

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*December 19, 2023:
Monthly Partner Statewide Meeting*



Agenda

Safety Sharing

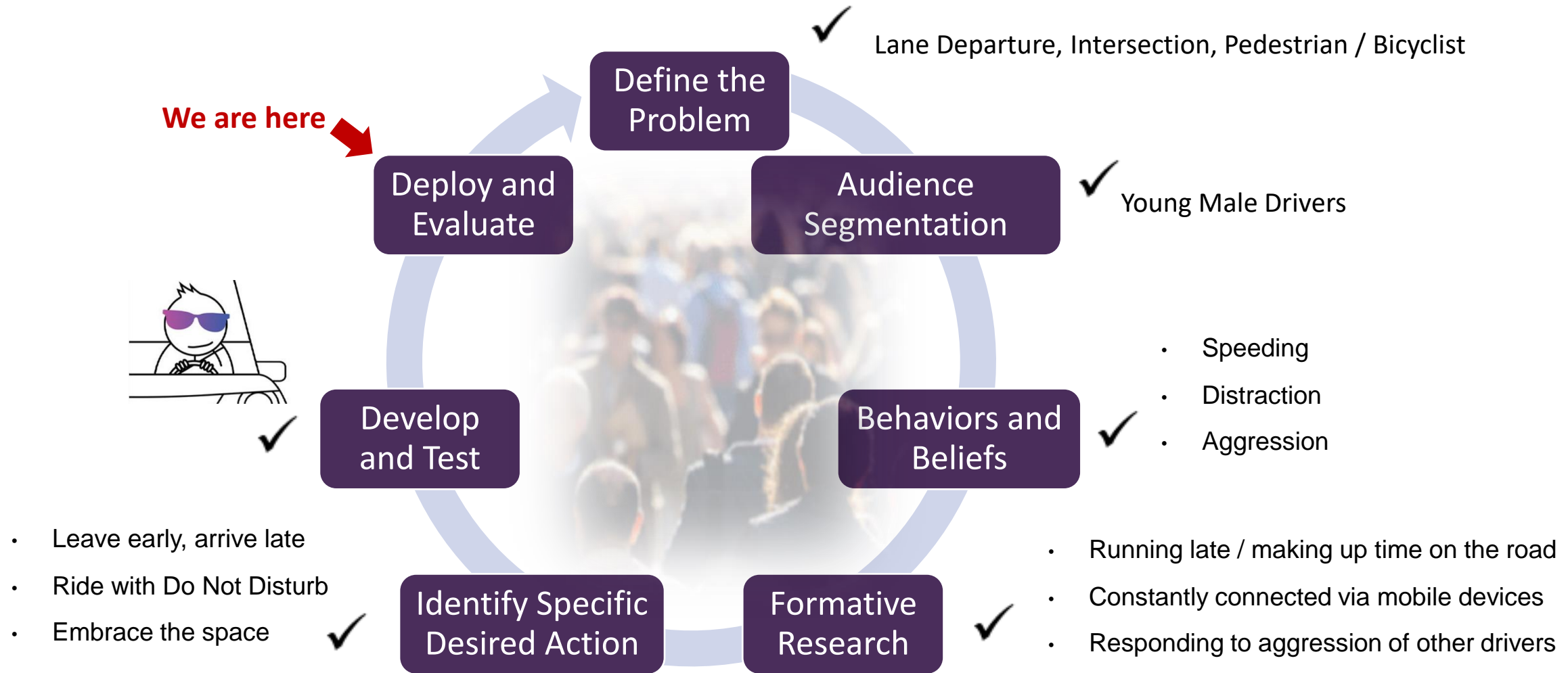
- **Statewide Outreach Updates**
- **Partner Highlights**

Campaign Development

Speeding, Distracted, and Aggressive Driving

- **Action Items**
- **Next Steps**

Campaign Development Cycle – Social Marketing

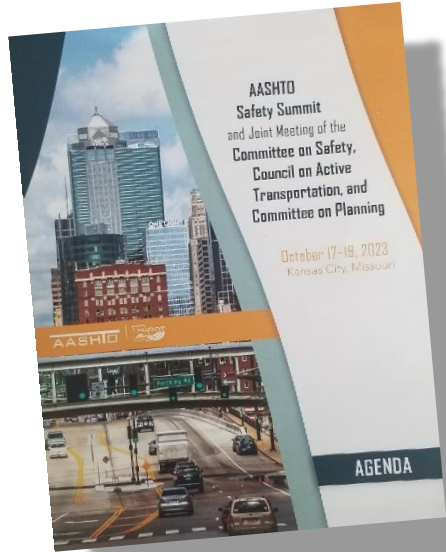


The graphic consists of three concentric circles. The innermost circle is a dark teal color and contains the text 'Statewide Updates'. The middle circle is white and surrounds the inner circle. The outermost circle is a lighter teal color and surrounds the middle circle. The text 'Statewide Updates' is centered within the innermost circle.

Statewide Updates

**The team has been
busy since our last
meeting in September...**

National and Statewide Meetings in October



American Association of State Highway Transportation Officials: Annual Safety Summit in Kansas City

- Federal Agencies
- State DOTs










Florida / Puerto Rico Institute of Transportation Engineers: Annual Meeting in St. Petersburg

- DOT
- Agency Partners
- Consultants

Campaign Evaluation Presentation to FDOT's October Executive Workshop




FDOT Secretary
 Assistant Secretaries
 District Secretaries

Item	Time	Subject	Presenter
1	9:30 a.m.	Opening Remarks, Approval of September 2023 Executive Workshop Minutes	Jared Perdue , Secretary Will N. Watts, Jr., P.E. , Assistant Secretary for Engineering and Operations
2	9:45 a.m.	Carbon Reduction Strategy 	April Combs , Statewide Planning Coordinator
3	10:00 a.m.	Safety Innovation Saves Lives 	Emmeth Duran , D7 Safety Program Engineer
4	10:15 a.m.	GIS in Maintenance 	Ron Gibson , Maintenance Program Engineer
5	10:30 a.m.	Identity Access Management and Governance (IAMG) 	Tammy Crummel , Integration Services Manager
6	10:45 a.m.	FY2024 NHTSA Grants Overview 	Chris Craig , Traffic Safety Administrator
7	11:00 a.m.	Target Zero Safety Campaign Evaluation and Monitoring 	Brenda Young , State Safety Engineer
8	11:15 a.m.	Pulse of the Internship Program 	Michelle O'Donnell , Quality Management & Support Supervisor
	11:30 a.m.	Discussion and Closing remarks	



AGENDA

Wednesday, October 18, 2023
 9:30 a.m. – 12:00 p.m.
 Virtual

-  Future Decision
-  No decision
-  Action- Need decision today

University of South Florida – Student Project Pitches in November

Zimmerman School of Advertising and Mass Communications

FDOT is the ‘Client’ for a class semester!

Two teams of 10 students

Assignment – Create ad campaign for seatbelt safety

Audience – Male college students



**UNIVERSITY OF
SOUTH FLORIDA**

Statewide Meetings in November



Statewide Meeting of Safety Administrators and Engineers in Orlando

- Central Office
- Districts



Statewide Meeting of Traffic Operations Engineers in Tampa

- Central Office
- Districts

Statewide Meetings in December

Panhandle - Institute of Transportation Engineers Annual Meeting in Tallahassee

- DOT
- Agency Partners
- Consultants



Also in December



Designing for Bicyclist Safety Workshops in Orlando and Miami

- FHWA, FDOT
- Agency Partners



The State Safety Office Has Moved!



Strategic Development

Target Zero Campaign Strategy for 2024

- Campaigns of focus
- Annual theme

Target Zero Campaign Resources for 2024

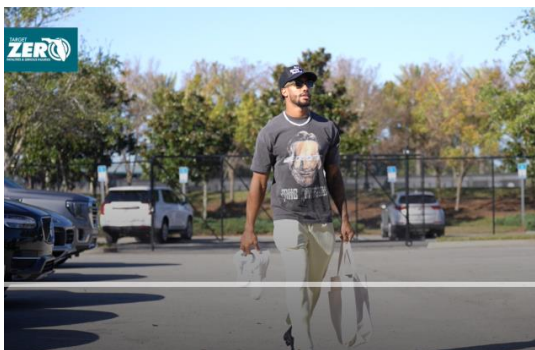
- Program and Strategy Team – Marketing, Communications, Data Collection, Evaluation
- Promotional and Print Materials

Print Materials Development



Jacksonville Jaguars Sports Marketing

Players 'rollin up' to stadium in social media –
"Get to gameday safely 🚫 Ride with do not disturb
& make drive time you time."



