12	16	5	9	9	10	6	13	12	Glades	19	24	25	13	24	19	17	26	18	
Lee	13	12	8	11	12	9	7	13	15	Monroe	8	1	10	1	14	1	5	8	3	Gulf	18	19	19	22	16	18	8	19	23	
Leon	24	24	21	24	20	20	19	24	24	Nassau	16	14	14	15	15	16	16	16	8	Hamilton	10	17	12	15	14	21	7	16	6	
Manatee	8	13	13	13	14	12	21	9	11	Okaloosa	10	4	8	7	5	3	3	4	4	Hardee	3	10	10	3	8	11	12	6	3	
Marion	15	20	12	16	11	17	17	15	20	Putnam	14	10	3	10	13	15	12	15	10	Hendry	20	8	8	4	9	4	10	11	8	
Miami-Dade	2	4	6	1	1	1	4	4	5	Santa Rosa	9	8	4	8	4	8	4	3	9	Holmes	11	11	16	12	13	20	6	13	15	
Orange	6	1	3	4	7	3	6	1	3	Sumter	5	9	16	13	12	14	14	12	7	Jackson	4	1	6	5	2	6	1	2	7	
Osceola	16	3	23	17	25	15	24	11	18	Walton	15	11	6	14	7	13	8	9	5	Jefferson	16	12	18	21	22	12	16	21	17	
Palm Beach	7	7	7	9	4	6	3	7	14											Lafayette	26	25	26	23	25	25	25	25	26	
Pasco	5	8	5	7	10	8	11	5	2											Levy	2	3	3	1	3	2	3	3	21	
Pinellas	4	9	4	5	6	5	5	6	8											Liberty	22	22	24	26	23	26	24	23	11	
Polk	14	14	11	12	8	14	12	14	12											Madison	8	5	13	17	15	13	9	8	5	
Sarasota	12	17	16	14	19	13	13	16	7											Okeechobee	6	23	17	9	12	3	11	14	2	
Seminole	23	21	22	19	23	21	16	20	13											Suwannee	5	2	1	6	1	5	2	1	20	
Saint Johns	21	18	20	18	22	23	23	21	21											Taylor	9	15	5	19	7	16	5	7	14	
Saint Lucie	22	23	25	22	21	24	15	22	16											Union	25	20	23	24	20	23	26	20	19	
Volusia	11	11	9	6	9	11	8	12	6											Wakulla	21	16	15	7	18	14	19	12	12	
Washington																				Washington	15	13	11	11	11	11	15	15	10	9

Legend  
Highest 25% in a category.

Published: 11/01/2017


Florida Department of Transportation  
State Safety Office



**FY2019 Highway Safety Matrix - Ranking of Florida Cities**  
 (Based on total actual serious injuries and fatalities during 2012-2016)

Group I - Population of 75,000 and above - 32 Cities

Florida City (Group I)	Aging Road Users (Drivers 65+)	Distracted Driving	Impaired Driving	Motorcyclists	Occupant Protection	Pedestrian or Bicyclist	Speeding or Aggressive Driving	Teen Drivers	Work Zones
Boca Raton	17	18	20	23	18	27	20	20	21
Cape Coral	16	15	8	14	13	20	11	17	32
Clearwater	8	17	13	8	20	8	29	12	7
Coral Springs	4	5	17	22	14	7	6	3	12
Davie	22	25	14	16	16	25	8	16	4
Deerfield Beach	29	26	30	30	30	23	24	32	25
Deltona	30	20	21	25	32	32	28	28	18
Fort Lauderdale	14	10	10	7	8	6	9	10	31
Fort Myers	7	7	6	6	6	10	7	9	16
Gainesville	13	4	7	10	9	11	18	8	22
Hialeah	11	28	15	9	7	9	30	11	11
Hollywood	23	21	11	17	15	15	17	30	6
Jacksonville	2	2	1	1	1	2	1	2	3
Lakeland	19	19	18	11	11	24	26	26	14
Largo	12	11	22	19	31	17	32	21	8
Melbourne	10	14	12	12	19	18	16	14	13
Miami	6	6	5	4	4	3	4	5	5
Miami Beach	31	29	27	21	25	12	27	31	20
Miami Gardens	28	13	24	28	17	19	10	27	28
Miramar	32	30	31	32	21	31	25	29	9
Orlando	1	1	2	2	3	1	3	1	2
Palm Bay	9	8	25	15	22	22	12	7	17
Palm Coast	21	23	16	24	28	30	31	23	24
Pembroke Pines	26	32	28	26	27	26	22	19	27
Plantation	15	27	23	31	23	21	21	15	15
Pompano Beach	20	22	29	18	26	13	14	25	29
Port Saint Lucie	24	24	26	27	24	29	23	18	26
Saint Petersburg	5	9	4	5	2	5	5	6	10
Sunrise	27	31	32	29	29	28	19	24	23
Tallahassee	25	12	9	20	12	14	15	13	30
Tampa	3	3	3	3	5	4	2	4	1
West Palm Beach	18	16	19	13	10	16	13	22	19

**Legend**  
 Highest 25% in a category.

Florida Department of Transportation  
 State Safety Office

Published: 11/01/2017







# Performance Plan

With the implementation of a new Final Rule, 23 CFR Part 1300, Uniform Procedures for State Highway Safety Grant Programs, Congress has required each state to set performance measures and targets as well as report them in the Highway Safety Plan. In all, there are a total of 24 performance measures (11 core outcome, 1 behavior, 3 activity, and 9 Florida-specific). The core outcome, behavior, and activity performance measures were developed by NHTSA in collaboration with GHSA and other traffic safety partners. The additional Florida-specific performance measures were developed by the FDOT State Safety Office in compliance with the rules of 23 CFR 1300.11. The first three core outcome measures are required to be based on a 5-year rolling average and Florida has chosen to report the remaining measures annually. States are not required to set targets on the activity measures. The performance measures and data sources are:

## CORE OUTCOME MEASURES:

- C1 - Number of fatalities (FARS)
- C2 - Number of serious injuries (State crash file)
- C3 - Fatality rate per 100M VMT (FARS, FHWA)
- C4 - Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
- C5 - Number of fatalities involving driver or motorcycle operator with a .08 BAC or above (FARS)
- C6 - Number of speeding-related fatalities (FARS)
- C7 - Number of motorcyclist fatalities (FARS)
- C8 - Number of unhelmeted motorcyclist fatalities (FARS)
- C9 - Number of drivers age 20 or younger involved in fatal crashes (FARS)
- C10 - Number of pedestrian fatalities (FARS)
- C11 - Number of bicyclist fatalities (FARS)

## BEHAVIOR MEASURES:

- B1 - Observed safety belt use for passenger vehicles, front seat outboard occupants (State survey)

## ACTIVITY MEASURES:

- A1 - Number of seat belt citations issued during grant-funded enforcement activities (Subgrant activity reports)
- A2 - Number of impaired driving citations issued and arrests made during grant-funded enforcement activities (Subgrant activity reports)
- A3 - Number of speeding citations issued and arrests made during grant-funded enforcement activities (Subgrant activity reports)

## FLORIDA-SPECIFIC MEASURES:

- F1 - Number of Florida resident drivers age 65 or older involved in fatal crashes (State data)
- F2 - Number of CTST outreach events conducted (Subgrant activity reports)
- F3 - Number of distracted driving fatalities (State data)
- F4 - Estimated number of impressions for campaigns (Subgrant activity reports)
- F5 - Number of traffic safety subgrants executed (State data)
- F6 - Percent of law enforcement agencies participating in the Florida Law Enforcement Liaison Traffic Safety Challenge (Subgrant activity reports)
- F7 - Number of persons who received traffic safety professional's training (Subgrant activity reports)
- F8 - Number of crashes submitted within 10 days to the State (State data)
- F9 - Number of fatalities in work zones (State Data)



## TARGETS:

Florida shares the national traffic safety vision, “Toward Zero Deaths,” and formally adopted our own version of the national vision, “Driving Down Fatalities” in 2012. FDOT and its traffic safety partners are committed to eliminating fatalities and reducing serious injuries with the understanding that the death of any person is unacceptable and based on that, zero deaths is our safety performance target. This target is consistent throughout our Strategic Highway Safety Plan, Highway Safety Improvement Program and Highway Safety Plan.

## DATA FORECASTS:

Understanding that zero fatalities cannot be reached within the HSP 2019 year, Florida uses statistical data models to forecast the fatalities that are statistically probable as we diligently strive to drive down fatalities and serious injuries with an ultimate vision of zero.

Florida’s data forecasts have been established using an ARIMA Hybrid Regression Model  $(0, 1, 1)(2, 0, 0)(12)$  with VMT. Nine independent variables were tested to assess correlations; only Vehicle Miles Traveled (VMT) and gas consumption have relatively high correlations with fatalities and serious injuries and of these two variables only VMT was useful in predicting future fatalities and serious injuries. The first three performance measures (number of fatalities, number of serious injuries, and fatality rate per 100M VMT) have been forecasted based on a five-year rolling average and the remaining performance measures will be forecasted annually. The forecasts for 2018 and 2019 are based on monthly data from 2005 through 2017 using statistical forecasting methodologies. Each year, the data forecasts are recalculated with the most recent data (FARS) to create the accurate forecast. Forecasts for 2018 and 2019 were calculated with preliminary 2017 state data.



## PERFORMANCE MEASURE OUTCOMES:

Each year, NHTSA requires states to report on 11 core outcome measures, one behavioral measure, and three standard activity measures. The below data provides the current status of those performance measures, as Florida continues to work toward the ultimate goal of zero fatalities.

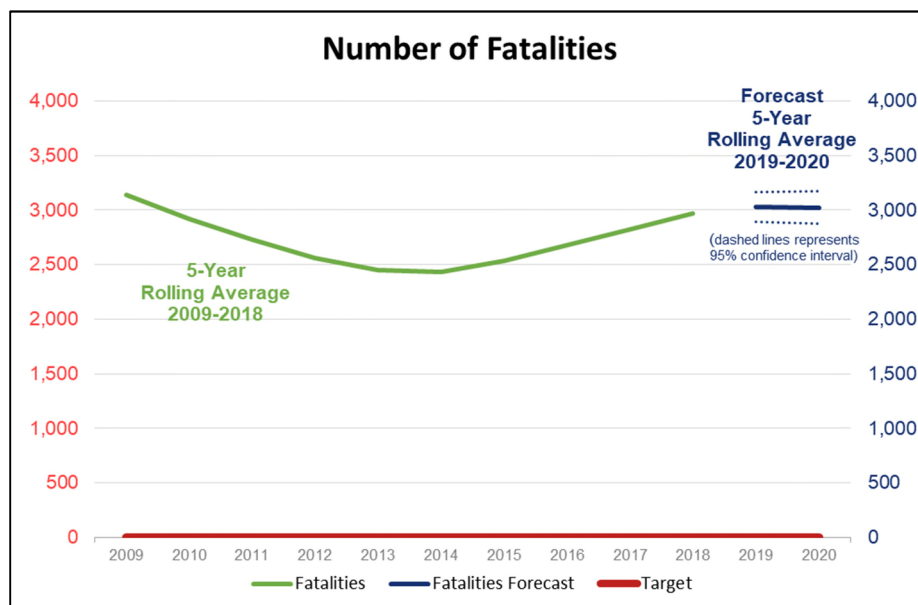
### C1 - NUMBER OF FATALITIES:

- Florida established data forecasts that indicated the five-year rolling average of fatalities could trend upward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the number of traffic fatalities.
- Florida's target for fatalities was zero in 2019.

**Data source:** All data for measure C-1 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Total fatalities for 2019 have not been released yet since we are still in 2019. However, total fatalities in 2018 were 3,133, which is a slight increase from the 2017 total of 3,116. The 2014-2018 five-year rolling average is now calculated at 2,971 for 2018, which is within the forecasted range of 2,797 and 3,117 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero fatalities in 2018, the FDOT State Safety Office expects the projects chosen for funding will mitigate the current trend and ultimately reduce the number of fatalities.



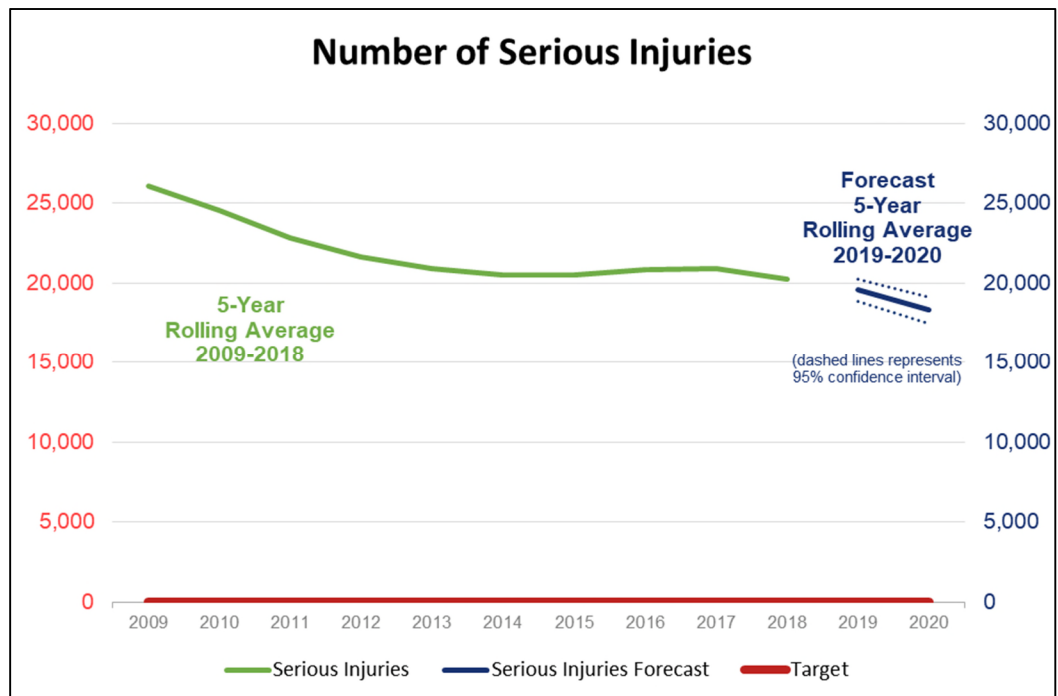
## C2 - NUMBER OF SERIOUS INJURIES:

- Florida established data forecasts that indicated the five-year rolling average of serious injuries could trend downward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance the forecasted trend and ultimately reduce the number of serious injuries.
- Florida's target for serious injuries was zero in 2019.

**Data source:** All data for measure C-2 is from state crash files.

**Outcome status:** Serious injuries for 2019 have not been released yet since we are still in 2019; however, total serious injuries were 19,199 in 2018, which was a reduction from the 2017 total of 20,380. The 2014-2018 five-year rolling average is now calculated at 20,211, which was within the forecasted range of 19,340 and 21,107 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero serious injuries in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately continue to reduce the number of serious injuries.

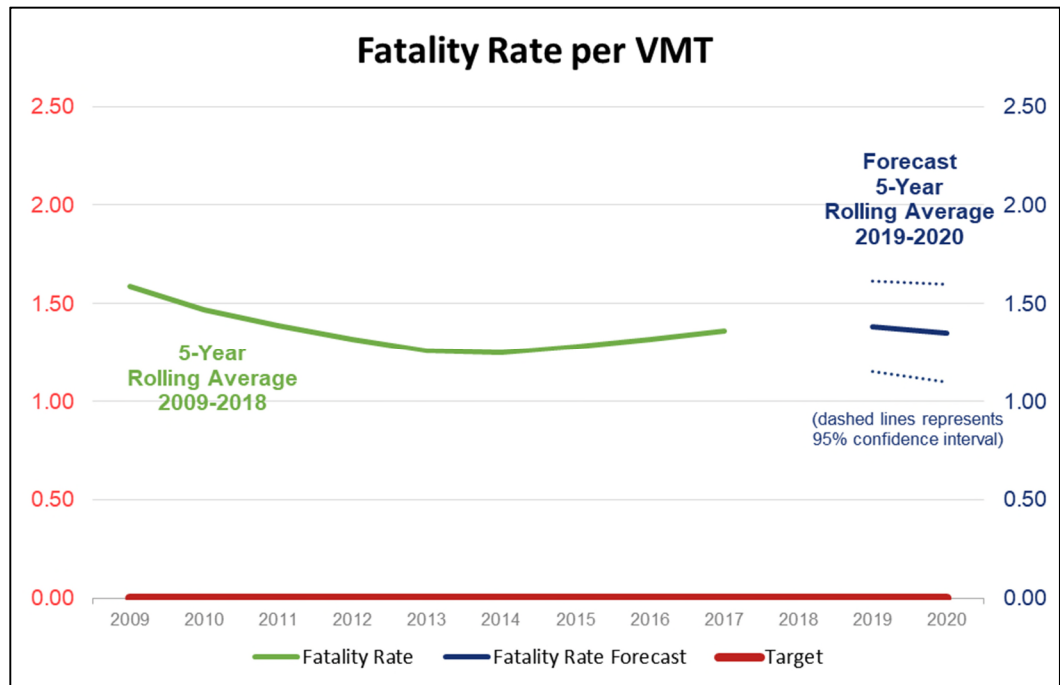


## C3 - FATALITY RATE PER 100M VMT

- Florida established data forecasts that indicated the five-year rolling average of fatality rate per 100 million vehicle miles traveled (VMT) could remain relatively the same in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the fatality rate per 100 million vehicle miles traveled (VMT).
- Florida's target for fatality rate per 100 million VMT was zero in 2019.

**Data source:** All data for measure C-3 is from FARS as required by 23 CFR Part 1300.

**Outcome and Target status:** VMT for 2018 has not been released by FARS as of the date of this report. Additionally, VMT for 2019 has not been released yet since we are still in 2019. Therefore, the data forecast and target performance has not been evaluated.



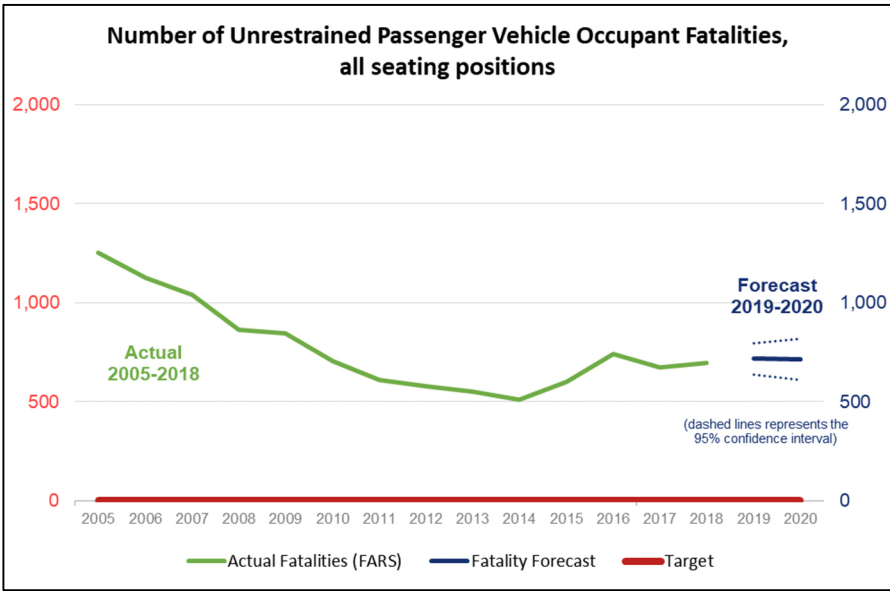
## C4 - NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEATING POSITIONS:

- Florida established data forecasts that indicated the number of unrestrained passenger vehicle occupant fatalities, all seating positions could trend downward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance this downward trend in the number of unrestrained passenger vehicle occupant fatalities, all seating positions.
- Florida's target for unrestrained passenger vehicle occupant fatalities, all seating positions was zero in 2019.

**Data source:** All data for measure C-4 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Unstrained passenger vehicle occupant fatalities, all seating positions for 2019 have not been released yet since we are still in 2019. However, total unstrained passenger vehicle occupant fatalities, all seating positions were 695 in 2018, which is a slight increase from the 2017 total of 673 and within the forecasted range of 546 and 745 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero unstrained passenger vehicle occupant fatalities, all seating positions in 2018, the FDOT State Safety Office expects the projects chosen for funding will mitigate the current trend and ultimately reduce the number of fatalities.



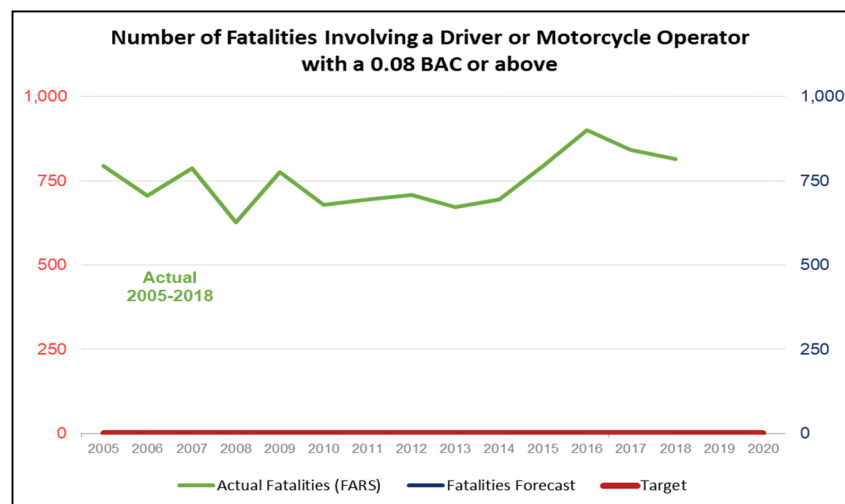
## C5 - NUMBER OF FATALITIES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A .08 BAC OR ABOVE

- Florida established data forecasts that indicated the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above could trend downward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance the forecasted trend and expects the projects chosen for funding will increase the downward trend in the number of number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above.
- Florida's target for the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above was zero in 2019.

**Data source:** All data for measure C-5 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** The number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above for 2019 have not been released yet since we are still in 2019. However, the number of fatalities involving a driver or motorcycle operator with a 0.08 BAC or above were 814 in 2018, which was a reduction from the 2017 total of 841. No forecast is available for comparison for this measure because a data collection error had been discovered after the original FY2019 HSP that deemed the posted projection to be inaccurate. The State Safety Office is working with the statistical firm to correct historical data collection method and produce an accurate forecast for future reporting.

**Target status:** Although Florida did not reach its target of zero fatalities involving a driver or motorcycle operator with a 0.08 BAC or above in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately reduce the number of fatalities.



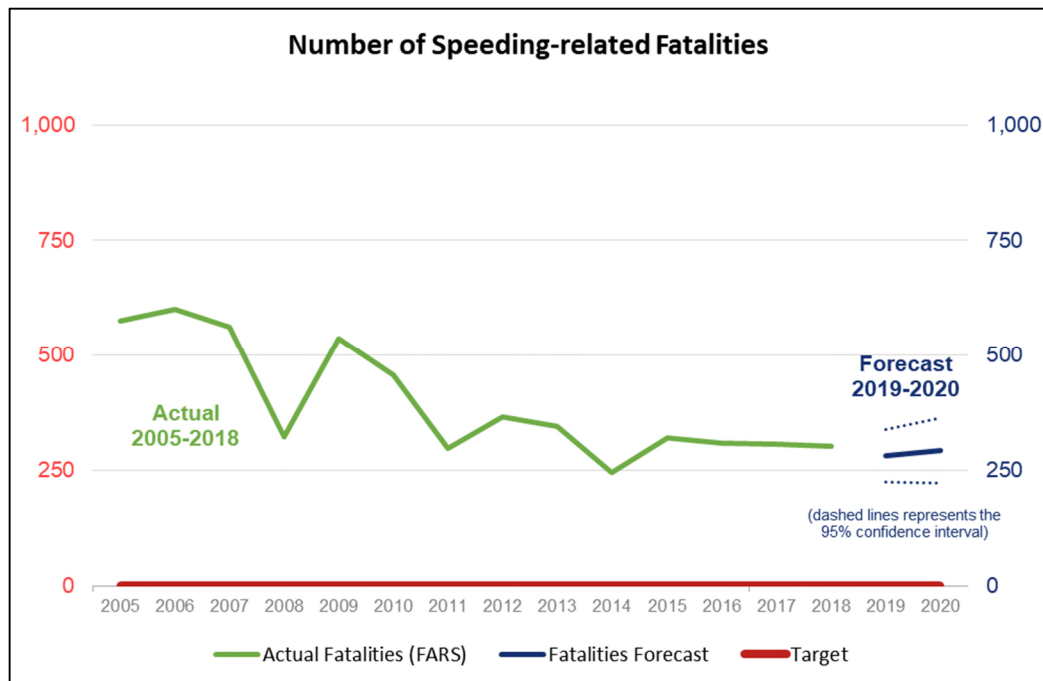
## C6 - NUMBER OF SPEEDING-RELATED FATALITIES

- Florida established data forecasts that indicated the number of speeding-related fatalities could trend downward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance the forecasted trend and expects the projects chosen for funding will increase the downward trend in the number of speeding-related fatalities.
- Florida's target for speeding-related fatalities was zero in 2019.

**Data source:** All data for measure C-6 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Speeding-related fatalities for 2019 have not been released yet since we are still in 2019. However, the number of speeding-related fatalities were 303 in 2018, which is a reduction from the 2017 total of 307 and within the forecasted range of 206 and 348 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero speeding-related fatalities in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately reduce the number of fatalities.



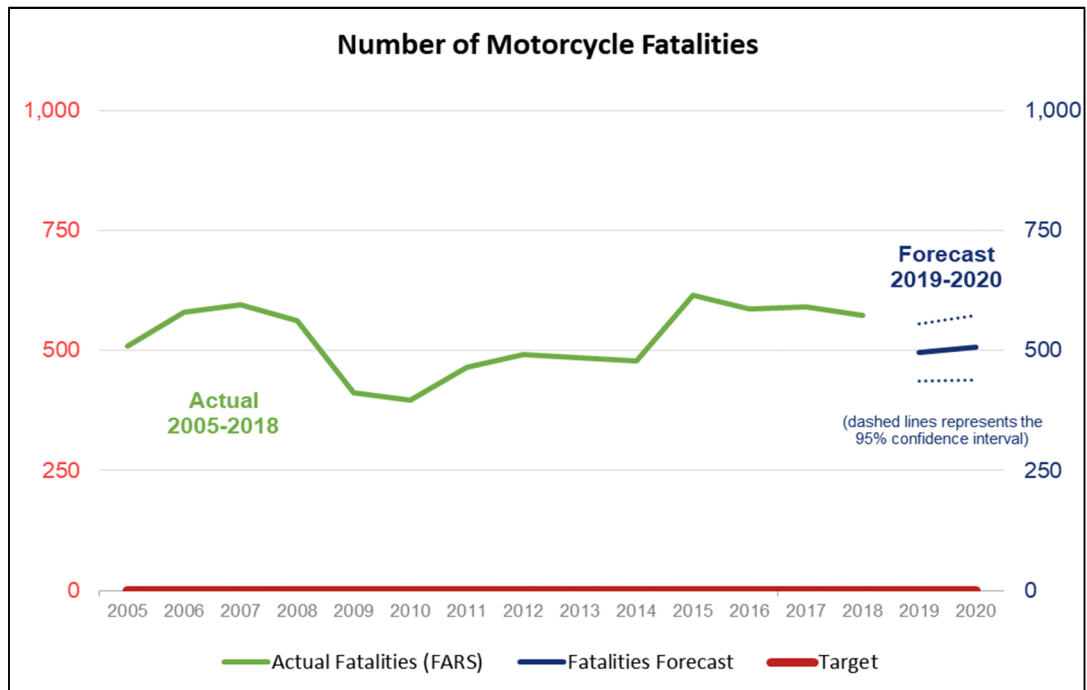
## C7 - NUMBER OF MOTORCYCLIST FATALITIES

- Florida established data forecasts that indicated the number of motorcyclist fatalities would increase in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the number of motorcyclist fatalities.
- Florida's target for number of motorcyclist fatalities was zero in 2019.

**Data source:** All data for measure C-7 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Motorcycle fatalities for 2019 have not been released yet since we are still in 2019. However, the number of motorcycle fatalities were 574 in 2018, which is a reduction from the 2017 total of 591 and within the forecasted range of 469 and 602 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero motorcycle fatalities in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately reduce the number of fatalities.





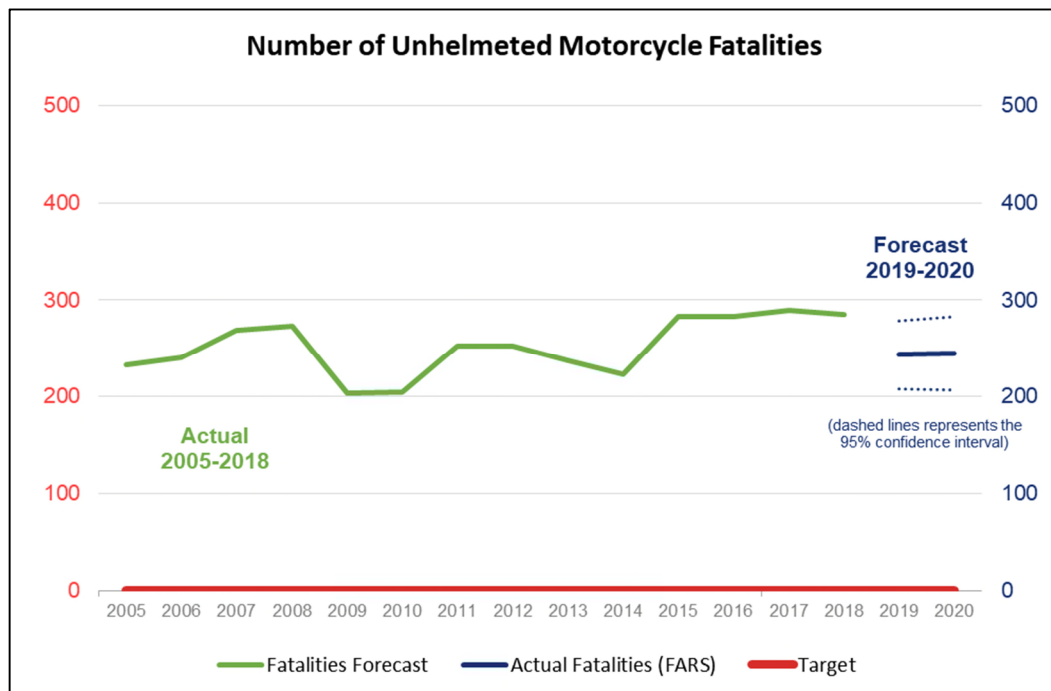
## C8 - NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES

- Florida established data forecasts that indicated number of unhelmeted motorcyclist fatalities could trend upward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the number of unhelmeted motorcyclist fatalities.
- Florida's target for number of unhelmeted motorcyclist fatalities was zero in 2019.

**Data source:** All data for measure C-8 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Unhelmeted motorcycle fatalities for 2019 have not been released yet since we are still in 2019. However, the number of unhelmeted motorcycle fatalities were 285 in 2018, which is a reduction from the 2017 total of 290 and within the forecasted range of 222 and 298 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero unhelmeted motorcycle fatalities in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately reduce the number of fatalities.



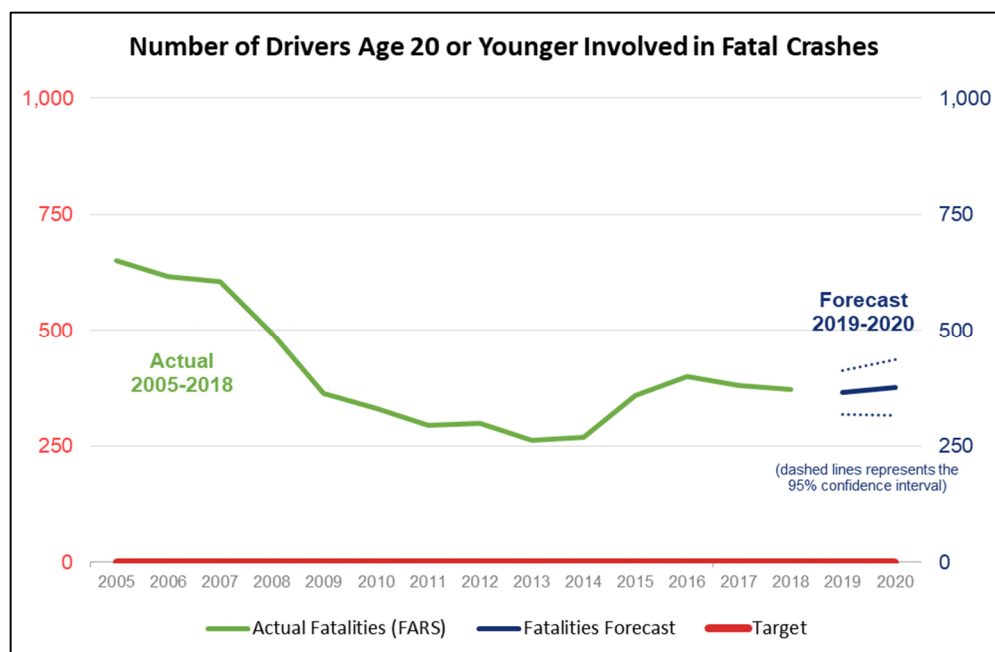
## C9 - NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

- Florida established data forecasts that indicated the number of drivers age 20 or younger involved in fatal crashes would trend downward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance the forecasted trend expects the projects chosen for funding will increase the downward trend in the number of drivers age 20 or younger involved in fatal crashes.
- Florida's target for number of drivers age 20 or younger involved in fatal crashes was zero in 2019.

**Data source:** All data for measure C-9 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** The number of drivers age 20 or younger involved in fatal crashes for 2019 have not been released yet since we are still in 2019. However, the number of drivers age 20 or younger involved in fatal crashes were 373 in 2018, which is a reduction from the 2017 total of 381 and within the forecasted range of 278 and 400 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero drivers age 20 or younger involved in fatal crashes in 2018, the FDOT State Safety Office expects the projects chosen for funding will continue the current trend and ultimately reduce the number of fatalities.



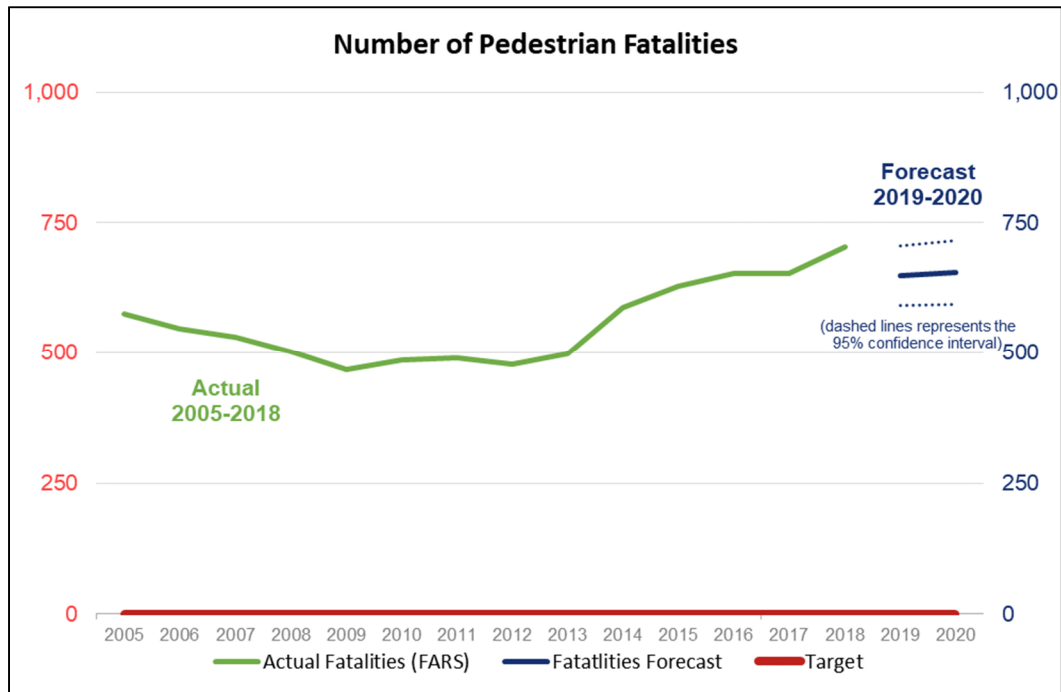
## C10 - NUMBER OF PEDESTRIAN FATALITIES

- Florida established data forecasts that indicated the number of pedestrian fatalities could trend upward in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the number of pedestrian fatalities.
- Florida's target for number of pedestrian fatalities was zero in 2019.

**Data source:** All data for measure C-10 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** Pedestrian fatalities for 2019 have not been released yet since we are still in 2019. However, the number of pedestrian fatalities were 704 in 2018, which is an increase from the 2017 total of 654 and outside of the forecasted range of 557 and 678 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero pedestrian fatalities in 2018, the FDOT State Safety Office will continue to select projects for funding that will help to mitigate the forecasted trend and ultimately reduce the number of pedestrian fatalities.



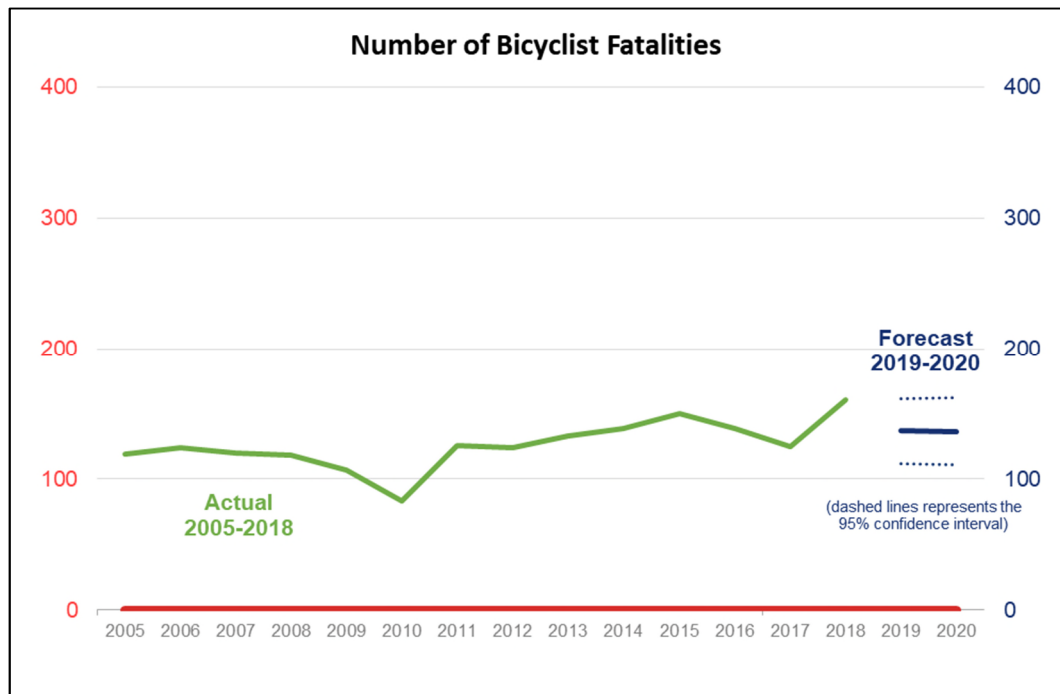
## C11 - NUMBER OF BICYCLIST FATALITIES

- Florida established data forecasts that indicated the number of bicyclist fatalities would remain flat in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to mitigate the forecasted trend and ultimately reduce the number bicyclist fatalities.
- Florida's target for number of bicyclist fatalities was zero in 2019.

