



## WHAT IS THE STRATEGIC HIGHWAY SAFETY PLAN (SHSP)?

The SHSP is a statewide safety plan developed by FDOT and its safety partners as a framework for eliminating fatalities and serious injuries on all public roads. This framework is the guide for how Florida's traffic safety partners will move toward the vision of a fatality-free transportation system during the next five years. To achieve this vision, this SHSP affirms the target of zero traffic fatalities and serious injuries.

This SHSP deepens our resolve to aggressively reduce fatal and serious injury crashes in Florida. It introduces Florida to a "Safe System" approach promoted by the Federal Highway Administration to address all elements of a safe transportation system in an integrated manner. This approach means new priorities and strategies; enhanced and new partnerships; and committing more of our time, talent, and resources. We believe our collective commitment will help all of us make significant progress toward this vision in the next five years and beyond.



## KEY STRATEGIES

Safety professionals typically focus on four major approaches for reducing fatalities and serious injuries, the 4Es of traffic safety: Engineering, Education, Enforcement, and Emergency Response.

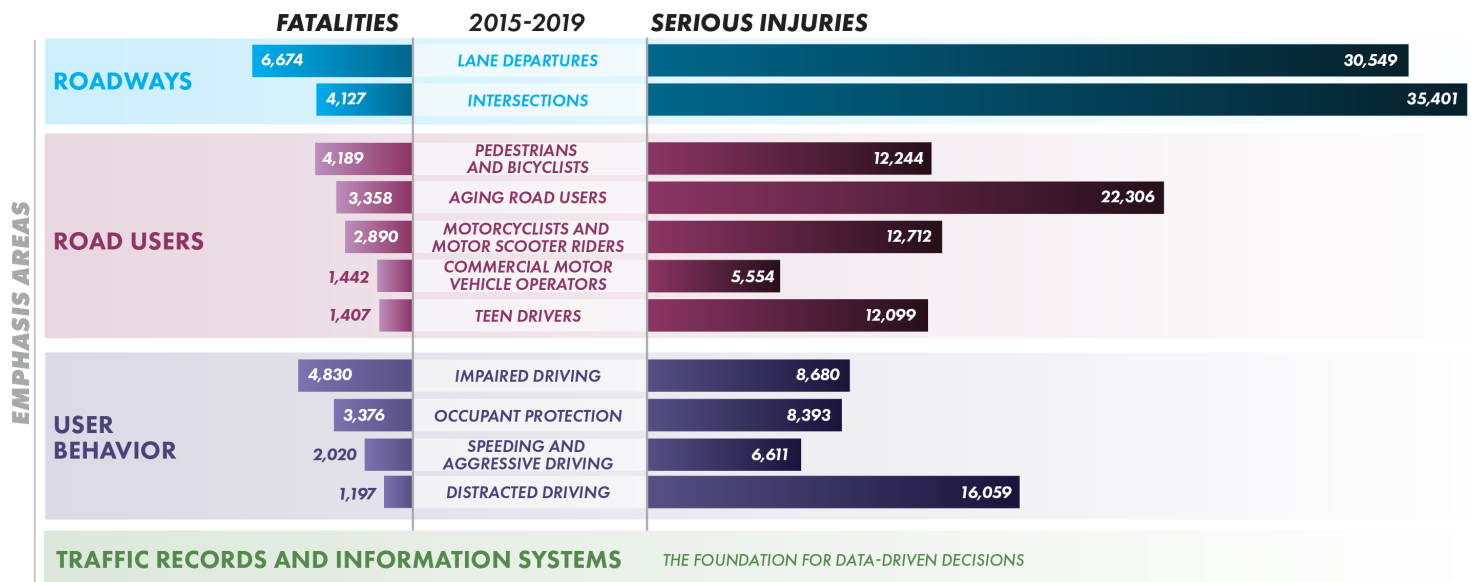
While these continue to be key approaches for this SHSP, we are also thinking more broadly by adding four additional approaches, the 4Is: Information Intelligence, Innovation, Insight into Communities, and Investments and Policies. This broader approach examines how factors such as urban design and land use decisions contribute to safer communities, and how emerging technologies can reduce fatalities and serious injuries.



## EMPHASIS AREAS

Through data analysis, we identified the top 12 emphasis areas and organized them into three categories – Roadways, Road Users, and User Behavior – supported by traffic records and information systems as the foundation for data-driven decisions. In addition to these existing emphasis areas, we are watching the data for six additional areas that are either high-risk or high-impact crashes that are a subset of an existing emphasis area such as work zones, drowsy and ill driving, and rail crossings or are areas of emerging risk and innovations where safety implications are unknown, such as roadway transit, micromobility, and connected and automated vehicles.

These emphasis areas provide focus to our safety initiatives. Projects are planned, delivered, and maintained at the direction of transportation professionals throughout the state. Coalitions that support the emphasis areas bring together partners to analyze data, create strategic action plans, implement programs, monitor performance, and provide accountability across coalitions.





## OUR CALL TO ACTION

Florida's safety vision begins and ends with a single word:

# ZERO

***Zero fatalities. Zero injuries. Zero families, communities, and workplaces impacted by the tragedy of a life lost or permanently changed by a serious injury.***

Achieving **zero** takes everyone working together. None of us can do this alone.  
We can all do something.

### *If you are...*

***An individual*** – choose daily to practice safe driving, riding, and walking behaviors, avoid unnecessary risks, and share the road safely with other road users.

***A family member or caregiver*** – teach children from the youngest age about the importance of safety, and monitor the driving skills of family members for signs of changes in vision, physical abilities, and cognition.

***A business or military base*** – adopt policies requiring employees to practice safe driving behavior while on the clock, support additional transportation options, and encourage safe behavior 24/7.

***A school*** – teach and promote traffic safety through interactions with children, parents, and caregivers.

***A local government*** – adopt rules and policies that promote safety and make transportation and land use decisions to support safe communities for all residents.

***A law enforcement officer*** – enforce traffic laws, demonstrate and encourage positive behavior, and work with local governments to identify and reduce risks.

***A prosecutor or part of the court system*** – ensure penalties are applied for safety-related offenses.

***A transportation planner or engineer*** – prioritize and advance proven practices for making our streets, roads, and intersections safer.

***FDOT, FLHSMV, and other state agency staff*** – continue a strong commitment to improving roadway safety through resource allocation, policy support, and organizational leadership.

***An elected official*** – make safety a high priority for our state through proactive and visible leadership.

***An insurance company*** – provide strong financial incentives for safe driving practices.

***An emergency response or health professional*** – continually enhance the timeliness of response to crashes and the quality of care for crash victims.

***A vehicle manufacturer or technology provider*** – develop and refine vehicle and roadside systems to reduce driver or rider error and prevent crashes.

***A hospitality professional*** – provide information to your visitors for traveling safely while touring Florida.

***A realtor or residential property manager*** – provide information to new Florida residents to educate them on traffic safety in and around their new community.

Together, we can make progress each year – and together, we can achieve our **vision of zero**.

To learn more on how you or your organization can take action and support this vision,  
please visit [www.fdot.gov/safety](http://www.fdot.gov/safety)