Jacksonville Jaguars Player Influencer for Target Zero
Luke Fortner



Partner Highlights

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**Port St. Lucie
Police Department**

Officer Steve Brown Model Traffic Stop Program with the Port St. Lucie Police Department





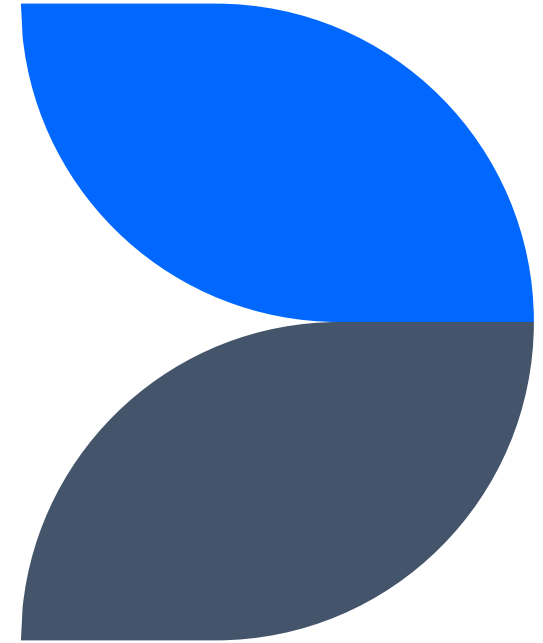
To Become What Few Dare



Steve Brown had the courage to become what few dare, a School Resource Officer. He approached his responsibilities with the knowledge that guiding students towards their best future was an important challenge worthy of investing his extra efforts. Officer Steve Brown walked the halls of Treasure Coast High School modeling integrity every step of the way and demonstrating for students what the heart of an officer truly looks like. His favorite phrase was “Keep your eyes on the prize” meaning do what it takes, maintain good moral character, focus on your education, establish good credit, then you’ll make your dreams your reality. No one ever anticipated that his heart, so filled with love and devotion, would stop beating on June 12th, 2019. This program is named in his honor to help us all keep our eyes on the prize - making improved community and law enforcement relationships a reality.

Model Traffic Stop Program History

In 2020, the Port St. Lucie PD requested a Community Policing Development Micro Grant from the U.S. Department of Justice, Office of Community Oriented Policing Services (COPS). The grant was awarded to provide funding for an innovative youth engagement project, the development of a model traffic stop program. The goal of this project is to educate youth, specifically 9-12th grade students, in a positive way about the behavioral expectations for drivers, passengers, and police officers during a traffic stop thereby preventing unnecessary escalation during the interaction. The program is dedicated to and named after Officer Steve Brown. Officer Steve Brown was a dedicated Officer of the Port St. Lucie Police Department and was also a School Resource Officer at Treasure Coast High School. Officer Steve Brown dedicated a lot of his time to mentoring and helping kids throughout the community. He help start the Criminal Justice program at Treasure Coast High School and believed in making a difference in kids lives. It was a great loss to the Department and community after his passing in the line of the duty. This program is named in his honor and his legacy to impact kids all over the world will live on. The program has been approved by the St. Lucie County School Board Commissions and is taught in the High Schools by our School Resource Officers. The curriculum is a one hour virtually guided video presentation. The program is presented by the School Resource Officer and the Model Traffic Stop Program Coordinator in person to high school students. The students are given a pre-course poll on law enforcement, fact sheet to fill in the blanks with key program information for retention. During the course, the students will take 2 quizzes with their law enforcement or Model Traffic Stop Coordinator facilitator. At the end of the course the students are allowed to participate in FAQ's and interact with their SRO or Coordinator to develop a more personable relationship. Due to the pandemic the program was not able to really start and spread throughout the community until the 2022-2023 school year.



Participating High Schools

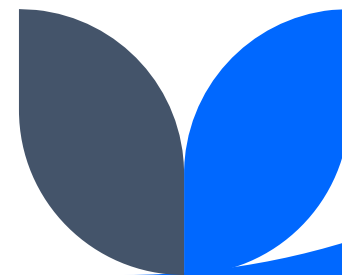
Treasure Coast High School- Officer A. McCarty

PSL High School- Officer J. Luongo

Somerset College Prep High School- Officer F. Impronta

St. Lucie West Centennial High School- Officer C. Marin

Sgt. Lisa Carrasquillo



School Resource Officers



The objective is to make sure each teen leaves the program feeling more confident and knowledgeable about traffic safety awareness and traffic stop etiquette. It is a part of our mission to help create strong and healthy relationships between Police Officers and Teens throughout the community.

- Be prepared
- Respect is Key
- Always Follow Instructions
- Keep Your Hands Visible
- Explain Your Actions
- Save it For Later

PORT ST. LUCIE POLICE DEPARTMENT

TEEN DRIVER EDUCATION



UNLAWFUL SPEED



(1) No person shall drive a vehicle on a highway at a speed greater than is reasonable and prudent under the conditions and having regard to the actual and potential hazards then existing. In every event, speed shall be controlled as may be necessary to avoid colliding with any person, vehicle, or other conveyance or object on or entering the highway in compliance with legal requirements and the duty of all persons to use due care.

- ✔ PSL Neighborhood Speed Limit 25mph
- ✔ Municipal or Business Districts Speed Limit 30 MPH
- ✔ Highways Speed Limit 55 mph
- ✔ Limited Access Highways Speed Limit 70 mph

[READ MORE](#)





Florida State Statute (F.S.S.) 316.1925

CARELESS DRIVING



(1) Any person operating a vehicle upon the streets or highways within the state shall drive the same in a careful and prudent manner, having regard for the width, grade, curves, corners, traffic, and all other attendant circumstances, so as not to endanger the life, limb, or property of any person. Failure to drive in such manner shall constitute careless driving and a violation of this section.

- ☑ Driving offensively, not defensively
- ☑ Weaving in and out of lanes
- ☑ Not paying attention
- ☑ Not being cautious

[READ MORE](#)

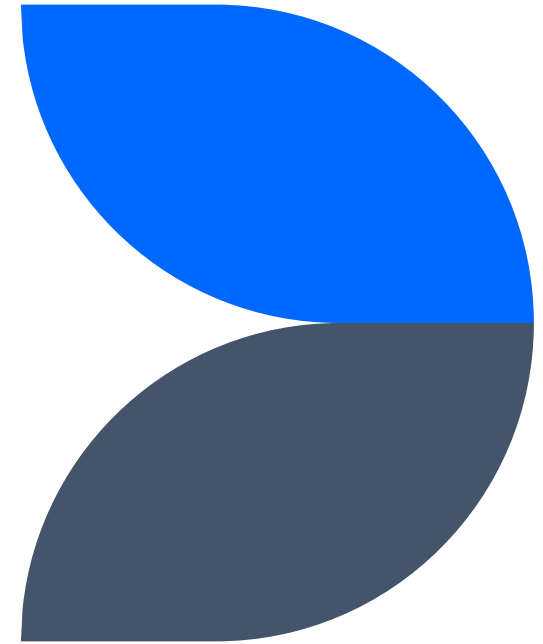


www.modeltrafficstop.com

[Teen Driver Safety - Staying Safe on the Road & During a Traffic Stop \(youtube.com\)](https://www.youtube.com/watch?v=...)

Please visit the link provided to view our educational traffic stop video on YouTube.

Please visit our website for an overview about the program and submit your inquiries directly to our department.



Teens, Cops, & Traffic Stops



Janae Angel
Model Traffic Stop Coordinator
772-871-5138
772-265-2289 (cell)
jangle@cityofpsl.com

Port St. Lucie Police Department

The logo for Metroplan Orlando features three concentric circles on the left side of the page. The innermost circle is a solid dark teal color. The middle circle is a white ring. The outermost circle is a dark teal ring. The text "Metroplan Orlando" is centered within the innermost circle in a white, sans-serif font.