**Data source:** All data for measure C-11 is from FARS as required by 23 CFR Part 1300.

**Outcome status:** The number of bicyclist fatalities for 2019 have not been released yet since we are still in 2019. However, the number of bicyclist fatalities were 161 in 2018, which is an increase from the 2017 total of 125 and within the forecasted range of 111 and 162 that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of zero bicyclist fatalities in 2018, the FDOT State Safety Office will continue to select projects for funding that will help to mitigate the forecasted trend and ultimately reduce the number of bicyclist fatalities



---

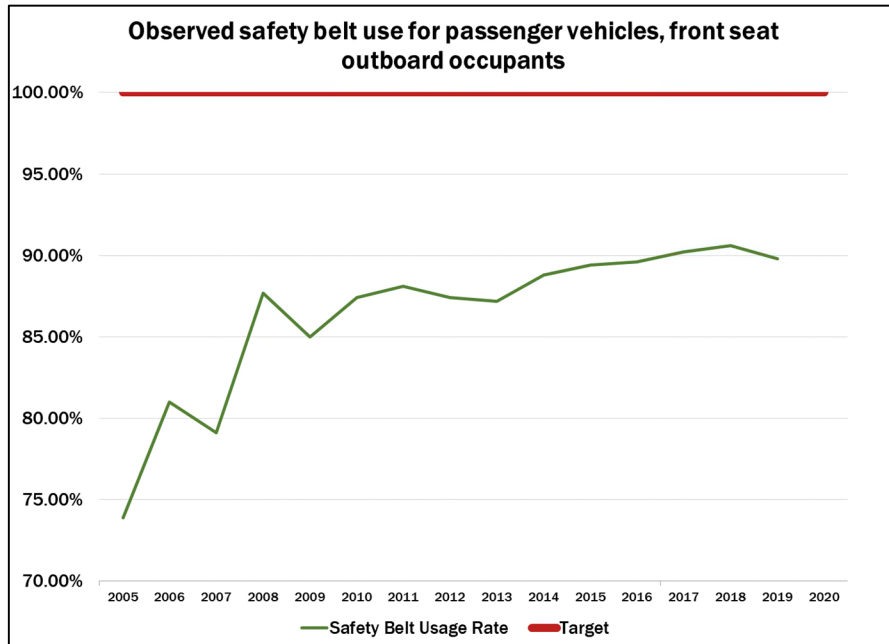
## B1 – OBSERVED SAFETY BELT USE FOR PASSENGER VEHICLES, FRONT SEAT OUTBOARD OCCUPANTS

- Florida established data forecasts that indicated the observed safety belt use for passenger vehicles, front seat outboard occupants could remain relatively the same in 2018 and 2019. The FDOT State Safety Office chose the projects in the FY2019 HSP to enhance the forecasted trend and ultimately increase the observed safety belt use for passenger vehicles, front seat outboard occupants.
- Florida’s target for observed safety belt use for passenger vehicles, front seat outboard occupants was 100 percent in 2019.

**Data source:** All data for measure B-1 is from Florida’s safety belt observational reports.

**Outcome status:** The observed safety belt use rate of for 2019 was 89.8%, a slight decrease from the 2018 all-time high of 90.6%, which was within limits of the 2019 forecasted flattening that was provided in the FY2019 HSP.

**Target status:** Although Florida did not reach its target of 100 percent safety belt use in 2019, the FDOT State Safety Office will continue to select projects for funding that will help to mitigate the flattened slope and ultimately increase the safety belt usage in Florida.



## ACTIVITY MEASURES

NHTSA uses multiple measures in reports to the Congress, the public, and others regarding the status of traffic safety overall and key traffic safety subjects such as safety belt use, impaired driving, speeding, and motorcycle helmet use. The following activity measures are submitted by all states to allow reporting of activity supported by federal grant funding. This is merely a representation of the efforts conducted and does in no way encourage a quota for enforcement activities.

The following table denotes the number of safety belt citations, impaired driving arrests, and speeding citations issued during subgrant funded enforcement activities for the FY2019 subgrant cycle:

	Activity Measures		2014	2015	2016	2017	2018	2019
A-1	Number of Grant-Funded Safety Belt Citations	Final	9,016	1,105	553	3,870	9,295	4,273
A-2	Number of Grant-Funded Impaired Driving Arrests	Final	2,133	1,060	1,848	1,121	1,134	460
A-3	Number of Grant-Funded Speeding Citations	Final	21,148	5,737	4,285	17,605	19,999	29,991



## FLORIDA-SPECIFIC MEASURES

Florida has established performance measures for program areas that are not expressly covered by the NHTSA required core outcome, behavioral, or activity measures. The following chart outlines those program areas and their specific, evidence-based performance measures:

	Program Area	Florida Specific Measures		2013	2014	2015	2016	2017	2018	2019
F-1	Aging Road Users	Number of Florida resident drivers age 65 or older involved in fatal crashes	Target	344	327	311	295	280	0	0
			Final	465	460	516	325	358	305	
F-2	Community Traffic Safety Outreach	Number of CTST outreach events conducted	Target	N/A	N/A	N/A	N/A	N/A	160	175
			Final	N/A	N/A	N/A	N/A	N/A	168	250
F-3	Distracted Driving	Number of distracted driving fatalities	Target	N/A	N/A	N/A	N/A	N/A	0	0
			Final	200	224	220	241	241	87	
F-4	Paid Media	Estimated number of impressions								
		Impaired Driving	Target	N/A	N/A	N/A	N/A	N/A	3,000,000	3,000,000
			Final	N/A	N/A	N/A	N/A	N/A	85,389,616	100,998,383
		Motorcycle Safety	Target	N/A	N/A	N/A	N/A	N/A	500,000	500,000
			Final	N/A	N/A	N/A	N/A	N/A	78,996,032	47,872,112
		Occupant Protection	Target	N/A	N/A	N/A	N/A	N/A	1,000,000	1,000,000
			Final	N/A	N/A	N/A	N/A	N/A	98,028,754	24,973,712
		Pedestrian and Bicycle Safety	Target	N/A	N/A	N/A	N/A	N/A	400,000	400,000
			Final	N/A	N/A	N/A	N/A	N/A	182,600,000	2,813,253
F-5	Planning and Administration	Number of traffic safety subgrants executed	Target	N/A	N/A	N/A	N/A	N/A	168	170
			Final	N/A	N/A	N/A	N/A	N/A	145	164
F-6	Police Traffic Services - LEL	Percent of law enforcement agencies participating in the Florida Law Enforcement Liaison Traffic Safety Challenge	Target	N/A	N/A	N/A	N/A	N/A	100%	100%
			Final	N/A	N/A	N/A	N/A	N/A	74%	72%
F-7	Public Traffic Safety Professionals Training	Number of persons who received traffic safety professional's training	Target	N/A	N/A	N/A	N/A	N/A	500	500
			Final	N/A	N/A	N/A	N/A	N/A	2,383	2,976
F-8	Traffic Records	Number of crashes submitted within 10 days to the state	Target	N/A	>60%	>65%	>70%	>75%	>80	>80%
			Final	N/A	63.80%	69.93%	76.40%	74.30%	80.44%	79.55%
F-9	Work Zone Safety	Number of fatalities in work zones	Target	N/A	N/A	N/A	N/A	N/A	0	0
			Final	74	64	77	24	28	82	

Per 23 CFR 1300.11, Florida has established performance measures for all program focus areas. Because these are newly established measures, there is not historical reporting of prior years.

██████████ Indicates that data is not currently available

# Evidence-Based Enforcement Plan

The State of Florida has a comprehensive, 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 high-risk areas and monitors data throughout the year to assess impact. Through the Florida Law Enforcement Traffic Safety Challenge, the state's seven Law Enforcement Liaisons (LELs) work with local, county, and state law enforcement agencies to encourage participation in state mobilizations and the three NHTSA traffic safety national mobilizations and campaigns. Through the Challenge, law enforcement agencies are encouraged to conduct routine enforcement patrols to address particular program areas, as well as high visibility enforcement operations (i.e., saturation patrols, checkpoints), educational programs, and earned media activities.

## DATA-DRIVEN ENFORCEMENT

Florida's evidence-based enforcement plan uses 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 (2012-2016), these matrices provide Florida decision-makers 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. The numbers in each matrix represent where a county or city ranks relative to its population group in a particular program area based on the total serious injuries and fatalities, where "1" represents the highest number of serious injuries and fatalities within a population group. For example, the "1" next to Broward indicates it has the highest number of serious injuries and fatalities in speed or aggressive driving related crashes among the 25 counties in Group 1. The rankings in both matrices are based on the five-year period sum of combined serious injuries and fatalities. Inmate populations are excluded in calculations.

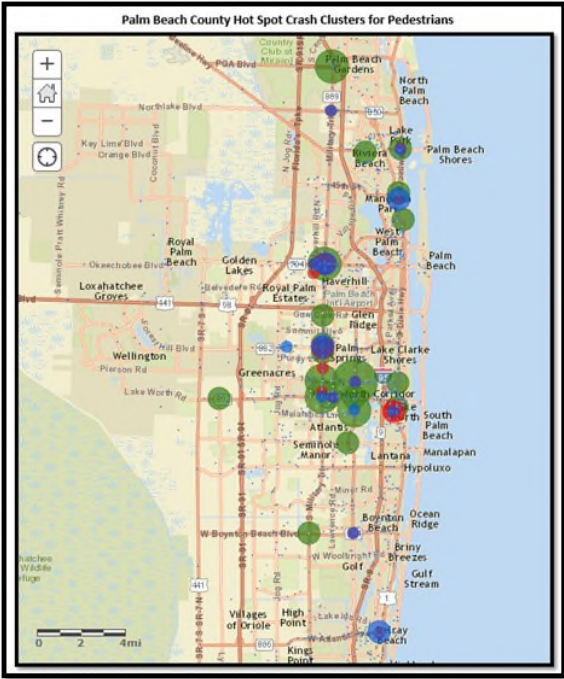
Other data tools used for enforcement planning are the Florida Integrated Report Exchange System (FIRES) and Signal 4 Analytics, which provide actual crash counts



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

Concept papers for enforcement projects are evaluated for expected effectiveness in targeting key traffic safety issues. Project funding decisions are based upon how well the proposed effort meets the goals of the SHSP as well as local traffic safety coalitions and stakeholders, where the geographic location of the project ranks within the Florida Highway Safety Matrix, NHTSA assessment recommendations, available funding, and whether evidence of a problem is supported by state and local traffic crash and/or citation data. Law enforcement agencies that propose projects are also evaluated to determine their commitment to traffic safety enforcement. If concept papers are not received from law enforcement agencies located in high crash, fatality, and serious injury areas, the FDOT State Safety Office may directly solicit concept papers from agencies within targeted high-risk areas.



## HIGH VISIBILITY ENFORCEMENT AND NATIONAL MOBILIZATION SUPPORT

The Florida Law Enforcement Liaison (LEL) program is funded by FDOT and the National Highway Traffic Safety Administration (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 sponsors a Florida Law Enforcement Liaison Traffic Safety Challenge to support the goal of preventing crashes and saving lives.

The challenge is a formalized recognition program that recognizes law enforcement agencies for their traffic safety efforts and promotes and recognizes law enforcement agencies for improving traffic safety by encouraging a multi-faceted approach to safer communities. During the challenge, the participating law enforcement agencies are encouraged to increase the effectiveness of their enforcement efforts, upgrade traffic safety policies, educate personnel, participate in the three NHTSA traffic safety national enforcement waves (*2 Drive Sober or Get Pulled Over* and *1 Click It or Ticket*), report activities to the LEL program, recognize outstanding officers, and enhance enforcement activities. This challenge is designed to recognize the top traffic safety initiatives that promote safe driving 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 FDOT and NHTSA.

Funding is also provided for national mobilization support and is used to purchase educational materials that will be used by law enforcement agencies for public outreach.

## 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, statewide exposure benefits, available funding, and in-kind match. This focused approach to media supports education and enforcement activities around the state. Effective traffic safety media efforts will contribute to the reduction of serious injuries and fatalities throughout Florida.

Florida's media plan supports 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

National traffic safety high visibility enforcement and public awareness campaigns supported via the media plan include:

- **Drive Sober or Get Pulled Over** – increases awareness of and compliance with impaired driving laws and the consequences of failing to do so
- **Click It or Ticket** – increases awareness of and compliance with safety belt use laws and the consequences of non-use

# CONTINUOUS FOLLOW-UP AND ADJUSTMENT

The FDOT State Safety Office conducts continuous monitoring of all subgrants. Funded agencies are required to submit performance reports with their invoices describing what occurred during each respective time period. The FDOT State Safety Office also asks each subrecipient to identify areas of highest risk and to direct their enforcement efforts to address that risk. Agencies continuously compare their activity reports against the latest crash data to identify successful crash reductions in targeted locations, as well as new areas of risk. The FDOT State Safety Office staff regularly communicates with subrecipients about the alignment of enforcement efforts and current areas of high risk.

The list of high-visibility enforcement subgrants for FY2019 can be found on the following pages:

- Impaired Driving..... page 76
- Motorcycle Safety..... page 96
- Occupant Protection ..... page 107
- Pedestrian and Bicycle Safety..... page 127
- Speed / Aggressive Driving ..... page 161
- Work Zone Safety..... page 193



# National Mobilization Participation

The FDOT State Safety Office continuously promotes and supports mobilization participation in the NHTSA campaign waves through our Law Enforcement Liaison (LEL) Program. The LEL Program, through its Law Enforcement Liaisons (LELs), partnered with law enforcement agencies to promote and increase participation in the 3 NHTSA traffic safety national mobilization waves to increase awareness and participation in traffic safety-related efforts. The LELs provided coordination, cooperation, and education to law enforcement agencies within their respective geographical regions. Within each LEL region, local area networks (LANs) were established and maintained in an effort to ensure that information was disseminated effectively and efficiently, in effort to increase participation. Law enforcement agencies are asked to submit participation reports after each campaign online using the LEL website. The effectiveness of these actions is evidenced in the level of participation in Florida which has approximately 325 law enforcement agencies that perform traffic enforcement. A total of 221 law enforcement agencies (68%) participated in the Click It or Ticket campaign wave and a total of 208 law enforcement agencies (64%) participated in the Drive Sober or Get Pulled Over campaign waves.

## CLICK IT OR TICKET CAMPAIGN

Activity	Measures	Numbers
Participating Law Enforcement Agencies	Number of Florida law enforcement agencies that reported participation	221
Enforcement Activity	Hours of safety belt enforcement	92,400
Citation Information	Number of citations	-
	Safety belt	23,769
	Child restraint	608
Paid Media Information	Number of impressions	469,973
Earned Media Information	Number of reports	-
	Press conferences	38
	TV - earned media reports	70
	Radio - earned media reports	78
	Print - earned media reports	111

## DRIVE SOBER OR GET PULLED OVER CAMPAIGN

Activity	Measures	Numbers
Participating Law Enforcement Agencies	Number of Florida law enforcement agencies that reported participation	208
Enforcement Activity Labor Day DUI Campaign	Numbers	-
	Hours of impaired driving enforcement	45,048
	Checkpoints	90
Citation Information	Number of DUI arrests	1,921
Paid Media Information	Number of impressions	475,303
Earned Media Information	Number of reports	-
	Press conferences	126
	TV - earned media reports	57
	Radio - earned media reports	171
	Print - earned media reports	93



# FDOT Program Areas and Activities

Florida's FY2019 HSP projects are divided into different program areas by the FDOT State Safety Office to assist with the analyzing, directing, and monitoring of the highway safety countermeasure activities through the traffic safety subgrant programs. The program area categories are:

- 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 – LEL
- Public Traffic Safety Professionals Training
- Speed/Aggressive Driving
- Teen Driver Safety
- Traffic Records
- Work Zone Safety

# Aging Road Users

Florida has one of the largest number of aging road users in the nation. Since today's older adults are expected to live longer and continue to drive longer than any previous generation, their impact on traffic safety can be substantial.

As drivers age, their traffic risks increase. An 80-year-old woman driver is seven times more likely to be killed as a 45-year-old woman in trips that are the same distance. Aging impacts vision, memory, physical strength, reaction time, and flexibility – all necessary for safe driving. Fortunately, the majority of aging drivers voluntarily limit their driving when their skills begin to decrease. They make choices to not drive at night, stay on familiar roadways, and drive more during the mid-day hours when traffic is not as heavy (10 a.m. to 2 p.m.).

The goal of Florida's Aging Road User Program is to improve the safety and mobility of the state's older drivers by reducing their fatalities, serious injuries, and crashes. At the same time, the program seeks to help them maintain their mobility and independence. FY2019 projects address aging road user safety from several angles and enlist local agencies to address this important issue in their specific geographic areas.

## STRATEGIES

- Promote and educate drivers on comprehensive driving evaluations and safety strategies to prevent crashes
- Expand transportation choices and promote community design features to meet the mobility needs of an aging population
- Develop and distribute resources and tools to support safe driving skills and encourage early planning to safely transition from driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 7: Pages 7-12)



**Project Name:** Elder Road User Program - CarFit

**Implementing Agency:** Area Agency on Aging of Central Florida, Inc. dba Senior Resource Alliance

**Project Number:** CP-19-04-09

**Funding Source:** 402

**Project Description:** The Area Agency on Aging of Central Florida will contract with a consultant to conduct train-the-trainer classes and consumer CarFit events statewide. CarFit is a national educational program created by the American Society on Aging in collaboration with the American Automobile Association, 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 and materials about community-specific resources and activities that enhance driver safety and increase mobility.

**Budget:** \$68,013

**Project Activities:** The Area Agency on Aging of Central Florida was awarded a subgrant to contract for 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 make their vehicles fit better, enhance their safety as drivers, and/or increase their mobility. The program is run by a team of trained volunteer event coordinators and technicians to work with local community volunteers to conduct CarFit events across the state.

Seventy CarFit events were held throughout Florida in FY2019, with a total of 941 driver participants. Seventeen of those events were subgrant funded with a total of 305 driver participants. An additional 80 drivers participated in one-on-one checkups with trained volunteers. There was a total of 6 Event Coordinator trainings which were subgrant funded, where individuals were certified to conduct future events independently. Seventy-nine trainees and 112 drivers participated in those subgrant funded training events.

In addition to assessing vehicle “fit,” observational safety belt data was collected from drivers who attended 32 of the 70 events across the state. Data was collected for 365 drivers statewide. The observed safety belt compliance rate was 92.3 percent.

**Expenditures:** \$42,667



---

**Project Name:** Safe Mobility for Life Coalition

**Implementing Agency:** Pepper Institute on Aging and Public Policy

**Project Number:** CP-19-04-10

**Funding Source:** 402

**Project Description:** Florida State University’s Pepper Institute will assist Florida’s Safe Mobility for Life Coalition with program management, coalition meeting support, and program evaluation. This project will also oversee the implementation of Florida’s Aging Road User Strategic Safety Plan.

**Budget:** \$264,000

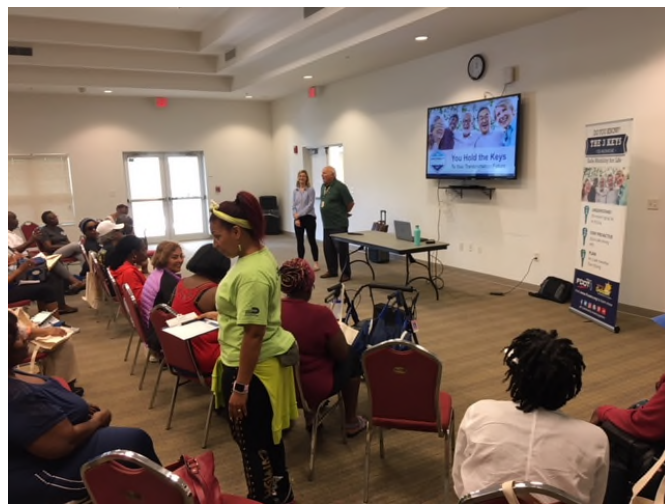
**Project Activities:** Pepper Institute on Aging and Public Policy at Florida State University (FSU) was awarded a subgrant to facilitate the

Safe Mobility for Life Coalition in partnership with the Florida Department of Transportation's (FDOT) Safe Mobility for Life Program. The activities and efforts of the Coalition have been guided by the Florida's Aging Road User Strategic Safety Plan, which was initially developed in 2011. In March 2017, the Coalition released a five-year continuation plan which contains six key focus areas: Aging in Place, Licensing and Enforcement, Outreach and Advocacy, Prevention and Assessment, Program Management, Data, and Evaluation, and Transitioning from Driving. The goal of the strategic plan is to improve aging road user safety and mobility in Florida by achieving a reduction in the overall number of aging road user fatalities, serious injuries, and crashes while maintaining mobility, independence and connection to the community.

The Coalition successfully executed their first Older Driver Safety Awareness Week outreach and marketing campaign with consultant support provided by FDOT's Safe Mobility for Life Program. Global5 Marketing developed a public safety announcement (PSA) video using previously developed radio spots and the Coalition's "You Hold the Keys" poster displayed at all rest areas across the state. Care packages of Coalition resources were sent to 50 medical groups across the state educating them on the available resources for aging road users and talking points to patients about their safe driving.

In addition to the Older Driver Safety Awareness Week Campaign, the Coalition and Program collaborated launched the new monthly focus areas, which began January 2019 as "Lifelong Communities" month. During this month, a Lifelong Community survey was conducted at two separate events to learn what features their existing communities had and what they would like to see in an ideal lifelong community, with regards to transportation. The survey was released in conjunction with the Tallahassee Senior Center's Active Living event. The Coalition partnered with AARP Florida to re-create a lifelong community themed exhibit space, which included features a transportation rich community would have. Additional partners included the City of Tallahassee Planning Department, StarMetro, Lyft, Alert Today Florida, a local bike shop, and many more.

Program goals for community outreach was greatly exceeded for FY2019, in total, 21 aging road user events were held throughout the state, including 2 “Pedestrians are Golden” events held in Jefferson and Duval counties, 17 “Keys to Achieve Safe Mobility for Life” workshops and 2 “Safe Transit for Life” events. To increase statewide reach, an in-person instructor training was held in Tallahassee in conjunction with the Summer 2019 Coalition meeting. During the train-the-trainer event, nine coalition members and two community ambassadors were trained to conduct the “Keys to Achieve Safe Mobility for Life” workshop.



Throughout the subgrant cycle, FSU’s Resource Center distributed: 8,053 copies of *Florida’s Guide for Aging Drivers*, including 619 in Spanish, 2,210 *Lifelong Community Transportation* checklists, 5,868 *Family and Caregiver* brochures, 5,466 *Keys to Your Transportation Future* tip cards, 3,611 *Golf Cart* brochures, 6,746 *Flashing Yellow Arrow* tip cards, 6,749 *Right on Red* tip cards, 6,844 *Roundabout* tip cards, 5,525 *Countdown Pedestrian Signal* tip cards, 9,740 *How to Use Find-A-Ride* tip cards, 4,275 *Public Transit* booklets, 3,549 *Bicycling* booklets, 6,908 *Transportation Network Companies* brochures and 3,076 law enforcement visor cards. It should be noted that the above numbers are individual requests directly to the Resource Center and do not include materials distributed at Coalition member events.

The Coalition also developed and released “Florida’s Guide to Safe Mobility for Life”, an updated version of “Florida’s Guide to Aging Drivers”, which was released in 2012. The newly revised and expanded guide has necessary information all Floridians need to know as they age, as well as, tips on how to drive safely longer and how to remain active and independent after transitioning from driving. A marketing campaign to raise awareness of the new guide was conducted. Pre-order requests exceeded 3,000 with an additional 1,000 guides going directly to the Florida Highway Safety and Motor Vehicle’s Florida Licensing on Wheels (FLOW Mobile).

**Expenditures:** **\$221,123**

---

**Project Name:** Aging Road User Information Systems 2018-2019

**Implementing Agency:** **University of Florida** - Institute for Mobility, Activity, and Participation

**Project Number:** CP-19-04-11

**Funding Source:** 402

**Project Description:** The University of Florida’s Institute for Mobility, Activity, and Participation will house and maintain the Florida Aging Road User Information System. This project will reduce injuries and fatalities for aging road users by providing options for alternative methods of transportation once they can no longer drive safely. This program supports the work of the Safe Mobility for Life Coalition and the strategies of Florida’s Aging Road User Strategic Safety Plan.

**Budget:** ~~\$174,000~~ **\$188,520**

**Project Activities:** 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 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 500 local transportation services, to find the option that best fits their individual mobility needs.

In FY2019, the team continued to promote the Florida Find-A-Ride's new site and refine the interactive mapping capabilities launched in 2018. Working with the FDOT State Safety Office and FDOT's Safe Mobility for Life Coalition, this year focused on outreach to providers and professional stakeholders. A series of webinars were held with providers, and a statewide presentation was given at the Florida Public Transit Association Fall conference. Provider feedback enabled the team to set up a new interface for mapping providers' routes and service areas, which will lead to better refinement of search results for end users. Current site use averages 1,200 to 1,500 user's monthly.

**Expenditures:** **\$154,812**

---

**Project Name:** 65+ Grand Drivers

**Implementing Agency:** Broward County Sheriff's Office

**Project Number:** CP-19-04-12

**Funding Source:** 402

**Project Description:** The Broward County Sheriff's Office will implement a driving safety education program to reduce fatalities and serious injuries of aging road users in Broward County. This program will include trainings and educational materials for aging road users to inform them of driving risks, help them assess their driving knowledge and capabilities, suggest methods to adapt to and compensate for changing capabilities, and provide information on alternative transportation options available.

**Budget:** **\$21,000**

**Project Activities:** The Broward County Sheriff's Office was awarded a subgrant to conduct a local aging road user safety education program. In FY2019, the Sheriff's Office conducted 5 CarFit events, completing a total of 89 CarFit fittings. At each event, participants were provided

educational materials and had the opportunity to ask questions. Over 890 contacts and materials were distributed during the CarFit events. In addition, 11 aging road user-related social media posts were made during the grant period.

**Expenditures:** \$13,084

---

**Project Name:** Ocala Police Department Aging Driver Program

**Implementing Agency:** Ocala Police Department

**Project Number:** CP-19-04-13

**Funding Source:** 402

**Project Description:** The Ocala Police Department will implement an aging driver education program, emphasizing the importance of keeping older drivers mobile and safe and on reducing crashes that result in injuries and fatalities. Educational presentations will include information on safety belt use, pedal application error, and alternative transportation options. This program will help to encourage positive perceptions and attitudes of older drivers and produce positive social norms about driving.

**Budget:** \$4,000

**Project Activities:** The Ocala Police Department (PD) was awarded a subgrant to conduct a local aging road user safety education program. During FY2019, Ocala PD's Community Service Specialist team conducted a total of 5 CarFit events, fitting 21 vehicles for aging road users within Marion County.

**Expenditures:** \$2,040

# Community Traffic Safety Outreach

Florida's Community Traffic Safety Outreach Program includes Community Traffic Safety Teams (CTSTs) working throughout the state that focus on local projects to reduce crashes, serious injuries, and fatalities. Efforts of the Community Traffic Safety Outreach Program raise awareness and provide safety resources to their local areas using data driven approaches to address areas with the highest number of crashes, serious injuries, and fatalities.

## STRATEGIES

- Increase public awareness and highway traffic safety programs
- Expand the network of concerned individuals to build recognition and awareness about traffic safety
- Support initiatives that enhance traffic laws and regulations related to safe driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 2: Pages 20-21; Chapter 4, Pages 19-22; Chapter 8: Pages 8-27)

---

<b>Project Name:</b>	Community Traffic Safety Teams
<b>Implementing Agency:</b>	(see below)
<b>Project Number:</b>	(see below)
<b>Funding Source:</b>	402
<b>Project Description:</b>	The Community Traffic Safety Teams (CTSTs) promote public awareness of traffic safety best practices through campaigns that educate drivers, motorcyclists, pedestrians, and bicyclists about the rules of the road. FDOT will provide funding to CTSTs in each FDOT District to purchase equipment, public information and educational materials



that address traffic safety problems affecting their local communities.

**Budget:** ~~\$210,000~~ 217,918

Project Number	Implementing Agency	Project Name	Budget
CP-19-04-01	Florida Department of Transportation – District 1	Public Information and Education Program – District 1	\$30,000
CP-19-04-02	Florida Department of Transportation – District 2	Public Information and Education Program – District 2	\$30,000
CP-19-04-03	Florida Department of Transportation – District 3	Public Information and Education Program – District 3	\$30,000
CP-19-04-04	Florida Department of Transportation – District 4	Public Information and Education Program – District 4	<del>\$30,000</del> \$37,918
CP-19-04-05	Florida Department of Transportation – District 5	Public Information and Education Program – District 5	\$30,000
CP-19-04-06	Florida Department of Transportation – District 6	Public Information and Education Program – District 6	\$30,000
CP-19-04-07	Florida Department of Transportation – District 7	Public Information and Education Program – District 7	\$30,000

**Project Activities:** Seven subgrants were awarded to the Florida Department of Transportation (FDOT) district offices to support local Community Traffic Safety Teams (CTSTs) and outreach efforts.

Each FDOT District has a CTST Coordinator who works closely with the CTSTs in their geographic area. During the subgrant period, CTSTs throughout the state continued to promote FDOT's Strategic Highway Safety Plan priorities and 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, driving under the influence, motorcycle safety, occupant protection, school bus safety, and teen safe driving.

The CTSTs and their partnering agencies supported national and state efforts through participation in various campaigns

and events. These included Walk to School Day, School Bus Safety Week, National Child Passenger Safety Week, National Work Zone Awareness Week, Bike Safety Month, Motorcycle Safety Month, and Alert Today—Alive Tomorrow as well as national enforcement mobilizations such as Click it or Ticket and Drive Sober or Get Pulled Over. In addition, the CTSTs promoted traffic safety through child passenger safety seat checks, school education programs and community events. Although during FY2019, Florida experienced extended travel bans due to inclement weather conditions, over 283 local CTST meetings were attended and over 250 outreach events were participated in or supported with public information and/or educational materials.

**Expenditures:**

Project Number	Implementing Agency	Project Name	Expenditures
CP-19-04-01	Florida Department of Transportation - District 1	Public Information and Education Program - District 1	\$30,000
CP-19-04-02	Florida Department of Transportation - District 2	Public Information and Education Program - District 2	\$26,504
CP-19-04-03	Florida Department of Transportation - District 3	Public Information and Education Program - District 3	\$29,428
CP-19-04-04	Florida Department of Transportation - District 4	Public Information and Education Program - District 4	\$37,918
CP-19-04-05	Florida Department of Transportation - District 5	Public Information and Education Program - District 5	\$24,228
CP-19-04-06	Florida Department of Transportation - District 6	Public Information and Education Program - District 6	\$29,498
CP-19-04-07	Florida Department of Transportation - District 7	Public Information and Education Program - District 7	\$7,346

**Project Name:** Community Traffic Safety Support

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** CP-19-04-08

**Funding Source:** 402

**Project Description:** The University of South Florida, Center for Urban Transportation Research (CUTR) received funding to hire contractors to support the FDOT State Safety Office and other community programs along with purchasing traffic safety-related public information and education materials. The support includes, but is not limited to, assisting with strategic plans, focused studies, and process reviews. Public information materials include the annual update and distribution of the Quick Reference Guide for Florida Law Enforcement, and outreach materials that are distributed as part of other programs.

**Budget:** **\$214,000**

**Project Activities:** During the FY2019 subgrant cycle, CUTR drafted new cover options for the 2019 LEL Quick Reference Guides. A total of 20,000 copies of the 2019 Quick Reference Guide were ordered from PRIDE and given to the LEL's for statewide dissemination. A Drive Sober Tip Card was also produced by the CUTR graphic designer, printed and provided to FDOT for use in Statewide outreach campaigns.

CUTR participated in the walk-through/site-visit for the upcoming Lifesavers Conference also participated in the Lifesavers Planning Committee Meeting conference to prepare to support FDOT for hosting the upcoming Lifesavers Conference in Tampa, FL.

Cambridge Systematics was contracted with for the implementation of a national TraCS System Study. The survey was completed and results were provided to FDOT for analysis.

**Expenditures:** **\$45,598**

# Distracted Driving

At 55 mph, a driver can travel the distance of a football field (with his or her eyes off the road) in the amount of time it takes to send a text. Distracted driving includes anything that takes the driver's attention away from the vital task of driving.

There are three types of distraction: manual, which is taking hands off the wheel; visual, or taking eyes off the road; and cognitive, which involves taking one's mind off driving. Discussions about distracted driving often center on cell phone use and texting but other activities such as eating, talking to passengers, reading, adjusting the radio or climate controls, dealing with children, and being fatigued or drowsy can be equally as distracting.

Florida's distracted driving program aims to reduce distracted driving crashes by funding projects to raise awareness about this issue and educate traffic safety partners about the need for better data collection and crash reporting.

## STRATEGIES

- Educate about roadway design and operation practices such as rumble strips and stripes and flashing beacons with warning signs to mitigate lane departures, speeding, and other symptoms of distracted driving and to reduce congestion and improve mobility
- Affect societal attitudes about distracted driving through intensive public education activities
- Collaborate with other public and private organizations to offer innovative solutions such as policies that prohibit distracted driving when using company or organization vehicles

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 4: Pages 21-22)

**Project Name:** Teen Distracted Driving Education Program

**Implementing Agency:** Florida Transportation Technology Transfer (T2) Center

**Project Number:** DD-19-04-01

**Funding Source:** 402

**Project Description:** The University of Florida (UF), Florida Transportation Technology Transfer (T2) Center worked on maintaining and improving upon a newly created computer-based training (CBT) curriculum that focuses on reducing distracted driving by young adults. The curriculum includes sections that address the three types (manual, visual and cognitive) of distracted driving and the impact each has on an individual's ability to drive safely.

**Budget:** ~~\$55,000~~ \$133,094

**Project Activities:** The University of Florida (UF) was awarded a subgrant to create an educational course that uses current research to focus on reducing distracted driving among teens. The course will help to increase teen driver safety awareness, prevention and education and will be delivered through a computer based training (CBT).

Based on an integrative review completed in FY2018, a CBT was developed and produced focusing on distracted driving knowledge and skills for novice drivers. Core knowledge included types of distraction, the brain and driving, and the nature of distracted driving risks. Core skills, those identified as effective for crash prevention, were hazard awareness, hazard mitigation, and attention maintenance. Findings from the literature review indicated that the greatest efficacy was obtained by combining informational and training components with a realistic but positive and skills-oriented approach. In FY2019 multiple revisions were made to the course to create an engaging and interactive course for use in Florida classrooms and other community settings.

Working from a script developed and refined with the FDOT State Safety Office and community stakeholders in FY2018, the course was produced in three stages of development and review with input from a stakeholder group with varied and valuable expertise. In addition to the FDOT State Safety

Office, stakeholders included the Florida Department of Highway Safety and Motor Vehicles, St. Johns County Driver's Education Coordinator, the Florida statewide coordinator of Students Against Destructive Decisions, president of the Anthony Branca Foundation (an advocacy organization focused on teen distracted driving), the Florida public affairs director of the AAA Auto Club Group, communications and youth services coordinator for the Florida Sheriffs Association, and the Community Traffic Safety Team coordinator for FDOT District 6 (Miami-Dade and Monroe Counties).

From a three-unit course developed in FY2018, Unit one was chosen for production to meet FDOT's need for a classroom ready presentation that addressed prevention of distracted driving and related teen driver crashes. The Teen Distracted Driving course was produced by Zenith Performance Systems and launched in September by the University of Florida - Transportation Technology Transfer Center or T2. The objective of the course is to educate pre-drivers and novice drivers and reduce teen distracted driving by helping teens understand the nature of distraction, key factors of teen brain development in relation to driving, and the connection between distractions and crashes.

**Expenditures:            \$104,670**



**Project Name:** Law Enforcement Distracted Driving Outreach and Education

**Implementing Agency:** (see below)


**Project Number:** (see below)

**Funding Source:** 402

**Project Description:** The following local enforcement agencies received funding to conduct distracted driving educational programs and community outreach. Efforts include presentations at schools, local organizations, and community events.

**Budget:** \$32,000

Project Number	Implementing Agency	Project Name	Budget
DD-19-04-02	Broward County Sheriff's Office	Distracted Driving	\$10,000
<b>Project Activities:</b>	Broward County Sheriff's Office's (BCSO) Distracted Driving program utilized a unique approach to educate the public about the dangers of distracted driving. BSCO conducted educational operations at the Fort Lauderdale/Hollywood International Airport and at the Sea Port at Port Everglades. Twenty-one operations resulted in 1,002 educational contacts and 1,128 "NO text, NO call, NOTHING" palm cards were distributed. Coincidentally, there was a billboard at the airport entrance/exit with the "NO text, NO call, NOTHING" messaging from an FDOT-funded advertising campaign, reinforcing the distracted driving messaging.		
<b>Expenditures:</b>	\$10,000		
DD-19-04-03	Calhoun County Sheriff's Office	Calhoun Sheriff's Office Distracted Driving Program	\$8,000
<b>Project Activities:</b>	Calhoun County Sheriff's Office conducted 31 educational activities in FY19. Approximately 8,827 individuals were reached during grant activities and over 400 educational materials were distributed. Distracted driving-related crashes were reduced by 7.5% in the county when compared to the 12 months.		
<b>Expenditures:</b>	\$7,962		

DD-19-04-04	Citrus County Sheriff's Office	Citrus County Sheriff's Office – Just Drive Citrus	\$5,000
Project Activities:	<p>The Citrus County Sheriff's Office conducted 2 distracted driving events in FY2019. Educational materials were distributed at both events. Message boards were placed along major roadways to remind drivers not to use their mobile devices while driving. Message board locations included; Gulf to Lake Highway; Suncoast Boulevard; Norvell Bryant Highway and South Florida Avenue.</p> 		
Expenditures:	\$1,305		



<b>DD-19-04-05</b>	<b>Gainesville Police Department</b>	<b>Gainesville Police Department Distracted Driver Program</b>	<b>\$5,000</b>
<b>Project Activities:</b>	<p>In FY2019, the Gainesville Police Department (GPD) conducted 6 educational/community outreach events to raise awareness about the dangers of distracted driving. The GPD Junior Police Academy and Cadets were tasked with a class project to be revealed at the end of the academy. Participants chose to make a video PSA about texting and driving. While the PSA was not done as a part of the GPD's subgrant activities, the video was featured on the GPD Facebook page.</p> <p>GPD also partnered with a local Krispy Kreme and handed out vouchers for a free donut for individuals who agreed to "Donut Drive Distracted" by signing a pledge card. Officers educated drivers on Florida's newly enacted distracted driving law, and provided additional distracted driving-related educational materials.</p> <p>Seven high visibility enforcement details were also conducted between July 31, 2019 and August 11, 2019. During the enforcement details, drivers were educated on the new Florida Distracted Driving law that went into effect on July 1, 2019.</p>		
<b>Expenditures:</b>	<b>\$4,141</b>		
<b>DD-19-04-06</b>	<b>Margate Police Department</b>	<b>Margate Police Department Distracted Driving Initiative</b>	<b>\$4,000</b>
<b>Project Activities:</b>	Margate Police Department did not complete any project activities and did not request any reimbursement for expenditures.		
<b>Expenditures:</b>	<b>\$0</b>		

# Impaired Driving

Impaired driving is involved in about one quarter of all motor vehicle deaths in Florida. Defined as driving under the influence of alcohol and/or legal prescription and over-the-counter and/or illegal drugs, impaired driving is a complex social issue that involves multiple areas of the criminal justice, health care, and education systems.

The problem is complicated by the growing number of impaired driving incidents that involve legal and illegal drugs, which require a blood or urine test. The frequency of impaired driving crashes is highest between the hours of 8 p.m. and 3 a.m., and on weekends. Males between the ages of 21-54 continue to disproportionately lead in the number of serious injuries and fatalities in Florida.

The Impaired Driving Program supports a variety of strategies that target individuals driving under the influence of drugs and/or alcohol. Florida's impaired driving program provides funding for DUI enforcement activities and equipment, awareness and education campaigns, proactive youth-focused DUI education and outreach, and specialized education for law enforcement, BAC testers, and prosecution to increase effective DUI adjudication.

## STRATEGIES

- Combine high-visibility enforcement with increased public awareness of the dangers, costs, and consequences of impaired driving, with emphasis on high-risk populations and locations
- Reduce repeat impaired driving behavior through targeted enforcement, effective and efficient prosecution, enhanced penalties for subsequent offenses, and improved evaluation, intervention, and treatment of substance abuse
- Identify opportunities to prevent or counteract impaired driving through training of law enforcement, court, and substance abuse treatment personnel, recognition of emerging trends and new best practices

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Deterrence: Enforcement* (CTW: Chapter 1, Pages 21-27)
- *Deterrence: Prosecution and Adjudication* (CTW: Chapter 1, Pages 29-34)

- *Prevention, Intervention, Communications and Outreach* (CTW: Chapter 1, Pages 46-54)
- *Underage Drinking and Drinking and Driving* (CTW: Chapter 1, Pages 56-65)
- *Drug-Impaired Driving* (CTW: Chapter 1, Pages 69-74)

**Project Name:** Florida Impaired Driving Coalition

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** AL-19-05-01

**Funding Source:** 402

**Project Description:** The University of South Florida, Center for Urban Transportation Research (CUTR) received funding to bring together technical stakeholders and subject matter experts from various disciplines to provide recommendations on critical impaired driving issues. The Coalition will address prevention, enforcement, prosecution, and community awareness of impaired driving in Florida, in addition to the treatment and rehabilitation of impaired drivers.

**Budget:** **\$130,000**

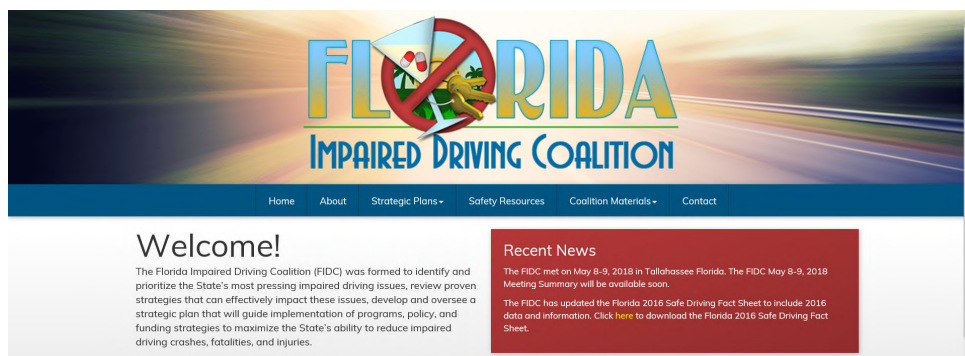
**Project Activities:** The University of South Florida, Center for Urban Transportation Research (CUTR) was awarded a subgrant to support the Florida Impaired Driving Coalition (FIDC). During the FY2019 subgrant period, the CUTR Team provided administrative support for three in-person FIDC coalition meetings. In November/December 2018, the coalition meeting was cancelled due to a Governor’s travel ban issued following Hurricane Michael. CUTR executed a sub-contract with Cambridge Systematics, Inc. to provide technical support for coalition meetings and to maintain the coalition website.

CUTR also analyzed Florida’s crash data to understand temporal and seasonal characteristics of drunk-driving crashes. Based on these efforts, CUTR developed presentations, including questions related to the quality of Florida’s drunk-driving crash information in crash data. Several examples were shared with FIDC coalition members, and discussions followed during FIDC meetings. CUTR worked on developing hotspot maps for Alcohol-Involved Crashes (AIC) in Florida. In total, 12 monthly hotspot maps were developed and overlaid on maps to

calculate the geographical boundaries that have a high concentration of alcohol involved crashes throughout the year.

CUTR also worked on developing an impaired driving website. A domain name (www.drivesoberfl.com) was obtained, and a website was developed based on input from the FDOT State Safety Office. After the website was completed, FDOT ran a campaign using drivesoberfl.com as the landing page. Drivesoberfl.com had 6,614 total page views from August 1, 2019, through September 30, 2019. Of the users visiting the website, 98.57% were located in the U.S. and 92.60% were in Florida. The top Florida cities were Miami (26.66%), Orlando (23.00%), Tampa (7.59%), Jacksonville (4.62%), and Tallahassee (0.90%).

**Expenditures: \$97,028**



---

**Project Name:** Impaired Driving Campaign Development

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** M5PEM-19-16-01

**Funding Source:** 405(d)

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) worked with FDOT to create a comprehensive DUI media package that includes ads that can be used in television, radio, magazine, events, internet, billboards, posters, brochures, social media, sporting venues, etc. The ads were developed to target Florida citizens and visitors to encourage them to drive sober.

**Budget:** \$50,000

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to create a comprehensive DUI Media package. CUTR worked on a total of 11 assigned tasks. Sports advertising promoting the *Drive Sober or Get Pulled Over* message was created for the Miami-Homestead Racetrack, Daytona Speedway, and Tampa Bay Buccaneers. CUTR also developed advertisements for St. Patrick's Day, Cinco de Mayo, Labor Day, and updated tip cards were created by the team for the promotion of the *Drive Sober or Get Pulled Over* media campaign.

**Expenditures:** \$25,007

---

**Project Name:** Traffic Safety Resource Prosecutor Program (TSRP)

**Implementing Agency:** Florida Public Safety Institute

**Project Number:** M5CS-19-06-01

**Funding Source:** 405(d)

**Project Description:** Tallahassee Community College, via the Florida Public Safety Institute, received funding to provide training and technical support to prosecutors and law enforcement on impaired driving issues. A Traffic Safety Resource Prosecutor (TSRP) position and assistant were funded to train prosecutors and law enforcement officers in the areas of DUI investigation and prosecution, case law, trial tactics, and combatting defense challenges. The TSRP Program trained officers and experienced DUI and felony prosecutors in advanced legal, scientific, and tactical aspects of DUI prosecution. Speakers for the training sessions will come primarily from Florida organizations and include assistant state attorneys, Florida Department of Law Enforcement Alcohol Testing Program and laboratory analyst personnel, toxicologists, law enforcement officers, and traffic crash reconstructionists.

**Budget:** \$465,361

**Project Activities:** Tallahassee Community College, via the Florida Public Safety Institute, 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. The assistance included training and providing technical support to prosecutors and law enforcement officers.

During FY2019, the TSRP program conducted 63 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. Overall the program provided training for 1,289 individuals, which was made up of 921 law enforcement officers and 368 prosecutors during the FY2019 subgrant cycle. In addition to conducting trainings, the TSRP provided lectures at seminars throughout the State and country, participated on the Florida Impaired Driving Coalition, and attended alcohol and drug-impaired conferences.

Finally, TSRP staff continued to be a resource to law enforcement and prosecutors statewide, responding to requests for technical assistance whenever requested. The TSRP provided technical assistance a total of 2,461 times; which included responses to 450 law enforcement requests and to 2,011 requests from prosecutors.

**Expenditures: \$274,642**



---

**Project Name:** MADD Florida Safe and Aware

**Implementing Agency:** Mothers Against Drunk Driving (MADD) Florida

**Project Number:** M5X-19-06-01

**Funding Source:** 405(d)

**Project Description:** Mothers Against Drunk Driving (MADD) received funding to raise awareness about the dangers of impaired driving and underage drinking and to promote positive social norms of not driving while impaired. MADD's prevention efforts include education for children, teens, and adults as well as campaigns targeting designated drivers, impaired driving, and underage drinking. Education occurred through formal classroom settings, news media, and public service announcements, along with a wide variety of other communication channels such as posters, billboards, and web banners. MADD used 5 program specialists around the state to reach approximately 45,000 individuals.

**Budget:** **\$297,550**

**Project Activities:** 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. Five subgrant funded Program Specialists were successful in reaching out to smaller communities through town hall meetings, panel discussions, and assisted school resource officers who requested training via MADD's youth program. The Program Specialists surpassed their objective of reaching a minimum of 45,000 people with a total outreach, including social media outreach, of 300,952 people. Another objective was that Program Specialists would receive a 75% or higher rating on evaluations collected from presentations and they ended the subgrant year with a satisfaction rate for all programs being 87%.

**Expenditures:** **\$261,017**

---

**Project Name:** Drug Recognition Expert (DRE) Call-Out

**Implementing Agency:** Institute of Police Technology and Management

**Project Number:** M5X-19-06-02

**Funding Source:** 405(d)

**Project Description:** The University of North Florida, Institute of Police Technology and Management received funding for overtime call-outs to allow Drug Recognition Experts (DREs) to increase the availability of their expertise when they would otherwise not be on duty. This will mirror successful call-out programs conducted in other states. As the number of drugged driving cases increase, and with recent legislation increasing the availability of medical marijuana, it is imperative that Florida has DREs available to evaluate drivers and assist in the successful prosecution of drugged driving cases.

**Budget:** **\$20,000**

**Project Activities:** The University of North Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to support a Statewide Drug Recognition Expert (DRE) Call-Out project. IPTM contracted with 11 law enforcement agencies to allow DREs to increase the availability of their expertise when the 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 each DRE School and at the annual DRE Recertification training. Several new agencies have requested to participate in the upcoming fiscal year.

**Expenditures:** **\$2,652**

---

**Project Name:** Value Life

**Implementing Agency:** The Meagan Napier Foundation

**Project Number:** M5X-19-06-03

**Funding Source:** 405(d)



**Project Description:** The Florida Sheriff’s Association will contract with The Meagan Napier Foundation to conduct impaired driving related outreach and educational presentations across the state. Meagan Napier and Lisa Dickson were victims of an impaired driving crash in 2002. Meagan’s mother, Renee, and Eric Smallridge, the impaired driver involved in the crash that killed Napier’s daughter, deliver a powerful message about the dangers and consequences of driving while impaired. During their presentations, they also discuss safe alternatives for getting home.

**Budget:** \$25,000

**Project Activities:** The Florida Sheriff’s Association was awarded a subgrant to support The Meagan Napier Foundation to conduct impaired driving related outreach and educational presentations across the state. Renee Napier and Eric Smallridge, the impaired driver involved in the crash that killed Napier’s daughter, delivered 4 presentations during the subgrant year and reached approximately 1,300 people.

**Expenditures:** \$1,540

---

**Project Name:** Impaired Driving Media Awareness Survey

**Implementing Agency:** Institute of Police Technology and Management

**Project Number:** M5X-19-06-04

**Funding Source:** 405(d)

**Project Description:** University of North Florida Institute of Police Technology and Management will conduct a DUI media awareness study to help evaluate the effectiveness of Florida’s *Drive Sober or Get Pulled Over* media efforts. The data collected will help improve Florida’s future DUI media efforts by letting us know things like where the message is being heard and what types of media are most recognized.

**Budget:** \$60,000

**Project Activities:** 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 in March 25 to April 8, 2019, 1,519 telephone interviews were completed with adult respondents across the State. Of all respondents, 55% have read, seen, or heard the *Drive Sober or Get Pulled Over* message. Recognition of the campaign continues to increase from the previous levels of 49% in 2018 and 44.7% in 2017.

**Expenditures:** \$60,000

---

**Project Name:** Improving the Effectiveness of Expert Witness Testimony with Training and Upgrading Alcohol Reference Devices

**Implementing Agency:** Florida Department of Law Enforcement: Alcohol Testing Program

**Project Number:** M5BAC-19-12-01

**Funding Source:** 405(d)

**Project Description:** Florida Department of Law Enforcement: Alcohol Testing Program (ATP) used funding to enhance the knowledge and skills of the Alcohol Testing Program staff and purchase equipment to strengthen Florida's breath testing program and enforcement.

**Budget:** \$49,000

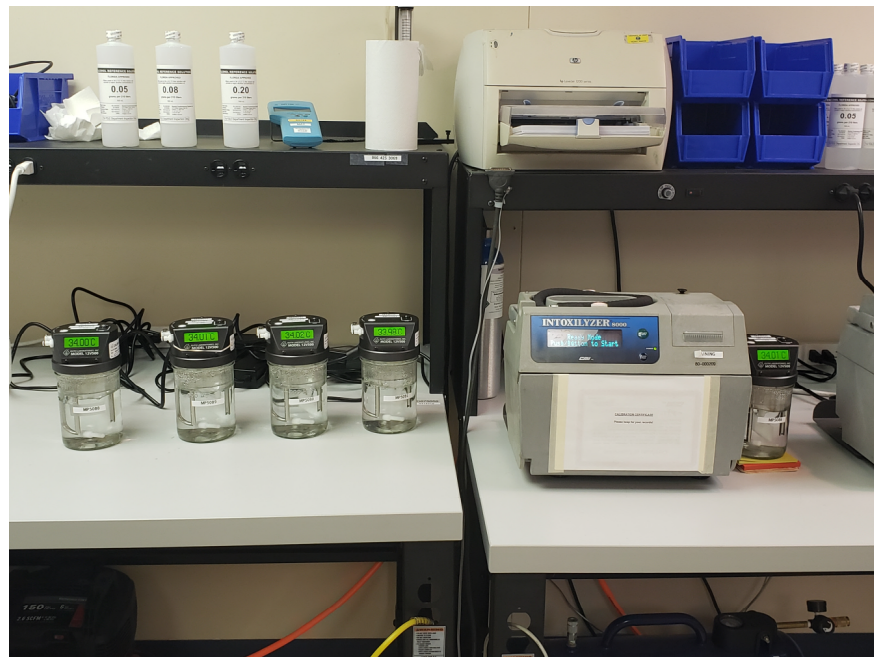
**Project Activities:** During the 2018-2019 grant year, ATP accomplished many key items to strengthen breath testing in Florida with FDOT subgrant funding. New and current FDLE ATP Inspectors were able to attend in-person and online training courses. These training courses covered topics that included pharmacology and toxicology of alcohol and its impact on traffic safety, training related to Intoxilyzer 8000 at CMI, Inc., and education and techniques currently employed in the scientific community to perform uncertainty calculations for test and calibration results. These courses also provided the new ATP members with key foundational information needed to achieve expert status in breath alcohol testing and related subject matter.

FDOT Subgrant funding also allowed for both new and current ATP members to receive training at a number of seminars and conferences. These training conferences

provided additional training in alcohol testing, breath alcohol toxicology, instrumentation, and court testimony.

The Alcohol Testing Program also utilized subgrant funds to purchase equipment for both of the FDLE ATP calibration laboratories in Tallahassee and Ft. Myers, FL. Nineteen (19) new alcohol reference simulators were purchased. These simulators allowed for an increase in calibration capacity as well as improve overall laboratory efficiency. These alcohol reference simulators will help ATP accommodate the needs of the local Law Enforcement agencies due to the growing number of evidential breath test instruments in Florida.

**Expenditures: \$41,282**



**Project Name:** (see below)

**Implementing Agency:** (see below)

**Project Number:** (see below)

**Funding Source:** 405(d)


**Project Description:** The following enforcement agencies have jurisdiction over communities with high fatality and serious injuries due to impaired driving and currently rank in the top 25% of the FY2019 Highway Safety Matrix. They received funding to conduct overtime impaired driving enforcement efforts and will utilize DUI and low manpower checkpoints, and/or saturation and directed patrols to apprehend impaired drivers. All agencies are encouraged to participate in the national *Drive Sober or Get Pulled Over* enforcement waves in addition to enforcement activities during holidays usually associated with excessive drinking such as New Year's Day, NFL Super Bowl, St. Patrick's Day, Cinco de Mayo, Independence Day, Labor Day, and Halloween.



**Budget:** \$781,000

Project Number	Implementing Agency	Project Name	Budget
M5HVE-19-06-01	Bay County Sheriff's Office	Enhanced Impaired Driving Enforcement	\$50,000
<b>Project Activities:</b>	The Bay County Sheriff's Office (BCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. BCSO completed 40 traffic stops during the hours of enforcement, with 2 driving under the influence arrests and 3 speeding citations. Two deputies worked this detail within the agency and ultimately this subgrant was not started until March 16, 2019, due to the recovery from Hurricane Michael. BCSO personnel made their presence known at local high schools where they educated students who were old enough to drive, or were soon to be driving, on the dangers of the road and how to prevent becoming another statistic. Deputies also participated at local events that made it possible to educate citizens on the dangers of drinking or using drugs and driving, which we have been trying to combat.		
<b>Expenditures:</b>	\$2,668		

<b>M5HVE-19-06-02</b>	<b>Bradenton Police Department</b>	<b>Bradenton Police Department Operation "Drive Sober"</b>	<b>\$20,000</b>
<b>Project Activities:</b>	<p>The Bradenton Police Department (BPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. BPD conducted 71 enforcement operations which netted 156 traffic stops during the subgrant period. This was an increase of 2.8% in the number of DUI related contacts from the previous year.</p> <p>BPD officers partnered with one of the local high schools, Manatee High School, to provide technical assistance to the athletic coaching staff, regarding the DUI public address announcement played at home football games. BPD was also able to teach impaired driving to 11 classes of driver's education students, and were invited back to teach impaired driving to both regular drivers education classes and weekend classes.</p>		
<b>Expenditures:</b>	<b>\$20,000</b>		
<b>M5HVE-19-06-03</b>	<b>Bradford County Sheriff's Office</b>	<b>Bradford County Impaired Driving Enforcement</b>	<b>\$25,000</b>
<b>Project Activities:</b>	<p>The Bradford County Sheriff's Office (CSO) was awarded a subgrant to conduct impaired driving enforcement operations using overtime staffing. Bradford CSO conducted 23 enforcement details (check-point/roving patrols) as part of the Bradford County Impaired Driving Enforcement Project. The additional enforcement resulted in 6 DUI related arrests, 21 Speed citations, and 4 Safety Belt citations.</p> <p>Bradford CSO participated in the Bradford County Fair handing out educational materials. They conducted educational outreach to Bradford High School students through classroom education and participating in a mock Driving Under the Influence scenario before prom night. Bradford CSO also posted monthly using Facebook and Message Boards messaging to the public on the dangers of Driving Under the Influence.</p>		
<b>Expenditures:</b>	<b>\$23,869</b>		
<b>M5HVE-19-06-04</b>	<b>Boynton Beach Police Department</b>	<b>Boynton Beach Impaired Driving Enforcement</b>	<b>\$22,000</b>
<b>Project Activities:</b>	<p>The Boynton Beach Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement operations using overtime staffing. Boynton Beach PD conducted 32 saturation patrols this subgrant period. The additional enforcement resulted in 13 DUI related arrests, 343 Speed citations, and 22 Safety Belt citations.</p>		

	<p>Throughout the subgrant period the Boynton Beach PD traffic unit conducted three presentations. The locations of the presentations were chosen based on the crash data to ensure that the appropriate age group was reached. In addition, the Boynton Beach PD DUI vehicle was parked with a "Drive Sober or Get Pulled Over" banner on the windshield during special functions held by within the City. The Boynton Beach PD also posted impaired driving awareness posts on their social media accounts during the subgrant period.</p> 		
<b>Expenditures:</b>	<b>\$19,811</b>		
<b>M5HVE-19-06-05</b>	<b>Cape Coral Police Department</b>	<b>Cape Coral Impaired Driving Enforcement and Education</b>	<b>\$38,000</b>
<b>Project Activities:</b>	<p>The Cape Coral Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. Cape Coral PD conducted 11 high visibility enforcement operations, 9 saturation patrols, and 426 traffic stops this subgrant period. The additional enforcement resulted in 37 arrests with 28 being DUI related arrests, 197 citations issued (92 Speed, 3 Safety Belt, 47 Moving, 35 Non-Moving, and 26 Criminal), and 277 warnings issued. Over the Fiscal Years from 2016-2018, the average number of impaired driving fatalities and serious bodily injury crashes was 14. In Fiscal Year 2019, there were six impaired driving fatalities. This is a 43% decrease compared to the previous three-year average. However, there was an 18% increase in total DUI arrests from Fiscal Year 2018 to Fiscal Year 2019.</p> <p>Cape Coral PD presented an anti-DUI presentation to 635 high students during the week leading up to prom night and handed out 600 DUI prevention information pamphlets at a bike night event sponsored by City of Cape Coral Parks and Recreation Department.</p> <p>Throughout the subgrant period, Cape Coral PD shared impaired driving information and education to the public through press releases to the media, their agency's social media accounts, on Cape TV, and electronic billboards.</p>		
<b>Expenditures:</b>	<b>\$38,000</b>		


<b>M5HVE-19-06-06</b>	<b>Marianna Police Department</b>	<b>Operation Sober City</b>	<b>\$17,000</b>
<b>Project Activities:</b>	The Marianna Police Department (PD) was awarded a subgrant for enforcement overtime and equipment used in DUI investigations. Marianna PD was affected by Hurricane Michael and the associated recovery efforts. After several months, Marianna PD was able to get back close to normal. However, the Marianna Police Department continued to face challenges from the storm. Throughout the year, Marianna PD conducted 18 enforcement operations looking for impaired drivers and purchased a Watchguard camera system used to assist in their countywide enforcement.		
<b>Expenditures:</b>	<b>\$15,605</b>		
<b>M5HVE-19-06-07</b>	<b>City of Miami Police Department</b>	<b>FY2019 Miami DUI Checkpoint and Saturation Patrol Overtime Project</b>	<b>\$80,000</b>
<b>Project Activities:</b>	The City of Miami Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. The Miami PD conducted 40 DUI Saturation Patrol Operations and 1 checkpoint during the subgrant period, making 27 DUI-related arrests, and issuing 285 safety belt citations, and 1,061 speeding citations.		
<b>Expenditures:</b>	<b>\$73,084</b>		
<b>M5HVE-19-06-08</b>	<b>Ocala Police Department</b>	<b>Ocala Police Department DUI Suppression and Impaired Driving Program</b>	<b>\$25,000</b>
<b>Project Activities:</b>	During the subgrant period Ocala Police Department (PD) conducted 20 operations totaling 86 hours of subgrant funded enforcement activity. During those operations, 67 citations were written, which includes 46 speeding related, 2 safety belts, and 3 arrests for DUI.  Ocala PD also conducted four educational outreach events to include, a combined car seat-car fit, motorcycle safety, and DUI education at Dunnellon Public Library and at the Ocala Public Library.		
<b>Expenditures:</b>	<b>\$4,662</b>		

M5HVE-19-06-09	Pensacola Police Department	Continuation of DUI Enforcement Grant	\$45,000
Project Activities:	<p>The Pensacola Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During FY2019 subgrant period, the Pensacola PD arrested 380 drivers for impaired driving, issued 8,417 citations to drivers, investigated a total of 2,838 traffic crashes, and investigated a total of 10 traffic fatality crashes. In total, over a three-year span (2016-2018) Pensacola PD's impaired driving arrests have increased by 73%, and traffic enforcement efforts increased by 15%.</p> <p>Pensacola PD completed conducted 90 high visibility enforcement operations during the FY2019 subgrant period in conjunction with surrounding law enforcement agencies that targeted impaired driving, increased law enforcement visibility, increased contact opportunities to educate the public, and conducted/participated in sobriety checkpoints. This included a Comprehensive Roadside Safety Checkpoint on December 14, 2018 and on May 24, 2019, both conducted with multiple law enforcement agencies and located within the city limits, and an additional one on August 31, 2019, with the participation of local and state law enforcement agencies. Additionally, local media outlets were informed about all sobriety checkpoints to increase education and deter impaired driving. During those operations 179 speed citations were issued, 9 safety belt citations were issued, and 30 arrests for DUI were made.</p> <p>The Pensacola PD also used subgrant funding to purchase an Intoxilyzer 8000 breath testing instrument and to purchase video recording equipment to mount in a newly constructed breath testing room. The breath testing room, purchase of the Intoxilyzer instrument, and video recording equipment were all significant objective the Pensacola Police Department wanted to meet.</p> <p>They also participated in the NHTSA's national law enforcement mobilization Drive Sober or Get Pulled Over impaired driving campaigns on their agency's social media accounts and conducted many community outreach events to educate the public on distracted and impaired driving. The education events occurred at schools and businesses within Escambia County and Santa Rosa County.</p>		
Expenditures:	\$31,687		





<b>M5HVE-19-06-10</b>	<b>Fort Myers Police Department</b>	<b>Fort Myers DUI Impaired Driving Enforcement</b>	<b>\$50,000</b>
<b>Project Activities:</b>	The Fort Myers Police Department (PD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing during FY2019. These operations included DUI Saturation Patrols and DUI checkpoints. DUI Checkpoint operations are worked in conjunction with Lee County Sheriff's Police and the Cape Coral Traffic Unit. Fort Myers PD made 73 traffic stops, leading to 15 warnings and 62 citations being issued. Of the 62 citations issued, 19 DUI arrests were made, and 17 speeding and 3 safety belt citations were issued.		
<b>Expenditures:</b>	<b>\$17,309</b>		
<b>M5HVE-19-06-11</b>	<b>Hillsborough County Sheriff's Office</b>	<b>Operation Trident: Outreach, Education and Enforcement Impaired Driving Safety Program</b>	<b>\$125,000</b>
<b>Project Activities:</b>	<p>The Hillsborough County Sheriff's Office (HCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. In total 67 safety belt citations, 52 DUI arrests, and 230 speeding citations were issued.</p> <p>The HCSO conducted 13 saturation patrols and 106 heightened patrols. HCSO also conducted 757 compliance checks. The businesses that were found not in compliance resulted in the arrest of the person who sold the alcoholic beverage to the underage investigative aid.</p> <p>There was a 3% decrease in impaired driving crashes during this subgrant period, from FY 2016-2017 with 690 to FY 2018-2019 with 678.</p>		
<b>Expenditures:</b>	<b>\$125,000</b>		
<b>M5HVE-19-06-12</b>	<b>Lee County Sheriff's Office</b>	<b>Impaired Driving Enforcement and Education Program</b>	<b>\$33,000</b>
<b>Project Activities:</b>	<p>The Lee County Sheriff's Office (CSO) was awarded a subgrant to conduct impaired driving enforcement saturation patrols and DUI checkpoints. In total 16 safety belt citations, 13 DUI arrests, and 124 speeding citations were issued.</p> <p>Lee CSO also conducted 12 educational presentations to young driver's programs, attended 17 traffic safety related meetings, and used their social media accounts to disseminate impaired driving related traffic safety messages to the public.</p>		
<b>Expenditures:</b>	<b>\$29,280</b>		

<b>M5HVE-19-06-13</b>	<b>Palm Beach County Sheriff's Office</b>	<b>Palm Beach County Impaired Driving Initiative</b>	<b>\$150,000</b>
<b>Project Activities:</b>	<p>The Palm Beach County Sheriff's Office (PBSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. During the grant period, PBSO conducted 46 operations which resulted in 30 safety belt citations, 58 DUI arrests, and 539 speed citations.</p> <p>PBSO's also provided impaired driving outreach and education informally during traffic stops and formally through Victim Impact Panel participation at MADD events, Traffic Safety Fairs, Hispanic Citizen's Police Academy, at multiple Community High School events, through media advisories issued, and a social media Instagram campaign.</p>		
<b>Expenditures:</b>	<b>\$150,000</b>		
<b>M5HVE-19-06-14</b>	<b>Santa Rosa Sheriff's Office</b>	<b>Impaired Driving DUI's - A Problem That Affects Us All</b>	<b>\$50,000</b>
<b>Project Activities:</b>	<p>The Santa Rosa County Sheriff's Office (CSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. They worked a total of 1,095.5 hours, making 843 contacts, which resulted in 64 DUI arrests and 210 speeding citations.</p> <p>Along with the Drive Sober or Get Pulled Over Campaign, Santa Rosa CSO also hosted 12 Teen Driver Challenge Courses to area teens.</p>		
			
<b>Expenditures:</b>	<b>\$43,489</b>		
<b>M5HVE-19-06-15</b>	<b>Suwannee County Sheriff's Office</b>	<b>Operation Sober Suwannee</b>	<b>\$20,000</b>
<b>Project Activities:</b>	<p>The Suwannee County Sheriff Office (SCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. SCSO conducted a total of 28 enforcement details as part of the SCSO Operation Sober Suwannee Campaign. The operations were conducted in all areas of the Suwannee County and at differing times to address the various issues we have regarding impaired drivers. During FY2019 SCSO conducted 111 traffic stops, issued 22 citations, 92 warnings, made 11 arrests, with 3 of them being DUI arrests.</p>		
<b>Expenditures:</b>	<b>\$6,076</b>		

<b>M5HVE-19-06-16</b>	<b>Taylor County Sheriff's Office</b>	<b>Impaired Driving Program</b>	<b>\$31,000</b>
<b>Project Activities:</b>	<p>The Taylor County Sheriff Office (TCSO) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing. After obtaining the subgrant TCSO was able to purchase two (2) in-car video cameras to be used to assist in their countywide enforcement.</p> <p>TCSO conducted a total of 63 details, which relates to 405.50 hours, issued 148 Uniform Traffic Citations, issued 378 written warnings, and made 9 arrests. With FDOT subgrant funding, in total, TCSO conducted approximately 1,377 traffic stops conducted and over 1,400 face-to-face contacts with both driver and vehicle occupants were educational outreach facilitated through the distribution of educational materials.</p>		
<b>Expenditures:</b>	<b>\$25,622</b>		
<b>M5HVE-19-06-17</b>	<b>Miami Beach Police Department</b>	<b>Miami Beach Police Department Impaired Driving Initiative</b>	<b>\$40,000</b>
<b>Project Activities:</b>	<p>The Miami Beach Police Department (MBPD) was awarded a subgrant to conduct impaired driving enforcement using overtime staffing and ultimately conducted a total of 23 operations.</p> <p>In total, MBPD made 408 contacts and issued 138 total moving violation citations, including 18 DUI arrests, 81 speeding citations, and 13 safety belt citations.</p>		
<b>Expenditures:</b>	<b>\$35,594</b>		
<b>M5HVE-19-06-18</b>	<b>Miami Beach Gardens Police Department</b>	<b>Miami Gardens Police Department Impaired Driving Initiative</b>	<b>\$40,000</b>
<b>Project Activities:</b>	<p>This project was added to the FY2019 HSP in Amendment 1. The Miami Gardens Police Department elected to withdraw its request for funding for this enforcement priority in FY2019.</p>		
<b>Expenditures:</b>	<b>\$0</b>		

# Motorcycle Safety

More Floridians ride motorcycles than ever before, with riders coming from every age and demographic group. Florida's sunny weather, beautiful beaches, and scenic highways make it a popular place for motorcycle enthusiasts. Higher gas prices and reduced parking continue to make motorcycles and scooters a more attractive transportation choice.

Motorcyclists, including motor scooter riders, represent seven percent of licensed drivers, three percent of registered motor vehicles, and less than one percent of traffic on Florida's roadways, yet represented 18 percent of Florida's traffic fatalities and 12 percent of serious injuries during the last five years.

The Motorcycle Safety Program targets the reduction of serious injuries and fatalities involving motorcycle riders. FDOT's Motorcycle Safety Program provides education and support for motorcycle riders, trainers, sponsors, local government, law enforcement agencies, and emergency services throughout the state.

## STRATEGIES

- Improve the skill levels of motorcyclists through increased participation in rider education programs and proper license endorsements
- Promote the safe operation of motorcycles, including sharing the road, responsible riding, and the use of proper safety gear
- Consider the unique vulnerabilities and characteristics of motorcyclists when designing and improving transportation infrastructure

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Alcohol-Impaired Motorcyclists: Communications and Outreach* (CTW: Chapter 5, Pages 15-16)
- *Communications and Outreach* (CTW: Chapter 5, Pages 22-24)
- *Motorcycle Rider Licensing and Training* (CTW: Chapter 5, Pages 17-21)

**Project Name:** Florida’s Comprehensive Motorcycle Safety Program

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** MC-19-10-01

**Funding Source:** 402

**Project Description:** The University of South Florida’s Center for Urban Transportation Research (CUTR) will continue to coordinate and implement Florida’s Motorcycle Safety Strategic Plan to “identify critical issues, establish achievable performance indicators, and evaluate the effectiveness of all motorcycle safety programs comprehensively.” CUTR concentrates most of its efforts on the ten counties with the highest number of motorcycle fatalities: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia. However, the goal is to support all motorcycle activities across the state. To help reduce crashes, CUTR will continue a pilot project in Hillsborough and Pinellas Counties to improve awareness of the danger of riding impaired, the importance of conspicuity and helmet use, controlled riding, and the promotion of rider endorsement and lifelong learning.



**Budget:** \$500,000

**Project Activities:** The University of South Florida Center for Urban Transportation and Research (CUTR) is responsible for the Implementation of Florida’s Motorcycle Strategic Safety Plan (MSSP) and to support the functions of Florida’s Motorcycle Safety Coalition. Motorcycle crashes pose a serious concern because of the health, economic, and social issues they raise.

This statewide program is designed to coordinate and implement Florida’s Motorcycle Safety Strategic Plan utilizing the business plan to identify critical issues, establish achievable performance indicators, and evaluate the effectiveness of all motorcycle safety programs comprehensively. Throughout FY2019, almost all strategies in the MSSP Business Plan were discussed and implemented. The following summarizes many of the strategies that were implemented during the subgrant cycle: There were three Motorcycle Coalition meetings held during the 2019 grant cycle. At these meetings, the business plan was updated based on the motorcycle safety program

technical assessment final report done in May of 2014 and in break-out group discussions during the meetings. The meetings were held, February 2019, May 2019, and August 2019. A variety of data (including crash data) was collected and analyzed to develop meaningful messages and countermeasures. A meeting was held with FLDHSMV to discuss potential tasks to improve Florida motorcycle training and licensing. A comprehensive bench guide was designed and updated to assist traffic magistrates. A legislative packet containing motorcycle safety issues was developed and put on ridesmartflorida website for interested parties to access. Traffic light timing issues were discussed and researched with FDOT engineers to explore solutions to the problem. Sixteen outreach activities were conducted in 11 Florida counties. The program area also continues to work on developing messaging that will make a difference.

Beyond CUTR’s annual outreach plan, the team promoted “May is Motorcycle Safety Month” with two promotions—the “#Look4me123” hashtag on social media and a pilot project urging riders to sign up for additional “advanced” rider training called “Endorsement & Beyond”. This pilot program served to offer advanced rider training courses at MSF-certified schools in targeted Florida hotspots.

**Expenditures: \$443,701**



---

**Project Name:** Motorcycle Program Evaluation and Data Collection

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** MC-19-10-02

**Funding Source:** 402

**Project Description:** The University of South Florida’s Center for Urban Transportation Research (CUTR) will continue to conduct behavioral and statistical studies of motorcyclists “to determine the effect of funded grant projects on reducing motorcycle crashes, injuries and fatalities.” CUTR will also conduct a survey of riders to determine the effectiveness of the comprehensive motorcycle safety program and Florida’s rider training program.

**Budget:** **\$110,000**

**Project Activities:** The University of South Florida Center for Urban Transportation and Research (CUTR) was awarded funds to measure the effectiveness of motorcycle safety programs in Florida and to collect data that assists in providing information to enhance motorcycle safety. A web-based survey with a mixed sampling approach was adopted to conduct the 2019 Florida Motorcyclist Survey. A survey website ([www.mipiusf.org](http://www.mipiusf.org)) was developed, and the link was distributed in an invitation postcard that was sent to a total of 30,000 selected addresses in Florida. The survey was also advertised on Facebook to target riders under age 50. The survey is a valuable resource for improving the overall understanding of Florida motorcyclist attitudes and behaviors and acts as a tool for monitoring the progress of Florida motorcycle safety programs.

No financial incentive was offered for responding, and a total of 1,700 survey responses were collected. According to the survey, the number of respondents who had completed motorcycle training to obtain their motorcycle endorsement was 68%, 30.3% did not take a formal training course, and 1.2% did not have their endorsement at the time of the survey. During the last 12 months only 7.3% of riders attended formal training other than the Basic Rider Course.

Helmet use was relatively positive, even though 87.1% of the respondents felt wearing a helmet was important, only 65% of respondents stated that they always wore a helmet when riding a motorcycle. For personal protective gear worn by motorcyclists 51% stated they were very unlikely to ride a motorcycle without proper gear and 30.6% stated they were very likely to choose light or reflective riding gear.

Most participants recognized that riding a motorcycle involves a higher risk compared to driving a car in their city or town. And 74.8% of respondents statewide said inattentive/reckless/and distracted driving was the most dangerous condition.

Regardless of age, most respondents indicated a low likelihood of engaging in risky behavior other than excessive speeding. Most of the study population (67.6%) indicated they were very likely to encourage peers to not drink and ride. Similarly, 74% of all respondents stated it was “very unlikely” that they would ride a motorcycle after drinking a few beers. Rider attitudes towards motorcycle safety gear were not as strong, with 50.1% stating that they were “very unlikely” to ride a motorcycle without proper gear and only 30.6% stating they were “very likely” to choose light or reflective riding gear.

In a sample population of all ages, 55.9% used Facebook on a daily basis, followed by YouTube at 34.1% and Instagram at 16.6%. As a general rule, younger participants were more frequent users of social media sites compared to older riders. All three age groups indicated that social media or email were the top two ways to reach them with motorcycle safety information, however there were notable differences between different age groups. Social network websites were preferred ways to reach the riders under the age of 50, while participants age 50 and older indicated that email was the best way to reach them.

**Expenditures: \$77,262**



---

<b>Project Name:</b>	Motorcycle Education and Injury Prevention in Trauma Centers
<b>Implementing Agency:</b>	University of Miami
<b>Project Number:</b>	MC-19-10-03
<b>Funding Source:</b>	402
<b>Project Description:</b>	The University of Miami will continue the central/south Florida trauma initiative to conduct injury prevention and education programs in at least three Florida trauma centers. These programs will offer safety-related educational programs for multidisciplinary teams of EMS and other pre-hospital personnel, trauma surgeons, emergency medical physicians, consulting physicians, nurses, and ancillary staff who will assist in providing safety information directly to motorcycle crash victims and their families. Injury and prevention education for medical personnel will be concentrated in but not limited to the five counties with the greatest number of motorcycle fatalities (Broward, Hillsborough, Miami-Dade, Orange, and Pinellas). By implementing more effective response protocols, and educating motorcyclists involved in crashes on the methods of reducing risks on the roadways, this project expects to reduce motorcycle-involved fatalities and serious injuries. The program will also study motorcyclists' alcohol, drug and medication use patterns from crash victims to develop informational material to help reduce recidivism by providing this information to crash victims as a preventative measure.
<b>Budget:</b>	<b>\$230,000</b>
<b>Project Activities:</b>	Funds were awarded to The University of Miami Miller School of Medicine for the Survive the Ride program. This program conducted injury prevention and education programs in level one and level two Trauma Centers. These programs offered educational programs for multidisciplinary teams of EMS and other pre-hospital personnel, trauma surgeons, emergency medical physicians, consulting physicians, nurses, and ancillary staff to better identify trauma injuries in motorcycle crash victims so they might better treat them and prevent fatalities. During the FY2019

subgrant cycle the program completed EMS “Survive the Ride” training in Miami Dade and Broward County resulting in a total of 177 pre-hospital staff trained. The program is also available to pre-hospital staff throughout the state in an interactive computed based training with the pre-and post-survey, with an updated presentation that includes voice-overs and space to include program feedback. The program also modified and expanded their training to law enforcement officers and trained an additional 121 first responders in Miami Dade county.

Out of the 200 motorcycle patients during the year, 20 patients agreed to a survey and 3 months follow up phone call. For those who provided valid contact information, only 5 patients out of 20 completed the follow up interviews.

Patient data was gathered to better understand motorcycle and scooter crashes and the factors that may contribute to them. The program is committed to the implementation of different levels of prevention strategies, in order to mitigate mortality and morbidity for motorcycle and scooter crash victims.

**Expenditures: \$160,267**



---

**Project Name:** Safe Motorcycle and Rider Techniques (SMART)  
**Implementing Agency:** Osceola County Sheriff's Office

**Project Number:** MC-19-10-04  
**Funding Source:** 402

**Project Description:** The Osceola County Sheriff's Office will continue offering the Safe Motorcycle and Rider Techniques (SMART) training program based on skill sets addressed in the Basic Police Motorcycle Operators Course. The course will be offered to the public (not only Osceola County residents) free of charge to improve riding skills. Osceola County borders Orange County, which is one of the top five counties in Florida for motorcycle fatalities. After completing this program, riders will be better able to avoid crashes, reducing motorcycle fatalities and serious injuries in Osceola, Orange, and other neighboring counties. Reductions in these counties will also contribute to a significant reduction in overall motorcycle fatalities in Florida. The Osceola County Sheriff's Office will also conduct monthly motorcycle enforcement operations targeting unsafe riding behaviors in the City of Kissimmee, as one of the largest contributing cities to the total motorcycle fatalities in the Osceola County area.

**Budget:** **\$70,000**

**Project Activities:** Funds were awarded to the Osceola County Sheriff's Office for motorcycle training as well as motorcycle enforcement. This training was offered free to riders monthly and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There were 10 courses conducted during the FY2019 subgrant cycle with 151 riders completing the course. The enforcement operations yielded 25 citations and 7 traffic arrests including 1 DUI arrest.

**Expenditures:** **\$49,392**

---

**Project Name:** Preventing Street Racing Through Legal Alternatives

**Implementing Agency:** Florida State University Police Department

**Project Number:** MC-19-10-05

**Funding Source:** 402

**Project Description:** The Florida State University Police Department will continue to use its motorsports team to educate sport bike riders at amateur level sanctioned motorsports events in Florida on the dangers of street racing. Track Day training is also offered and it is intended to increase the technical skills, confidence and respect in riders who would otherwise be engaging in risky street racing and stunting. This program allows experienced instructors to demonstrate and train on the dangers of exceeding the limitations of sport bikes on roadways, and the advantages of moving into a high-performance environment.