**Metroplan
Orlando**



VISION ZERO
CENTRAL FLORIDA
Counting down to zero traffic deaths



metroplan orlando
A REGIONAL TRANSPORTATION PARTNERSHIP

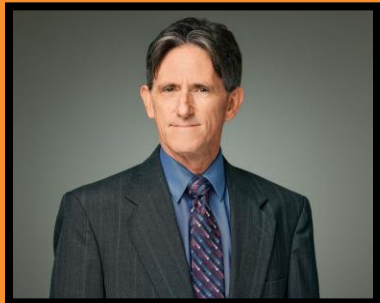
Vision Zero Central Florida Project Managers



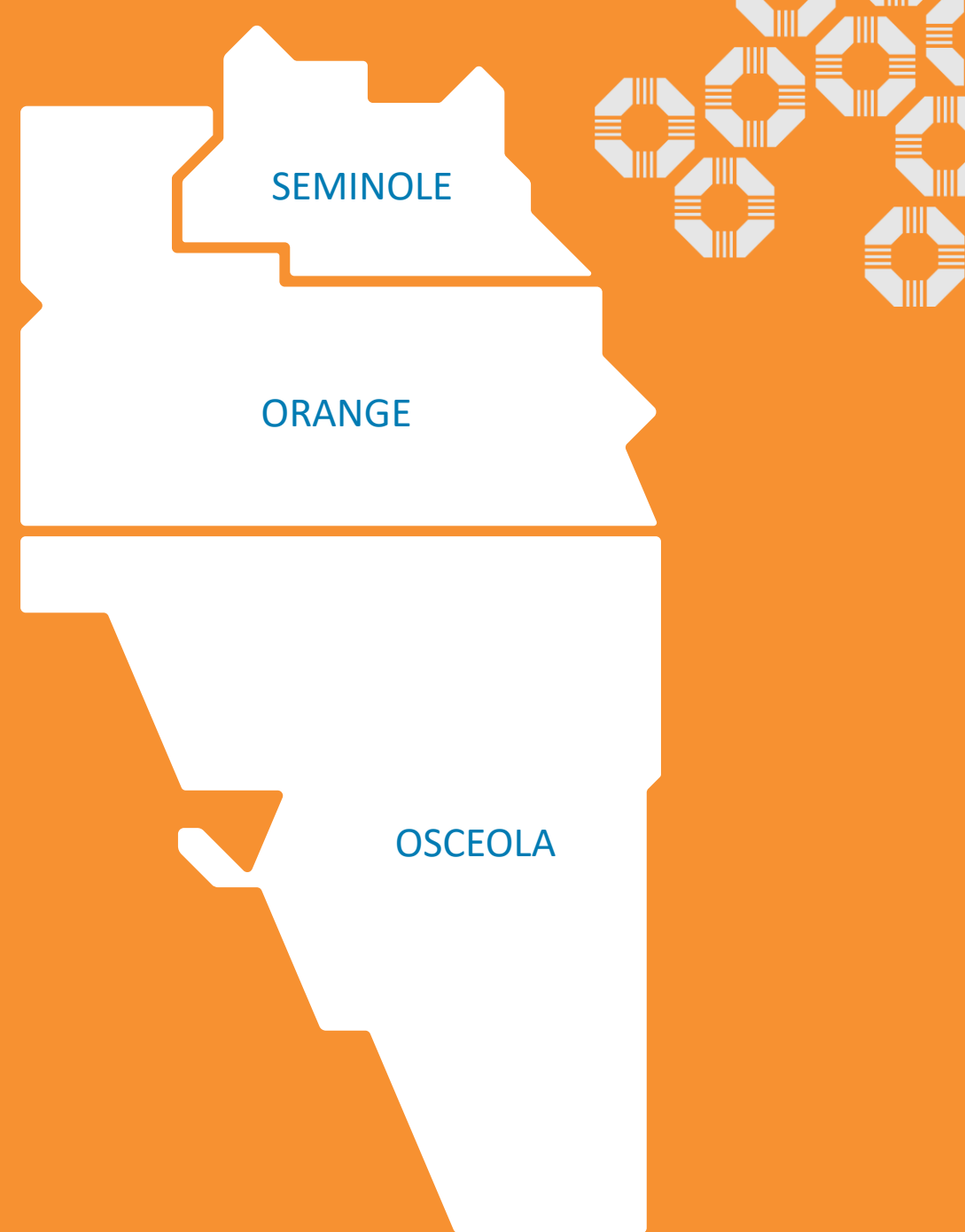
Lara Bouck, PE, AICP
Senior Transportation Engineer
MetroPlan Orlando



Adriana Rodriguez, PE
Senior Transportation Engineer
MetroPlan Orlando



Mighk Wilson
Senior Transportation Planner
MetroPlan Orlando





Share the *Getting to Zero Video*



bit.ly/VZCFvideo



Media Launch



VISION ZERO

CENTRAL FLORIDA

Counting down to zero traffic deaths

HEAR FROM YOUR NEIGHBORS

Central Floridians know firsthand why we need Vision Zero. Hear what they said by watching a short video and share the need for safer roads:



VisionZeroCFL.gov



VISION ZERO


CENTRAL FLORIDA

Counting down to zero traffic deaths



metroplan orlando

A REGIONAL TRANSPORTATION PARTNERSHIP

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Miami-Dade County
Department of Transportation
and Public Works



MIAMI-DADE COUNTY VISION ZERO PROGRAM & 2023 VISION ZERO ACTION PLAN

December 19, 2023

PRESENTED BY
JENNY GODWIN, CONSOR ENGINEERS
ON BEHALF OF MIAMI-DADE COUNTY DEPARTMENT OF
TRANSPORTATION AND PUBLIC WORKS (DTPW)

PRESENTED TO
FLORIDA DEPARTMENT OF TRANSPORTATION
(FDOT) STATEWIDE TARGET ZERO PARTNER
UPDATE MEETING

Agenda

- Program Goal & Mission
- Progress to Date
- Grant Applications
- 2023 Vision Zero Action Plan (VZAP)
 - Purpose
 - Timeline
 - Table of Contents
 - Killed & Serious Injury (KSI) Crashes Heat Maps
 - High-Injury Network (HIN)
 - Taking Action
 - Next Steps



Program Goal & Mission



GOAL

To end traffic fatalities
and serious injuries
by 2040



MISSION

To increase safe, reliable,
sustainable, and equitable
mobility for all.