**Budget:** **\$75,000**

**Project Activities:** A subgrant was awarded to Florida State University (FSU) police department for a project to educate sport bike riders across the state about the dangers of illegal street racing. It is hoped the number of riders stunting and racing on the roadway will decrease, by providing riders the opportunity to train on a race track in a controlled environment.

This year FSU participated in numerous different types of events with the Motorsports Team: The team hosted 6 track days this year training 44 riders, many of which have attended track days on their own after graduating from the program and no longer race on the street; The Team partnered with University of Central Florida “Knight Riders” motorcycle club and SouthernTrackDays.com at 5 other Track day events, training an additional 130 riders. They also attended 6 outreach events and bike nights to educate sport bike riders about their program and safe riding habits.

**Expenditures:** **\$73,236**

---

**Project Name:** City of Gainesville Motorcycle/Scooter Safety and Education Program

**Implementing Agency:** Gainesville Police Department

**Project Number:** MC-19-10-06

**Funding Source:** 402

**Project Description:** The Gainesville Police Department will offer the Safe Motorcycle and Rider Training Techniques (SMART) training program based on skill sets addressed in the Basic Police Motorcycle Operators Course, at no cost to the public to help them improve riding skills and avoid crashes. Along with training, the Gainesville Police Department will also conduct monthly motorcycle/scooter enforcement operations targeting unsafe riding behaviors.

**Budget:** \$60,000

**Project Activities:** Funds were awarded to the Gainesville Police Department for motorcycle training offered to the Public as well as motorcycle/scooter enforcement. This training was offered free to riders monthly and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There were 10 courses conducted during the FY2019 subgrant cycle with 118 riders completing the course. There were 45 enforcement operations held yielding 361 contacts, 46 citations and 514 warnings for motorcycle/scooter violations. Educational materials were distributed during all enforcement operations.

**Expenditures:** \$27,648

---

**Project Name:** Safe Motorcycle and Rider Techniques (SMART)

**Implementing Agency:** Florida State University Police Department

**Project Number:** MC-19-10-07

**Funding Source:** 402

**Project Description:** The Florida State Police Department will offer the Safe Motorcycle and Rider Training Techniques (SMART) training program in the Tallahassee Florida Panhandle area. The training is based on skill sets addressed in the Basic Police Motorcycle Operators Course, at no cost to the public to help them improve riding skills and avoid crashes. After completing this program, riders will be better able to avoid crashes, therefore reducing motorcycle fatalities and serious injuries.

**Budget:** \$30,000

**Project Activities:** Funds were awarded to Florida State University Police Department for motorcycle training offered to the public. This training was free to riders and consisted of training skills addressed in the Basic Police Motorcycle Operators Course. These skills were meant to improve the riding skills of the average rider in hopes to make them better equipped to avoid crashes. There were 8 courses conducted during the FY2019 subgrant cycle with a total of 19 riders completing the course. The Florida State University Police Department started the subgrant late in the year and some local weather issues played a role in the lower than expected number of participants.

**Expenditures:** \$2,688

---

**Project Name:** Motorcycle Awareness Survey

**Implementing Agency:** Institute of Police Technology and Management

**Project Number:** MC-19-10-08

**Funding Source:** 402

**Project Description:** The University of North Florida will conduct a motorcycle awareness study to help evaluate the effectiveness of

Florida’s Motorcycle Safety Media efforts. The data collected will help improve Florida’s future motorcycle safety media efforts by letting us know things like where the message is being heard, what types of media are most recognized, and rider attitudes.

**Budget:** \$60,000

**Project Activities:** Funds were awarded to the University of North Florida Institute of Police Technology Management to conduct a motorcycle safety message awareness survey. The survey took place during July 2019 and focused on the top 10 counties in Florida for motorcyclist fatalities (Brevard, Broward, Duval, Hillsborough, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, and Volusia). There were 1,564 completed survey responses collected from the 10 counties which consisted of 547 motorcyclists and 1,016 non-motorcyclists. The survey found that motorcyclists (83% were more likely to have heard of the “Watch for Motorcycles” safety message than non-motorcyclists (56%) and both motorcyclists and non-motorcyclists were more likely to see the “Watch for Motorcycles” safety message on bumper stickers than any other advertising platform with outdoor billboards being the second most seen media.

**Expenditures:** \$60,000



**Project Name:** Motorcycle and Scooter Enforcement and Education

**Implementing Agency:** (see below)

**Project Number:** (see below)

**Funding Source:** 402


**Project Description:** The following agencies received funding to conduct a data-driven educational and high visibility enforcement program targeting unsafe motorcycle and scooter operation as well as unendorsed riders in areas vulnerable to motorcycle and scooter crashes, and currently rank in the top 25% of the FY2019 Highway Safety Matrix. The funds will consist of overtime salaries and benefits. The FDOT State Safety Office will continuously monitor enforcement activities as well as offer technical support to ensure the success of each program and to make sure agencies are complying with federal guidelines that prohibit conducting any checkpoints that target motorcycles for helmet use.

**Budget:** \$439,000

Project Number	Implementing Agency	Project Name	Budget
MC-19-10-09	Miami Beach Police Department	Motorcycle Safety Campaign	\$75,000
<b>Project Activities:</b>	Funds were awarded to Miami Beach Police Department and they conducted 39 enforcement operations that yielded 2 felony arrests, 127 criminal citations, 46 motorcycle endorsement citation/arrests, 938 motorcycle citations, and 52 vehicle-motorcycle awareness citations. Officers also distributed 656 motorcycle violation checklist tip cards educating riders on Florida's motorcycle laws. Motorcycle/Scooter crashes decreased this year to 218 which is a 12% decrease from 2017-2018 crash numbers of 248.		
<b>Expenditures:</b>	\$74,856		
MC-19-10-10	Hillsborough County Sheriff's Office	Triple L: Listen, Learn and Live Motorcycle Education and Safety Program	\$80,000
<b>Project Activities:</b>	Funds were awarded to Hillsborough County Sheriff's Office for motorcycle enforcement and educational efforts. The department conducted 78 motorcycle enforcement operations yielding 767 traffic stops, 88 criminal citations, 60 motorcycle endorsement citations/arrests, and 24 moving citations. Deputies also distributed 1,188 motorcycle violations checklist tip cards educating riders on		



	Florida's motorcycle laws. Deputies attended 10 educational and outreach activities though out Hillsborough County and made personal contact with approximately 9,345 members of the motorcycle community educating them on motorcycle safety. Deputies also presented at 8 area high schools where a total of 1,020 students attended.		
<b>Expenditures:</b>	<b>\$80,000</b>		
<b>MC-19-10-11</b>	<b>Broward County Sheriff's Office</b>	<b>Broward Motorcycle Safety Enforcement Program</b>	<b>\$80,000</b>
<b>Project Activities:</b>	Funds were awarded to Broward County Sheriff's office for motorcycle enforcement and educational efforts. The department conducted 26 motorcycle enforcement operations throughout the FY2019 subgrant cycle yielding 678 warnings, 50 speeding citations, 43 safety belt citations, 185 moving violations, 54 arrests, and 48 motorcycles impounded for criminal violations. Educational materials were distributed during all enforcement operations.		
<b>Expenditures:</b>	<b>\$79,890</b>		
<b>MC-19-10-12</b>	<b>Key West Police Department</b>	<b>No More Speeding Safe Streets Motorcycle/Scooter Educational and Enforcement Campaign"</b>	<b>\$50,000</b>
<b>Project Activities:</b>	Funds were awarded to Key West Police Department for motorcycle/scooter enforcement and educational efforts. The department conducted 164 motorcycle/scooter enforcement operations throughout the FY2019 subgrant cycle yielding 915 contacts, 283 citations (39 criminal violations and 10 for no helmet), and 724 warnings. Educational materials were also distributed during the enforcement operations and social media was utilized to educate the public on motorcycle/scooter safety.		
<b>Expenditures:</b>	<b>\$49,825</b>		
<b>MC-19-10-13</b>	<b>Miami-Dade Police Department</b>	<b>Specialized Enforcement Operations Targeting Motorcycle Safety</b>	<b>\$100,000</b>
<b>Project Activities:</b>	Funds were awarded to Miami Dade Police Department for motorcycle enforcement and educational efforts. The department conducted 18 extra enforcement operations which resulted in 17 arrests, 656 citations, and 250 warnings. These arrests, citations, and warnings were for both motorcyclists and motorists. There was a total of 226 motorcyclists stopped during these operations and motorcycle safety information was provided to everyone stopped. The department also participated in a joint agency safety event in May for motorcycle safety month to educate motorcyclists and other motorists on motorcycle safety.		
<b>Expenditures:</b>	<b>\$85,000</b>		

MC-19-10-14	Ocala Police Department	Ocala Police Department Motorcycle Safety Program	\$24,000
<b>Project Activities:</b>	<p>Funds were awarded to Ocala Police Department for motorcycle enforcement and educational efforts. The department conducted 79 extra enforcement operations which yielded 25 arrests and 246 citations. There was a total of 65 motorcycles stopped during the operations. Four outreach events were also conducted where motorcycle safety materials were distributed along with motorcycle safety social media posts being posted monthly to educate the public.</p> <div data-bbox="656 512 1284 1180" style="border: 1px solid #ccc; padding: 10px; margin: 10px 0;">  </div>		
<b>Expenditures:</b>	\$23,591		
MC-19-10-15	Volusia County Sheriff's Office	Motorcycle Safety Grant	\$30,000
<b>Project Activities:</b>	<p>Funds were awarded to Volusia County Sheriff's Office for motorcycle enforcement and educational efforts. The department conducted 71 extra enforcement operations which yielded 1,210 traffic stops, 36 arrests including 2 for DUI, and 10 motorcycle endorsement violations. There were also 375 warnings issued and 1,113 motorcycle safety educational materials distributed. Volusia County Sheriff's office also posted 12 motorcycle safety social media posts and attended 64 community outreach events to educate the public.</p>		
<b>Expenditures:</b>	\$27,500		

# Occupant Protection

NHTSA estimates that safety belts saved an estimated 14,996 lives in the United States in 2016. An additional 2,456 lives would have been saved in 2016 if all unrestrained passenger vehicle occupants 5 and older involved in fatal crashes had worn their safety belts. Safety belts and age-appropriate child safety seats, when used properly, keep vehicle occupants in their seats during a crash and spread the crash forces across the stronger parts of the body, which helps to prevent deaths and serious injuries. In Florida in 2015, unrestrained occupants represented 44 percent of all fatalities.

The goal of Florida's Occupant Protection and Child Passenger Safety Program is to increase and improve the use of age-appropriate safety restraints to reduce traffic fatalities and serious injuries. Progress toward this goal will occur through projects such as the Florida Occupant Protection Resource Center that encourages proper use of occupant restraints and provides occupant protection training, education, and resources for motorists and passengers of all ages. The Occupant Protection Coalition will develop materials and programs to encourage the use of safety belts among Florida's high-risk groups (18-34 year old males, minorities, and pickup truck drivers).

Active recruitment and training of certified child passenger safety technicians and instructors is also a priority in Florida. Serving the state's youngest citizens, certified technicians are working at a network of child restraint inspection stations across Florida to educate parents, caregivers and others about child-appropriate occupant restraint systems.

The FDOT State Safety Office also supports state and local high visibility enforcement activities that address safety belt use and child restraint laws during day and nighttime hours. Statewide law enforcement participation in the national *Click It or Ticket* mobilization is another priority that contributes to Florida's improving safety belt use rate.

## STRATEGIES

- Enforce occupant protection use laws, regulations, and policies to provide clear guidance to the public concerning motor vehicle occupant protection systems, including those aimed at children
- Determine which population groups are at highest risk for not wearing safety belts, and develop culturally relevant public education and outreach to increase awareness of the benefits of safety belt use among these groups
- Develop and implement programs that use the media, including social media, to improve public awareness of the importance of safety belts

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Seat Belt Law Enforcement* (CTW: Chapter 2, Pages 15-19)
- *Child Restraint/Booster Seat Law Enforcement* (CTW: Chapter 2, Pages 26-27)
- *Other Strategies* (CTW: Chapter 2, Pages 32-34)

---

<b>Project Name:</b>	Florida's Occupant Protection Coalition
<b>Implementing Agency:</b>	<del>Florida Transportation Technology Transfer (T2) Center</del> University of Florida
<b>Project Number:</b>	OP-19-02-01
<b>Funding Source:</b>	402
<b>Project Description:</b>	The University of Florida's Florida Transportation Technology Transfer (T2) Center will continue to provide support for the Florida Occupant Protection Coalition and the statewide Occupant Protection Strategic Plan by managing all the related administrative tasks such as preparing and reimbursing travel, planning for meetings, and maintaining and monitoring the strategic plan implementation.
<b>Budget:</b>	<b>\$106,000</b>
<b>Project Activities:</b>	<p>The University of Florida's Transportation Technology Transfer Center received a subgrant to assist the FDOT State Safety Office in planning, scheduling, and providing administrative and technical support for the Florida Occupant Protection Coalition (FOPC).</p> <p>The FOPC is a priority recommendation of the 2016 Florida Occupant Protection Program Assessment. The purpose of the coalition is to develop and implement a statewide Occupant Protection Strategic Plan, provide consistent, current information and resources to regional and community advocates; obtain and share best practices; actively support occupant protection-related mobilizations and campaigns; and provide feedback to the State Safety Office of concerns at the local level and emerging issues.</p>

Cambridge Systematics Inc. facilitated the coalition meetings and updated the Florida Occupant Protection Strategic Action Plan. Four meetings were scheduled in the FY2019 subgrant year: November 28–29, 2018, March 13–14, 2018, May 22-23, 2019 and August 14-15, 2019. The November meeting was cancelled due to travel restrictions following Hurricane Michael in October 2019.

Action plan tasks were divided in subgroups of law enforcement, child passenger safety, and education, communication and outreach tasks. During the March, May, and August meetings, coalition subgroups worked to complete objectives and action steps identified in the plan and reported on progress toward completing these goals. In FY2019 a total of 18 action steps were completed. Work on the remaining action steps are in various stages of completion and will continue in FY2020.

Presentations by coalition members were also provided during each meeting. Topics included: Florida’s statewide child passenger safety and safety belt observational survey results; Click It Or Ticket awareness survey results and paid media updates; a law enforcement survey; and the Special Needs Training Program.

**Expenditures:**            **\$80,730**

---



**Project Name:** Florida's Occupant Protection Resource Center

**Implementing Agency:** ~~Florida Transportation Technology Transfer (T2) Center~~  
University of Florida

**Project Number:** M2X-19-20-01

**Funding Source:** 405(b)

**Project Description:** The University of Florida's Florida Transportation Technology Transfer (T2) Center oversees the daily operations of the Florida Occupant Protection Resource Center. The Occupant Protection Resource Center serves the entire state as a one-stop-shop for public information and educational materials, child safety seats, training opportunities, and links to other occupant protection resources. This project has three goals: to promote the use of child restraints, to develop and implement a plan that provides inspection clinics and stations that meet the NHTSA 405(b) minimum criteria, and to provide appropriate training to occupant protection professionals and law enforcement officers who deliver programs for parents and caregivers and who enforce occupant protection laws. No more than a total of \$83,000 (5% of the FY2018 405(b) allocation) will be spent on the purchase of child safety seats.

**Budget:** \$433,000

**Project Activities:** 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 and provided additional educational support and scholarships for Florida's Child Passenger Safety (CPS) technicians and instructors.

In FY2019, 1 new physical resource and 4 new electronic resources were added to the materials available on the OPRC website. A total of 55,133 physical resources were provided to occupant protection advocates statewide and an additional 45,023 electronic resources were downloaded. In total, 1,191 car seats were shipped to CPS technicians for distribution to low-income families who could not afford to purchase a child safety seat. An additional 13 special needs seats and parts were

purchased for use in the Special Needs Occupant Protection program by participating hospitals.

All personnel who distribute child safety seats provided by the Florida OPRC are required to hold certification through the Safe Kids/National Highway Traffic Safety Administration Child Passenger Safety (CPS) program. Statewide, the Florida CPS program has 86 certified instructors and 1,405 certified technicians. In FY2019, 24 stipends were awarded to CPS instructors to teach the CPS technician course or recertification course, 9 of these were for courses taught in focus counties that have less than 5 CPS techs per 100,000 population. A total of 328 scholarships were awarded to cover National certification and recertification fees, 104 of these were for CPS professionals in focus counties.

In an effort to provide additional training for CPS technicians and instructors interested in learning more about transporting children with special healthcare needs, and to improve Florida's CPS professional attrition rate, the OPRC helped facilitate the *Safe Travel for All Children (STAC) Transporting Children with Special Health Care Needs* two-day training course. Twenty CPS professionals attended the course which resulted in one instructor receiving their STAC national certification.

**Expenditures:            \$339,334**



**Project Name:** Statewide Safety Belt and Child Passenger Safety Surveys

**Implementing Agency:** Institute of Police Technology and Management

**Project Number:** M2X-19-20-02

**Funding Source:** 405(b)

**Project Description:** The University of North Florida Institute of Police Technology and Management will oversee the comprehensive evaluation of Florida's occupant protection usage rates. A consultant will be hired to conduct a statewide observational safety belt usage survey, and child passenger restraint usage survey. Funds will also be used to conduct statewide awareness and opinion surveys about occupant protection.

**Budget:** **\$321,000**

**Project Activities:** The University of North Florida—Institute of Police Technology and Management (IPTM) was awarded a subgrant to: to conduct two observational surveys, the Florida Statewide Safety Belt Use and Child Passenger Safety Restraint Use surveys and the Click It or Ticket (CIOT) public opinion survey.

#### Statewide Child Passenger Safety Restraint Use Survey

IPTM contracted with Preusser Research Group (PRG) to conduct the third Statewide Child Passenger Safety Restraint Use Survey. The survey was completed during the month of April 2019 and included one-hour observation periods across 200 distinct sites. These 200 sites were spread across 20 counties (10 per county). The 20 counties covered the 10 television/radio Designated Market Areas (DMA) serving the State of Florida.

Observational data was collected on a total of 4,773 children (age 0–12) riding in 4,194 passenger vehicles. The survey results indicated that 82 percent of children observed were restrained. The youngest children (ages 0–3) were restrained the most often (94%) while children ages 4–5 were observed restrained least often (75%). Older children (ages 6–12) were observed as restrained 77 percent of the time.



### Statewide Safety Belt Use Survey

IPTM contracted with PRG to conduct Florida's Statewide Safety Belt survey. PRG utilized 165 observational survey sites in 15 counties to ensure compliance with NHTSA's survey design requirements. Survey data revealed a combined driver and passenger use rate of 89.8 percent. This rate is down 0.8 percentage points from the 2018 measured rate of 90.6 percent, the highest belt use rate measured to date, but the decrease is not considered a statistically significant difference (@ p =.05). Overall, usage across Florida has improved over 30 percentage points since the first survey certified under Federal Register Guidelines was completed in 1999.

### CIOT Public Opinion Survey

IPTM also contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the CIOT public opinion/attitude telephone survey. The survey was conducted from June 3 through June 17, 2019 and a total of 1,517 surveys were completed. Survey results showed that a clear majority of all respondents (89%) claim to wear a safety belt "All of the time" when driving a motor vehicle. Individuals ages 18-34 were less likely to respond that they wear their safety belts "All of the time" at 85 percent.

Respondents were more likely to believe that they are "Very likely" to receive a ticket if they do not wear their safety belt in 2019 (30%) compared to 2015 (28.5%).

Overall, the 2019 Statewide safety belt surveys (observational and public opinion) 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.

**Expenditures:            \$299,017**

**Project Name:** Occupant Protection and Child Passenger Safety Campaign Development

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** M2PEM-19-20-02

**Funding Source:** 405(b)

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will work with FDOT to create a comprehensive media package that includes ads that can be used in: television, radio, magazine, events, internet, billboards, posters, brochures, social media, etc. The ads will be developed to target Florida citizens and visitors to encourage them to wear their safety belts and make sure any children are secured in the proper restraint system or seat.

**Budget:** \$25,000

**Project Activities:** The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to create media materials for Occupant Protection. A total of three tasks were assigned within the subgrant cycle. A Safety Belt Officer children's book was finalized for Florida law enforcement to distribute and creative development was initiated for updated occupant protection campaign materials. CUTR also updated advertisements for the annual Click it or Ticket campaign that can be used in television, radio, magazine, internet, billboards, and social media.

**Expenditures:** \$21,787



**Project Name:** (see below)


**Implementing Agency:** (see below)


**Project Number:** (see below)

**Funding Source:** 405(b)


**Project Description:** The following local enforcement agencies have jurisdiction over communities that have high numbers of fatalities and serious injuries due to lack of safety belt use and currently rank in the top 25% of the FY2019 Highway Safety Matrix. They received funding to conduct combined safety belt enforcement and education programs, efforts include presentations to promote safety belt and child restraint use at schools, local civic organizations, and community events, as well as participation in the 2019 *Click It or Ticket* campaign and enforcement waves. Grant funding supports overtime enforcement efforts and costs associated with printing and distributing educational materials.

**Budget:** \$296,000

Project Number	Implementing Agency	Project Name	Budget
M2HVE-19-20-01	Boynton Beach Police Department	Boynton Beach Occupant Protection and Child Passenger Safety Program	\$15,000
<b>Project Activities:</b>	During the FY2019 subgrant cycle, the Boynton Beach Police Department issued 375 safety belt citations during the three occupant protection enforcement operations. The traffic unit also conducted two community presentations and participated in local events throughout the project period.		
			
<b>Expenditures:</b>	<b>\$14,716</b>		

<b>M2HVE-19-20-02</b>	<b>Broward County Sheriff's Office</b>	<b>Operation Buckle Up</b>	<b>\$45,000</b>
<b>Project Activities:</b>	During the FY2019 subgrant cycle, the Broward County Sheriff's Office conducted a total of 50 occupant protection enforcement operations resulting in a total of 1,286 citations and warnings issued, including 351 for safety belts and 32 for child safety restraints. Additionally, there were a total of 1,770 educational contacts made and 906 educational materials distributed.		
<b>Expenditures:</b>	<b>\$44,863</b>		
<b>M2HVE-19-20-03</b>	<b>City of Delray Beach Police Department</b>	<b>Delray Beach Occupant Protection/Child Passenger Safety</b>	<b>\$10,000</b>
<b>Project Activities:</b>	The Delray Beach Police Department conducted a total of 35 occupant protection overtime enforcement patrols resulting in a total of 128 safety belt citations. The department participated in the National Click It Or Ticket campaign during the project period, conducted several educational sessions in the community and schools, and deployed message boards stressing importance of always using safety belts. An informational video was created by the department and posted to their social media channels for the National Click It Or Ticket campaign.		
<b>Expenditures:</b>	<b>\$10,000</b>		
<b>M2HVE-19-20-04</b>	<b>Fort Lauderdale Police Department</b>	<b>Fort Lauderdale Occupant Protection Campaign</b>	<b>\$40,000</b>
<b>Project Activities:</b>	<p>A total of 63 occupant protection enforcement operations were conducted by the Fort Lauderdale Police Department during the project period, resulting in 138 safety belt citations. Officers displayed "Click It or Ticket" via electronic messaging boards, banners, and yard signs along target corridors. They also conducted educational presentations at two local elementary schools, issued a press release during the National Click It Or Ticket campaign, and posted messages on social media supporting Child Passenger Safety Week and Click It Or Ticket.</p> 		
<b>Expenditures:</b>	<b>\$40,000</b>		

<b>M2HVE-19-20-05</b>	<b>Jupiter Police Department</b>	<b>Occupant Protection and Child Passenger Safety</b>	<b>\$15,000</b>
<b>Project Activities:</b>	During the FY2019 subgrant cycle, there were zero occupant protection-related fatalities and two injuries in the Town of Jupiter. A total of 59 enforcement operations were conducted by the Jupiter Police Department from November to July. Two educational/community events were attended and occupant protection-related materials were distributed. In addition to enforcement, the Jupiter Police Department deployed the electronic sign boards at multiple locations throughout the town reminding drivers to "Buckle Up". The department also utilized social media to provide occupant protection and child passenger safety messaging throughout the project period.		
<b>Expenditures:</b>	<b>\$15,000</b>		
<b>M2HVE-19-20-06</b>	<b>Lake City Police Department</b>	<b>Strategic Traffic Enforcement Program (STEP) - Occupant Protection</b>	<b>\$10,000</b>
<b>Project Activities:</b>	During the FY2019 subgrant cycle, the City of Lake City's safety belt usage rate increased from 86% to 92%. The Lake City Police Department conducted 11 daytime enforcement operations and 20 nighttime enforcement operations. There were 236 safety belt citations issued during these operations. The department participated in 5 community events to promote occupant protection and to provide educational materials to the public. In addition, approximately 96,131 individuals were reached through the use of social media and variable message boards and over 500 educational materials were distributed.		
<b>Expenditures:</b>	<b>\$9,736</b>		
<b>M2HVE-19-20-07</b>	<b>Live Oak Police Department</b>	<b>Occupant Protection 2019</b>	<b>\$8,000</b>
<b>Project Activities:</b>	Live Oak Police Department conducted 56 occupant protection enforcement details during the FY2019 subgrant cycle. The focus of the details was to create a teachable moment to educate the public on the importance of safety belts and child passenger restraints. There were 525 total contacts resulting in 66 safety belt citations, 76 safety belt warnings, 7 child restraint citations, and 4 child restraint warnings. The Department also utilized social media and digital signs to promote occupant protection messages throughout the project period.		
<b>Expenditures:</b>	<b>\$7,162</b>		

M2HVE-19-20-08	Miami-Dade Police Department	Miami-Dade Police Department Occupant Protection and Child Passenger Safety Program	\$100,000
<b>Project Activities:</b>	During the FY2019 subgrant cycle, the Miami-Dade Police Department's Occupant Protection and Child Passenger Safety Program conducted 15 occupant protection enforcement operations resulting in 911 safety belt citations. The Department's Community Education Unit was able to increase knowledge and awareness on the proper use of safety belts and child passenger safety restraints among parents, guardians, and citizens through 19 community events, 16 presentations and 142 child safety seat inspections.		
<b>Expenditures:</b>	\$99,996		
M2HVE-19-20-09	Ocala Police Department	Occupant Protection Program	\$3,000
<b>Project Activities:</b>	During the FY2019 subgrant cycle, the Ocala Police Department conducted five occupant protection educational/outreach events. A total of 53 child passenger safety seats were checked during the events. The department also conducted monthly child passenger safety seat classes on the first Wednesday of each month starting in January, reaching 28 individuals and providing 17 child passenger safety seats to individuals in need.		
<b>Expenditures:</b>	\$3,000		
M2HVE-19-20-10	Orange County Sheriff's Office	Occupant Protection and Child Passenger Safety	\$40,000
<b>Project Activities:</b>	Orange County Sheriff's Office conducted 27 occupant protection enforcement operations. Over 100 safety belt citations were issued, 9 child restraint citations were issued and over 140 individuals were reached during the FY2019 enforcement operations. The Occupant Protection Specialist (Community Relations Specialist) conducted three Child Passenger Safety Certification Courses to train over 15 attendees to become car seat technicians. Eight certified car seat technicians checked a total of 18 car seats.		
<b>Expenditures:</b>	\$8,924		

<b>M2HVE-19-20-11</b>	<b>Suwannee County Sheriff's Office</b>	<b>Suwannee County Sheriff's Office Safety Belt Program</b>	<b>\$10,000</b>
<b>Project Activities:</b>	The Suwannee County Sheriff's Office conducted a total of 36 enforcement details as part of their Safety Belt Program. Over 230 traffic stops were conducted during enforcement activities and 10 safety belt citations were issued. The Sheriff's Office participated in 6 community events to provide occupant protection information and educational materials to the public.		
<b>Expenditures:</b>	<b>\$7,370</b>		
<b>M2HVE-19-20-12</b>	<b>Clermont Police Department</b>	<b>Clermont Occupant Protection and Child Passenger Safety Program</b>	<b>\$5,000</b>
<b>Project Activities:</b>	The Clermont Police Department declined FY2019 funding because after the amendment to add the project they were concerned about the amount of time it would take for their agency to fully execute the subgrant, and then their ability to conduct any of the enforcement and educational activities in the remaining time period.		
<b>Expenditures:</b>	<b>\$0</b>		
<b>M2HVE-19-20-13</b>	<b>DeFuniak Springs Police Department</b>	<b>DeFuniak Springs Occupant Protection Program</b>	<b>\$10,000</b>
<b>Project Activities:</b>	During FY2019 subgrant cycle, the DeFuniak Springs Police Department conducted occupant protection overtime enforcement operations that resulted in 464 traffic stops, 121 safety belt citations, and 216 safety belt warnings. Over 280 occupant protection-related educational materials were provided during enforcement operations.		
<b>Expenditures:</b>	<b>\$9,491</b>		
<b>M2HVE-19-20-14</b>	<b>Homestead Police Department</b>	<b>Homestead Occupant Protection Program</b>	<b>\$50,000</b>
<b>Project Activities:</b>	Homestead Police Department conducted 16 high visibility occupant protection enforcement operations resulting in 257 safety belt citations. A total of 45 child passenger safety seats were fitted during two community events. Parents were also taught the importance of using car restraints with their children and the danger of not using car restraints. The events provided the opportunity for families to have open and honest discussion with the officers on how to keep their children safe when driving.		
<b>Expenditures:</b>	<b>\$7,017</b>		

# Paid Media

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 the number of expected impressions, geographic location of high risk, statewide exposure benefits, available funding, and in-kind match. This focused approach to media supports education and enforcement activities around the state. Effective traffic safety media efforts will contribute to the reduction of serious injuries and fatalities throughout Florida.

Florida's media plan supports 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
- **Put It Down** – reminds motorists to not drive distracted
- **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

National traffic safety high visibility enforcement and public awareness campaigns supported via the media plan include:

- **Drive Sober or Get Pulled Over** – increases awareness of and compliance with impaired driving laws and the consequences of failing to do so
- **Click It or Ticket** – increases awareness of and compliance with safety belt use laws and the consequences of non-use

## STRATEGIES

- Increase public awareness of highway traffic safety programs and enforcement
- Expand the network of concerned individuals to build recognition and awareness of traffic safety issues



## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW: Chapter 2: Pages 20-23s; Chapter 5: Pages 15, 22-24)
- *Impaired Pedestrians: Communications and Outreach* (CTW: Chapter 8: Page 27)

---

<b>Project Name:</b>	Distracted Driving Media Campaign
<b>Implementing Agency:</b>	FDOT State Safety Office
<b>Project Number:</b>	PM-19-07-01
<b>Funding Source:</b>	402
<b>Project Description:</b>	The FDOT Safety Office will contract with a media vendor to purchase advertisements in Florida media markets to promote a distracted driving campaign. Distracted driving prevention messages will be promoted through mediums such as radio, internet displays and videos, social media, outdoor billboards, etc.
<b>Budget:</b>	<b>\$400,000</b>
<b>Project Activities:</b>	The FDOT State Safety Office contracted with St. John & Partners to develop a comprehensive media buy plan to support Florida's <i>Put It Down</i> campaign for distracted driving. This distracted driving awareness campaign used a multi-platform approach that aligned with the media consumption habits of the target audience of 18 to 49-year-olds that was seen on digital video (YouTube), outdoor digital displays (billboards), via radio, and digital radio (Pandora). Total estimated impressions for the campaign were 47,282,020.
<b>Expenditures:</b>	<b>\$399,932</b>

---

**Project Name:** Impaired Driving Statewide Media Campaign

**Implementing Agency:** FDOT State Safety Office

**Project Number:** M5PEM-19-16-03

**Funding Source:** 405(d)

**Project Description:** The FDOT State Safety Office will contract with a media vendor to purchase advertisements in all 10 Florida media markets to promote *Drive Sober or Get Pulled Over* awareness and enforcement efforts during the NHTSA crackdowns and waves. Impaired driving prevention messages will be promoted through mediums such as television ads, radio, internet displays and videos, social media, outdoor billboards, etc.

**Budget:** \$650,000

**Project Activities:** The FDOT State Safety Office contracted with St. John & Partners to develop a comprehensive media buy plan to support Florida's *Drive Sober or Get Pulled Over* enforcement initiatives during the St. Patrick's Day, Cinco de Mayo, Labor Day, and Winter Holidays 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 was seen on, digital video (YouTube), social media (Facebook and Instagram), outdoor digital displays (billboards), via radio, and digital radio (Pandora and SoundCloud). Total estimated impressions for the campaign were 40,662,672.

**Expenditures:** \$648,997



**Don't Let Your Luck Run Out!**

Before celebrating St. Patrick's Day, plan ahead. Designate a sober driver or catch a ride.

---

<b>Project Name:</b>	Impaired Driving Professional Sports Marketing
<b>Implementing Agency:</b>	<del>Florida Public Safety Institute</del> The District Board of Trustees of Tallahassee Community College
<b>Project Number:</b>	M5PEM-19-16-04
<b>Funding Source:</b>	405(d)
<b>Project Description:</b>	Tallahassee Community College will purchase advertisements with professional sports teams and venues to promote <i>Drive Sober or Get Pulled Over</i> to sports fans. The FY2019 professional sports marketing plan is estimated to include the following teams and venues: Florida Panthers (NHL), Florida Marlins (MLB), Jacksonville Jaguars (NFL), Miami Dolphins (NFL), Miami Heat (NBA), Orlando Magic (NBA), Tampa Bay Buccaneers (NFL), Tampa Bay Rays (MLB), Tampa Bay Lightning (NHL), Homestead-Miami Speedway (NASCAR), and Daytona Speedway (NASCAR). Impaired driving prevention messages will be conveyed through mediums such as radio and television advertisements, public service announcements, on parking passes and signs located in and around the venues, and via game day activations. Marketing impaired driving prevention messages through professional sports teams and venues enables the FDOT State Safety Office to reach 18-34 year old males, the demographic most likely to drive impaired.
<b>Budget:</b>	<b>\$2,000,000</b>
<b>Project Activities:</b>	Tallahassee Community College purchased advertisements with Florida professional sports teams and venues to promote the <i>Drive Sober or Get Pulled Over</i> campaign to sports fans. The FY2019 professional sports marketing plan funded media advertisements with the following nine professional sports teams: Orlando Magic (NBA), Miami Heat (NBA), Tampa Bay Rays (MLB), Miami Marlins (MLB), Tampa Bay Lightning (NHL), Florida Panthers (NHL), Miami Dolphins (NFL), Tampa Bay Buccaneers (NFL), and Jacksonville Jaguars (NFL), along with two NASCAR race tracks: Homestead-Miami Speedway, and Daytona Speedway. Impaired driving messages were promoted with 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 professional football and NASCAR stadiums. Impaired driving deterrence messages and activities that included the use of fatal vision goggles were used to target males 18 to 35 years of age who are most likely to drive impaired. Total estimated impressions for the campaign were over 43,322,316.

**Expenditures: \$1,908,900**




---

**Project Name:** Impaired Driving Major College Sports Marketing

**Implementing Agency:** ~~Florida Public Safety Institute~~ The District Board of Trustees of Tallahassee Community College

**Project Number:** M5PEM-19-16-05

**Funding Source:** 405(d)

**Project Description:** Tallahassee Community College will purchase 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, along with the annual Florida vs Georgia football game. Impaired driving prevention messages will be conveyed through mediums such as radio and television advertisements on collegiate networks, on parking passes, public service announcements, and signs located in and around venues, and via game day activations. Marketing impaired driving prevention messages through collegiate sports teams and venues enables the FDOT State Safety Office to reach 18-34 year old males, the demographic most likely to drive impaired.

**Budget:** \$459,000

**Project Activities:** 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. Total estimated impressions for the campaign were over 2,000,000.

**Expenditures:** \$451,980



---

**Project Name:** Impaired Driving Sports Campaign  
**Implementing Agency:** ~~Florida Public Safety Institute~~ The District Board of Trustees of Tallahassee Community College  
**Project Number:** M5PEM-19-16-06  
**Funding Source:** 405(d)  
**Project Description:** Tallahassee Community College will purchase advertisements with Florida-based television broadcasters that specialize in covering sporting events. The ads will target sports fans and encourage driving sober.  
**Budget:** **\$216,000**  
**Project Activities:** Tallahassee Community College purchased TV advertisements with Fox Sports. The ads targeted sports fans and encouraged sober and responsible driving. The FY2019 marketing plan funded media advertisements during sporting telecasts on the Fox Sports channel for the following six professional sports teams: Orlando Magic (NBA), Miami Heat (NBA), Tampa Bay Rays (MLB), Miami Marlins (MLB), Tampa Bay Lightning (NHL), and Florida Panthers (NHL), along with college basketball and football. Impaired driving messages were promoted through TV game announcements, commercial breaks, and streaming delivery. Total estimated impressions for the campaign were 15,013,395.  
**Expenditures:** **\$216,000**

---

**Project Name:** Motorcycle Safety Paid Media Campaign  
**Implementing Agency:** Center for Urban Transportation Research  
**Project Number:** PM-19-07-02  
**Funding Source:** 402  
**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will purchase advertisements in multiple media markets to promote the *Ride Smart* concept. The campaign educates 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. While the campaign's goal is to reach the majority of Florida's motorcyclists, the media buy will be concentrated in counties with a large number of motorcycle registrations and a significant history of crashes including Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia.

**Budget:** **\$175,000**

**Project Activities:** The Motorcycle Safety Paid Media Campaign had multiple media buy plans that were planned using collected data from the previous subgrant cycle, including crash data.

A Sponsorship Agreement was executed with the Jacksonville Jaguars and Tampa Bay Buccaneers. CUTR personnel attended one Jaguars Fan Zone event on November 18, 2018 and one Bucs' game at the Raymond James Stadium in Tampa on December 8, 2018 to perform outreach. Due to the travel restrictions, the team was unable to attend a second game at both venues.

A video pre-roll and email marketing campaign was run during the subgrant period. The video pre-roll received an estimated gross impression count of 1.2 million, while the email marketing portion of the subcontract received 660,462 estimated gross impressions and 12,128 clicks.

During the subgrant cycle, Facebook ads were run with *The Road is Not Your Racetrack* Campaign message. These ads reached 764,581 people with 1,885,566 total gross impressions. This campaign had 1,950 post reactions, 172 post comments, 190 post saves, 337 post shares and 2,858 link clicks that directed users to the RideSmartFlorida.com website.

**Expenditures:** **\$151,399**

---

<b>Project Name:</b>	Impaired Motorcyclist PSA Campaign
<b>Implementing Agency:</b>	Center for Urban Transportation Research
<b>Project Number:</b>	M5PEM-19-16-02
<b>Funding Source:</b>	405(d)
<b>Project Description:</b>	The University of South Florida, Center for Urban Transportation Research (CUTR) will purchase advertisements in multiple markets to promote the <i>Drink + Ride = Lose</i> campaign to reduce fatalities and injuries involving impaired motorcyclists. While this is a statewide campaign, the media buy will be concentrated in counties identified as the top 10 for motorcycle crashes: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia.
<b>Budget:</b>	<b>\$300,000</b>
<b>Project Activities:</b>	<p>The Impaired Motorcyclists PSA Campaign executed multiple media buy plans based on findings from the previous subgrant cycle, including crash data that was presented to the marketing companies. A billboard, gas station TV, and digital video retargeting campaign was run during Daytona Bike Week from mid-February to mid-March 2019. This campaign had an estimated total impression of 6.4 million for billboards, 600,000 for gas station TV, and 942,651 for digital videos. There were 12 billboards in geographically relevant locations to the event. The 15 second gas station TV spot was run on 288 screens across 25 stations in Jacksonville, FL. and 794 screens across 58 stations in Orlando, Daytona Beach, and Melbourne, FL. For digital retargeting in Daytona, there were 1,224 link clicks from geofencing and 1,081 clicks from retargeting.</p> <p>Also, during Daytona Bike Week a paid media event staff subcontract and an onsite advertising contract was implemented, which yielded 1,134 impressions with surveys collected during the event.</p> <p>An additional email marketing and video pre-roll campaign was run during the subgrant period. The video pre-roll portion of the campaign received 1.2 million impressions and the email marketing portion received 660,092 gross estimated impressions.</p>



During the Leesburg Bike Fest event, gas station TV and digital retargeting campaigns were run. Digital retargeting had an estimated impression count of 120,000 while the gas station TV campaign had an estimated impression count of 200,000 at 64 stations in geographically relevant locations.

Later in the subgrant period, gas pump advertising was utilized at 167 locations and indoor advertising at 172 locations. The total estimated gross impressions for this campaign are 13,072,000.

During the life of the subgrant, Facebook ads were run with the Don't Be a Star Campaign. These ads reached 664,180 people with 1,354,828 total gross impressions. This campaign had 2,293 post reactions, 137 post comments, 28 post saves, 1,221 post shares and 4,352 link clicks that directed users to the RideSmartFlorida.com website

**Expenditures: \$259,648**



**Project Name:** *Share the Road* PSA Campaign

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** M9MA-19-11-01

**Funding Source:** 405(f)

**Project Description:** The University of South Florida Center for Urban Transportation Research (CUTR) will contract with multiple media venues to promote the *Share the Road* campaign. Media efforts will be concentrated in the top 10 motorcycle crash counties in Florida: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, and Volusia. Media will also be purchased around motorcycle

events that occur in other areas of the state, but most funding will be utilized within the top 10 counties.

**Budget:** **\$220,000**

**Project Activities:** For the *Share the Road* PSA Campaign, multiple media buy plans were executed. The media market was selected based on the findings from the previous subgrant cycle, including a survey and crash data.

Billboards with the “Watch for Motorcycles” message were run in Miami/Ft. Lauderdale, West Palm Beach, Tampa, Orlando, and Jacksonville. Each billboard had a minimum of 6 faces per week and an estimated total gross impression count of 7 million.

Radio endorsements were also run during the subgrant period on stations in Tampa (WXTB-FM and WFLZ-FM), Miami/Ft. Lauderdale (WMIB-FM, WHYI-FM), and Orlando (WJRR, WXXL-FM). The estimated total gross impression count of Florida’s motoring public was 10.2 million.

During the subgrant cycle, Facebook ads were also run with the *Watch for Motorcycles* campaign. These ads reached a total of 931,584 people with 1,806,232 total gross impressions. This campaign had 2,923 post reactions, 242 post comments, 21 post saves, 1,399 post shares and 3,948 link clicks that directed users to the RideSmartFlorida.com website.

In addition to the regular *Watch for Motorcycles* Campaign, ads were boosted specifically during May, for Motorcycle Safety Month with the “Look For Me 123” message. From April 30-May 3 the boosted ad ran, reaching 442,610 people, with a total of 569,147 gross impressions.

**Expenditures:** **\$196,462**

---

**Project Name:** Florida *Click It or Ticket* Media Campaign

**Implementing Agency:** FDOT State Safety Office

**Project Number:** M2PEM-19-20-01

**Funding Source:** 405(b)

**Project Description:** The FDOT Safety Office will contract with a media vendor to purchase advertisements in all 10 Florida media markets to promote the *Click It or Ticket* awareness and enforcement efforts during the NHTSA Memorial Day holiday wave. Safety belt messages will be promoted through mediums such as television ads, radio, internet displays and videos, social media, outdoor billboards, etc.

**Budget:** \$900,000

**Project Activities:** The FDOT Safety Office contracted with St. John & Partners to develop a comprehensive media buy plan 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. A secondary target audience was 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, via radio, digital radio (Pandora and Spotify), digital video (YouTube and Samba TV), social media (Facebook and Instagram), outdoor digital billboards, and other platforms. Total estimated impressions for the campaign were 24,973,712.

**Expenditures:** \$899,513



---

**Project Name:** Pedestrian and Bicycle Safety Public Education Program – Transit Advertising

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** FHPE-19-07-01

**Funding Source:** 405(h)

**Project Description:** The Institute of Police Technology and Management (IPTM) will purchase transit advertising in and on transit buses and transit shelters to increase awareness of traffic laws pertaining to pedestrians and bicyclists. This program will focus on areas with the highest representation of serious and fatal crashes in an effort to improve pedestrian, bicyclist, and motorist behavior and compliance with traffic laws. Transit advertising will be selected by using GIS data that supports the areas with the greatest need for improvement.

**Budget:** \$200,000

**Project Activities:** The University of North Florida Institute of Police Technology and Management (IPTM) was awarded a subgrant to implement transit paid media advertising to promote Bicycle/Pedestrian safety education in key Florida locations.

A contract was executed with Outfront Media to provide transit advertising in Miami Dade and Palm Beach Counties. To provide both quantitative and qualitative data, the campaign also included an attribution study that included both the billboard and transit advertising. By partnering with Independent Research Group, Outfront Media provided answers on real world impact of these investments. Of 300 respondents, 119 (40%) recalled seeing an out of home ad on bicycle and pedestrian safety. Of those 119 respondents, 61% recalled seeing an *Alert Today Florida* message either in or outside of their homes. 74% stated

they would take some form of action as a result of the campaign messaging.

**Expenditures:** **\$152,048**

---

**Project Name:** Pedestrian and Bicycle Safety Public Education Program – Billboard Advertising

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** FHPE-19-07-02

**Funding Source:** 405(h)

**Project Description:** The Institute of Police Technology and Management (IPTM) will purchase billboard advertising to increase awareness of traffic laws pertaining to pedestrians and bicyclists. This program will focus on areas with the highest representation of serious and fatal crashes in an effort to improve pedestrian, bicyclist, and motorist behavior and compliance with traffic laws. Billboard advertising will be selected by using GIS data that supports the areas with the greatest need for improvement.

**Budget:** **\$200,000**

**Project Activities:** The University of North Florida Institute of Police Technology and Management (IPTM) was awarded a subgrant to implement billboard paid media advertising to promote Bicycle/Pedestrian safety education in key Florida locations.

A contract was executed with Outfront Media to provide billboard advertising in Duval, Pinellas, and Palm Beach Counties. Outfront Media delivered 2,396,215 paid impressions and an additional 417,038 earned impressions (a bonus of 17.4%).

To provide both quantitative and qualitative data, the campaign also included an attribution study that included both the billboard and transit advertising. By partnering with Independent Research Group, Outfront Media provided answers on the real-world impact of these investments. Of 300 respondents,

119 (40%) recalled seeing an out of home ad on bicycle and pedestrian safety. Of those 119 respondents, 61% recalled seeing an *Alert Today Florida* message either in or outside of their homes. 74% stated they would take some form of action as a result of the campaign messaging.

Expenditures: **\$187,309**



# Pedestrian and Bicycle Safety

Walking and biking are popular in Florida due to the year-round moderate climate. Given the vulnerability of a pedestrian or bicyclist, however, these activities can result in death and serious injury when they come into conflict with a motor vehicle.

Several factors are involved in these crashes. Approximately two-thirds of pedestrian and bicyclist-related fatal crashes occur during dark or dusk hours. A major factor in these crashes is failure to yield the right-of-way on the part of motorists, pedestrians, and bicyclists. Other contributing factors include crossing outside of a crosswalk, bicyclists riding against the direction of traffic, speeding, and impaired driving, walking, and biking. More than 30 percent of bicyclist fatalities are related to traumatic brain injury involving a cyclist who was not wearing a helmet, or who wore a helmet improperly.

The goal of the Florida Pedestrian and Bicycle Safety Program is to reduce pedestrian and bicyclist traffic crash-related serious and fatal injuries by promoting safe and effective conditions for those who travel by foot and bicycle. The Program provides funding for outreach and awareness campaigns in communities and other focused educational efforts to increase compliance with traffic laws and promote safe skills among pedestrians, bicyclists, and motorists who share the road.

Statewide initiatives, such as Florida's Pedestrian and Bicycling Safety Resource Center, promote safe pedestrian and bicycling activities for citizens and visitors of all ages by providing educational materials and information across the state. The Center also provides critical safety equipment to bicyclists through its coordination of the statewide bicycle helmet distribution program. Helmets are distributed to areas with the highest representation of crashes resulting in serious and fatal injuries by trained individuals who receive free helmet fitter training provided by the Center.

## STRATEGIES

- Increase awareness and understanding of safety issues and compliance with traffic laws and regulations related to pedestrians and bicyclists
- Develop and use a systematic approach to identify locations and behaviors prone to pedestrian and bicycle crashes and implement multi-disciplinary countermeasures
- Create urban and rural built environments to support and encourage safe bicycling and walking

- Support national, state, and local initiatives and policies that promote bicycle and pedestrian safety

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *All Pedestrians* (CTW: Chapter 8, Pages 30-41)
- *All Bicyclists* (CTW: Chapter 9, Pages 25-32)

---

<b>Project Name:</b>	Florida’s Comprehensive Pedestrian and Bicycle Safety Program
<b>Implementing Agency:</b>	Center for Urban Transportation Research
<b>Project Number:</b>	PS-19-08-01
<b>Funding Source:</b>	402
<b>Project Description:</b>	The University of South Florida’s Center for Urban Transportation Research (CUTR) will develop and implement Florida’s Pedestrian Strategic Safety Plan and oversee Florida’s Pedestrian Safety Coalition. These efforts are recommended in the Pedestrian Safety Program Technical Assessment that was conducted in January 2012. The project will be data-driven, with clear goals for overall injury and fatality reduction, has the active involvement of stakeholders, identifies specific priorities, and is focused on implementing proven countermeasures and best practices.
<b>Budget:</b>	<b>\$500,000</b>
<b>Project Activities:</b>	The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant for the facilitation and support of the functions of Florida’s Comprehensive Pedestrian and Bicycle Safety Program and Coalition. CUTR provided support to the Coalition through the facilitation of four in-person meetings and four mid quarter conference call sessions to advance the implementation of Florida’s Pedestrian and Bicycle Strategic Safety Plan. Although four meetings were scheduled, due to the impact of hurricane Michael on Florida’s panhandle in October 2018, only three meetings



were conducted during FY2019. CUTR also supported 35 grassroots educational outreach events, facilitated 30 paid media contracts supporting pedestrian and bicycle safety in priority counties, and supported Florida’s Pedestrian and Bicycle Safety Coalition with the implementation of eighteen tasks to improve the safety of pedestrians and bicyclists on Florida’s roads.

**Expenditures: \$470,199**



---

**Project Name:** Pedestrian and Bicycle Program Evaluation and Data Collection

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** PS-19-08-02

**Funding Source:** 402

**Project Description:** The Institute of Police Technology and Management (IPTM) will conduct formative, process, outcome, and impact evaluations of the state’s Comprehensive Pedestrian/Bicycle program. The formative and process evaluations will be an ongoing evaluation process to determine if revisions need to be made to increase the effectiveness of the program.

**Budget:** \$250,000

**Project Activities:** The University of North Florida Institute of Police Technology and Management (IPTM) was awarded a subgrant to evaluate the effectiveness of Florida’s focused initiative of improving pedestrian and bicyclist safety. The initial

objective was to evaluate the effectiveness of prior surveys and to establish a better measurement of program effectiveness. A total of 1,511 public opinion surveys were taken in 25 priority counties with the highest rate of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. Surveys were specifically focused on the target audience of adults age 18 years and older. The surveys focused on key challenges such as passing distance and visibility. 86% of drivers reported passing bicyclists at a safe distance. 82.1% of bicyclists reported that they make themselves visible while riding at night while only 41.5% of pedestrians responded that they take measures to increase their visibility at night. The evaluation indicated that safety improvements were made over the past year in the 25 priority counties, further pinpointed problematic geographic areas, and identified the roadway users who may benefit most from additional enforcement and safety education campaigns.

**Expenditures:** **\$197,405**

---

**Project Name:** Florida’s Pedestrian and Bicycle Safety Resource Center

**Implementing Agency:** Florida Transportation Technology Transfer (T2) Center

**Project Number:** PS-19-08-03

**Funding Source:** 402

**Project Description:** The Florida Pedestrian and Bicycle Resource Center, a project by the University of Florida Transportation Technology Transfer (T2) Center, will identify, obtain, purchase, and deliver pedestrian and bicycle safety materials specific to Florida’s at-risk populations, as directed by the State Bicycle/Pedestrian Safety Program Manager. The Center will work to address recommendations outlined in the January 2012 Pedestrian Program Assessment Technical Report that call on the State to significantly expand programs and materials available for identified at-risk populations, ensuring their cultural sensitivity, appropriateness, usability, and desirability, by using focus groups, developing material specifically for those populations and testing for receptivity and results.

**Budget:** **\$603,550**

**Project Activities:** A subgrant was awarded to the University of Florida to provide assistance and support to Florida's Comprehensive Pedestrian Safety Program through facilitation of Florida's Pedestrian and Bicycle Safety Resource Center (SRC). The PedBike SRC website was maintained by the SRC staff with the support of an e-commerce vendor. The SRC provided safety educational materials statewide with an emphasis on the 25 areas with the highest representation of pedestrian and bicycle serious and fatal injury crashes. They also provided training for helmet fitters, helmets, and helmet fitting training and distribution for the program. During the FY2019 subgrant cycle, the SRC received 490 requests for 233,996 safety materials. A total of 473 requests were filled and a total of 233,285 items were shipped during this period. 57,201 bicycle helmets were purchased and distributed during this period. Regional helmet fitting trainers conducted 178 training sessions across the state training 1,475 new helmet fitters. Five new regional trainers were trained and added to the list of providers for the SRC. Staff attended and supported six events across the state during this period. This number is lower than normal, however, the state was on travel restrictions due to the devastating impact of hurricane Michael during the FY2019 subgrant period.

**Expenditures:** \$567,964

---

**Project Name:** Florida's Pedestrian and Bicycle High Visibility Enforcement Program

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** PS-19-08-04

**Funding Source:** 402

**Project Description:** The University of North Florida Institute of Police Technology and Management will contract with law enforcement agencies to implement High Visibility Enforcement details in the twenty-five counties identified with the highest representation of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. These efforts are recommended in the Pedestrian Safety Program Technical Assessment that was conducted in January 2012. The project will be data-driven, with clear goals for education

based enforcement operations geared towards overall injury and fatality reduction through increased awareness and compliance with traffic laws. This project identifies specific priorities, and is focused on implementing proven countermeasures and best practices.

**Budget:** **\$150,000**

**Project Activities:** The University of North Florida Institute of Police Technology and Management (IPTM) was awarded a subgrant to manage high visibility enforcement contracts funded through the Highway Safety Improvement Program in the twenty-five counties identified with the highest representation of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. During this project period, IPTM reviewed 58 draft contracts with law enforcement agencies, established enforcement priorities and developed GIS maps of high impact corridors and intersections, contracted with 56 law enforcement agencies to conduct high visibility enforcement to improve the safety of pedestrians and bicyclists, amended 5 agency contracts to increase services, and processed 376 agency invoices. IPTM also conducted 12 regional roundtable meetings with law enforcement agencies in an effort to recruit and retain agency participation in the enforcement effort.

**Expenditures:** **\$143,356**

---

**Project Name:** Pedestrian and Bicycle Education and Injury Prevention Program

**Implementing Agency:** University of Miami

**Project Number:** PS-19-08-05

**Funding Source:** 402

**Project Description:** The University of Miami received funding to deliver safety information and education in trauma center emergency departments and to admitted patients and their families during the recovery process (with consent). The emergency department component will consist of print materials and PSAs played on continuous loop feed while the in-patient component will provide one on one information about safety that targets preventing future injury. Ryder Trauma Center

will finalize and deliver the education and information developed in FY 17/18 and begin training staff in two additional trauma centers on the program during this project period.

**Budget:** \$130,000

**Project Activities:** The University of Miami Ryder Trauma Center was awarded a subgrant to conduct an injury prevention and education program at level 1 trauma centers in Miami Dade County. The goal of this project was to rigorously test successful interventions and provide injury prevention/public education to support a reduction in traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. Sixty-one patients that received serious or fatal injuries as a result of a traffic crash were brought to Ryder Trauma Center during the study period. 70% of them were pedestrians and 30% were bicyclists. Of these, sixteen people (56% pedestrians and 44% bicyclists) and five family members of these patients elected to participate in the study. Toxicology studies reflected that one patient was positive for ethanol, nine were positive for drugs, two were positive to both ethanol and drugs, and the remainder of the patients tested negative for drugs and alcohol. All participants were educated on safe walking and bicycling behaviors and provided with materials and information to take with them.

**Expenditures:** \$67,100

---

**Project Name:** WalkWise Statewide Educational Campaigns on Pedestrian Safety

**Implementing Agency:** Center for Urban Transportation Research

**Project Number:** PS-19-08-06

**Funding Source:** 402

**Project Description:** The University of South Florida, Center for Urban Transportation Research (CUTR) will conduct an extensive and targeted public education and outreach campaign to increase adults' knowledge and practice of appropriate pedestrian safety measures. The goal is to increase the knowledge level of pedestrians and drivers in Brevard,

Duval, and Palm Beach counties to decrease crashes and increase compliance with existing pedestrian laws.

**Budget:** \$75,000

**Project Activities:** The University of South Florida Center for Urban Transportation (CUTR). was given funding for an extensive and targeted public education and outreach campaign to increase both pedestrian and driving adults' knowledge and practice of appropriate pedestrian safety measures. The program was conducted in several of the top 10 high priority counties identified by the Florida Pedestrian and Bicycle Strategic Safety Program. There were 75 pedestrian safety presentations conducted with a total of 707 people attending the presentations showing 80% knowledge retention.

**Expenditures:** \$61,008

---

**Project Name:** National Safe Routes to School Conference

**Implementing Agency:** Safe Routes to School National Partnership

**Project Number:** PS-19-08-07

**Funding Source:** 402

**Project Description:** The goal of this program is to assist with the hosting of the National Safe Routes to School Conference in Florida. The conference provides an opportunity for individuals and organizations interested and involved with Safe Routes to School and healthy communities to network, engage in educational opportunities, and form partnerships to enhance their work. The three-day, two-night conference will provide an opportunity for an intense training experience that is not otherwise available to people working on Safe Routes to School programs and policies. Being in the company of hundreds of like-minded individuals helps foster new partnerships, ideas, and projects and helps advance the profession through new knowledge about effective, sustainable Safe Routes to School programs that can enhance safety and health for children and families. For the conference host state and city, the conference brings national recognition as a leader in Safe Routes to School, provides a boost to the local economy, engages the media

in showcasing the important role of Safe Routes to School in the state and city, and brings together practitioners, partners, and funders from around the state, leading to greater support and stronger ties across the state.

**Budget:** \$15,000

**Project Activities:** Funds were awarded to the Safe Routes to School National Partnership to assist in the planning groundwork needed to hold the 2019 Safe Routes to School National Conference in Tampa, Florida.

The Hilton Tampa Downtown has been contracted as the site for the national conference to be held on November 12-14, 2019. A site visit was performed, and six conference planning meetings were conducted. A range of topics have been discussed at these meetings including the conference themes and messaging, conference programming that would meet the needs of Florida practitioners, the schedule during the three-day conference, keynote speakers, publicizing registration, and coordinating on logistics.

**Expenditures:** \$15,000

---

~~Project Name: Pedestrian and Bicycle Safety Grant~~

~~Implementing Agency: New Port Richey Police Department~~

~~Project Number: PS 19-08-08~~

~~Funding Source: 402~~

~~Project Description: The New Port Richey Police Department will receive funding to conduct Pedestrian and Bicycle enforcement and education initiatives. Efforts include presentations to promote safe practices at schools, local civic organizations, and community events, as well as participation in enforcement waves.~~

~~Budget: \$15,000~~

# Planning and Administration

<b>Project Name:</b>	Operation of the Highway Traffic Safety Grant Section
<b>Implementing Agency:</b>	FDOT State Safety Office
<b>Project Number:</b>	PA-19-01-01
<b>Funding Source:</b>	402
<b>Project Description:</b>	FDOT received reimbursement for 50 percent of salary and benefit costs for up to nine full-time employees. The staff includes a Traffic Safety Administrator, one Operations Coordinator, five Traffic Safety Program Managers and two Traffic Safety Financial Analysts. The FDOT State Safety Office – Highway Traffic Safety Grant Section staff is responsible for analyzing, directing, and monitoring highway safety countermeasure activities through traffic safety subgrant programs. The goal of the project is to develop and implement an effective Highway Safety Plan that provides the best formula for investing in making a difference in "driving down fatalities." Staff members are responsible for multiple NHTSA program areas; therefore, salaries are charged to Planning and Administration rather than a specific program area.
<b>Budget:</b>	<b>\$300,000</b>
<b>Project Activities:</b>	The FDOT State Safety Office received a subgrant for 50% of the salary and benefit costs for up to eight full-time employees. The FDOT State Safety Office was without one Program Manager position for the majority of the FY2019 subgrant cycle. The Highway Safety Plan for FY2019 was fully implemented and amended twice and the FY2018 Annual Report was completed as required.
<b>Expenditures:</b>	<b>\$300,000</b>



---

**Project Name:** Highway Safety Travel and Training

**Implementing Agency:** FDOT State Safety Office

**Project Number:** PA-19-01-02

**Funding Source:** 402

**Project Description:** FDOT received reimbursement for ~~a motor pool vehicle and~~ travel expenses for FDOT State Safety Office staff to conduct required on-site monitoring of funded programs and to attend professional development programs or workshops, training, and highway safety-related meetings. Prior approval is required for all out-of-state and conference travel. ~~The motor pool vehicle will only be used by FDOT representatives for traffic safety education and enforcement activities.~~ This project also allows for the reimbursement of travel costs for other traffic safety professionals to promote or address traffic safety issues in Florida. The goal of this project is to enable adequate project monitoring, provide training opportunities, and ensure FDOT State Safety Office staff and other traffic safety professionals attend relevant traffic safety meetings, conferences, and workshops.

**Budget:** **\$70,000**

**Project Activities:** The FDOT State Safety Office was awarded a subgrant for the travel expenses of the FDOT State Safety Office staff to conduct required on-site monitoring and attend professional development programs, workshops, training, and highway safety-related meetings. During the FY2019 subgrant cycle, staff coordinated and attended quarterly coalition meetings, conducted required on-site monitoring, supervised NHTSA mobilization campaign outreach, and supported neighboring State safety initiatives such as *Hands Across the Border* and *Operation Southern Shield*.

**Expenditures:** **\$13,561**

---

**Project Name:** Traffic Safety Fiscal Assistant  
**Implementing Agency:** Florida Public Safety Institute  
**Project Number:** PA-19-01-03  
**Funding Source:** 402  
**Project Description:** Tallahassee Community College will support a full-time Traffic Safety Fiscal Assistant position that will work in the FDOT State Safety Office and facilitate fiscal documentation management; to include document management, invoice processing and prerequisite approvals. The Traffic Safety Fiscal Assistant will also provide data analyst support for the FDOT Safety Office.  
**Budget:** \$50,000  
**Project Activities:** Tallahassee Community College was funded a subgrant to hire a Traffic Safety Fiscal Assistant to support the FDOT State Safety Office. The position was filled on March 4, 2019. The Traffic Safety Fiscal Assistant provided administrative support to the FDOT Safety Office for the concept paper receipt and notification process, the daily tracking of reimbursement claims and NHTSA vouchers, along with numerous other special projects for the NHTSA subgrants.  
**Expenditures:** \$28,739



# Police Traffic Services - LEL

The Florida Law Enforcement Liaison (LEL) program is funded by FDOT and the National Highway Traffic Safety Administration (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.

## STRATEGIES

- Increase public awareness about traffic safety programs and enforcement
- Expand the network of concerned individuals to build recognition and awareness about traffic safety enforcement
- Support initiatives that enhance traffic laws and regulations related to safe driving
- Support national, state, and local initiatives and policies that promote traffic safety programs and enforcement
- Increase traffic safety professionals' awareness of traffic safety enforcement issues
- Increase law enforcement officer understanding of Florida traffic crash reporting and accurate data collection and analysis
- Work with law enforcement agencies to increase enforcement of traffic safety laws
- Facilitate collaboration of multi-agency initiatives and projects that improve traffic safety
- Support high-visibility enforcement mobilizations for traffic safety enforcement

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 4: Pages 21-22)

---

<b>Project Name:</b>	Florida Law Enforcement Liaison Program
<b>Implementing Agency:</b>	Institute of Police Technology and Management (IPTM)
<b>Project Number:</b>	PT-19-12-01
<b>Funding Source:</b>	402
<b>Project Description:</b>	<p>The University of North Florida, Institute of Police Technology and Management (IPTM) received funding to support the Law Enforcement Liaison (LEL) Program, which promotes statewide highway traffic safety initiatives promoted by the FDOT State Safety Office. The LEL Program, through its Law Enforcement Liaisons, will partner with law enforcement agencies to promote and increase participation in the 3 NHTSA traffic safety national enforcement waves and the annual Florida Law Enforcement Liaison Traffic Safety Challenge to increase awareness and participation in traffic safety-related efforts. Funding will reimburse salaries and benefits of personnel assigned to the LEL program, their travel, vehicles and maintenance, storage, and office supplies. IPTM has set a goal of maintaining a minimum of 85 percent participation by Florida law enforcement agencies reporting on highway traffic safety initiatives. The LEL initiative will support the goal of encouraging statewide enforcement of traffic safety laws to reduce traffic fatalities.</p>
<b>Budget:</b>	<b>\$950,000</b>
<b>Project Activities:</b>	<p>Florida’s Law Enforcement Liaison (LEL) program assisted the Florida Department of Transportation (FDOT) State Safety Office with increasing law enforcement participation in statewide traffic safety efforts. It also worked to increase public awareness of traffic safety issues as well. The LEL Program improves the connection and cooperation between law enforcement agencies, FDOT, and the National Highway Traffic Safety Administration (NHTSA). The LELs function as both a line of connection between these groups as well as marketers of FDOT’s and NHTSA’s campaigns and initiatives.</p> <p>The Law Enforcement Liaison (LEL) Program, promoted statewide highway traffic safety initiatives promoted by the FDOT State Safety Office. The LEL Program, through its Law Enforcement Liaisons, partnered with law enforcement</p>

agencies to promote and increase participation in the three NHTSA traffic safety national enforcement waves and the annual Florida Law Enforcement Traffic Safety Challenge to increase awareness and participation in traffic safety-related efforts.

The LELs provided coordination, cooperation, and education to law enforcement agencies within their respective geographical regions. Within each LEL region, local area networks (LANs) were established and maintained in an effort to ensure that information was disseminated effectively and efficiently. Region-specific information on the number and severity of traffic crashes and other highway safety related issues were provided to law enforcement. Additionally, the LELs provided information regarding FDOT's programs and initiatives such as *Drive Sober or Get Pulled Over*, *Click It or Ticket*, *Hands Across the Border*, *Operation Southern Shield*, and subgrant funded 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 108 LAN meetings during the year and provided 177 traffic safety related trainings, The LEL team also participated in an additional 159 Community Traffic Safety Team meetings around the state and a total of 29 Traffic Safety Coalition meetings. In addition, the team had over 4,000 individual communications with law enforcement agencies around Florida and conducted many onsite agency visits with law enforcement agencies.

The Florida LEL Program continues to be an effective marketing arm for the FDOT State Safety Office. The effectiveness of this promotion and marketing is evidenced in the level of participation in the national waves, law enforcement challenge, and training events. 221 agencies participated in the *Click It or Ticket* waves, 231 in the *Drive Sober or Get Pulled Over* waves, and 234 in the Florida Law Enforcement Traffic Safety Challenge and training event.

**Expenditures:                    \$827,217**

---

**Project Name:** Florida Law Enforcement Liaison Traffic Safety Challenge Recognition and Training Event

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** PT-19-12-02

**Funding Source:** 402

**Project Description:** The Florida Law Enforcement Liaison Traffic Safety Challenge recognizes the best overall traffic safety programs in Florida. The areas of concentration include 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 traffic safety issues that impact the safety of Florida's roadway users. Law enforcement agencies submit an application that documents their agency's efforts and effectiveness in these areas, along with their participation in the 3 NHTSA national enforcement waves. Funds will be used to purchase recognition awards in the form of coins and plaques to recognize outstanding traffic enforcement agencies and officers along with hosting a training and formal awards ceremony to present the recognition. This challenge supports the goal of encouraging increased statewide enforcement of traffic safety laws to reduce traffic crashes, serious injuries, and fatalities.

**Budget:** **\$150,000**

**Project Activities:** The LEL team used the Florida Law Enforcement Liaison Traffic Safety Challenge to facilitate law enforcement participation in the national traffic safety waves and maintain consistent high visibility enforcement of Florida's traffic laws. A total of 234 law enforcement agencies participated in this year's challenge out of the 325 agencies in the state that could perform traffic enforcement, for a 72% statewide participation rate.

The Florida Law Enforcement Traffic Safety Challenge and Training event was held on July 11<sup>th</sup> and 12<sup>th</sup>, 2019 in Orlando FL. Over 122 law enforcement officers participated in the four-hour training session that included Personal and Professional Breakthroughs for Law Enforcement and

information about autonomous vehicles. Over 200 traffic safety professionals, representing more than 30 agencies were in attendance for the awards ceremony, coming together to recognize the agencies for their outstanding traffic safety efforts.

**Expenditures: \$89,837**



---

<b>Project Name:</b>	Florida Law Enforcement Liaison Occupant Protection Awareness Program
<b>Implementing Agency:</b>	Institute of Police Technology and Management (IPTM)
<b>Project Number:</b>	M2X-19-20-03
<b>Funding Source:</b>	405(b)
<b>Project Description:</b>	This is a statewide public awareness project designed to maximize the exposure of Florida's efforts to reduce injuries and fatalities resulting from lack of safety belt usage. Combining the <i>Click it or Ticket</i> message with proactive enforcement activities will help reduce fatalities and serious injuries on Florida's roadways. Funds will be used to purchase printed educational materials, such as banners and yard signs to be provided to law enforcement agencies that take multi-faceted approach to addressing safety belt use in their respective communities and participate in the yearly NHTSA national enforcement wave.
<b>Budget:</b>	<b>\$150,000</b>
<b>Project Activities:</b>	The LEL team used the Florida Law Enforcement Liaison Occupant Protection Awareness Program to facilitate law enforcement participation in the national <i>Click it or Ticket</i> campaign. Funding was used to purchase CPS reference guides to distribute to Florida law enforcement agencies. A total of 221 law enforcement agencies participated in this year's campaign out of the 325 agencies in the state that could perform traffic enforcement. During the <i>Click It or Ticket</i> Enforcement Campaign the participating agencies reported a total of 23,769 safety belt and 608 Child safety seat citations and warnings were issued.
<b>Expenditures:</b>	<b>\$2,354</b>



---

**Project Name:** Florida Law Enforcement Liaison Impaired Driving Awareness Program

**Implementing Agency:** Institute of Police Technology and Management (IPTM)

**Project Number:** M5X-19-06-05

**Funding Source:** 405(d)

**Project Description:** This is a statewide public awareness project designed to maximize the exposure of Florida’s efforts to reduce injuries and fatalities resulting from impaired driving. Combining the *Drive Sober or Get Pulled Over* message with proactive enforcement activities will help reduce fatalities and serious injuries on Florida’s roadways. Funds will be used to purchase printed educational materials, such as banners and yard signs to be provided to law enforcement agencies that take multi-faceted approach to addressing impaired driving in their respective communities and participate in the 2 NHTSA national enforcement waves.

**Budget:** **\$150,000**

**Project Activities:** The Florida LEL Impaired Driving Awareness Program enabled the LELs to support law enforcement agencies with educational and enforcement efforts in relation to impaired driving. This subgrant award was designed to assist the LELs in promoting NHTSA’s national campaign “Drive Sober or Get Pulled Over”. No funding was used this subgrant cycle because the LELs had enough materials left over from the last subgrant cycle to distribute to Florida law enforcement agencies.

During 2018, a total of 231 agencies reported during the national *Drive Sober or Get Pulled Over* campaign, out of the 325 agencies in the state that could perform traffic enforcement. The agencies participating reported a total of 30,135 hours on DUI enforcement, 25 checkpoint operations conducted, and 1,674 DUI arrests made.

**Expenditures:** **\$0**

# Public Traffic Safety Professionals Training

Law enforcement is a critical partner in the pursuit of highway safety. Police officers, sheriff's deputies, State law enforcement officers, and other traffic safety partners must be able to accurately investigate traffic crashes, assist safety stakeholders in identifying dangerous driving behaviors and conditions, and proactively enforce traffic laws to reduce crashes. This program area provides selected traffic safety training opportunities to traffic safety professionals based upon needs identified throughout the state.

To address these training needs, FDOT provides funding for the instruction of traffic safety professionals in traffic crash investigation and traffic enforcement practices. Through this training, professionals are equipped with new techniques, theories, and technology that can address deficiencies, expand ongoing activities, and develop new programs specific to each jurisdiction.

## STRATEGIES

- Increase traffic safety professionals' awareness of highway safety issues
- Improve traffic enforcement and detection skills
- Improve crash investigation and prosecution skills
- Improve detection, prosecution, and adjudication of impaired driving cases
- Increase understanding of the importance of accurate data collection and analysis

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Deterrence: Enforcement* (CTW: Chapter 1, Pages 21-28)
- *Deterrence: Prosecution and Adjudication* (CTW: Chapter 1, Pages 29-35)

**Project Name:** (see below)

**Implementing Agency:** (see below)

**Project Number:** (see below)

**Funding Source:** (see below)

**Project Description:** Funding will be provided to training institutions and state agencies for comprehensive traffic safety and traffic enforcement-related classes for professionals employed by Florida traffic safety-related institutions. These include, but are not limited to, law enforcement agencies, law enforcement academy instructors, civilian crash investigators, and expert witnesses employed by law enforcement agencies, investigators from the Florida State Attorney’s offices, Medical Examiner’s Office employees, and prosecutors across the state.

**Budget:** ~~\$1,854,175~~ 1,778,175

Project Number	Funding Source	Implementing Agency	Project Name	Budget				
<del>PT-19-12-03</del>	<del>402</del>	<del>Florida Public Safety Institute</del>	<del>Public Traffic Safety Professionals Training Support Staff</del>	<del>-\$36,000</del>				
PT-19-12-04	402	Florida Public Safety Institute	Speed Measurement Training	\$15,000				
<b>Project Activities</b>		<p>The Florida Public Safety Institute was awarded a subgrant to continue to facilitate the Speed Measurement-Laser/Radar Training to law enforcement personnel employed by the State of Florida. There was a total of three Speed Measurement-Laser/Radar training classes conducted throughout the state in Tavares, Havana, and Pinellas, with an overall average course rating of 96%. Participants were provided certifications after the completion of the course. Once completed, all students were eligible for salary incentives and entered into the Advanced Training Management System (ATMS). The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Speed Measurement Training</td> <td>45</td> </tr> </tbody> </table>			Training	Students Trained	Speed Measurement Training	45
Training	Students Trained							
Speed Measurement Training	45							
<b>Expenditures</b>		<b>\$7,088</b>						

PT-19-12-05	402	Florida Public Safety Institute	Speed Measurement Instructor Training	\$15,000				
Project Activities		FDOT State Safety Office decided not to award this subgrant at this time due to staffing issues at the Florida Public Safety Institute and the institutions ability to perform the project.						
Expenditures		\$0						
PT-19-12-06	402	Florida Public Safety Institute	Crash Scene Mapping with Speed Lasers Training	\$15,750				
Project Activities		<p>The Florida Public Safety Institute was awarded a subgrant to continue to facilitate the Crash Scene Mapping with Speed Lasers Training to law enforcement personnel employed by the State of Florida. There was a total of three Crime Scene Mapping with Speed Lasers Training classes conducted throughout the State of Florida in Havana, Largo, and North Palm Beach, with an overall average course rating of 96%. Participants were provided certifications after the completion of the course. The total number of students trained during the subgrant period is provided below.</p> <table border="1" data-bbox="511 940 1528 1014"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Crash Scene Mapping with Speed Lasers Training</td> <td>43</td> </tr> </tbody> </table>			Training	Students Trained	Crash Scene Mapping with Speed Lasers Training	43
Training	Students Trained							
Crash Scene Mapping with Speed Lasers Training	43							
Expenditures		\$15,750						
PT-19-12-07	402	Florida Public Safety Institute	Basic Traffic Homicide Investigation Training	\$68,250				
Project Activities		<p>The Florida Public Safety Institute was awarded a subgrant to continue to facilitate the Basic Traffic Homicide Investigation Training to law enforcement personnel employed by the State of Florida. There was one Basic Traffic Homicide Investigation Training class conducted in the State of Florida in Winter Park, with an overall average course rating of 96%. Participants were provided certifications after the completion of the course. Once completed, 19 students were eligible for Salary Incentives and entered into the Advanced Training Management System (ATMS). The total number of students trained during the subgrant period is provided below.</p> <table border="1" data-bbox="511 1564 1528 1638"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Basic Traffic Homicide Investigation Training</td> <td>24</td> </tr> </tbody> </table>			Training	Students Trained	Basic Traffic Homicide Investigation Training	24
Training	Students Trained							
Basic Traffic Homicide Investigation Training	24							
Expenditures		\$18,979						

PT-19-12-08	402	Florida Public Safety Institute	Advanced Traffic Homicide Investigation Training	\$52,500				
Project Activities		FDOT State Safety Office decided not to award this subgrant at this time due to staffing issues at the Florida Public Safety Institute and the institution's ability to perform the project.						
Expenditures		\$0						
PT-19-12-09	402	Florida Public Safety Institute	Traffic Crash Reconstruction Training	\$27,300				
Project Activities		The Florida Public Safety Institute was awarded a subgrant to continue to facilitate the Traffic Crash Reconstruction Training to law enforcement personnel employed by the State of Florida. There were no Traffic Crash Reconstruction Training classes conducted in FY2019. Courses are hosted at the request of instructors and law enforcement personnel and in FY2019 courses were not requested. There have been expressed interest in the course for the next subgrant year and the agency will apply for funding to conduct classes in the upcoming subgrant year.						
Expenditures		\$0						
PT-19-12-10	402	Institute of Police Technology and Management	Crash Data Retrieval (CDR) Tool Technician	\$14,750				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to provide Crash Data Retrieval (CDR) Tool Technician training to law enforcement personnel employed by the State of Florida. There were six CDR Tool Technician online training class conducted. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 11 municipalities, 17 counties, 24 state law enforcement agencies. The total number of students trained available during the subgrant period is provided below.</p> <table border="1" data-bbox="511 1438 1526 1522"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Crash Data Retrieval (CDR) Tool Technician</td> <td>52</td> </tr> </tbody> </table>			Training	Students Trained	Crash Data Retrieval (CDR) Tool Technician	52
Training	Students Trained							
Crash Data Retrieval (CDR) Tool Technician	52							
Expenditures		\$14,750						

PT-19-12-11	402	Institute of Police Technology and Management	Data Driven Approaches to Crime and Traffic Safety (DDACTS)	\$44,625				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Data Driven Approaches to Crime and Traffic Safety (DDACTS) training to law enforcement personnel employed by the State of Florida. There were two DDACTS training classes conducted throughout the State of Florida in Palm Beach Gardens and Tampa. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being "excellent". Participants were from all over the State of Florida including 21 municipalities, and 7 counties. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Data Driven Approaches to Crime and Traffic Safety</td> <td>28</td> </tr> </tbody> </table>			Training	Students Trained	Data Driven Approaches to Crime and Traffic Safety	28
Training	Students Trained							
Data Driven Approaches to Crime and Traffic Safety	28							
Expenditures		\$16,660						
PT-19-12-12	402	Institute of Police Technology and Management	Event Data Recorder Use in Traffic Crash Reconstruction - Level I	\$35,000				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Event Data Recorder Use in Traffic Crash Reconstruction-Level 1 Training to law enforcement personnel employed by the State of Florida. There were four Event Data Recorder Use in Traffic Crash Reconstruction-Level 1 Training classes conducted throughout the State of Florida in Tallahassee, Daytona Beach, and 2 in Jacksonville. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being "excellent". Participants were from all over the State of Florida including 15 municipalities, 5 counties, and 21 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Event Data Recorder Use in Traffic Crash Reconstruction-Level 1</td> <td>41</td> </tr> </tbody> </table>			Training	Students Trained	Event Data Recorder Use in Traffic Crash Reconstruction-Level 1	41
Training	Students Trained							
Event Data Recorder Use in Traffic Crash Reconstruction-Level 1	41							
Expenditures		\$32,595						