Progress to Date

Previous Efforts

2016 Complete Streets Design
Guidelines

2018 TPO Vision Zero Plan

2021 MDC Vision Zero
Framework Plan

Partnership & Coordination
with FHWA, FDOT

Framework Plan

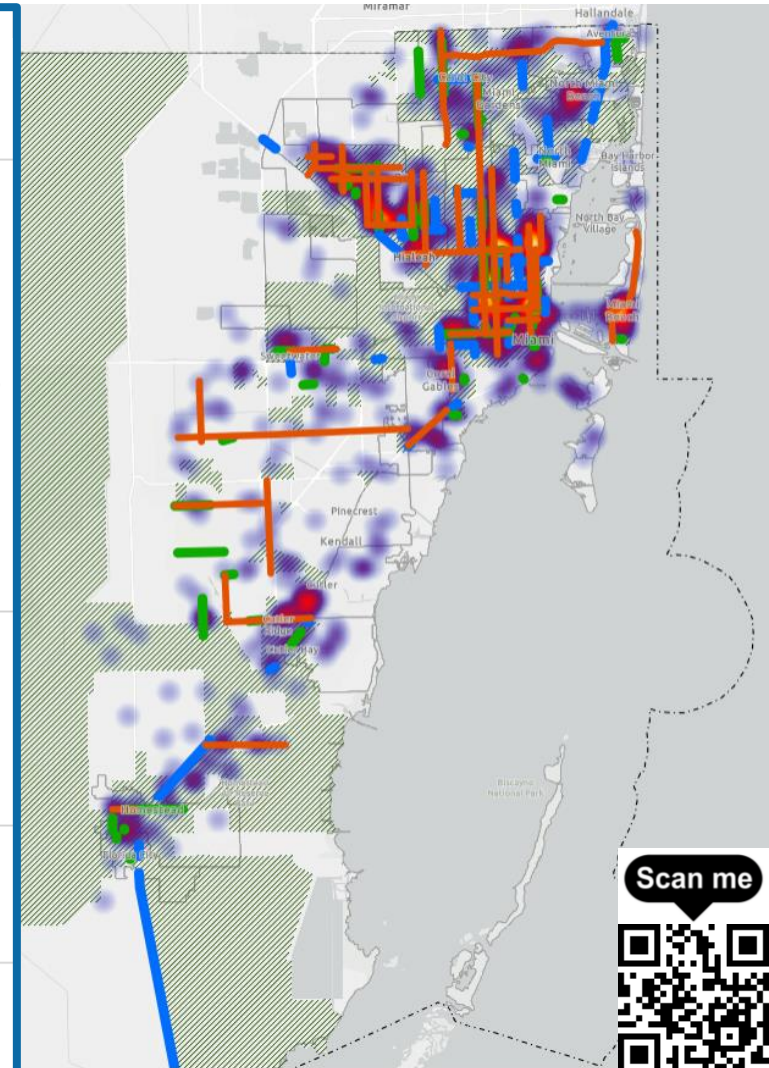
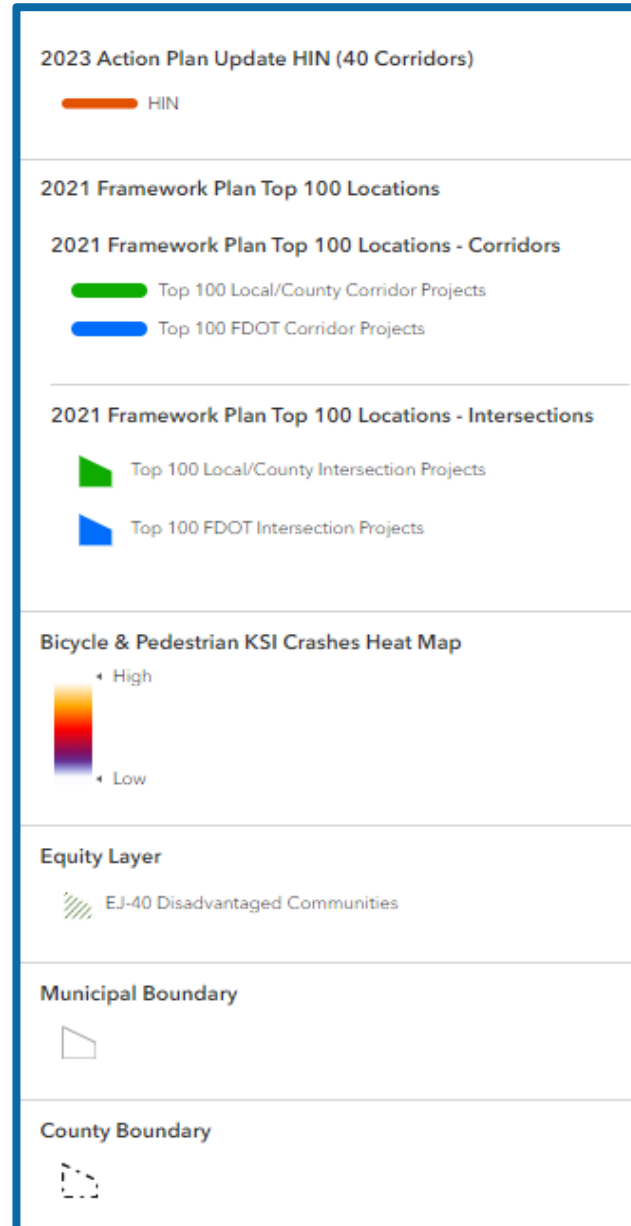
Top 100 locations were
prioritized based on crash
density, equity areas, and
proximity to transit

45 on FDOT roads
55 on County and Municipal
roads

Progress to Date

GIS Online Map

- Online map open to DTPW staff and municipal partners
- Crash data includes 2018-2022 Killed & Serious Injury (KSI) Crashes
- Layers include Top 100 Safety Priority Locations, EJ-40 Equity Areas, High Injury Network (HIN) Corridors, KSI heatmaps of crash data, and more

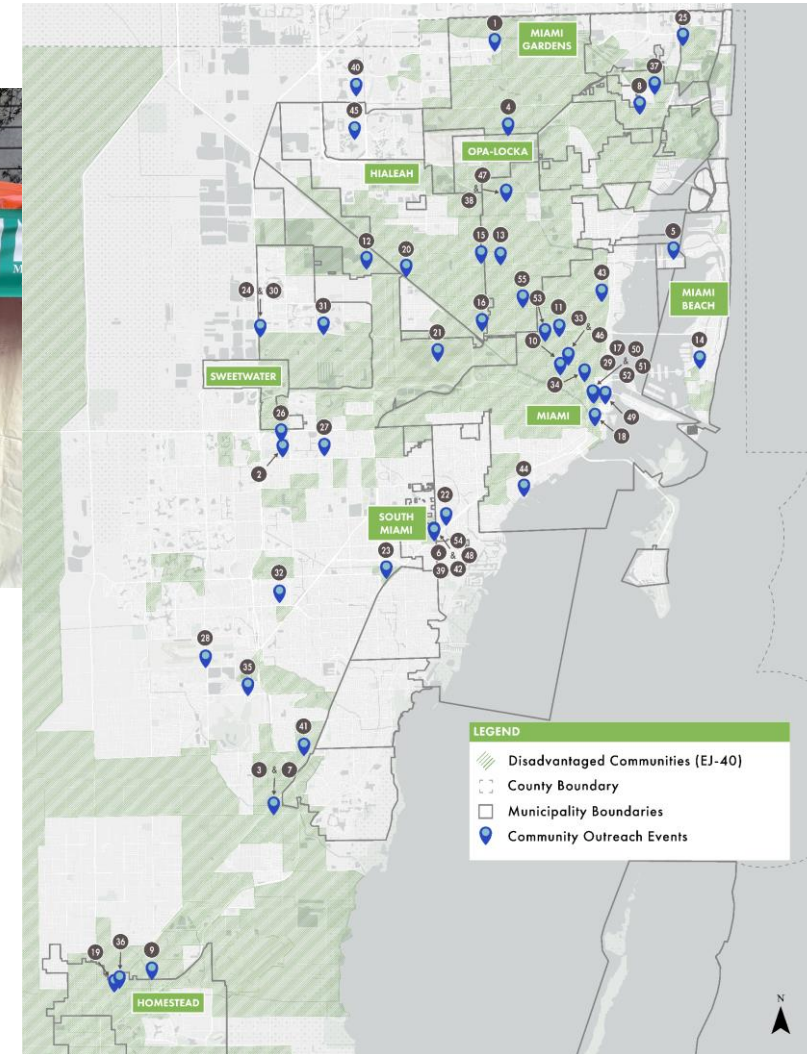


bit.ly/DTPWVisionZeroMap

Progress to Date

Community Outreach (2022 & 2023)

- All outreach efforts done in English, Spanish, and Creole
- 55 in-person outreach events
 - ¾ held in equity neighborhoods
- Online survey & map
 - 394 map pins and 202 surveys submitted
- Fact Sheets
- Municipal Partnerships
- Launched Vision Zero webpage
- Social Media Posts



Progress to Date



24 Safety Projects

- Half of projects are in disadvantaged communities
- 10 constructed to-date
- Improvement types:
 - Sidewalk/curb ramp improvements
 - Signing/pavement markings
 - High-visibility crosswalks
 - Buffered bicycle lanes, bicycle conflict markings
 - Curb extensions
 - Rectangular Rapid Flashing Beacons (RRFBs)
 - Leading Pedestrian Intervals (LPIs)

MIAMI-DADE COUNTY: VISION ZERO PROGRAM

Congratulations FY 2022 & FY 2023 SS4A Action Plan grant awardees!

- City of Aventura (2023)
- City of Homestead (2023)
- City of North Miami Beach (2023)
- City of South Miami (2023)
- Miami Beach (2022)
- Opa-Locka (2022)
- Palmetto Bay (2022)
- Town of Miami Lakes (2023)
- Village of Biscayne Park (2023)



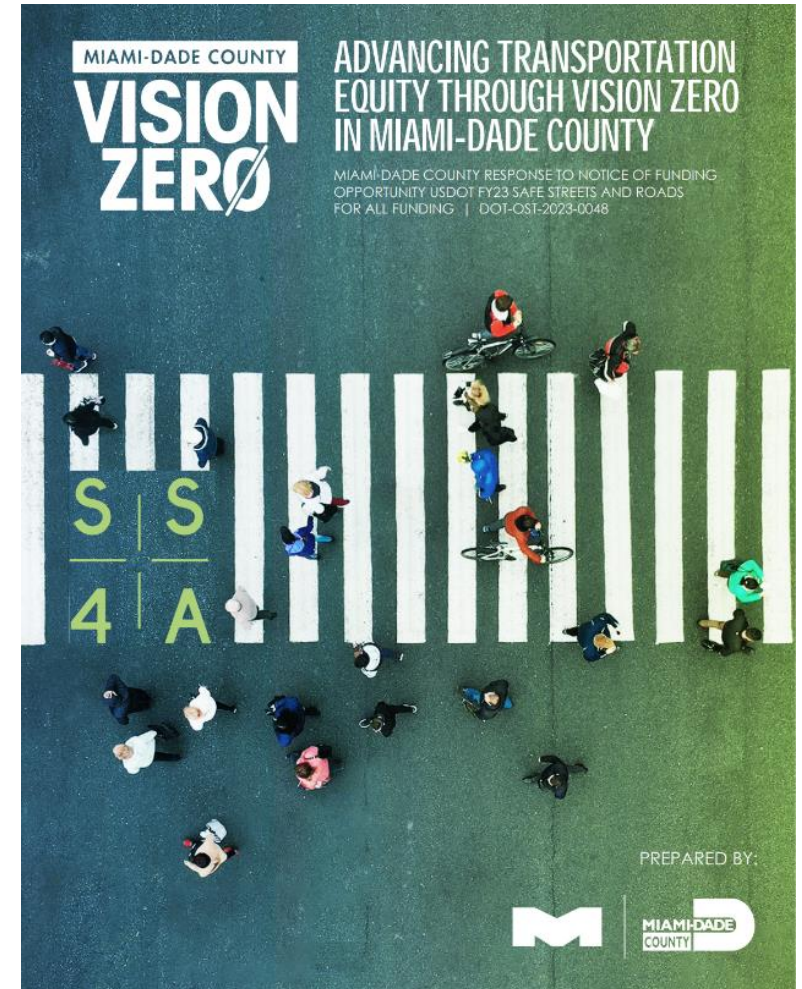
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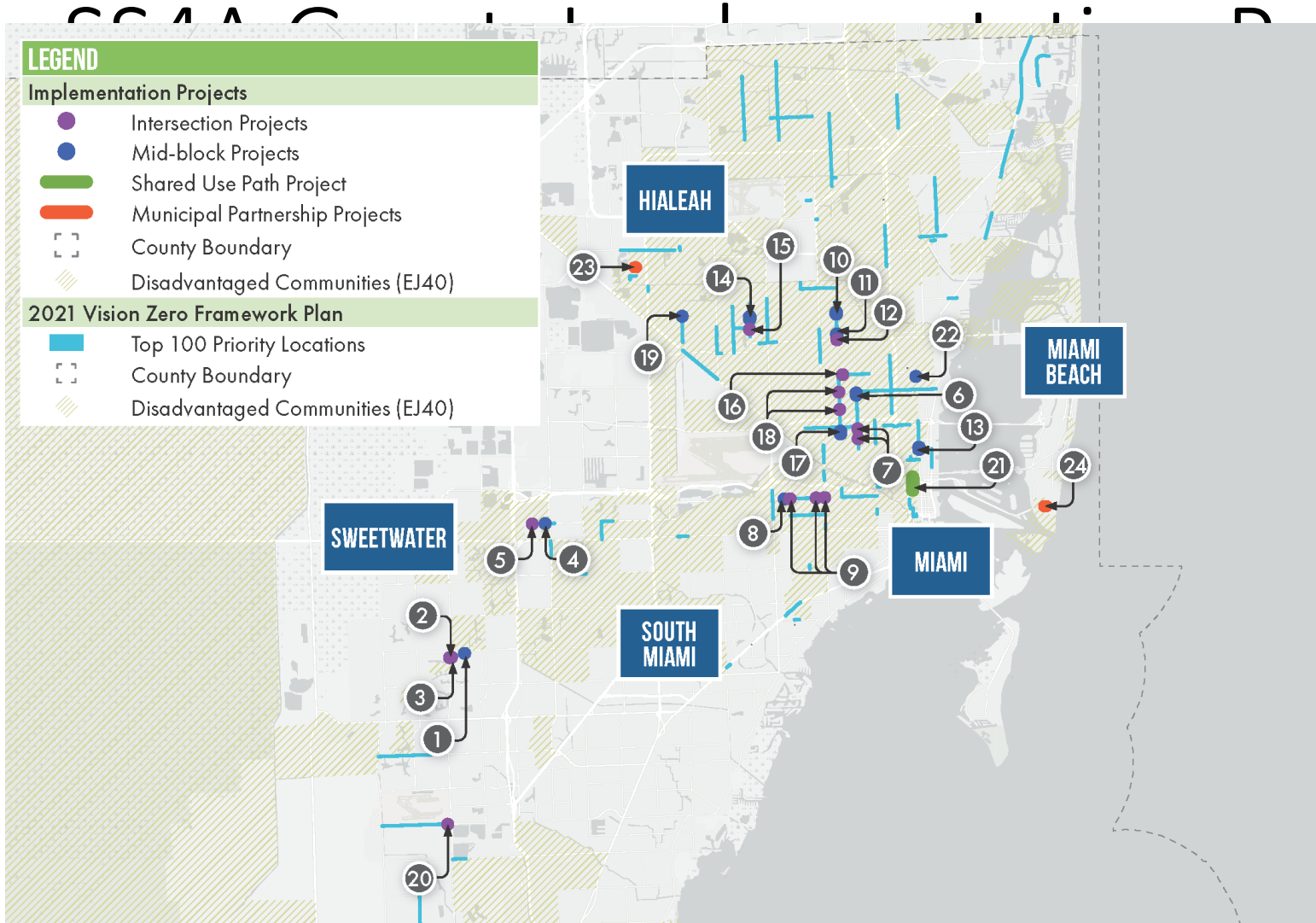


FY 2023 SS4A Grant

Awarded on 12/13/23

- DTPW submitted a joint application with the Miami-Dade TPO, City of Hialeah, City of Miami Beach, and UM KiDZ Neuroscience Center WalkSAFE BikeSAFE Programs
- **Total Cost:** \$20.26 M
- **Total Federal Request:** \$16.20 M
- **Implementation Grant Type**
 - 24 Implementation Projects
 - 6 Supplemental Planning Projects
 - 9 Demonstration Projects





LEGEND

Implementation Projects

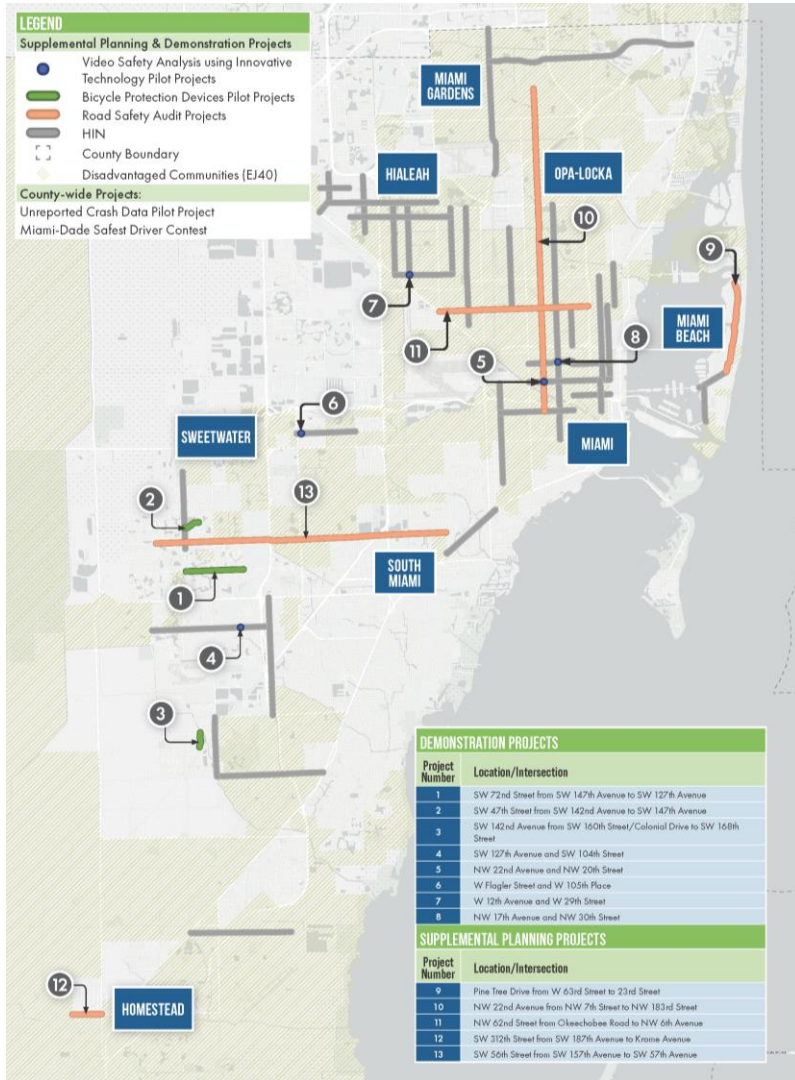
- Intersection Projects
- Mid-block Projects
- Shared Use Path Project
- Municipal Partnership Projects
- County Boundary
- Disadvantaged Communities (EJ40)