PT-19-12-13	402	Institute of Police Technology and Management	Human Factors in Traffic Crash Reconstruction	\$35,000				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Human Factors in Traffic Crash Reconstruction Training to law enforcement personnel employed by the State of Florida. There were three Human Factors in Traffic Crash Reconstruction Training classes conducted throughout the State of Florida in Jacksonville, Tampa, and Winter Garden. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 36 municipalities, 3 counties, and 1 state law enforcement agency. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Human Factors in Traffic Crash Reconstruction</td> <td>40</td> </tr> </tbody> </table>			Training	Students Trained	Human Factors in Traffic Crash Reconstruction	40
Training	Students Trained							
Human Factors in Traffic Crash Reconstruction	40							
<b>Expenditures</b>		<b>\$33,000</b>						
PT-19-12-14	402	Institute of Police Technology and Management	Investigation of Motorcycle Crashes - Level I	\$39,750				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Investigation of Motorcycle Crashes - Level I Training to law enforcement personnel employed by the State of Florida. There were three Investigation of Motorcycle Crashes - Level I Training classes conducted throughout the State of Florida in Jacksonville, Tampa, and Lake Mary. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 27 municipalities, and 10 counties. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Investigation of Motorcycle Crashes - Level I</td> <td>37</td> </tr> </tbody> </table>			Training	Students Trained	Investigation of Motorcycle Crashes - Level I	37
Training	Students Trained							
Investigation of Motorcycle Crashes - Level I	37							
<b>Expenditures</b>		<b>\$29,415</b>						

PT-19-12-15	402	Institute of Police Technology and Management	Pedestrian/Bicycle Crash Investigation - Level I	\$39,750				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Pedestrian/Bicycle Crash Investigation - Level I Training to law enforcement personnel employed by the State of Florida. There were three Pedestrian/Bicycle Crash Investigation - Level I Training classes conducted throughout the State of Florida in Jacksonville, Miami, and Daytona Beach. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 38 municipalities, and 6 counties. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Pedestrian/Bicycle Crash Investigation - Level I</td> <td>44</td> </tr> </tbody> </table>			Training	Students Trained	Pedestrian/Bicycle Crash Investigation - Level I	44
Training	Students Trained							
Pedestrian/Bicycle Crash Investigation - Level I	44							
Expenditures		\$34,980						
PT-19-12-16	402	Institute of Police Technology and Management	Police Motorcycle Instructor Course	\$50,000				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Police Motorcycle Instructor Course Training to law enforcement personnel employed by the State of Florida. There were two Police Motorcycle Instructor Course Training classes conducted throughout the State of Florida in DeLand and Daytona Beach. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 18 municipalities, 14 counties, and 1 state law enforcement agency. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Police Motorcycle Instructor Course</td> <td>33</td> </tr> </tbody> </table>			Training	Students Trained	Police Motorcycle Instructor Course	33
Training	Students Trained							
Police Motorcycle Instructor Course	33							
Expenditures		\$49,500						
M5TR-19-12-01	405(d)	Florida Public Safety Institute	Standardized Field Sobriety Testing Training	-\$99,750				
M5TR-19-12-02	405(d)	Florida Public Safety Institute	DUI Instructor Training	-\$26,250				



M5TR-19-12-03	405(d)	Florida Public Safety Institute	Spanish Language Training	\$37,800
Project Activities		FDOT State Safety Office decided not to award this subgrant at this time due to staffing issues at the Florida Public Safety Institute and the institution's ability to perform the project.		
Expenditures		\$0		
M5TR-19-12-04	405(d)	Institute of Police Technology and Management	Drug Evaluation and Classification Program	\$346,000
Project Activities		The University of Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate the Drug Recognition Expert (DRE) Program. The subgrant included DRE new certification training and required bi-annual re-certifications. The total number of certified DREs in Florida increased from 311 at the beginning of this subgrant to 337, despite attrition and retirements. The total number of students trained during the subgrant period is provided below.		
		<b>Training</b>		<b>Students Trained</b>
		Drug Evaluation and Classification Program		42
		DRE Recertification course		104
Expenditures		\$257,845		
M5TR-19-12-05	405(d)	Institute of Police Technology and Management on behalf of the Department of Highway Safety and Motor Vehicles	Drug Recognition Expert Training Grant – Florida Highway Patrol	\$50,000
Project Activities		The University of North Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate Drug Recognition Expert (DRE) training for Florida Highway Patrol (FHP) officers. IPTM worked with FHP to market the training during the subgrant period. The total number of students trained during the subgrant period is provided below.		
		<b>Training</b>		<b>Students Trained</b>
		DRE FHP Training		14
Expenditures		\$30,677		

M5TR-19-12-06	405(d)	Institute of Police Technology and Management	Drug Recognition Expert Instructor	\$16,500				
Project Activities		<p>The University of Florida – Institute of Police Technology and Management (IPTM) was awarded a subgrant to facilitate the Drug Recognition Expert (DRE) Program. The subgrant included DRE new certification training and required bi-annual re-certification to law enforcement personnel employed by the State of Florida. The total number of certified DREs increased from 314 at the beginning of this subgrant to 334, despite attrition and retirements. The course received an overall average course rating of 4.52 from a 1-5 scale, with 5 being “excellent”. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Drug Recognition Expert Instructor</td> <td>20</td> </tr> </tbody> </table>			Training	Students Trained	Drug Recognition Expert Instructor	20
Training	Students Trained							
Drug Recognition Expert Instructor	20							
Expenditures		\$16,500						
M5TR-19-12-07	405(d)	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing	<del>-\$100,000</del> \$160,000				
Project Activities		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the DWI Detection and Standardized Field Sobriety Testing to law enforcement personnel employed by the State of Florida. There were twenty DWI classes conducted throughout the State of Florida in Jacksonville, Dunedin, Ormond, Tampa, Chipley, Orlando, Fort Myers, Fort Lauderdale, Ocala, Miami Beach, Key West, Palm Beach Gardens, Lake City, Pensacola, and Sarasota. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 152 municipalities, 121 counties, and 42 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>DWI Detection and Standardized Field Sobriety Testing</td> <td>320</td> </tr> </tbody> </table>			Training	Students Trained	DWI Detection and Standardized Field Sobriety Testing	320
Training	Students Trained							
DWI Detection and Standardized Field Sobriety Testing	320							
Expenditures		\$135,090						

M5TR-19-12-08	405(d)	Institute of Police Technology and Management	Advanced Roadside Impaired Driving Enforcement (ARIDE)	\$100,000				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Advanced Roadside Impaired Driving Enforcement (ARIDE) to law enforcement personnel employed by the State of Florida. There were fifteen ARIDE classes conducted throughout the State of Florida in Jacksonville, Dunedin, Ormand Beach, Tampa, Orlando, Fort Myers, Fort Lauderdale, Ocala, Chipley, Miami Beach, Key West, Palm Beach Gardens, and Pensacola. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 110 municipalities, 79 counties, and 56 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Advanced Roadside Impaired Driving Enforcement (ARIDE)</td> <td>245</td> </tr> </tbody> </table>			Training	Students Trained	Advanced Roadside Impaired Driving Enforcement (ARIDE)	245
Training	Students Trained							
Advanced Roadside Impaired Driving Enforcement (ARIDE)	245							
<b>Expenditures</b>		<b>\$96,775</b>						
M5TR-19-12-09	405(d)	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing Instructor Update	\$5,000				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the DWI Detection and Standardized Field Sobriety Testing and Instructor Update to law enforcement personnel employed by the State of Florida. There was one DWI Instructor Update class conducted in the State of Florida in Orlando. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 5 municipalities, 3 counties, and 3 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>DWI Detection and Standardized Field Sobriety Testing and Instructor Update</td> <td>11</td> </tr> </tbody> </table>			Training	Students Trained	DWI Detection and Standardized Field Sobriety Testing and Instructor Update	11
Training	Students Trained							
DWI Detection and Standardized Field Sobriety Testing and Instructor Update	11							
<b>Expenditures</b>		<b>\$2,475</b>						

M5TR-19-12-10	405(d)	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing Refresher	\$20,000				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the DWI Detection and Standardized Field Sobriety Testing Refresher to law enforcement personnel employed by the State of Florida. There was one DWI Refresher class conducted in the State of Florida in West Palm Beach. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 1 municipality and 7 counties. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>DWI Detection and Standardized Field Sobriety Testing Refresher</td> <td>8</td> </tr> </tbody> </table>			Training	Students Trained	DWI Detection and Standardized Field Sobriety Testing Refresher	8
Training	Students Trained							
DWI Detection and Standardized Field Sobriety Testing Refresher	8							
<b>Expenditures</b>		<b>\$1,000</b>						
M5TR-19-12-11	405(d)	Institute of Police Technology and Management	Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)	\$39,000				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE) to law enforcement personnel employed by the State of Florida. There were twelve MIDDLE classes conducted throughout the State of Florida in Fort Myers, Largo, Lakeland, Tampa, Ormond Beach, Jacksonville, West Palm Beach, Fort Lauderdale, Orlando, and Chipley. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 103 municipalities, 65 counties, and 31 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)</td> <td>199</td> </tr> </tbody> </table>			Training	Students Trained	Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)	199
Training	Students Trained							
Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)	199							
<b>Expenditures</b>		<b>\$38,805</b>						

M5TR-19-12-12	405(d)	Institute of Police Technology and Management	Medical Foundations of Visual Systems Testing	\$35,700				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Medical Foundations of Visual Systems Testing to law enforcement personnel employed by the State of Florida. There were two Medical Foundations of Visual Systems Testing classes conducted throughout the State of Florida in Jacksonville and Largo. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 15 municipalities, 13 counties, and 22 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Medical Foundations of Visual Systems Testing</td> <td>50</td> </tr> </tbody> </table>			Training	Students Trained	Medical Foundations of Visual Systems Testing	50
Training	Students Trained							
Medical Foundations of Visual Systems Testing	50							
<b>Expenditures</b>		<b>\$29,750</b>						
M5TR-19-12-13	405(d)	Institute of Police Technology and Management	Advanced Marijuana Impaired Driving Detection for Law Enforcement	\$19,500				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the Advanced Marijuana Impaired Driving Detection for Law Enforcement to law enforcement personnel employed by the State of Florida. There were five Advanced Marijuana Impaired Driving Detection for Law Enforcement classes conducted throughout the State of Florida in Tampa, Jacksonville, Miami, Fort Lauderdale, and Lake Mary. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 34 municipalities, 33 counties, and 12 state law enforcement agencies. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Advanced Marijuana Impaired Driving Detection for Law Enforcement</td> <td>79</td> </tr> </tbody> </table>			Training	Students Trained	Advanced Marijuana Impaired Driving Detection for Law Enforcement	79
Training	Students Trained							
Advanced Marijuana Impaired Driving Detection for Law Enforcement	79							
<b>Expenditures</b>		<b>\$15,405</b>						

M5TR-19-12-14	405(d)	Department of Highway Safety and Motor Vehicles	Legal Training for Hearing Officers	\$110,000						
<b>Project Activities</b>		<p>The Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to enhance the knowledge and improve the effectiveness of Legal Hearing Officers. Hearing Officers are charged with conducting hearings and issuing final orders for persons whose licenses have been suspended, revoked or disqualified usually due to driving under the influence (DUI), or refusing to submit to DUI testing. Hearing Officers are tasked with interpreting and applying laws and case law with oftentimes limited training. Additionally, each year new laws are enacted that affect the way Hearing Officers conduct their business. DHSMV, with funding from the subgrant, has implemented and facilitated trainings specific to the needs of Hearing Officers. The course received a 72% student evaluation that determined the training was beneficial to the effectiveness of the position. The training was also provided to law enforcement participating in the hearings to provide assistance and expert knowledge of the administrative process and DUI processes as they relate to administrative suspension. A total of 9 Hearing Officer Trainings and 12 Law Enforcement Trainings were facilitated during the subgrant cycle. The total number of students trained during the subgrant period is provided below.</p> <table border="1" data-bbox="513 1010 1528 1129"> <thead> <tr> <th data-bbox="513 1010 1235 1058">Training</th> <th data-bbox="1235 1010 1528 1058">Students Trained</th> </tr> </thead> <tbody> <tr> <td data-bbox="513 1058 1235 1094">Legal Training for Hearing Officers</td> <td data-bbox="1235 1058 1528 1094">234</td> </tr> <tr> <td data-bbox="513 1094 1235 1129">Law Enforcement Training</td> <td data-bbox="1235 1094 1528 1129">262</td> </tr> </tbody> </table>			Training	Students Trained	Legal Training for Hearing Officers	234	Law Enforcement Training	262
Training	Students Trained									
Legal Training for Hearing Officers	234									
Law Enforcement Training	262									
<b>Expenditures</b>		<b>\$80,348</b>								

<b>M5TR-19-12-15</b>	<b>405(d)</b>	<b>Institute of Police Technology and Management</b>	<b>DWI Detection and Standardized Field Sobriety Testing Instructor</b>	<b>\$26,000</b>				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to continue to facilitate the DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Development to law enforcement personnel employed by the State of Florida. There were two SFST Instructor Development classes conducted within the State of Florida in Largo and Ocala. The course received an overall average course rating of 5 from a 1-5 scale, with 5 being “excellent”. Participants were from all over the State of Florida including 14 counties and 1 state law enforcement agency. The total number of students trained during the subgrant period is provided below.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Development</td> <td>15</td> </tr> </tbody> </table>			Training	Students Trained	DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Development	15
Training	Students Trained							
DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Development	15							
<b>Expenditures</b>		<b>\$11,925</b>						
<b>FHTR-19-06-01</b>	<b>405(h)</b>	<b>Institute of Police Technology and Management</b>	<b>Florida Laws: Pedestrian and Bicycle Enforcement Training Program</b>	<b>\$360,000</b>				
<b>Project Activities</b>		<p>The University of North Florida – Institute of Police Technology and Management was awarded a subgrant to support the Pedestrian and Bicycle Safety Program by providing a 4-hour classroom course to law enforcement titled “Pedestrian and Bicycle Law Enforcement: Law, Procedures, and Best Practices”. There were fifty-one classes conducted during the subgrant period. Pre-tests and post-tests were used to measure the improvement in knowledge generated by the class. The average pre-test score was 64.2% and the average post-test score was 86.8%, equating to a 35.2% increase in knowledge achieved through the training. The course received an overall average rating of 4.9 on a scale of 1-5 with 5 being “excellent.” Participants in the training were from throughout the State of Florida and represented municipal, county, and state university law enforcement agencies. The initial stages for a curriculum update and a Law Enforcement Toolkit were also completed during the subgrant period.</p> <table border="1"> <thead> <tr> <th>Training</th> <th>Students Trained</th> </tr> </thead> <tbody> <tr> <td>Pedestrian and Bicycle Law Enforcement: Law, Procedures, and Best Practices</td> <td>986</td> </tr> </tbody> </table>			Training	Students Trained	Pedestrian and Bicycle Law Enforcement: Law, Procedures, and Best Practices	986
Training	Students Trained							
Pedestrian and Bicycle Law Enforcement: Law, Procedures, and Best Practices	986							
<b>Expenditures</b>		<b>\$221,342</b>						

# Speed/Aggressive Driving

The chances of dying in a crash doubles for every 10 miles per hour (mph) a car travels above 50 mph. Speeding reduces the time a driver has to react to a dangerous situation and increases the impact energy and risk of death in the event of a crash.

According to the National Safety Council, if a car is traveling at 30 mph and accelerates to 60 mph, the amount of energy upon impact is four times greater. That impact ripples across the three types of collisions that are part of a crash: the vehicle collision when the car hits another car or object; the human collision when the people in the car hit the interior of the vehicle or another occupant; and the internal collision when organs in the body collide with the body's skeleton or other organs.

A crash is considered to be speed-related when a driver is driving too fast for conditions or exceeding the posted speed limit. Speeding is part of the overall problem of aggressive driving, which can also involve following too closely, refusing to yield the right-of-way, running red lights, weaving in and out of traffic, and passing improperly. In addition to the effects on reaction time and impact, speeding reduces a driver's ability to steer safely around other vehicles, curves, or objects in the roadway; extends the distance necessary to stop a vehicle; and increases the distance a vehicle travels before a hazard is noticed. While quieter, better designed cars and smoother and wider roadways can contribute to the speed problem, driver attitudes and cultural norms are ultimately the major factor in decisions to speed.

To combat this, local law enforcement must conduct sustained highly visible enforcement of speed limits and educate their communities about the safety implications of excessive speed and aggressive driving.

To aid local enforcement agencies in these efforts, Florida's speed and aggressive driving projects provide agencies with resources for overtime enforcement.

Enforcement may include the use of Radar, VASCAR, LiDAR, and other speed enforcement methods. The FY2019 projects include local agencies addressing these problems in geographic areas throughout Florida.





## STRATEGIES

- Enforce speeding and aggressive driving laws by focusing on high-risk locations
- Incorporate technology and other innovations at high risk locations
- Evaluate crash hot spots and implement appropriate engineering countermeasures to control speed and reduce aggressive driving behavior
- Conduct community-based public awareness and education regarding speeding and aggressive driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Enforcement: High Visibility Enforcement* (CTW: Chapter 3, Pages 24-27)

---

<b>Project Name:</b>	(see below)
<b>Implementing Agency:</b>	(see below)
<b>Project Number:</b>	(see below)
<b>Funding Source:</b>	402
<b>Project Description:</b>	The following enforcement agencies work in communities that have high numbers of fatalities and serious injuries due to speed/aggressive driving and currently rank in the top 25% of the FY2019 Highway Safety Matrix. They received funding to conduct speed and aggressive driving countermeasures that include overtime salaries, benefits, and limited equipment necessary for successful enforcement. The goal of each project is to reduce fatalities and injuries resulting from speeding and aggressive driving by using data-driven approaches.
<b>Budget:</b>	<b>\$1,108,000</b>

Project Number	Implementing Agency	Project Name	Budget
SC-19-13-01	Bay County Sheriff's Office	Speed and Aggressive Driving Enforcement	\$50,000
<b>Project Activities</b>	The Bay County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. Due to the late start with the subgrant and after-effects of Hurricane Michael, overtime HVE details began in late February of 2019 and concluded September 2019. During the subgrant period, a total number of 610 traffic stops were made, over 79 citations were issued, and over 589 warnings were given. Over 66 speed-related, 10 safety-belt, and 20 felony arrests made. Although activities have been at a minimum compared to the previous year due to rebuilding, the agency participated in local Community Traffic Safety Team meetings, Law Enforcement Liaison meetings, and in many traffic safety campaigns. Deputies facilitated presentations at local high schools and at community events, relaying the importance of driving safely and the dangers of speeding.		
<b>Expenditures</b>	<b>\$30,047</b>		
SC-19-13-02	Boynton Beach Police Department	Boynton Beach Speed and Aggressive Driving Program	\$25,000
<b>Project Activities</b>	The Boynton Beach Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. Various data systems were utilized to select appropriate times and locations to conduct the HVE operations based on the greatest number of traffic crashes and traffic crash fatalities. Speed-related contacts were increased by 23.76% from the previous year. There was an overall traffic crash reduction of 4.17%, a 1.55% reduction in traffic crashes resulting in serious injury, and a reduction of 33% in traffic crash fatalities when compared to the previous three calendar years. The agency issued 559 speed-related citations and 44 safety belt citations during subgrant operations.		
<b>Expenditures</b>	<b>\$24,730</b>		
SC-19-13-03	Bradenton Police Department	Bradenton Police Department Operation Slow Your Roll	\$25,000
<b>Project Activities</b>	The Bradenton Police Department was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). The Department conducted a total of 54 HVE operations with the 339.5 hours facilitated by 1-2 officers per detail. A total of 719 contacts were made, 487 of which were speed-related. Of the speed contacts, there were 1,307 total citations and 2 safety belt citations distributed during the subgrant period, and 25 misdemeanors and 2 felony arrests were made as well. Operations were conducted in data selected, high crash locations and several school zones. During the subgrant period, the Bradenton Police Department heavily increased its social media presence, worked closely with the local Law Enforcement Liaison, and the City of Bradenton's Traffic Safety Team. The agency purchased two more speed measurement devices for newly trained officers. Through these initiatives, the Department successfully achieved most of the subgrant objectives by reducing the		

	overall number of crashes resulting in serious injuries by 30% and increasing speed-related contacts by 59.98%.		
<b>Expenditures</b>	<b>\$24,976</b>		
<b>SC-19-13-04</b>	<b>Broward County Sheriff's Office</b>	<b>Broward Aggressive-Speed Enforcement (BASE)</b>	<b>\$100,000</b>
<b>Project Activities</b>	The Broward County Sheriff's Office (BSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on areas of concern where a high number of citations and crashes related to reckless/careless driving and speeding occur. The deputies conducted a total number of 201 aggressive driving, 71 move-over, 473 moving, 894 non-moving 1,745 speeding, 519 uninsured motorists, 8 open containers, 24 child safety restraints, and 155 safety belt citations were made. There were also 4,100 written warnings given along with educational materials provided to all contacts made.		
<b>Expenditures</b>	<b>\$98,716</b>		
<b>SC-19-13-05</b>	<b>Citrus County Sheriff's Office</b>	<b>Just Drive Citrus, Speed and Aggressive Driving Campaign</b>	<b>\$37,000</b>
<b>Project Activities</b>	The Citrus County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through High Visibility Enforcement (HVE) operations. The agency had a total of 8 Deputies and 2 Sergeants participating in the HVE enforcement, of which they conducted 514.75 hours of overtime enforcement detail operations during the FY2019 subgrant period. While conducting subgrant enforcement 1,000 traffic stops were made which resulted in 434 speeding citations and an additional 34 moving/non-moving citations, 2 misdemeanor arrests, and 12 criminal arrests were made. The Citrus County Sheriff's Office also conducted several school-based educational presentations to promote the #JustDriveCitrus safe driving campaign and convey to drivers the responsibility of driving safely.		
<b>Expenditures</b>	<b>\$31,121</b>		

<b>SC-19-13-06</b>	<b>City of Delray Beach Police Department</b>	<b>Delray Beach Police Speed and Aggressive Driving Enforcement Program</b>	<b>\$50,000</b>
<b>Project Activities</b>	The Delray Beach Police Department (DBPD) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details during the FY2019 subgrant year. During the subgrant period, a total number of 4 sworn officers worked 753.50 overtime hours facilitating subgrant operations. A total number of 2,610 citations were issued, of which 114 were safety belt infractions and 217 were speeding citations. The DBPD disseminated traffic safety messages and educational information through their various social media accounts, and officers also facilitated educational presentations during local school events.		
<b>Expenditures</b>	<b>\$50,000</b>		
<b>SC-19-13-07</b>	<b>Coral Springs Police Department</b>	<b>Speed and Aggressive Driving Grant</b>	<b>\$52,000</b>
<b>Project Activities</b>	The Coral Springs Police Department (CSPD) was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through High Visibility Enforcement (HVE) operations. The Coral Springs Police Department had a total of 10 officers participating in the HVE enforcement, with three of those officers only temporarily assigned to the subgrant. The CSPD conducted 540 hours of overtime enforcement detail operations during the subgrant period. While conducting subgrant enforcement 1,536 traffic stops were made which resulted in 993 speeding citations and 698 moving/non-moving citations, 2 misdemeanor arrests, and 3 warrant arrests. The Coral Springs Police Department also conducted several school- and community-based educational presentations to promote the safe driving message and convey to drivers the responsibility of driving safely. These community outreach events were conducted in support of the subgrant goal to decrease speed and aggressive driving and funded by the CSPD as subgrant funding was utilized solely for enforcement operations.		
<b>Expenditures</b>	<b>\$38,134</b>		
<b>SC-19-13-08</b>	<b>Fort Myers Police Department</b>	<b>Fort Myers Aggressive Driving Enforcement Program</b>	<b>\$40,000</b>
<b>Project Activities</b>	The Fort Myers Police Department (FMPD) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. Although the FMPD experienced many obstacles with staffing and limited patrol officers for overtime duty, they conducted the HVE operations based on areas where high number of citations and crashes related to reckless/careless driving and speeding occur, and areas of concern for speeding and aggressive driving. The deputies conducted a total number of 236 moving, 40 non-moving, 144 speeding, 519 uninsured motorists, and 9 safety belt citations, and 7 criminal arrests made. There were also 54 written warnings given along with educational materials provided to all contacts made.		
<b>Expenditures</b>	<b>\$31,443</b>		

<b>SC-19-13-09</b>	<b>Hollywood Police Department</b>	<b>Speed and Aggressive Driving Grant</b>	<b>\$40,000</b>
<b>Project Activities</b>	The Hollywood Police Department was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). A total of 1,269 contacts were made, 607 of which were speed-related. Of the speed contacts, there were 909 total citations and 25 safety belt citations distributed during the subgrant period, and 380 warnings and 5 total arrests were made. Operations were conducted in data selected high crash locations and several school zones. During the subgrant period, the Hollywood Police Department increased its social media presence, worked closely with the local Law Enforcement Liaison, and local Traffic Safety Team. Through the use of message boards along the City's highway, the agency continuously displayed speed/aggressive driving information.		
<b>Expenditures</b>	<b>\$40,000</b>		
<hr/>			
<b>SC-19-13-10</b>	<b>Lake City Police Department</b>	<b>Strategic Traffic Enforcement Program (STEP) - Speed and Aggressive Driving</b>	<b>\$20,000</b>
<b>Project Activities</b>	The Lake City Police Department was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through high visibility enforcement (HVE). Lake City Police Department conducted a total number of 431 safety belt citations, and 213 speeding citations were distributed during the subgrant period. There were also 86 impaired driving arrests made. The agency ended the subgrant period exceeding its five objectives: 8.7% reduction in speed/aggressive related motor vehicle crashes, 10.1% increase in the number of speed/aggressive driving-related contacts made, 100% reduction in fatalities, 31.7% decrease in serious injuries, and handed out 449 educational materials.		
<b>Expenditures</b>	<b>\$9,615</b>		
<hr/>			
<b>SC-19-13-11</b>	<b>Lee County Sheriff's Office</b>	<b>Speed and Aggressive Driving Enforcement and Education Program</b>	<b>\$30,000</b>
<b>Project Activities</b>	The Lee County Sheriff's Office (LCSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency conducted the HVE operations based on areas where a high number of citations and crashes occur, and areas of concern for speeding and aggressive driving. The deputies gave a total of 236 moving, 40 non-moving, 144 speeding, 519 uninsured motorists, and 9 safety belt citations. Additionally, during this subgrant period 7 criminal arrests were made. There were also 54 written warnings and 477 traffic stops made. Deputies provided educational materials during the contacts made and attended educational presentations, such as Young Drivers and High-Risk Drivers programs. The Department disseminated traffic safety messages and educational information through their various social media accounts.		
<b>Expenditures</b>	<b>\$29,983</b>		

<b>SC-19-13-12</b>	<b>Live Oak Police Department</b>	<b>Speed and Aggressive Driving 2019</b>	<b>\$22,000</b>
<b>Project Activities</b>	The Live Oak Police Department (LOPD) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. During the subgrant period, a total number of 1,129 contacts were made. These contacts resulted in the issuance of 238 speeding citations and 422-speed warnings. There were 13 safety belt citations issued, 2 misdemeanor arrests, and 20 criminal arrests were made as well. There was a 66% increase in citations during FY2019 when compared to the previous three years. The LOPD conducted 148 HVE overtime operations, working a total of 553 overtime hours, an average of approximately 16 hours per week. The agency reduced its areas speeding related traffic fatalities by 100% in this subgrant cycle.		
<b>Expenditures</b>	<b>\$19,130</b>		
<b>SC-19-13-13</b>	<b>Madison County Sheriff's Office</b>	<b>2019 Speed and Aggressive Driving Grant</b>	<b>\$30,000</b>
<b>Project Activities</b>	The Madison County Sheriff's Office (MCSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. They utilized various data systems to select appropriate times and locations to conduct the HVE operations based on the greatest number of traffic crashes and fatalities. During the subgrant period, a total number of 144 HVE details were conducted by 23 sworn deputies who worked 861.5 overtime hours. A total number of 525 written citations and 786 warnings were provided. Of the citations issued, 15 were for safety belt infractions and 312 were for speeding violations. MCSO also participated in and provided educational materials during community events, school presentations, and civil organization events.		
<b>Expenditures</b>	<b>\$30,000</b>		
<b>SC-19-13-14</b>	<b>Miami-Dade Police Department</b>	<b>Speed and Aggressive Driving Grant</b>	<b>\$40,000</b>
<b>Project Activities</b>	The Miami-Dade Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency conducted the HVE operations based on areas where a high number of citations and crashes occur and areas of concern for speeding and aggressive driving. The officers conducted a total 1,281 traffic stops, of which there were 879 speeding, 36 non-moving violations, and 7 criminal citations given. The agency also had 4 misdemeanors and 3 criminal arrests made. Officers handed out roughly 1,281 educational materials to contacts made and attended educational presentations. The LOPD also disseminated traffic safety messages and educational information through their various social media accounts.		
<b>Expenditures</b>	<b>\$40,000</b>		

<b>SC-19-13-15</b>	<b>Monroe County Sheriff's Office</b>	<b>Speed and Aggressive Driving Grant</b>	<b>\$40,000</b>
<b>Project Activities</b>	The Monroe County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through High Visibility Enforcement (HVE) operations. The agency had between 4 to 6 officers participating in the HVE enforcement, of which they conducted 684 hours of overtime enforcement detail operations during the FY2019 subgrant period. While conducting subgrant enforcement 996 traffic stops were made which resulted in 611 speeding citations, 464 warnings, and 18 arrests made. The Monroe County Sheriff's Office also disseminated traffic safety messages and educational information through their various social media accounts.		
<b>Expenditures</b>	<b>\$39,952</b>		
<b>SC-19-13-16</b>	<b>Okaloosa County Sheriff's Office</b>	<b>Combatting Speed and Aggressive Driving</b>	<b>\$30,000</b>
<b>Project Activities</b>	The Okaloosa County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving enforcement through High Visibility Enforcement (HVE) operations. The agency conducted 649.5 hours of overtime enforcement detail operations during the FY2019 subgrant period. As a result of the overtime subgrant, 1,182 traffic stops were made, which resulted in 401 speeding citations, 725 warnings, 10 seatbelt citations and 37 arrests made. The Okaloosa County Sheriff's Office also disseminated traffic safety messages and educational information through their various social media accounts.		
<b>Expenditures</b>	<b>\$28,147</b>		
<b>SC-19-13-17</b>	<b>Orange County Sheriff's Office</b>	<b>Speed and Aggressive Driving</b>	<b>\$45,000</b>
<b>Project Activities</b>	The Orange County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. They utilized various data systems to select appropriate times and locations to conduct 50 HVE operations based on areas where a high number of citations and crashes related to reckless/careless driving and speeding occur and areas of concern for speeding and aggressive driving. The agency made 900 contacts and worked over 700 hours of overtime. During the FY2019 subgrant cycle, officers issued a total of 718 speeding citations, 58 safety belt citations, 70 warnings, 24 non-moving violations, 41 moving violations, and 17 arrests. The Orange County Sheriff's Office also disseminated traffic safety messages and educational information regarding the dangers of speeding, driving aggressively through their various social media accounts.		
<b>Expenditures</b>	<b>\$35,000</b>		

<b>SC-19-13-18</b>	<b>Orlando Police Department</b>	<b>Orlando Police Department Speeding and Aggressive Driving Enforcement Team</b>	<b>\$75,000</b>
<b>Project Activities</b>	The Orlando Police Department (OPD) was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). The OPD conducted several HVE operations with the 1,360.73 hours facilitated by a combination of 27 officers over the subgrant cycle. A total of 2,332 contacts were made, 967 of which were speeding-related. Of the contacts, there were a total of 660 moving/non-moving citations, 84 criminal citations, and 82 safety belt citations distributed during the subgrant period. There were 14 misdemeanors and 14 felony arrests were made.		
<b>Expenditures</b>	<b>\$74,964</b>		
<b>SC-19-13-19</b>	<b>Palm Beach County Sheriff's Office</b>	<b>Palm Beach County Speed and Aggressive Driving Campaign</b>	<b>\$100,000</b>
<b>Project Activities</b>	The Palm Beach County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. They utilized various data systems to select appropriate locations to conduct the HVE operations based on the greatest number of traffic crashes and traffic crash fatalities. A total number of 84 operations were conducted, which resulted in the issuance of 698 speeding citations and 134 safety belt citations. Five impaired driving arrests also occurred during subgrant operations. They met and exceeded their subgrant objectives through the dissemination of educational materials and HVE operations.		
<b>Expenditures</b>	<b>\$93,824</b>		
<b>SC-19-13-20</b>	<b>Panama City Beach Police Department</b>	<b>Outreach Program to fight against Speed and Aggressive Driving</b>	<b>\$50,000</b>
<b>Project Activities</b>	The Panama City Beach Police Department was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The Department conducted 74 speed and aggressive driving HVE patrols, working 381.75 hours through September 2019. During the subgrant period, a total number of 133 speeding citations and 66 safety belt citations were issued, along with 5 impaired driving arrests being made. The Panama City Beach Police Department worked closely with the local Law Enforcement Liaison and participated in the Local Area Network meetings, as well as the Community Traffic Safety Team meetings. The Department also participated in national and state traffic safety campaigns and made numerous public announcements regarding the importance of traffic safety.		
<b>Expenditures</b>	<b>\$12,077</b>		



<b>SC-19-13-21</b>	<b>Santa Rosa Sheriff's Office</b>	<b>Commitment to Traffic Safety Through Speed Reduction</b>	<b>\$40,000</b>
<b>Project Activities</b>	The Santa Rosa Sheriff's Office (SRSO) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The agency began operations in areas known for speeding, and during times when data indicated peak crashes. A total number of 928.5 overtime HVE hours were conducted during the subgrant period and 1,269 contacts made during subgrant operations as well. During overtime HVE subgrant operations a total number of 6 safety belt citations and 602 speeding citations were issued. There was also 1 impaired driving arrest made.		
<b>Expenditures</b>	<b>\$36,146</b>		
<b>SC-19-13-22</b>	<b>St. Johns County Sheriff's Office</b>	<b>Traffic Safety Initiative</b>	<b>\$20,000</b>
<b>Project Activities</b>	The St. Johns County Sheriff's Office was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). The Department conducted HVE operations with 479.75 hours. A total of 21,030 contacts were made, 209 of which were speeding-related. Of the speed contacts, there were 37 moving/non-moving citations and 3 safety belt citations distributed during the subgrant period, and 4 misdemeanors and 7 felony arrests were made as well. Operations were conducted in data selected high crash locations and several school zones. During the subgrant period St. Johns County Sheriff's Office heavily increased their social media presence, worked closely with the local Law Enforcement Liaison. Through these initiatives, the Department successfully achieved all of the subgrant objectives by reducing the overall amount of crashes resulting in serious injuries by 12.93%, a 100% decrease in fatalities, 34.78% decrease in speed/aggressive driving, and increasing speed-related contacts by 26.58%.		
<b>Expenditures</b>	<b>\$20,000</b>		
<b>SC-19-13-23</b>	<b>Suwannee County Sheriff's Office</b>	<b>Suwannee County Sheriff's Office Speed and Aggressive Driving</b>	<b>\$20,000</b>
<b>Project Activities</b>	The Suwannee County Sheriff's Office was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details during the FY2019 subgrant year. During the subgrant period a total number of 65 overtime HVE enforcement operations were conducted, during which time a total of 364 traffic contacts were made resulting in 59 citations of which 17 were safety belt infractions and 97 were speeding infractions, with 322 warnings being issued.		
<b>Expenditures</b>	<b>\$13,497</b>		

<b>SC-19-13-24</b>	<b>Tampa Police Department</b>	<b>Aggressive Driving and Traffic Safety Enforcement in Tampa - Reducing Speed to Save Lives</b>	<b>\$100,000</b>
<b>Project Activities</b>	<p>The Tampa Police Department (TPD) was awarded a subgrant to conduct high visibility enforcement (HVE) overtime speed and aggressive driving details. The Department began their HVE detail in January 2019 and had 21 Traffic Unit officers assigned to implement the overtime operations required by the subgrant. The officers facilitated 57 small and large-scale overtime HVE details. A total number of 3,302 speeding citations and 52 safety belt citations were issued and 1 impaired driving arrest was made during the overtime HVE details. The TPD also conducted 93 community presentations to citizens and students, educating on traffic safety. Other outreach and education were implemented using television, social media, and school outreach events targeting younger drivers. During the subgrant period, a total number of 3,747 overtime enforcement contacts occurred.</p>		
<b>Expenditures</b>	<b>\$98,277</b>		
<b>SC-19-13-25</b>	<b>Taylor County Sheriff's Office</b>	<b>Speeding and Aggressive Driving</b>	<b>\$27,000</b>
<b>Project Activities</b>	<p>The Taylor County Sheriff's Office (TCSO) was awarded a subgrant to conduct overtime speed and aggressive driving operations using high visibility enforcement (HVE). The Department conducted a total of 71 HVE operations using 413 hours of overtime. A total of 1,400 contacts were made, 131 of which were speeding-related. Of the speeding contacts, there were 116 total citations and 4 safety belt citations distributed during the subgrant period, and 9 felony arrests were made as well. Operations were conducted in data selected high crash locations and several school zones. During the subgrant period, the Taylor County Sheriff's Office heavily increased their social media presence, worked closely with the local Law Enforcement Liaison, and the local Community Traffic Safety Team. The agency purchased speed measurement devices, which helped increase its resources. Before the subgrant, the agency only had an average of 13 traffic stops per month due to manpower shortages. After obtaining the subgrant and purchasing the speed measurement devices, there was a jump in the average amount of traffic stops to 196 per month. Through these initiatives, the TCSO successfully achieved all of the subgrant objectives.</p>		
<b>Expenditures</b>	<b>\$26,083</b>		

# Teen Driver Safety

As any parent knows, handing the car keys to a new driver is a proud yet terrifying experience. Florida has over 400,000 registered teen drivers, age 15 to 19. Teen drivers are involved in approximately 40,000 crashes resulting in 200 fatalities and 2,500 serious injuries each year. Nationally, drivers aged 16 and 17 have the highest crash rates of any age group.

Teen drivers do not have years of experience in recognizing and avoiding dangerous situations. The Centers for Disease Control and Prevention (CDC) finds that teens often engage in risky behaviors. In one-third of the deaths and serious injuries involving teen drivers, safety belts were not worn. Teens are more likely to underestimate dangerous situations, speed, and allow shorter distances between vehicles.

Florida's statewide Teen Driver Safety program targets these teen drivers age 15 to 19, by coaching and empowering them to educate their peers, parents and communities about teen safe driving. Topics include using safety belts, driving within the speed limit and based on road conditions, not driving impaired or distracted, and the crash risk associated with driving with multiple teen passengers. The FY2019 projects address teen driving issues from several angles, and include both statewide projects and local efforts to address problems in specific geographic areas.

## STRATEGIES

- Educate stakeholders about the potential safety benefits of improving Florida's Graduated Driver License law to include passenger and cell phone restrictions
- Educate parents, caregivers, and role models on the dangers of impaired driving for teen drivers including the prohibition on providing alcohol or drugs to anyone under the age of 21
- Work with law enforcement agencies to increase enforcement of GDL and other traffic safety laws including safety belt use and impaired driving

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Parents* (CTW, Chapter 6: Pages 23-26)

---

**Project Name:** Florida Teen Traffic Safety - SADD

**Implementing Agency:** Florida Public Safety Institute

**Project Number:** TSP-19-04-01

**Funding Source:** 402

**Project Description:** The Tallahassee Community College - Florida Public Safety Institute will continue to provide coordination for the alcohol prevention activities of the Students Against Destructive Decisions (SADD) program. Funds will support the salaries of the program's coordinator and program assistant, the maintenance of web-based and traditional educational programming, the purchase and distribution of public information and education items, and training for student leaders. SADD is a long-standing, student-led education and outreach program that provides effective peer-to-peer education to help teens make good traffic safety decisions to ensure their safety.

**Budget:** **\$274,500**

**Project Activities:** The Tallahassee Community College - Florida Public Safety Institute was awarded a subgrant for the statewide teen traffic safety activities of the Florida Student's Against Destructive Decisions (SADD) program. 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. Subgrant funds supported a coordinator's salary, maintenance and management of the website [www.FloridaSADD.org](http://www.FloridaSADD.org), social media postings for Florida SADD, traditional education programming, the purchase and distribution of awareness items, and training for student leaders. During the FY2019 subgrant cycle, SADD accomplished the following: held Florida SADD Student Advisory Board meeting, produced and distributed the monthly Florida SADD activity guide, conducted site visits, training, and educational presentations for teens with staff and subcontracted presenters. SADD hosted 60 Week of Awareness presentations across the State of Florida, where 25,505 students were reached through demonstrations by subcontractors, and provided educational materials from

SADD and our local stakeholders. One additional noteworthy accomplishment was that the Florida SADD Cape Coral High School Chapter was selected as the SADD National Chapter of the Year. Also, two students from Florida were selected to serve on the National Student Leadership Council for SADD National. One of whom received the “Text Less Live More” Award.

**Expenditures: \$151,118**



---

**Project Name:** Florida Teen Safe Driving Coalition - FTSDC

**Implementing Agency:** Florida Public Safety Institute

**Project Number:** TSP-19-04-02

**Funding Source:** 402

**Project Description:** The Tallahassee Community College - Florida Public Safety Institute will continue to provide coordination for the Florida Teen Safe Driving Coalition (FTSDC). Funds will support the statewide coalition’s quarterly meetings, during which time members with specific knowledge, expertise and commitment to teen traffic safety, develop and support strategically developed initiatives driven by data and community need. The FTSDC members also plan and

facilitate a yearly teen leadership academy, during which teens are educated on teen traffic safety issues and are trained in project planning and implementation. FTSDC members act as mentors throughout the fiscal year to provide teens with technical assistance as they are implementing teen traffic safety projects in their local communities, which is required for attendance to the leadership academy.

**Budget:** **\$100,500**

**Project Activities:** The Tallahassee Community College - Florida Public Safety Institute was awarded a subgrant for the statewide teen traffic safety activities of The Florida Teen Safe Driving Coalition (FTSDC). FTSDC is made up of public and private groups working together on teen traffic safety, including Graduation Driver Licensing (GDL) awareness education. The coalition focuses on increasing traffic safety awareness amongst teens and adults through the creation and dissemination of peer-focused educational materials.

During the FY2019 subgrant year, FTSDC held quarterly coalition meetings with membership from 23 agencies and participated in over 20 tabling events to bring awareness to teen safe driving. These events allowed for the use of Fatal Vision Drunk Driving Goggles and Fatal Vision Distracted/Drowsy Goggles. During such events, there were over 34 instances where students and adults/caregivers/parents used the goggles to simulate the experience of distracted or drunk driving. FTSDC also participated in the LifeSavers conference and networked with traffic safety professionals and SADD National executives to obtain relevant traffic safety content to be used within the coalition planning groups for identifiable teen-related topics of interest. The coalition expanded partnerships with other state agencies to network and standardize instructional materials and information on safe driving being taught to teens throughout the state of Florida.

**Expenditures:** **\$9,964**

---

**Project Name:** Florida Sheriffs Association Teen Driver Challenge

**Implementing Agency:** Florida Sheriffs Association

**Project Number:** TSP-19-04-03

**Funding Source:** 402

**Project Description:** The Florida Sheriffs Association received funding to enhance the statewide Teen Driver Challenge (TDC) program that provides teens with knowledge and hands-on experience in collision avoidance and safe driving techniques. The program will be expanded to include five additional counties based on areas with the greatest need, increasing the statewide program to a total of 42 counties covered. A web portal is available to enable parents to easily register teens. The website is also used by instructors to collect and exchange course data.

**Budget:** **\$35,000**

**Project Activities:** The Florida Sheriffs Association (FSA) was awarded an FY2019 subgrant to continue the implementation of the Teen Driver Challenge (TDC) program. TDC programs strive to reduce the number of crashes, fatal crashes, DUIs, and aggressive driving citations for teen drivers. Teens participating in TDC are given classroom training, workbooks and tests to ensure that upon leaving the course they have the knowledge and concepts of positive driving behaviors and are cognizant of safety belt and occupant restraint use, fatigued and impaired driving, distracted driving, and speed and aggressive driving. In May of 2019, the Indian River County Sheriff's Office launched a TDC program. The FSA staff and TDC Advisory Group instructors provided training, on course setup, and assisted in the first TDC course, with 11 certified instructors and 13 students in attendance. FSA has been in contact with the Orange County Sheriff's Office with the intent of launching a TDC program in the area during the FY2020 subgrant period.

**Expenditures:** **\$4,336**

---

**Project Name:** Teen Driver Safety

**Implementing Agency:** Department of Highway Safety and Motor Vehicles

**Project Number:** TSP-19-04-04

**Funding Source:** 402

**Project Description:** The Florida Department of Highway Safety and Motor Vehicles will provide an interactive teen outreach program, primarily in high school settings, to explain driving laws, Graduated Driver Licensing (GDL) restrictions, violation penalties, courteous vs. aggressive driving, alert vs. distracted driving, impaired driving, and safety belt usage. The goal of the program is to reach teens during the graduated licensing stage to impart an understanding of safe driving skills and behaviors as well as the consequences of making risky, unsafe driving decisions.

**Budget:** **\$30,000**

**Project Activities:** The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant to continue the facilitation of the Teen Drive with Courtesy, Attention, Responsibility, Experience (CARE) program. This multicultural, interactive teen outreach program was designed to explain teen driving laws and Graduated Driver License (GDL) requirements and restrictions, which addresses the importance of developing positive driving skills and behaviors. The program also educates parents about their responsibility to coach and monitor their novice drivers, and emphasizes the importance of remaining actively involved during and after the completion of Florida's GDL requirements. The program set out to complete 15 outreach events or presentations for partners, teens, parents of teens, and teachers, and by the end of the year conducted 211 events and presentations. The Teen Drive with CARE program set out to reach at least 2,500 students and by the end of the year reached 4,395. The program administrators conducted surveys with students and parents on the effectiveness of the presentations and received an average rating of 3.86 out of 4.

**Expenditures:** **\$19,239**



---

**Project Name:** Engaging Older Teen Drivers – Expansion  
**Implementing Agency:** Department of Highway Safety and Motor Vehicles  
**Project Number:** TSP-19-04-05  
**Funding Source:** 402  
**Project Description:** The Florida Department of Highway Safety and Motor Vehicles will continue this pilot program to engage older teen drivers at post-secondary institutions through hands-on activities and outreach that address the dangers of distracted driving. During this third grant year, outreach activities will be expanded to include community-based safety and health fairs, student orientations and other on-campus events that target older teens, 18 to 20 years of age, in Leon, Gadsden, Bay, Madison and expanding to include Hillsborough and Orange counties.

**Budget:** **\$32,500**

**Project Activities:** The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant for the FY2019 continuation of a pilot program to engage older teen drivers (18-19) at post-secondary institutions (colleges and universities) using hands-on activities and outreach to educate them on the dangers of distracted driving and encouraging positive behavior change. Throughout this subgrant year, 22 outreach events were held during which time 446 older teens participated in various hands-on activities, including the use of a distracted driving simulator and 6,909 educational materials were distributed.

**Expenditures:** **\$4,376**



---

**Project Name:** Life Changing Experience Community Education Project  
**Implementing Agency:** Children and Parent Resource Group, Inc.

**Project Number:** TSP-19-04-06  
**Funding Source:** 402

**Project Description:** The Children and Parent Resource Group, Inc. will begin a pilot project in two Northwest Florida Counties, Okaloosa and Santa Rosa, that offers a sophisticated 3d interactive program, transforming school auditoriums into interactive cinemas, during which time students are actively engaged in a multi-sensory education experience that has been proven to affect change by improving a teens understanding of impairment, along with the dire consequences of speeding, drinking and driving, driving while texting, driving without a safety belt, and other destructive decisions. The participating students will also receive a phone app, Revolving Door, which continues to provide insight and education for long-lasting influence.

**Budget:** **\$40,000**

**Project Activities:** The Children and Parent Resource Group, Inc. (CPRG) received a subgrant to facilitate a FY2019 pilot project to bring a 3-D interactive cinema experience about safe driving to Santa Rosa and Okaloosa County High Schools. The program conducted a Cinema Drive, a 3-D safe-driving experience for teens utilizing a multi-sensory educational application, in a total of 11 high schools, reaching 2,600 students in Santa Rosa and Okaloosa Counties. The facilitators conducted a risk assessment prior to and after the presentation to determine the risk level change, which is the percentage of change in a student's response that did not answer the pre-survey questions correctly but were able to change their answers on the post-survey, after experiencing the program. Santa Rosa County experienced a risk level percentage change of between 38.9% and 63.9%, while Okaloosa had a change of 47.7% and 67.6%, showing that students learned traffic safety knowledge during the program.

**Expenditures:** **\$40,000**

# Traffic Records

Data is the foundation of any effort to improve traffic safety. Using data to identify safety problems creates an evidence-based safety planning process and results in better decision-making.

A traffic records system consists of data about a State's roadway network and the people and vehicles that use it. The six traffic records categories are: crash, vehicle, driver, roadway, citation/adjudication, and emergency medical services/injury surveillance. The data from these categories are used to understand driver demographics, licensure, behavior, and sanctions; vehicle types, configurations, and usage; engineering, education, and enforcement measures; crash-related medical issues and actions; and how all of these factors affect highway safety.

Florida's Traffic Records Program supports statewide data initiatives to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the data used by the FDOT State Safety Office and its partners to inform roadway safety decisions that will save lives and prevent injuries. Florida's Traffic Records Coordinating Committee (TRCC) provides a statewide forum to discuss data issues that impact the planning, coordination, and implementation of projects to improve the State's traffic records system.



## STRATEGIES

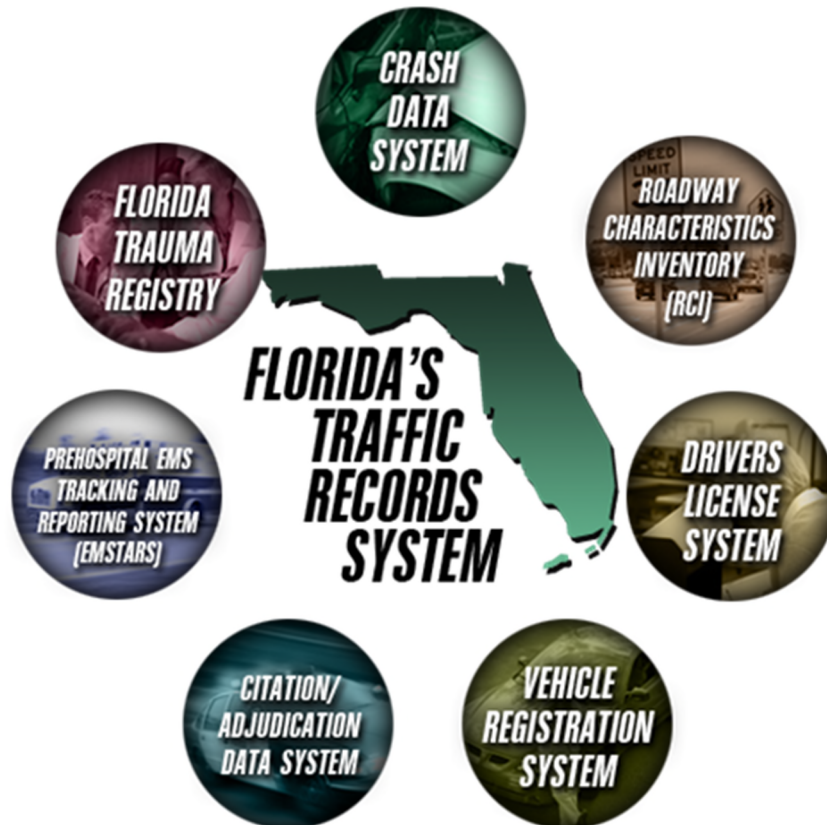
- Develop and maintain complete, accurate, uniform, and timely traffic records data
- Promote the use of traffic records data for decision-making purposes and ensure its accessibility

- Facilitate collaboration of multi-agency initiatives and projects that improve traffic records information systems
- Create the same key data fields and definitions among Florida's six data categories to allow end users to link traffic records data

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- Improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the State's safety data that is needed to identify priorities for federal, state and local highway and traffic safety programs through development of data collection and access systems.



---

**Project Name:** Traffic Records Coordinating Committee Support  
**Implementing Agency:** Florida Public Safety Institute

**Project Number:** TR-19-09-01  
**Funding Source:** 402

**Project Description:** Tallahassee Community College will contract with a consultant to provide technical advice and support to the TRCC Executive Board and its committees. The technical advisor will assist in the update of the Traffic Records Strategic Plan as well as host and maintain the Florida TRCC website.

**Budget:** \$27,500

**Project Activities:** Tallahassee Community College was awarded a subgrant to contract with Cambridge Systematics to obtain administrative support for the Traffic Records Coordinating Committee (TRCC). Cambridge Systematics provided general and logistical support for four TRCC meetings, compiled meeting minutes, maintained and hosted the TRCC website, and assisted with the updating of the TRCC Strategic Plan and Traffic Records Action Plans.

**Expenditures:** \$24,792



---

**Project Name:** Electronic License and Vehicle Information System (ELVIS)

**Implementing Agency:** Florida State University

**Project Number:** TR-19-09-02

**Funding Source:** 402

**Project Description:** The Florida State University will maintain and upgrade an import data tool to provide access to the Florida Crime Information Center (FCIC) and National Crime Information Center (NCIC) data that will be provided without charge to local law enforcement agencies. The tool will improve the accuracy and quality of crash data submitted by these agencies, while reducing the redundancy and labor costs associated with manual entry. Many agencies currently pay separate licensing costs to query FCIC/NCIC data from providers whose software does not easily partner with TraCS. The proposed Electronic License and Vehicle Information System (ELVIS) will provide all Florida law enforcement agencies the ability to run queries and to import contact information into TraCS forms. Resources will be allocated to a full-time Systems Architect, Application Developer, IT Support Specialist, and the following part-time positions: Program Coordinator, Principal Investigator and Technician.

**Budget:** **\$511,584**

**Project Activities:** The Florida State University College of Engineering was awarded a subgrant to continue the Electronic License and Vehicle Information System (ELVIS) Project. ELVIS provides Florida Law Enforcement Agencies (LEA) a no-cost solution to query Criminal Justice Information Services (CJIS), which includes the Florida Crime Information Center (FCIC) and National Crime Information Center (NCIC) data.

In FY2019, the ELVIS staff provided support activities, added new agencies, and attended trainings to maintain and improve functionality of the free web-based solution. They performed 37 LEA trainings, over 10 demonstrations of the software, and hosted 2 user forums in south and north Florida to train users across the state. FY2019 closed with a total of 178 agencies and 17,390 users, an increase when compared to FY 2018's total of 157 agencies and

14,571 users. ELVIS users submitted a total of 6,542,537 queries which averages approximately 18,000 a day. The ELVIS project successfully maintained parsing algorithms for the Department of Motor Vehicles data for all 50 states, the District of Columbia, Puerto Rico, and six Canadian provinces. In addition, parsed data was made available to five different vendors throughout the state of Florida.

At the beginning of the fiscal year, the hosting site at Panama City Police Department (PCPD) sustained damages from Hurricane Michael. In order to restore services, the ELVIS team quickly retrieved all equipment at PCPD to relocate ELVIS to the new hosting site at the Tallahassee Police Department (TPD). This not only required an infrastructure rebuild but also required re-signing all 157 existing LEAs Memoranda of Understandings with the TPD as well as establishing contracts between TPD and FSU to uphold Criminal Justice Information Services Compliance. The ELVIS project maintained a yearly availability of 97.12% for the 12-month period which includes the down time suffered as a result of Hurricane Michael.

**Expenditures: \$464,381**



---

**Project Name:** Traffic and Criminal Software (TraCS) Support, Enhancement, and Training

**Implementing Agency:** Florida State University

**Project Number:** M3DA-19-18-01

**Funding Source:** 405(c)

**Project Description:** The Florida State University (FSU) College of Engineering will maintain and upgrade the Traffic and Criminal Software (TraCS) National Model software and provide training and support to law enforcement agencies. Programmers will update software to support the completion of both electronic crash and citation forms approved by the Department of Highway Safety and Motor Vehicles (DHSMV). Resources will be allocated to a full-time Systems Architect, two Developers, Systems Administrator, and IT Support Specialist, and the following part-time positions: Program Coordinator, Principal Investigator and Technician. Funds will also be used to maintain a centralized hosting facility and to establish a complete system backup at a secondary site.

**Budget:** **\$900,400**

**Project Activities:** The College of Engineering at Florida State University was awarded a subgrant for Florida's TraCS (Traffic and Criminal Software) project which provides a free electronic solution to Florida law enforcement agencies that use electronic crash forms and citations. At the end of FY2019, TraCS had 178 affiliated agencies with approximately 19,269 users. There was a total of 215,500 TraCS generated crash reports submitted to the DHSMV's state database which relates to approximately 32.4% of all electronic crashes being submitted statewide. TraCS crash reports were loaded into the database in a combined average of about 7.97 days with a 99.99% error free rate. This is below the 10-day requirement mandated by state statute and an improvement from last fiscal year's 9-day average.

Integration objectives were also met by maintaining interfaces for 23 Florida Crime Information Center (FCIC) programs used by 100% of TraCS agencies. About 71% of TraCS agencies, or 13,451 TraCS users, are using the



Electronic License Vehicle Information Systems (ELVIS) tool to import both FCIC and the National Crime Information Center data which enables out of state and in state license and vehicle data to import onto TraCS forms. The integration with Signal Four Analytics' Geo-Location tool has also continued. This tool was used by 70% of TraCS users for a total of 13,451 users at 159 agencies which has increased from last fiscal year's 37% usage across 7,033 users and 58 agencies.

The TraCS staff attended and participated in conferences, coordinated with agencies on software upgrades, existing issues, and training on how to use their electronic crash reports, citations, other forms, and Signal Four's Geo-Location Tool. The team created various training material options for users which include online wiki articles, a TraCS Florida YouTube channel with quick video tutorials, and PowerPoint Presentations. Five System Administrator trainings were held in person across the state with over 200 users attending.

The biggest achievement was meeting the accessibility objective by maintaining the setup of the secondary data hosting site at Clermont Police Department (CPD). The TraCS staff worked to move over the primary site from Panama City Police Department (PCPD) to CPD after Hurricane Michael hit PCPD in October 2018. The TraCS staff migrated the infrastructure back over to PCPD to be used as a primary site once damages caused by Hurricane Michael were repaired and CPD was then re-established as the designated back up site.

**Expenditures: \$875,715**



---

**Project Name:** Crash and Uniform Traffic Citation (UTC) Data Improvement

**Implementing Agency:** Department of Highway Safety and Motor Vehicles

**Project Number:** M3DA-19-18-02

**Funding Source:** 405(c)

**Project Description:** The Crash and Uniform Traffic Citation (UTC) staff at the Florida Department of Highway Safety and Motor Vehicles (DHSMV) will be tasked with improving Florida's crash and UTC data to allow the DHSMV and stakeholders to make more informed and accurate decisions and implement appropriate countermeasures. This project will apply a data-driven approach to increase accuracy, completeness, timeliness, and uniformity of record reporting used in developing traffic safety initiatives and law enforcement countermeasures. The crash program staff will be issuing quarterly accuracy and completeness reports to include proposed remedies to all law enforcement agencies submitting crash reports and conducting eight train-the-trainer workshops. Additionally, the UTC program staff will continue its ongoing improvement efforts and conduct five train-the-trainer workshops and one virtual workshop with the Clerk of Courts (COC). They will also conduct a review of four case management systems utilized by the COC for UTC submission and disposition data to propose software data edits to the vendors. Lastly, they will develop a best practices guide for clerks and vendors to reduce citation and disposition errors.

**Budget:** **\$118,114**

**Project Activities:** The Florida Department of Highway Safety and Motor Vehicles (DHSMV) was awarded a subgrant for the Crash and UTC Data Improvement project. The objectives were to increase the accuracy, completeness and timeliness of crash data submission and to increase UTC accuracy and completeness by a relative 5% when compared to baselines founded on 2017 data.

The DHSMV subgrant team developed formal crash and UTC data accuracy, completeness, and timeliness performance measurements which allowed them to target specific areas within the data to improve the overall quality

of the data in the state of Florida. Although the team failed to meet the UTC improvement goal for accuracy and completeness (both by less than 1%), the value of the established criteria and baseline scores proved themselves immediately. The data made it more evident on where the focus should be directed and has been a key component for developing a plan of action to strategize on improving the Case Management Systems (CMS) the Clerk of Courts (COCs) are using to submit UTC data. In regard to the crash data improvement objectives, the subgrant team did surpass the crash accuracy (+0.12%), completeness (+0.51%), and timeliness (+1.11%) goals.

Across the state, the subgrant team conducted 8 crash train-the-trainer workshops attended by 366 law enforcement participants representing 118 agencies with post-workshop survey results indicating an overall approval rating of 98.99%. Performance data was pulled to provide guidance to those agencies in attendance on improving the quality of their crash data. A revised crash report module was added to the workshop curriculum to obtain feedback from law enforcement to include in the future crash report rewrite.

Six UTC train-the-trainer workshops were conducted with 163 participants representing 69 agencies with an overall approval rating of 98.15%, and 6 UTC virtual workshops with 189 participants representing 91 agencies. The UTC workshops conducted during the FY2019 cycle exceeded the subgrant objective of 5 train-the-trainer workshops and one virtual training. An additional objective was to review four Case Management Systems (CMS) used by the COCs to submit UTC data. The selected CMS reviewed, are used by 56 of the 67 counties which accumulates 84% of all COCs in Florida. As a result, the team developed a best practice document of validations to advance the software systems, reduce errors, and improve accuracy and completeness. The document was introduced to the Florida Approved Software Vendors in July with many vendors expressing interest and some beginning programming for implementing the suggested validations.

**Expenditures:           \$111,401**

---

<b>Project Name:</b>	Field Data Collection for National EMS Information System (NEMSIS) Compliance
<b>Implementing Agency:</b>	Florida Department of Health, DEPCS, Bureau of Emergency Medical Oversight
<b>Project Number:</b>	M3DA-19-18-03
<b>Funding Source:</b>	405(c)
<b>Project Description:</b>	The Florida Department of Health will work on increasing the number of agencies submitting data to the State repository in compliance with the current NEMSIS standards. It will also work on transitioning agencies into compliance with the new NEMSIS Version 3 (V3) standards by September 2019. The implementation of the NEMSIS V3 data standards improves the compatibility and interoperability of data between state and local systems and the national data system by defining a new framework, model data elements, national database structure and state submission process. This project will fund a Project Manager, Technical Business Analyst and Data Modeler; along with data hosting services, required vendor change orders, and travel expenses to educate local EMS agencies on data collection standards and to attend conferences for implementation planning.
<b>Budget:</b>	<b>\$366,555</b>
<b>Project Activities:</b>	<p>The Florida Department of Health (DOH) was awarded a subgrant for the continuation of the field data collection for National EMS Information System (NEMSIS) Compliance, an Expanding Accessibility program that maintains the Emergency Medical Service (EMS) Tracking and Reporting System (EMSTARS). The subgrant funded a portion of contractual service costs for maintaining the system, as well as travel expenses, annual technology hosting fees, and data accessibility enhancement needs.</p> <p>At the end of FY2019, 208 EMS agencies submitted EMS runs through EMSTARS of which 154 agencies transitioned to the new NEMSIS Version 3 (V3). Goals for this project were to increase the percentage of EMS runs into the state database, increase the percentage of EMS run reports received within 2 hours of the run, and to link additional data sources to the EMS state repository. By the end of</p>

FY2019, 99.02 percent of EMS runs were submitted into the state database. Approximately 50% of agencies utilizing NEMSIS V3, submitted EMS run reports within 2 hours of the run.

The NEMSIS Compliance team continued efforts on linking crash reports via the BioSpatial platform which provides access to clinical and operational dashboards with near-real time information used to improve national bio-preparedness, operations, and responses.

The DOH continued contractual service agreements for a Project Manager, Business Analyst, and Data Modeler. The staff were contracted to lead and support the EMSTARS project for NEMSIS compliance by working with EMS provider agencies on identifying problems and providing a resolution. The NEMSIS team participated in the National Association of State EMS Officials annual meeting to finalize V3.5 standards, the NEMSIS Technical Advisory Conference and four EMS Advisory Council Data Committee workshops to continue to maintain Florida data standards, business rules and implementation of best practices consistent with NEMSIS.

**Expenditures:            \$311,669**



---

**Project Name:** Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics

**Implementing Agency:** University of Florida

**Project Number:** M3DA-19-18-04

**Funding Source:** 405(c)

**Project Description:** This project with the University of Florida (UF) Signal Four Analytics (S4 Analytics) is a statewide crash and citations analytical system that allows local, regional and state agencies to analyze and create maps and statistical reports of crashes and citations in a consistent, uniform and timely fashion. This project with the University of Florida will address several S4 Analytics feature requests and overall system improvements. It will expand the integration of citations to include all agencies, perform data quality analysis and database updates, perform system monitoring, migrate the system to a new web platform, and promote the use of S4 Analytics through numerous avenues such as training webinars and demonstrations at national and state conferences. Project funding will be provided for personnel to conduct these improvements, travel and equipment expenses.

**Budget:** **\$329,933**

**Project Activities:** 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 the geolocation of crashes that have been entered in the Florida crash database and citation data from Florida Highway Patrol, and other law enforcement agencies using TraCS. This analytical system allows stakeholders to analyze and create maps and statistical reports based off crashes and citations submitted to the state. This fiscal year continued with transitioning the system migration to a newer platform, but also focused on optimization of queries, display of large query results, mapping, and data downloads.

S4 Analytics currently contains 31,468,078 historical and current citation data as well as 6,492,620 crash reports. Eighty-nine new agencies and 1,110 new users gained

access to the S4 Analytics system during this subgrant cycle. At present, there are 3,390 current users representing 825 agencies in the system. The average crash data load error was 0.28% which is 2.77 errors per 1,000 reports.

Four training sessions to educate and support law enforcement, state government agencies, and other users on using S4 Analytics were conducted. In addition, 2 presentations relevant to this project were given at the Traffic Records Forum in Austin, Texas as well as 2 presentations of the Pedestrian and Bicycle Crash Analysis Tool in S4 Analytics for the Federal Department of Transportation. The Principal Investigator on this project was invited to the peer-exchange by the Federal Highway Administration to share Florida's experience and presented Signal Four Analytics at the Safety Data for Local Roads conference in New Orleans.

**Expenditures:** **\$308,169**

---

**Project Name:** Unified and Sustainable Solution to Improve Geo-location Accuracy **and Timeliness of Crashes and Citations**

**Implementing Agency:** University of Florida

**Project Number:** M3DA-19-18-05

**Funding Source:** 405(c)

**Project Description:** This project with the University of Florida (UF) will address the error rate in location data that reduces the ability of crashes to be automatically geo-located. Geo-location currently requires human editors to manually map crashes at a significant, recurring cost to the State. The project will solve the geo-location problem by providing a unified geo-location and validation service, like Florida's validation process used for driver and vehicle information. To accomplish this, a web service was developed using the Florida unified base map. It has become apparent that citations suffer from the same problem in relation to accurate crash location data. Therefore, the geo-location tool will continue efforts in partner with TraCS agencies to incorporate the tool on their e-citations and e-crash system. Another critical problem that results from errors in location

data is the lack of timeliness. Timely availability of geo-located data will enable earlier detection of problems and identification of solutions, ultimately saving lives and preventing loss of property. Project funding will be provided for personnel to perform technical support and trainings, travel and equipment expenses.

**Budget:** **\$167,241**

**Project Activities:** The University of Florida was awarded a subgrant for the continued development of a web based geo-location tool that is currently being used by 164 law enforcement agencies (LEAs), of which includes 159 TraCS' agencies requiring the mandatory use of the tool, with 14 LEAs using the tool for mapping electronic citations. Recurring 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 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 officers has increased significantly in FY2019. A total of 177,366 crash reports were geolocated compared to 111,050 in FY 2018. The geo-location of citations has increased as well with 119,394 citations mapped compared to 65,805 in FY 2018. Demonstrations of the Geo-Location Tool were provided to electronic crash and citation software vendors and law enforcement agencies during the DHSMV Crash and Uniform Traffic Citation Data Improvement trainings, two training sessions for the Miami Police Department, and five webinars to demonstrate the use in TraCS. Two presentations relevant to this project were given at the Traffic Records Forum in Austin, Texas and the Principal Investigator for this project was invited to present at the Federal Highway Administration's peer-exchange at the Safety Data for Local Roads conference in New Orleans.

The staff continues to improve the geo-location service and provides service and support 24 hours a day, 7 days a week, 365 days a year.

**Expenditures:** **\$134,634**



# Work Zone Safety

Work zones may be frustrating to many drivers, but they are essential to ensure Florida's roadways, bridges, medians, and shoulders are properly constructed and maintained. A work zone is an area set up by state and local departments of transportation or utility companies to allow highway construction, maintenance, or utility-work activities. Work zones are usually marked by signs, channeling devices, barriers, pavement markings, and/or work vehicles, and may be monitored by state or local law enforcement.

While work zone fatalities make up only three percent of serious injuries, the safe and efficient flow of traffic through work zones is an ongoing priority for Florida's transportation and safety planners. A focus on work zone safety is critical because plans for investment in maintaining existing roads and bridges and building or expanding roadways to meet the growing capacity needs of the State's transportation system creates more work zones across the state.

## STRATEGIES

- Apply advanced technology to improve work zone safety such as automated work zone information systems, simplified dynamic lane merge systems, portable changeable message signs, and queue warning systems
- Educate road users about work zone safety and provide timely and accurate information regarding active work zones
- Determine the feasibility and effectiveness of other improvements including installing reflectors on barrier walls, spacing on curves, changes in the penalties and fines to contractors for getting out of the roadway late, using of crash cushions, and correcting pavement marking errors
- Work with law enforcement, contractors, and FDOT personnel to reduce speeding in and around work zones through a comprehensive approach of increased fines and increased law enforcement contracts

## EFFECTIVENESS OF PROGRAM

The effectiveness of the following programs has been documented by the National Highway Traffic Safety Administration in their *Countermeasures that Work: Eighth Edition, 2015 guide*. See the following section(s):

- *Communications and Outreach* (CTW, Chapter 2: Pages 20-21; Chapter 4, Pages 19-22; Chapter 8: Pages 8-27)

**Project Name:** ~~Work Zone Safety Campaign~~

**Implementing Agency:** ~~FDOT State Safety Office~~

**Project Number:** ~~RS 19 15 01~~

**Funding Source:** ~~402~~

**Project Description:** ~~The FDOT will work to create a comprehensive work zone safety campaign that includes ads that can be used in places such as: television, radio, magazine, events, internet, billboards, posters, brochures, tear sheets, social media, etc. The ads will be developed to target Florida citizens and visitors to encourage them to drive safely in work zones.~~

**Budget:** ~~\$140,000~~

---

**Project Name:** Operation I-Spy

**Implementing Agency:** Nassau County Sheriff's Office

**Project Number:** RS-19-15-02

**Funding Source:** 402

**Project Description:** The Nassau County Sheriff's Office received funding to conduct speed and aggressive driving countermeasures on State Road 200 in designated work zones. Funding will be used to cover overtime salaries and benefits for successful enforcement. The goal of the project is to reduce crashes, serious injuries, and fatalities in the area by 10% using data-driven approaches.

**Budget:** \$30,000

**Project Activities:** Funds were awarded to Nassau County Sheriff's Office for work zone enforcement and educational efforts. The department conducted 44 enforcement operations that yielded 1,614 traffic stops, 2 DUI arrests, and 684 citations with 484 of those citations (70%) being for speeding in a work zone. During the subgrant period, social media was also utilized to educate the public on safe driving habits in a work zone area. During the subgrant period, there was a 16% decrease in work zone crashes than in the previous year.

**Expenditures:** \$27,014

# Florida FY2019 HSP - Project List

Funding Source	FDOT Program Area	HSP Project Number	Implementing Agency	Project Name	HSP Award Amount	Expenditures	% Expended
402	Impaired Driving	AL-19-05-01	Center for Urban Transportation Research	Florida Impaired Driving Coalition	\$ 130,000	\$ 97,028	75%
402	Community Traffic Safety Outreach	CP-19-04-01	Florida Department of Transportation - District 1	Public Information and Education Program - District 1	\$ 30,000	\$ 30,000	100%
402	Community Traffic Safety Outreach	CP-19-04-02	Florida Department of Transportation - District 2	Public Information and Education Program - District 2	\$ 30,000	\$ 26,504	88%
402	Community Traffic Safety Outreach	CP-19-04-03	Florida Department of Transportation - District 3	Public Information and Education Program - District 3	\$ 30,000	\$ 29,428	98%
402	Community Traffic Safety Outreach	CP-19-04-04	Florida Department of Transportation - District 4	Public Information and Education Program - District 4	\$ 37,918	\$ 37,918	100%
402	Community Traffic Safety Outreach	CP-19-04-05	Florida Department of Transportation - District 5	Public Information and Education Program - District 5	\$ 30,000	\$ 24,228	81%
402	Community Traffic Safety Outreach	CP-19-04-06	Florida Department of Transportation - District 6	Public Information and Education Program - District 6	\$ 30,000	\$ 29,498	98%
402	Community Traffic Safety Outreach	CP-19-04-07	Florida Department of Transportation - District 7	Public Information and Education Program - District 7	\$ 30,000	\$ 7,346	24%
402	Community Traffic Safety Outreach	CP-19-04-08	Center for Urban Transportation Research	Community Traffic Safety Support	\$ 214,000	\$ 43,598	21%
402	Aging Road Users	CP-19-04-09	Area Agency on Aging of Central Florida, Inc. dba Senior Resource Alliance	Elder Road User Program - CarFit	\$ 68,013	\$ 42,667	63%
402	Aging Road Users	CP-19-04-10	Pepper Institute on Aging and Public Policy	Safe Mobility for Life Coalition	\$ 264,000	\$ 221,123	84%
402	Aging Road Users	CP-19-04-11	Institute for Mobility, Activity, and Participation	Aging Road User Information Systems 2018-2019	\$ 188,520	\$ 154,812	82%
402	Aging Road Users	CP-19-04-12	Broward County Sheriff's Office	65+ Grand Drivers	\$ 21,000	\$ 13,084	62%
402	Aging Road Users	CP-19-04-13	Ocala Police Department	Ocala Police Department Aging Driver Program	\$ 4,000	\$ 2,040	51%
402	Distracted Driving	DD-19-04-01	University of Florida Transportation Technology Transfer (T2) Center	Teen Distracted Driving Education Program	\$ 133,094	\$ 104,670	79%
402	Distracted Driving	DD-19-04-02	Broward County Sheriff's Office	Distracted Driving	\$ 10,000	\$ 10,000	100%
402	Distracted Driving	DD-19-04-03	Calhoun County Sheriff's Office	Calhoun Sheriff's Office Distracted Driving Program	\$ 8,000	\$ 7,962	100%
402	Distracted Driving	DD-19-04-04	Citrus County Sheriff's Office	Citrus County Sheriff's Office - Just Drive Citrus	\$ 5,000	\$ 1,305	26%
402	Distracted Driving	DD-19-04-05	Gainesville Police Department	Gainesville Police Department Distracted Driver Program	\$ 5,000	\$ 4,141	83%
402	Distracted Driving	DD-19-04-06	Margate Police Department	Margate Police Department Distracted Driving Initiative	\$ 4,000	\$ -	0%
405 (h)	Paid Media - Pedestrian and Bicycle Safety	FHPE-19-07-01	Institute of Police Technology and Management	Pedestrian and Bicycle Safety Public Education Program - Transit Advertising	\$ 200,000	\$ 152,048	76%
405 (h)	Paid Media - Pedestrian and Bicycle Safety	FHPE-19-07-02	Institute of Police Technology and Management	Pedestrian and Bicycle Safety Public Education Program - Billboard Advertising	\$ 200,000	\$ 187,309	94%
405 (h)	Public Traffic Safety Professionals Training	FHTR-19-06-01	Institute of Police Technology and Management	Florida Laws: Pedestrian and Bicycle Enforcement Training Program	\$ 360,000	\$ 221,342	61%
405 (b)	Occupant Protection	MZHV-19-20-01	Boynton Beach Police Department	Boynton Beach Occupant Protection and Child Passenger Safety Program	\$ 15,000	\$ 14,716	98%
405 (b)	Occupant Protection	MZHV-19-20-02	Broward County Sheriff's Office	Operation Buckle Up	\$ 45,000	\$ 44,863	100%
405 (b)	Occupant Protection	MZHV-19-20-03	City of Delray Beach Police Department	Delray Beach Occupant Protection/Child Passenger Safety	\$ 10,000	\$ 10,000	100%
405 (b)	Occupant Protection	MZHV-19-20-04	Fort Lauderdale Police Department	Fort Lauderdale Occupant Protection Campaign	\$ 40,000	\$ 40,000	100%
405 (b)	Occupant Protection	MZHV-19-20-05	Jupiter Police Department	Occupant Protection and Child Passenger Safety	\$ 15,000	\$ 15,000	100%
405 (b)	Occupant Protection	MZHV-19-20-06	Lake City Police Department	Strategic Traffic Enforcement Program (STEP) - Occupant Protection	\$ 10,000	\$ 9,736	97%
405 (b)	Occupant Protection	MZHV-19-20-07	Live Oak Police Department	Occupant Protection 2019	\$ 8,000	\$ 7,162	90%
405 (b)	Occupant Protection	MZHV-19-20-08	Miami-Dade Police Department	Miami-Dade Police Department Occupant Protection and Child Passenger Safety Program	\$ 100,000	\$ 99,996	100%
405 (b)	Occupant Protection	MZHV-19-20-09	Ocala Police Department	Occupant Protection Program	\$ 3,000	\$ 3,000	100%
405 (b)	Occupant Protection	MZHV-19-20-10	Orange County Sheriff's Office	Occupant Protection and Child Passenger Safety	\$ 40,000	\$ 8,924	22%
405 (b)	Occupant Protection	MZHV-19-20-11	Suwannee County Sheriff's Office	Suwannee County Sheriff's Office Safety Belt Program	\$ 10,000	\$ 7,370	74%
405 (b)	Occupant Protection	MZHV-19-20-12	Clermont Police Department	Clermont Occupant Protection and Child Passenger Safety Program	\$ 5,000	\$ -	0%
405 (b)	Occupant Protection	MZHV-19-20-13	DeFuniak Springs Police Department	DeFuniak Springs Occupant Protection Program	\$ 10,000	\$ 9,491	95%
405 (b)	Occupant Protection	MZHV-19-20-14	Homestead Police Department	Homestead Occupant Protection Program	\$ 50,000	\$ 7,017	14%
405 (b)	Paid Media - Occupant Protection	MZPEM-19-20-01	FDOT State Safety Office	Florida Click It or Ticket Media Campaign	\$ 900,000	\$ 868,929	97%
405 (b)	Occupant Protection	MZPEM-19-20-02	Center for Urban Transportation Research	Occupant Protection and Child Passenger Safety Campaign Development	\$ 25,000	\$ 21,787	87%
405 (b)	Occupant Protection	MZX-19-20-01	University of Florida Transportation Technology Transfer (T2) Center	Florida's Occupant Protection Resource Center	\$ 433,000	\$ 339,334	78%
405 (b)	Occupant Protection	MZX-19-20-02	Institute of Police Technology and Management	Statewide Safety Belt and Child Passenger Safety Surveys	\$ 321,000	\$ 299,017	93%