2021 Vision Zero Framework Plan

- Top 100 Priority Locations
- County Boundary
- Disadvantaged Communities (EJ40)

IMPLEMENTATION PROJECTS

Project Number	Location/Intersection
1	SW 59 Street and SW 133 Avenue
2	SW 59 Street and SW 137 Court
3	SW 59 Street and SW 137 Avenue
4	W Flagler Street and SW 108 Avenue
5	W Flagler Street and SW 112 Avenue
6	NW 17 Avenue between NW 52 Street and NW 53 Street
7	NW 17 Avenue and NW 30 Street NW 17 Avenue and NW 35 Street
8	NW 7 Street near NW 38 Court
9	NW 7 Street and NW 27 Avenue NW 7 Street and NW 30 Avenue NW 7 Street and NW 37 Avenue
10	NW 22 Avenue between NW 91 Street and NW 92 Street
11	NW 22 Avenue between NW 81 Street and NW 81 Terrace
12	NW 22 Avenue and NW 79 Street
13	N Miami Avenue between N 24 Street and N 25 Street
14	E 4 Avenue between E 36 Street and E 37 Street
15	E 4 Avenue between E 33 Street and E 34 Street
16	NW 62 Street and NW 21 Avenue
17	NW 22 Avenue between NW 33 Street and NW 34 Street
18	NW 22 Avenue at NW 46 Street NW 22 Avenue at NW 54 Street
19	W 12 Avenue between W 37 Street and W 26 Street
20	SW 136 Street and SW 138 Avenue
21	NW 2 Avenue/NW 1 Place between NW 9 Street/Pedestrian Mall and NW 14 Street
22	N Miami Avenue and N 60 Street
23	W 60th Street between W 22nd Lane and W 22nd Court (Bucky Dent Park)
24	6th Street between Meridian Avenue and Euclid Avenue



DEMONSTRATION PROJECTS

Project Number	Location/Intersection
1	SW 72nd Street from SW 147th Avenue to SW 127th Avenue
2	SW 47th Street from SW 142nd Avenue to SW 147th Avenue
3	SW 142nd Avenue from SW 160th Street/Colonial Drive to SW 168th Street
4	SW 127th Avenue and SW 104th Street
5	NW 22nd Avenue and NW 20th Street
6	W Flagler Street and W 105th Place
7	W 12th Avenue and W 29th Street
8	NW 17th Avenue and NW 30th Street

SUPPLEMENTAL PLANNING PROJECTS

Project Number	Location/Intersection
9	Pine Tree Drive from W 63rd Street to 23rd Street
10	NW 22nd Avenue from NW 7th Street to NW 183rd Street
11	NW 62nd Street from Okeechobee Road to NW 6th Avenue
12	SW 312th Street from SW 187th Avenue to Krome Avenue
13	SW 56th Street from SW 157th Avenue to SW 57th Avenue

LEGEND

Supplemental Planning & Demonstration Projects

- Video Safety Analysis using Innovative Technology Pilot Projects
- Bicycle Protection Devices Pilot Projects
- Road Safety Audit Projects
- HIN
- County Boundary
- Disadvantaged Communities (EJ40)

County-wide Projects:

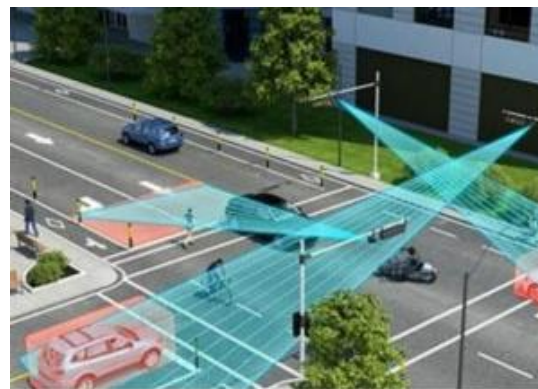
- Unreported Crash Data Pilot Project
- Miami-Dade Safest Driver Contest



Research study of unreported crashes using trauma and EMS data in partnership with UM KiDZ Neuroscience Center



Pilot projects of Zicla® Zipper Zero® system on three corridors with existing buffered bicycle lanes



Video safety analysis pilot projects to test cameras using machine vision at five high-injury intersections



“Safest Driver” contest to analyze smartphone telematics data based on five performance evaluation metrics

Vision Zero Action Plan: Purpose

A proactive multimodal transportation safety initiative that prioritizes **equity and data**

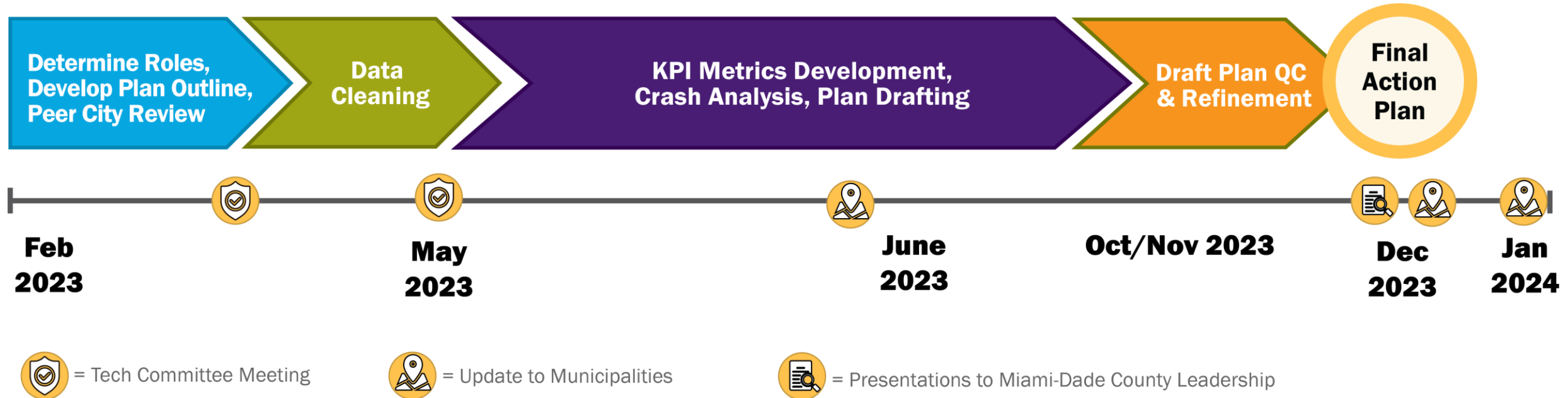


Refines strategies from the **2021 Vision Zero Framework Plan** to determine the highest-priority locations to address



Establishes the county's **High Injury Network (HIN), Key Action Commitments (KACs) & Key Performance Indicators (KPIs)**

Vision Zero Action Plan: Timeline



Vision Zero Action Plan: Table of Contents

1: Executive Summary

Letters from Mayor Daniella Levine Cava and DTPW's Director.

2: Introduction

Overview of Vision Zero and the Safe System Approach.

3: Vision Zero in MDC

Overview of DTPW's Vision Zero Program and review of progress-to-date.

4: Transportation Partner Initiatives

Review of FDOT Initiatives and status of ongoing/upcoming SS4A-funded Vision Zero Action Plans from County Municipalities.

5: Vision Zero Data Update

High-Injury Network (HIN) map & crash heat maps, review of project prioritization and upcoming safety efforts, establishment of KACs & KPIs.