Funding Source	FDOT Program Area	HSP Project Number	Implementing Agency	Project Name	HSP Award Amount	Expenditures	% Expended
403 (b)	Police Traffic Services - LEL	M2X-19-20-03	Institute of Police Technology and Management	Florida Law Enforcement Liaison Occupant Protection Awareness Program	\$ 150,000	\$ 2,354	2%
403 (c)	Traffic Records	M3DA-19-18-01	Florida State University	Traffic and Criminal Software (TraCS) Support and Enhancement	\$ 900,400	\$ 873,715	97%
403 (c)	Traffic Records	M3DA-19-18-02	Department of Highway Safety and Motor Vehicles	Crash and Uniform Traffic Citation (UTC) Data Improvement	\$ 118,114	\$ 111,401	94%
403 (c)	Traffic Records	M3DA-19-18-03	Florida Department of Health, DEPCS, Bureau of Emergency Medical Oversight	Field Data Collection for National EMS Information System (NEMGIS)	\$ 366,555	\$ 311,669	85%
403 (c)	Traffic Records	M3DA-19-18-04	University of Florida	Compliance Expanding Accessibility, Utilization, and Data Integration of Signal Four Analytics	\$ 329,933	\$ 308,169	93%
403 (c)	Traffic Records	M3DA-19-18-05	University of Florida	Unified and Sustainable Solution to Improve Geo-Location Accuracy and Timeliness of Crashes and Citations	\$ 167,241	\$ 134,634	81%
403 (d)	Public Traffic Safety Professionals Training	M3BAC-19-12-01	Florida Department of Law Enforcement: Alcohol Testing Program	Improving the Effectiveness of Expert Witness Testimony with Training and Upgrading Alcohol Reference Devices	\$ 49,000	\$ 41,282	84%
403 (d)	Impaired Driving	M3CS-19-06-01	Florida Public Safety Institute	Traffic Safety Resource Prosecutor Program (TSRP)	\$ 463,361	\$ 274,642	59%
403 (d)	Impaired Driving	M3HVE-19-06-01	Bay County Sheriff's Office	Enhanced Impaired Driving Enforcement	\$ 50,000	\$ 2,668	5%
403 (d)	Impaired Driving	M3HVE-19-06-02	Bradenton Police Department	Bradenton Police Department Operation "Drive Sober"	\$ 20,000	\$ 20,000	100%
403 (d)	Impaired Driving	M3HVE-19-06-03	Bradford County Sheriff's Office	Bradford County Impaired Driving Enforcement	\$ 25,000	\$ 23,869	95%
403 (d)	Impaired Driving	M3HVE-19-06-04	Boynton Beach Police Department	Boynton Beach Impaired Driving Enforcement	\$ 22,000	\$ 19,811	90%
403 (d)	Impaired Driving	M3HVE-19-06-05	Cape Coral Police Department	Cape Coral Impaired Driving Enforcement and Education	\$ 38,000	\$ 38,000	100%
403 (d)	Impaired Driving	M3HVE-19-06-06	Marianna Police Department	Operation Sober City	\$ 17,000	\$ 15,605	92%
403 (d)	Impaired Driving	M3HVE-19-06-07	City of Miami Police Department	FY 2019 Miami DUI Checkpoint and Saturation Patrol Overtime Project	\$ 80,000	\$ 73,084	91%
403 (d)	Impaired Driving	M3HVE-19-06-08	Ocala Police Department	Ocala Police Department DUI Suppression and Impaired Driving Program	\$ 25,000	\$ 4,662	19%
403 (d)	Impaired Driving	M3HVE-19-06-09	Pensacola Police Department	Continuation of DUI Enforcement Grant	\$ 45,000	\$ 31,687	70%
403 (d)	Impaired Driving	M3HVE-19-06-10	Fort Myers Police Department	Fort Myers DUI Impaired Driving Enforcement	\$ 50,000	\$ 17,309	35%
403 (d)	Impaired Driving	M3HVE-19-06-11	Hillsborough County Sheriff's Office	Operation Trident: Outreach, Education and Enforcement Impaired Driving Safety Program	\$ 123,000	\$ 123,000	100%
403 (d)	Impaired Driving	M3HVE-19-06-12	Lee County Sheriff's Office	Impaired Driving Enforcement and Education Program	\$ 33,000	\$ 29,280	89%
403 (d)	Impaired Driving	M3HVE-19-06-13	Palm Beach County Sheriff's Office	Palm Beach County Impaired Driving Initiative	\$ 150,000	\$ 150,000	100%
403 (d)	Impaired Driving	M3HVE-19-06-14	Santa Rosa Sheriff's Office	DUI's - A Problem That Affects Us All	\$ 50,000	\$ 43,489	87%
403 (d)	Impaired Driving	M3HVE-19-06-15	Suwannee County Sheriff's Office	Operation Sober Suwannee	\$ 20,000	\$ 6,076	30%
403 (d)	Impaired Driving	M3HVE-19-06-16	Taylor County Sheriff's Office	Impaired Driving Program	\$ 31,000	\$ 23,622	76%
403 (d)	Impaired Driving	M3HVE-19-06-17	Miami Beach Police Department	Miami Beach Police Department Impaired Driving Initiative	\$ 40,000	\$ 35,594	89%
403 (d)	Impaired Driving	M3HVE-19-06-18	Miami Beach Gardens Police Department	Miami Gardens Police Department Impaired Driving Initiative	\$ 40,000	\$ -	0%
403 (d)	Impaired Driving	M3PEM-19-16-01	Center for Urban Transportation Research	Impaired Driving Campaign Development	\$ 50,000	\$ 25,007	50%
403 (d)	Paid Media - Motorcycle Safety	M3PEM-19-16-02	Center for Urban Transportation Research	Impaired Motorcyclist PSA Campaign	\$ 300,000	\$ 259,648	87%
403 (d)	Paid Media - Impaired Driving	M3PEM-19-16-03	FDOT State Safety Office	Impaired Driving Statewide Media Campaign	\$ 630,000	\$ 648,997	100%
403 (d)	Paid Media - Impaired Driving	M3PEM-19-16-04	District Board of Trustees Tallahassee Community College	Impaired Driving Professional Sports Marketing	\$ 2,000,000	\$ 1,908,900	95%
403 (d)	Paid Media - Impaired Driving	M3PEM-19-16-05	District Board of Trustees Tallahassee Community College	Impaired Driving Major College Sports Marketing	\$ 459,000	\$ 451,980	98%
403 (d)	Paid Media - Impaired Driving	M3PEM-19-16-06	District Board of Trustees Tallahassee Community College	Impaired Driving Sports Campaign	\$ 216,000	\$ 216,000	100%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-01	Florida Public Safety Institute	Standardized Field Sobriety Testing Training	\$ -	\$ -	0%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-02	Florida Public Safety Institute	DUI Instructor Training	\$ -	\$ -	0%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-03	Florida Public Safety Institute	Spanish Language Training	\$ 37,800	\$ -	0%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-04	Institute of Police Technology and Management	Drug Evaluation and Classification Program	\$ 346,000	\$ 257,845	75%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-05	Institute of Police Technology and Management on behalf of the Department of Highway Safety and Motor Vehicles	Drug Recognition Expert Training Grant - Florida Highway Patrol	\$ 50,000	\$ 30,677	61%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-06	Institute of Police Technology and Management	Drug Recognition Expert Instructor	\$ 16,500	\$ 16,500	100%
403 (d)	Public Traffic Safety Professionals Training	M3TR-19-12-07	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing	\$ 160,000	\$ 133,090	84%

Funding Source	FDOT Program Area	HSP Project Number	Implementing Agency	Project Name	HSP Award Amount	Expenditures	% Expended
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-08	Institute of Police Technology and Management	Advanced Roadside Impaired Driving Enforcement (ARIDE)	\$ 100,000	\$ 96,775	97%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-09	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing Instructor Update	\$ 3,000	\$ 2,475	80%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-10	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing Refresher	\$ 20,000	\$ 1,000	5%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-11	Institute of Police Technology and Management	Marijuana Impaired Driving Detection for Law Enforcement (MIDDLE)	\$ 39,000	\$ 38,805	100%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-12	Institute of Police Technology and Management	Medical Foundations of Visual Systems Testing	\$ 33,700	\$ 29,750	83%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-13	Institute of Police Technology and Management	Advanced Marijuana Impaired Driving Detection for Law Enforcement	\$ 19,500	\$ 15,405	79%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-14	Department of Highway Safety and Motor Vehicles	Legal Training for Hearing Officers	\$ 110,000	\$ 80,348	73%
403 (d)	Public Traffic Safety Professionals Training	MSTR-19-12-15	Institute of Police Technology and Management	DWI Detection and Standardized Field Sobriety Testing Instructor Development	\$ 26,000	\$ 11,925	46%
403 (d)	Impaired Driving	M5X-19-06-01	Mothers Against Drunk Driving (MADD) Florida	MADD Florida Safe and Aware	\$ 297,550	\$ 261,017	88%
403 (d)	Impaired Driving	M5X-19-06-02	Institute of Police Technology and Management	Drug Recognition Expert (DRE) Call-Out	\$ 20,000	\$ 2,652	13%
403 (d)	Impaired Driving	M5X-19-06-03	Florida Sheriff's Association	Value Life	\$ 23,000	\$ 1,540	6%
403 (d)	Impaired Driving	M5X-19-06-04	Institute of Police Technology and Management	Impaired Driving Media Awareness Survey	\$ 60,000	\$ 60,000	100%
403 (d)	Police Traffic Services - LEL	M5X-19-06-05	Institute of Police Technology and Management	Florida Law Enforcement Liaison Impaired Driving Awareness Program	\$ 150,000	\$ 9,813	7%
403 (f)	Paid Media - Motorcycle Safety	M9MA-19-11-01	Center for Urban Transportation Research	Share the Road PSA Campaign	\$ 220,000	\$ 196,462	89%
402	Motorcycle Safety	MC-19-10-01	Center for Urban Transportation Research	Florida's Comprehensive Motorcycle Safety Program	\$ 300,000	\$ 443,701	89%
402	Motorcycle Safety	MC-19-10-02	Center for Urban Transportation Research	Motorcycle Program Evaluation and Data Collection	\$ 110,000	\$ 77,262	70%
402	Motorcycle Safety	MC-19-10-03	University of Miami	Motorcycle Education and Injury Prevention Program in Trauma Centers	\$ 230,000	\$ 160,267	70%
402	Motorcycle Safety	MC-19-10-04	Osceola County Sheriff's Office	Safe Motorcycle and Rider Techniques (SMART)	\$ 70,000	\$ 49,392	71%
402	Motorcycle Safety	MC-19-10-05	Florida State University Police Department	Preventing Street Racing Through Legal Alternatives	\$ 73,000	\$ 73,236	98%
402	Motorcycle Safety	MC-19-10-06	Gainesville Police Department	City of Gainesville Motorcycle/Scooter Safety and Education Program	\$ 60,000	\$ 27,648	46%
402	Motorcycle Safety	MC-19-10-07	Florida State University Police Department	Safe Motorcycle and Rider Techniques (SMART)	\$ 30,000	\$ 2,688	9%
402	Motorcycle Safety	MC-19-10-08	Institute of Police Technology and Management	Motorcycle Awareness Survey	\$ 60,000	\$ 60,000	100%
402	Motorcycle Safety	MC-19-10-09	Miami Beach Police Department	Motorcycle Safety Campaign	\$ 73,000	\$ 74,856	100%
402	Motorcycle Safety	MC-19-10-10	Hillsborough County Sheriff's Office	Triple L: Listen, Learn and Live Motorcycle Education and Safety Program	\$ 80,000	\$ 80,000	100%
402	Motorcycle Safety	MC-19-10-11	Broward County Sheriff's Office	Broward Motorcycle Safety Enforcement Program	\$ 80,000	\$ 79,890	100%
402	Motorcycle Safety	MC-19-10-12	Key West Police Department	Motorcycle/Scooter Enforcement Project	\$ 50,000	\$ 49,825	100%
402	Motorcycle Safety	MC-19-10-13	Miami-Dade Police Department	Specialized Enforcement Operations Targeting Motorcycle Safety	\$ 100,000	\$ 85,000	85%
402	Motorcycle Safety	MC-19-10-14	Ocala Police Department	Ocala Police Department Motorcycle Safety Program	\$ 24,000	\$ 23,591	98%
402	Motorcycle Safety	MC-19-10-15	Volusia County Sheriff's Office	Motorcycle Safety Grant	\$ 30,000	\$ 27,500	92%
402	Occupant Protection	OP-19-02-01	University of Florida Transportation Technology Transfer (T2) Center	Florida's Occupant Protection Coalition	\$ 106,000	\$ 80,730	76%
402	Planning and Administration	PA-19-01-01	FDOT State Safety Office	Operation of the Highway Traffic Safety Grant Section	\$ 300,000	\$ 300,000	100%
402	Planning and Administration	PA-19-01-02	FDOT State Safety Office	Highway Safety Travel and Training	\$ 70,000	\$ 13,561	19%
402	Planning and Administration	PA-19-01-03	Florida Public Safety Institute	Traffic Safety Fiscal Assistant	\$ 30,000	\$ 28,739	97%
402	Paid Media - Distracted Driving	PM-19-07-01	FDOT State Safety Office	Distracted Driving Media Campaign	\$ 400,000	\$ 399,932	100%
402	Paid Media - Motorcycle Safety	PM-19-07-02	Center for Urban Transportation Research	Motorcycle Safety Paid Media Campaign	\$ 173,000	\$ 151,399	87%
402	Pedestrian and Bicycle Safety	PS-19-08-01	Center for Urban Transportation Research	Florida's Comprehensive Pedestrian and Bicycle Safety Program	\$ 300,000	\$ 470,189	94%
402	Pedestrian and Bicycle Safety	PS-19-08-02	Institute of Police Technology and Management	Pedestrian and Bicycle Program Evaluation and Data Collection	\$ 250,000	\$ 197,405	79%
402	Pedestrian and Bicycle Safety	PS-19-08-03	University of Florida Transportation Technology Transfer (T2) Center	Florida's Pedestrian and Bicycle Safety Resource Center	\$ 603,550	\$ 567,964	94%
402	Pedestrian and Bicycle Safety	PS-19-08-04	Institute of Police Technology and Management	Florida's Pedestrian and Bicycle High Visibility Enforcement Program	\$ 150,000	\$ 143,356	96%

Funding Source	FDOT Program Area	HSP Project Number	Implementing Agency	Project Name	HSP Award Amount	Expenditures	% Expended
402	Pedestrian and Bicycle Safety	PS-19-08-05	University of Miami	Pedestrian and Bicycle Education and Injury Prevention Program	\$ 130,000	\$ 67,100	52%
402	Pedestrian and Bicycle Safety	PS-19-08-06	Center for Urban Transportation Research	Walk/Wise Statewide Educational Campaigns on Pedestrian Safety	\$ 75,000	\$ 61,008	81%
402	Pedestrian and Bicycle Safety	PS-19-08-07	Safe Routes to School National Partnership	National Safe Routes to School Conference	\$ 15,000	\$ 15,000	100%
402	Pedestrian and Bicycle Safety	PS-19-08-08	New Port Richey Police Department	Pedestrian and Bicycle Safety Grant	\$ -	\$ -	0%
402	Police Traffic Services - LEL	PT-19-12-01	Institute of Police Technology and Management	Florida Law Enforcement Liaison Program	\$ 930,000	\$ 827,217	89%
402	Police Traffic Services - LEL	PT-19-12-02	Institute of Police Technology and Management	Florida Law Enforcement Traffic Safety Challenge Recognition and Training Event	\$ 150,000	\$ 89,837	60%
402	Public Traffic Safety Professionals Training	PT-19-12-03	Florida Public Safety Institute	Public Traffic Safety Professionals Training Support Staff	\$ -	\$ -	0%
402	Public Traffic Safety Professionals Training	PT-19-12-04	Florida Public Safety Institute	Speed Measurement Training	\$ 15,000	\$ 7,088	47%
402	Public Traffic Safety Professionals Training	PT-19-12-05	Florida Public Safety Institute	Speed Measurement Instructor Training	\$ 15,000	\$ -	0%
402	Public Traffic Safety Professionals Training	PT-19-12-06	Florida Public Safety Institute	Crash Scene Mapping with Speed Lasers Training	\$ 15,750	\$ 15,750	100%
402	Public Traffic Safety Professionals Training	PT-19-12-07	Florida Public Safety Institute	Basic Traffic Homicide Investigation Training	\$ 68,250	\$ 18,979	28%
402	Public Traffic Safety Professionals Training	PT-19-12-08	Florida Public Safety Institute	Advanced Traffic Homicide Investigation Training	\$ 52,500	\$ -	0%
402	Public Traffic Safety Professionals Training	PT-19-12-09	Florida Public Safety Institute	Traffic Crash Reconstruction Training	\$ 27,300	\$ -	0%
402	Public Traffic Safety Professionals Training	PT-19-12-10	Institute of Police Technology and Management	Crash Data Retrieval (CDR) Tool Technician	\$ 14,750	\$ 14,750	100%
402	Public Traffic Safety Professionals Training	PT-19-12-11	Institute of Police Technology and Management	Data Driven Approaches to Crime and Traffic Safety (DDACTS)	\$ 44,625	\$ 16,660	37%
402	Public Traffic Safety Professionals Training	PT-19-12-12	Institute of Police Technology and Management	Event Data Recorder Use in Traffic Crash Reconstruction - Level I	\$ 35,000	\$ 32,595	93%
402	Public Traffic Safety Professionals Training	PT-19-12-13	Institute of Police Technology and Management	Human Factors in Traffic Crash Reconstruction	\$ 35,000	\$ 33,000	94%
402	Public Traffic Safety Professionals Training	PT-19-12-14	Institute of Police Technology and Management	Investigation of Motorcycle Crashes - Level I	\$ 39,750	\$ 29,415	74%
402	Public Traffic Safety Professionals Training	PT-19-12-15	Institute of Police Technology and Management	Pedestrian/Bicycle Crash Investigation Level I	\$ 39,750	\$ 34,980	88%
402	Public Traffic Safety Professionals Training	PT-19-12-16	Institute of Police Technology and Management	Police Motorcycle Instructor Course	\$ 50,000	\$ 49,500	99%
402	Work Zone Safety	RS-19-15-01	FDOT State Safety Office	Work Zone Safety Campaign	\$ 140,000	\$ -	0%
402	Work Zone Safety	RS-19-15-02	Nassau County Sheriff's Office	Operation I-Spy	\$ 30,000	\$ 27,014	90%
402	Speed/Aggressive Driving	SC-19-13-01	Bay County Sheriff's Office	Speed and Aggressive Driving Enforcement	\$ 50,000	\$ 30,047	60%
402	Speed/Aggressive Driving	SC-19-13-02	Boynton Beach Police Department	Boynton Beach Speed and Aggressive Driving Program	\$ 25,000	\$ 24,730	99%
402	Speed/Aggressive Driving	SC-19-13-03	Bradenton Police Department	Bradenton Police Department Operation Slow Your Roll	\$ 25,000	\$ 24,976	100%
402	Speed/Aggressive Driving	SC-19-13-04	Broward County Sheriff's Office	Broward Aggressive-Speed Enforcement (BASE)	\$ 100,000	\$ 98,716	99%
402	Speed/Aggressive Driving	SC-19-13-05	Citrus County Sheriff's Office	Just Drive Citrus, Speed and Aggressive Driving Campaign	\$ 37,000	\$ 31,121	84%
402	Speed/Aggressive Driving	SC-19-13-06	City of Delray Beach Police Department	Delray Beach Police Speed and Aggressive Driving Enforcement Program	\$ 50,000	\$ 50,000	100%
402	Speed/Aggressive Driving	SC-19-13-07	Coral Springs Police Department	Speed and Aggressive Driving Grant	\$ 52,000	\$ 38,134	73%
402	Speed/Aggressive Driving	SC-19-13-08	Fort Myers Police Department	Fort Myers Aggressive Driving Enforcement Program	\$ 40,000	\$ 31,443	79%
402	Speed/Aggressive Driving	SC-19-13-09	Hollywood Police Department	Speed and Aggressive Driving Grant	\$ 40,000	\$ 40,000	100%
402	Speed/Aggressive Driving	SC-19-13-10	Lake City Police Department	Strategic Traffic Enforcement Program (STEP) - Speed and Aggressive Driving	\$ 20,000	\$ 9,615	48%
402	Speed/Aggressive Driving	SC-19-13-11	Lee County Sheriff's Office	Speed and Aggressive Driving Enforcement and Education Program	\$ 30,000	\$ 29,983	100%
402	Speed/Aggressive Driving	SC-19-13-12	Live Oak Police Department	Speed and Aggressive Driving 2019	\$ 22,000	\$ 19,130	87%
402	Speed/Aggressive Driving	SC-19-13-13	Madison County Sheriff's Office	2019 Speed and Aggressive Driving Grant	\$ 30,000	\$ 30,000	100%
402	Speed/Aggressive Driving	SC-19-13-14	Miami-Dade Police Department	Speed and Aggressive Driving Grant	\$ 40,000	\$ 40,000	100%
402	Speed/Aggressive Driving	SC-19-13-15	Monroe County Sheriff's Office	Speed and Aggressive Driving Grant	\$ 40,000	\$ 39,952	100%
402	Speed/Aggressive Driving	SC-19-13-16	Okaloosa County Sheriff's Office	Combating Speed and Aggressive Driving	\$ 30,000	\$ 28,147	94%
402	Speed/Aggressive Driving	SC-19-13-17	Orange County Sheriff's Office	Speed and Aggressive Driving	\$ 45,000	\$ 35,000	78%
402	Speed/Aggressive Driving	SC-19-13-18	Orlando Police Department	Orlando Police Department Speeding and Aggressive Driving Enforcement Team	\$ 75,000	\$ 74,964	100%
402	Speed/Aggressive Driving	SC-19-13-19	Palm Beach County Sheriff's Office	Palm Beach County Speed and Aggressive Driving Campaign	\$ 100,000	\$ 93,824	94%

Funding Source	FDOT Program Area	HSP Project Number	Implementing Agency	Project Name	HSP Award Amount	Expenditures	% Expended
402	Speed/Aggressive Driving	SC-19-13-20	Panama City Beach Police Department	Outreach Program to fight against Speed and Aggressive Driving	\$ 30,000	\$ 12,077	24%
402	Speed/Aggressive Driving	SC-19-13-21	Santa Rosa Sheriff's Office	Commitment to Traffic Safety Through Speed Reduction	\$ 40,000	\$ 36,146	90%
402	Speed/Aggressive Driving	SC-19-13-22	St. Johns County Sheriff's Office	Traffic Safety Initiative	\$ 20,000	\$ 20,000	100%
402	Speed/Aggressive Driving	SC-19-13-23	Suwannee County Sheriff's Office	Suwannee County Sheriff's Office Speed and Aggressive Driving	\$ 20,000	\$ 13,497	67%
402	Speed/Aggressive Driving	SC-19-13-24	Tampa Police Department	Aggressive Driving and Traffic Safety Enforcement in Tampa - Reducing Speed to Save Lives	\$ 100,000	\$ 98,277	98%
402	Speed/Aggressive Driving	SC-19-13-25	Taylor County Sheriff's Office	Speeding and Aggressive Driving	\$ 27,000	\$ 26,083	97%
402	Traffic Records	TR-19-09-01	Florida Public Safety Institute	Traffic Records Coordinating Committee Support	\$ 27,500	\$ 24,792	90%
402	Traffic Records	TR-19-09-02	Florida State University	Electronic License and Vehicle Information Systems (ELVIS) Support and Enhancement	\$ 311,584	\$ 464,381	91%
402	Teen Driver Safety	TSP-19-04-01	Florida Public Safety Institute	Florida Teen Traffic Safety - SADO	\$ 274,500	\$ 151,118	55%
402	Teen Driver Safety	TSP-19-04-02	Florida Public Safety Institute	Florida Teen Safe Driving Coalition - FTSDC	\$ 100,500	\$ 9,964	10%
402	Teen Driver Safety	TSP-19-04-03	Florida Sheriffs Association	Florida Sheriffs Association Teen Driver Challenge	\$ 35,000	\$ 4,336	12%
402	Teen Driver Safety	TSP-19-04-04	Department of Highway Safety and Motor Vehicles	Teen Driver Safety	\$ 30,000	\$ 19,239	64%
402	Teen Driver Safety	TSP-19-04-05	Department of Highway Safety and Motor Vehicles	Engaging Older Teen Drivers - Expansion	\$ 32,500	\$ 4,376	13%
402	Teen Driver Safety	TSP-19-04-06	Children and Parent Resource Group, Inc.	Life Changing Experience Community Education Project	\$ 40,000	\$ 40,000	100%
**Expenditures are reported as billed to NHTSA, which may include applied credits and program income.					\$ 21,174,008	\$ 17,438,727	82%

# Florida FY2019 HSP - \$5,000 Equipment List

## Florida FY2019 HSP - \$5,000 Equipment List

FDOT Program Area					
Project Number	Funding Source	Implementing Agency / Project Name	Item	Maximum Units	Maximum Unit Cost
<b>Aging Road Users</b>					
NA					
<b>Community Traffic Safety Outreach</b>					
CP-19-04-01	402	Florida Department of Transportation—District 1 / Public Information and Education Program— District 1	Mirror Photo Booth	1	\$12,000
CP-19-04-02	402	Florida Department of Transportation – District 2 / Public Information and Education Program – District 2	Mirror Photo Booth	1	\$12,000
CP-19-04-03	402	Florida Department of Transportation – District 3 / Public Information and Education Program – District 3	Mirror Photo Booth	1	\$12,000
CP-19-04-04	402	Florida Department of Transportation—District 4 / Public Information and Education Program— District 4	Mirror Photo Booth	1	\$12,000
CP-19-04-05	402	Florida Department of Transportation—District 5 / Public Information and Education Program— District 5	Mirror Photo Booth	1	\$12,000
CP-19-04-06	402	Florida Department of Transportation—District 6 / Public Information and Education Program— District 6	Mirror Photo Booth	1	\$12,000
CP-19-04-07	402	Florida Department of Transportation—District 7 / Public Information and Education Program— District 7	Mirror Photo Booth	1	\$12,000
<b>Distracted Driving</b>					
NA					
<b>Impaired Driving</b>					
M5HVE-19-06-06	405 (d)	Marianna Police Department / Operation Sober City	In-Car Video System	1	\$5,500
M5HVE-19-06-09	405 (d)	Pensacola Police Department / Continuation of DUI Enforcement	Intoxilyzer and Printer In-Car Video System	1 1	\$7,000 \$6,000

AMENDMENT 1

Last Updated: 5/8/19  
Page 1 of 2





## Florida FY2019 HSP - \$5,000 Equipment List

M5HVE-19-06-16	405 (d)	Taylor County Sheriff's Office / Impaired Driving Program	In-Car Video System	2	\$5,500
<b>Motorcycle Safety</b>					
NA					
<b>Occupant Protection</b>					
M2HVE-19-20-10	405 (b)	Orange County Sheriff's Office / Occupant Protection and Child Passenger Safety	Variable Message Board	1	\$10,000
<b>Paid Media</b>					
NA					
<b>Pedestrian and Bicycle Safety</b>					
NA					
<b>Planning and Administration</b>					
PA-19-01-02	402	<del>FDOT State Safety Office / Highway Safety Travel and Training</del>	Vehicle	1	\$25,000
<b>Police Traffic Services – LEL</b>					
NA					
<b>Public Traffic Safety Professionals Training</b>					
NA					
<b>Speed/Aggressive Driving</b>					
SC-19-13-17	402	Orange County Sheriff's Office / Speed and Aggressive Driving	Speed Reporting Trailer	1	\$10,000
<b>Teen Driver Safety</b>					
TSP-19-04-05	402	Department of Highway Safety and Motor Vehicles / Engaging Older Teen Drivers - Expansion	Distracted Driving Simulator	1	\$12,000
<b>Traffic Records</b>					
NA					
<b>Work Zone Safety</b>					
NA					

AMENDMENT 1

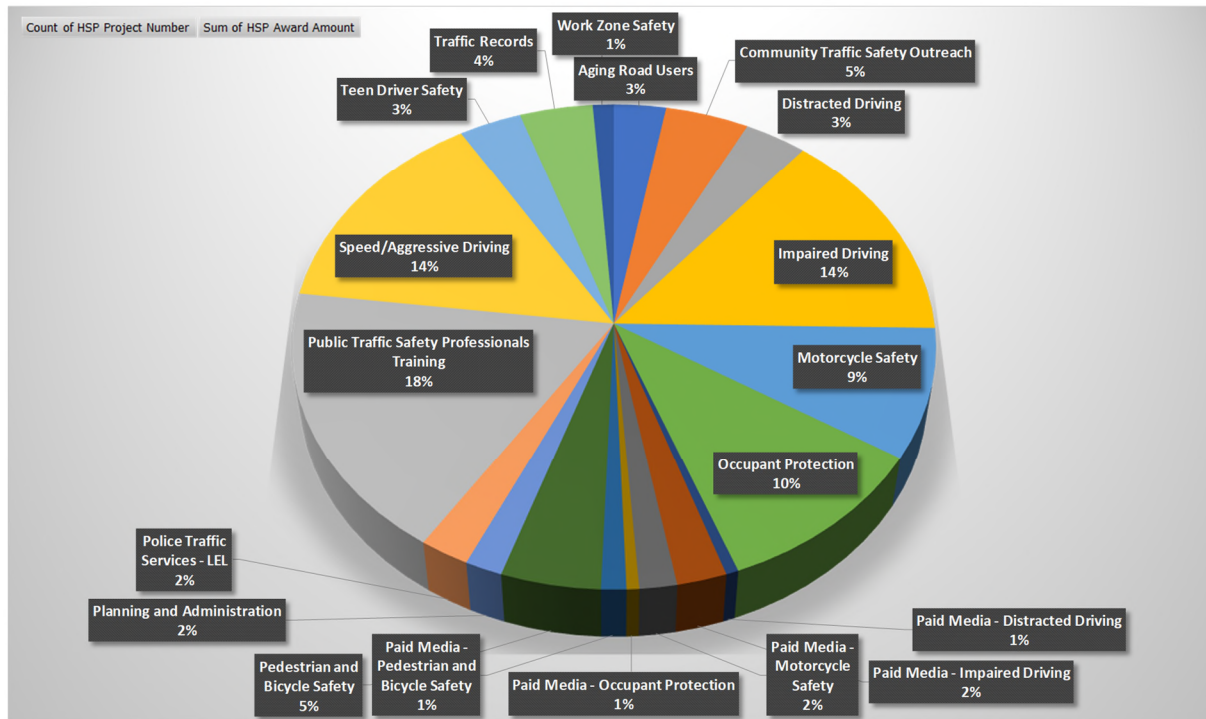
Last Updated: 5/8/19  
Page 2 of 2



# Florida FY2019 HSP - FDOT Financial Summary Amendment 2

## FY 2019 Highway Safety Plan FDOT Financial Summary

Sum of HSP Award Amount Program Area	Funding Source						Grand Total	Percentage
	402	405 (b)	405 (c)	405 (d)	405 (f)	405 (h)		
Aging Road Users	\$ 545,533						\$ 545,533	3%
Community Traffic Safety Outreach	\$ 431,918						\$ 431,918	2%
Distracted Driving	\$ 165,094						\$ 165,094	1%
Impaired Driving	\$ 130,000			\$ 1,778,911			\$ 1,908,911	9%
Motorcycle Safety	\$ 1,574,000						\$ 1,574,000	7%
Occupant Protection	\$ 106,000	\$ 1,140,000					\$ 1,246,000	6%
Paid Media - Distracted Driving	\$ 400,000						\$ 400,000	2%
Paid Media - Impaired Driving				\$ 3,325,000			\$ 3,325,000	16%
Paid Media - Motorcycle Safety	\$ 175,000			\$ 300,000	\$ 220,000		\$ 695,000	3%
Paid Media - Occupant Protection		\$ 900,000					\$ 900,000	4%
Paid Media - Pedestrian and Bicycle Safety						\$ 400,000	\$ 400,000	2%
Pedestrian and Bicycle Safety	\$ 1,723,550						\$ 1,723,550	8%
Planning and Administration	\$ 420,000						\$ 420,000	2%
Police Traffic Services - LEL	\$ 1,100,000	\$ 150,000		\$ 150,000			\$ 1,400,000	7%
Public Traffic Safety Professionals Training	\$ 452,675			\$ 1,014,500		\$ 360,000	\$ 1,827,175	9%
Speed/Aggressive Driving	\$ 1,108,000						\$ 1,108,000	5%
Teen Driver Safety	\$ 512,500						\$ 512,500	2%
Traffic Records	\$ 539,084		\$ 1,882,243				\$ 2,421,327	11%
Work Zone Safety	\$ 170,000						\$ 170,000	1%
<b>Grand Total</b>	<b>\$ 9,553,354</b>	<b>\$ 2,190,000</b>	<b>\$ 1,882,243</b>	<b>\$ 6,568,411</b>	<b>\$ 220,000</b>	<b>\$ 760,000</b>	<b>\$ 21,174,008</b>	<b>100%</b>

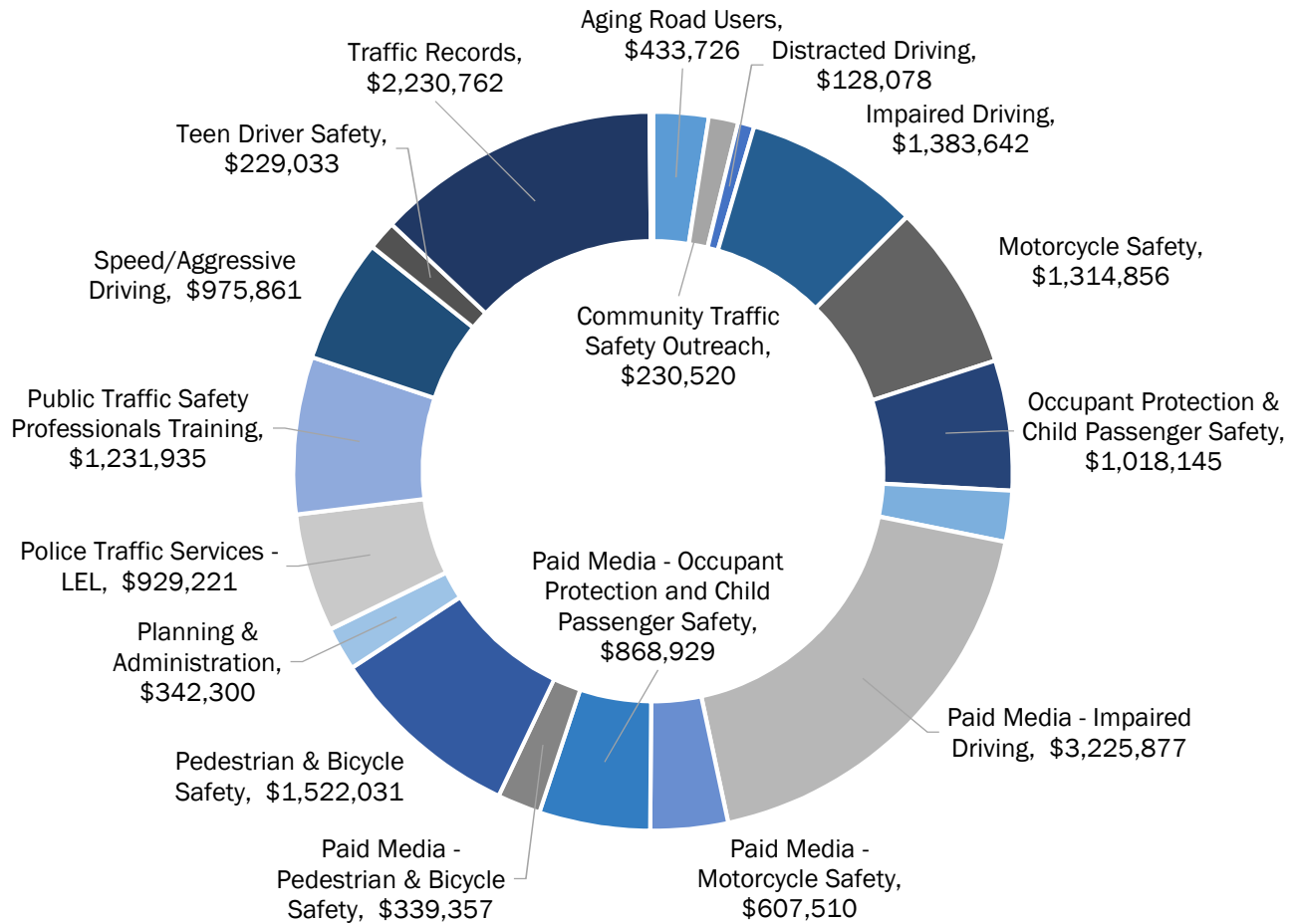


# Florida FY2019 HSP - FDOT Financial Expenditures

## FY2019 Annual Report Financial Summary

FDOT Program Areas	NHTSA Funding	NHTSA Funding						Grand Total	Percentage Expended
		402	405 (b)	405 (c)	405 (d)	405 (f)	405 (h)		
Aging Road Users	Awarded	\$ 545,533.00						\$ 545,533.00	80%
	Expenditures	\$ 433,725.90						\$ 433,725.90	
Community Traffic Safety Outreach	Awarded	\$ 431,918.00						\$ 431,918.00	53%
	Expenditures	\$ 230,519.77						\$ 230,519.77	
Distracted Driving	Awarded	\$ 165,094.00						\$ 165,094.00	78%
	Expenditures	\$ 128,078.38						\$ 128,078.38	
Impaired Driving	Awarded	\$ 130,000.00			\$ 1,778,911.00			\$ 1,908,911.00	72%
	Expenditures	\$ 97,027.85			\$ 1,286,614.60			\$ 1,383,642.45	
Motorcycle Safety	Awarded	\$ 1,574,000.00						\$ 1,574,000.00	84%
	Expenditures	\$ 1,314,855.92						\$ 1,314,855.92	
Occupant Protection and Child Passenger Safety	Awarded	\$ 106,000.00	\$ 1,140,000.00					\$ 1,246,000.00	82%
	Expenditures	\$ 80,730.44	\$ 937,414.23					\$ 1,018,144.67	
Paid Media - Distracted Driving	Awarded	\$ 400,000.00						\$ 400,000.00	100%
	Expenditures	\$ 399,931.90						\$ 399,931.90	
Paid Media - Impaired Driving	Awarded				\$ 3,325,000.00			\$ 3,325,000.00	97%
	Expenditures				\$ 3,225,876.50			\$ 3,225,876.50	
Paid Media - Motorcycle Safety	Awarded	\$ 175,000.00			\$ 300,000.00	\$ 220,000.00		\$ 695,000.00	87%
	Expenditures	\$ 151,399.39			\$ 259,648.29	\$ 196,461.88		\$ 607,509.56	
Paid Media - Occupant Protection and Child Passenger Safety	Awarded		\$ 900,000.00					\$ 900,000.00	97%
	Expenditures		\$ 868,929.23					\$ 868,929.23	
Paid Media - Pedestrian and Bicycle Safety	Awarded					\$ 400,000.00		\$ 400,000.00	85%
	Expenditures					\$ 339,356.92		\$ 339,356.92	
Pedestrian and Bicycle Safety	Awarded	\$ 1,723,550.00						\$ 1,723,550.00	88%
	Expenditures	\$ 1,522,030.70						\$ 1,522,030.70	
Planning & Administration	Awarded	\$ 420,000.00						\$ 420,000.00	81%
	Expenditures	\$ 342,299.73						\$ 342,299.73	
Police Traffic Services - LEL	Awarded	\$ 1,100,000.00	\$ 150,000.00		\$ 150,000.00			\$ 1,400,000.00	66%
	Expenditures	\$ 917,053.65	\$ 2,354.00		\$ 9,813.00			\$ 929,220.65	
Public Traffic Safety Professionals Training	Awarded	\$ 452,675.00			\$ 1,014,500.00	\$ 360,000.00		\$ 1,827,175.00	67%
	Expenditures	\$ 252,716.25			\$ 757,877.35	\$ 221,341.54		\$ 1,231,935.14	
Speed/Aggressive Driving	Awarded	\$ 1,108,000.00						\$ 1,108,000.00	88%
	Expenditures	\$ 975,861.45						\$ 975,861.45	
Teen Driver Safety	Awarded	\$ 512,500.00						\$ 512,500.00	45%
	Expenditures	\$ 229,032.53						\$ 229,032.53	
Traffic Records	Awarded	\$ 539,084.00		\$ 1,882,243.00				\$ 2,421,327.00	92%
	Expenditures	\$ 489,172.98		\$ 1,741,588.67				\$ 2,230,761.65	
Work Zone Safety	Awarded	\$ 170,000.00						\$ 170,000.00	16%
	Expenditures	\$ 27,013.85						\$ 27,013.85	
<b>Awarded Total</b>		<b>\$ 9,553,354.00</b>	<b>\$ 2,190,000.00</b>	<b>\$ 1,882,243.00</b>	<b>\$ 6,568,411.00</b>	<b>\$ 220,000.00</b>	<b>\$ 760,000.00</b>	<b>\$ 21,174,008.00</b>	
<b>Expenditures Total</b>		<b>\$ 7,591,450.69</b>	<b>\$ 1,808,697.46</b>	<b>\$ 1,741,588.67</b>	<b>\$ 5,539,829.74</b>	<b>\$ 196,461.88</b>	<b>\$ 560,698.46</b>	<b>\$ 17,438,726.90</b>	
<b>Difference</b>		<b>79%</b>	<b>83%</b>	<b>93%</b>	<b>84%</b>	<b>89%</b>	<b>74%</b>	<b>82%</b>	

## FY2019 Expenditures by FDOT Program Areas



### FY2019 Expenditures by NHTSA Fund