6: Municipal Safety Priorities

- City of Aventura
- City of Hialeah
- City of Miami
- City of North Miami
- Town of Cutler Bay
- Town of Miami Lakes

7: Conclusion & Recommendations

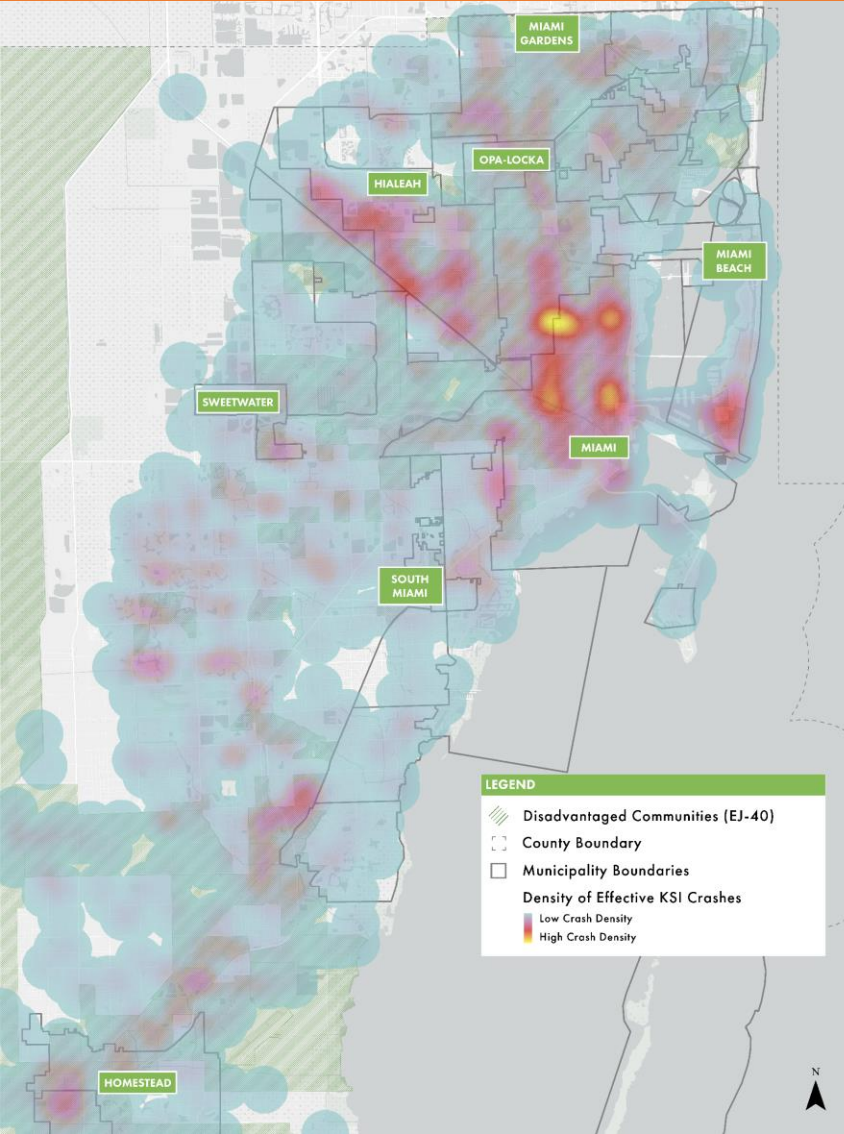
- Looking Ahead (5 Years)
- Acknowledgements

8: Appendices

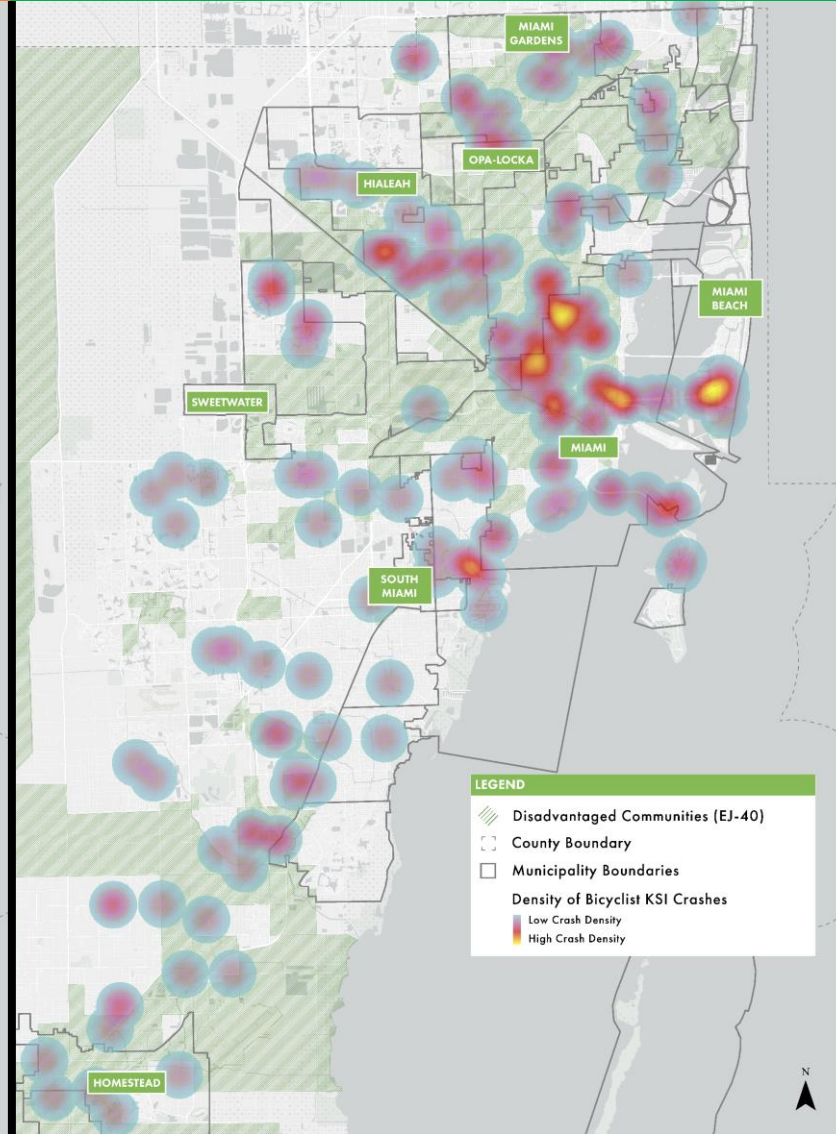
- Miami-Dade County Vision Zero Safety Projects Overview
- Miami-Dade County Vision Zero Outreach Summary
- HIN Technical Supplement
- Crash Statistics by Municipality
- Research of Peer Cities/Counties

Vision Zero Action Plan: KSI Crashes Heat

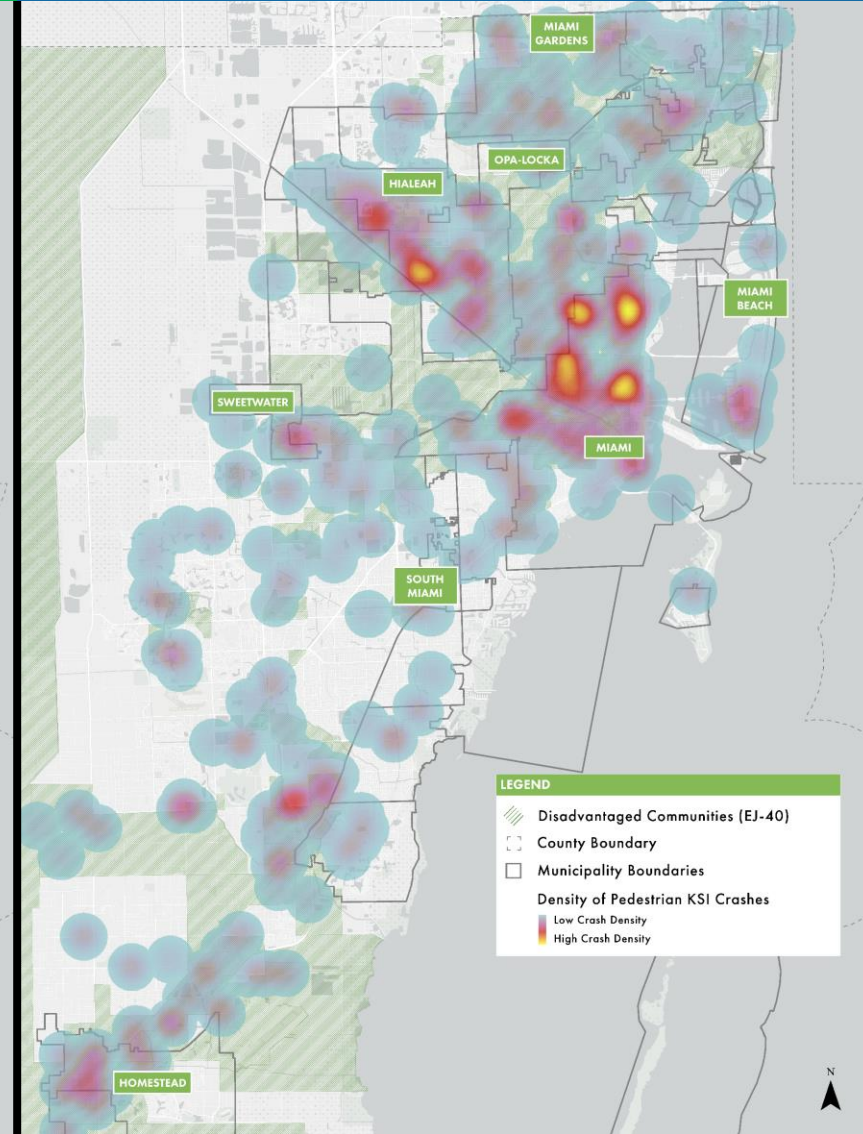
Density of All KSI Crashes

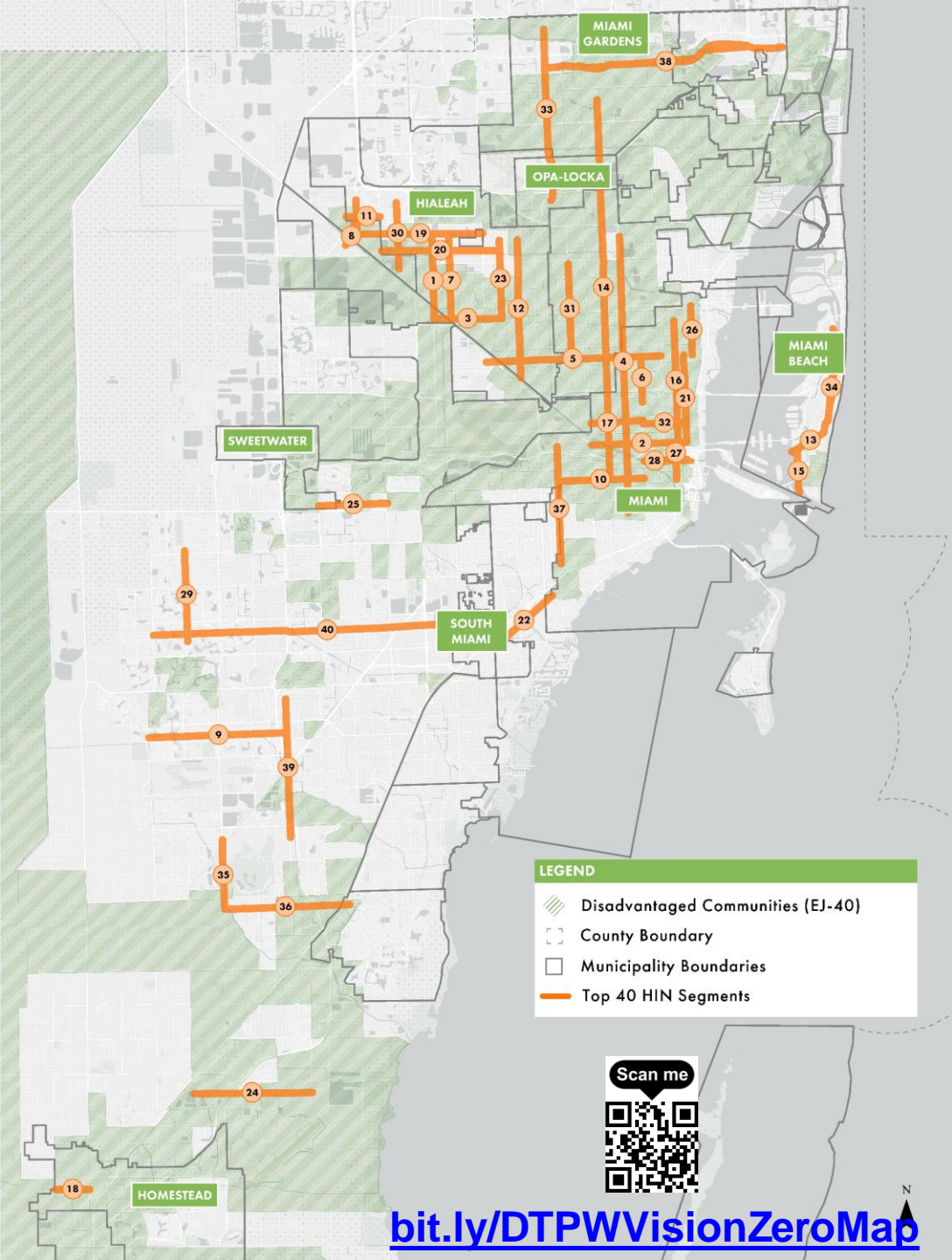


Density of Bicyclist KSI Crashes



Density of Pedestrian KSI Crashes





bit.ly/DTPWVisionZeroMap

DTPW's High Injury Network (HIN)

- HIN Development Methodology:
 - Excludes FDOT roads
 - Prioritizes vulnerable road users
- 2018-2022 fatal & serious injury crashes
 - 7, 314 crashes on all roads
 - 2,505 (34%) on all County/Municipal roads
- **40 corridors account for approximately 31% of the 2,505 crashes in 1.5% of the total County/Municipal centerline miles**
- 63% of overall HIN segment mileage is within an equity area

Key Action Commitments (KACs)

Policy and program driven strategic commitments to advance Vision Zero.

Key Performance Indicators (KPIs)

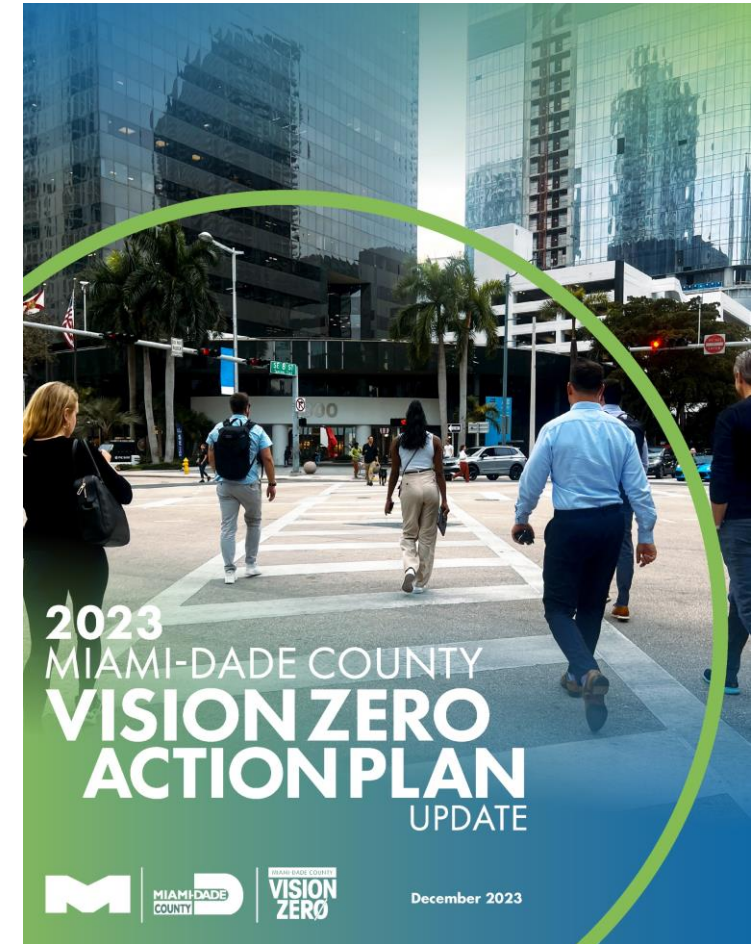
Trackable indicators for measuring progress towards Vision Zero goals.

Organized into 5 themes (focus areas) to help prioritize related efforts:

1. Enhance City Processes and Collaboration
2. Build Safe Streets for Everyone
3. Create Safe Speeds
4. Promote a Culture of Safety
5. Improve Data and Be Transparent:

Next Steps

- **Ongoing:** Plan under internal review
- **January 2024:** Presentation Update to Mayor's Office in conjunction with other stakeholders (including Office of Aging, Police Department, and School Board)
- **Early 2024:** Publish Final Plan
- **2024:** Conduct comprehensive equity analysis
- **2024:** Formal Designation of Miami-Dade County as a Vision Zero County



QUESTIONS & ANSWERS





THANK YOU

CONSOR ENGINEERS

Jenny Godwin

Jenny.Godwin@consoreng.com

**MIAMI-DADE COUNTY VISION ZERO
PROGRAM**

Paola Baez

Paola.Baez@miamidade.gov

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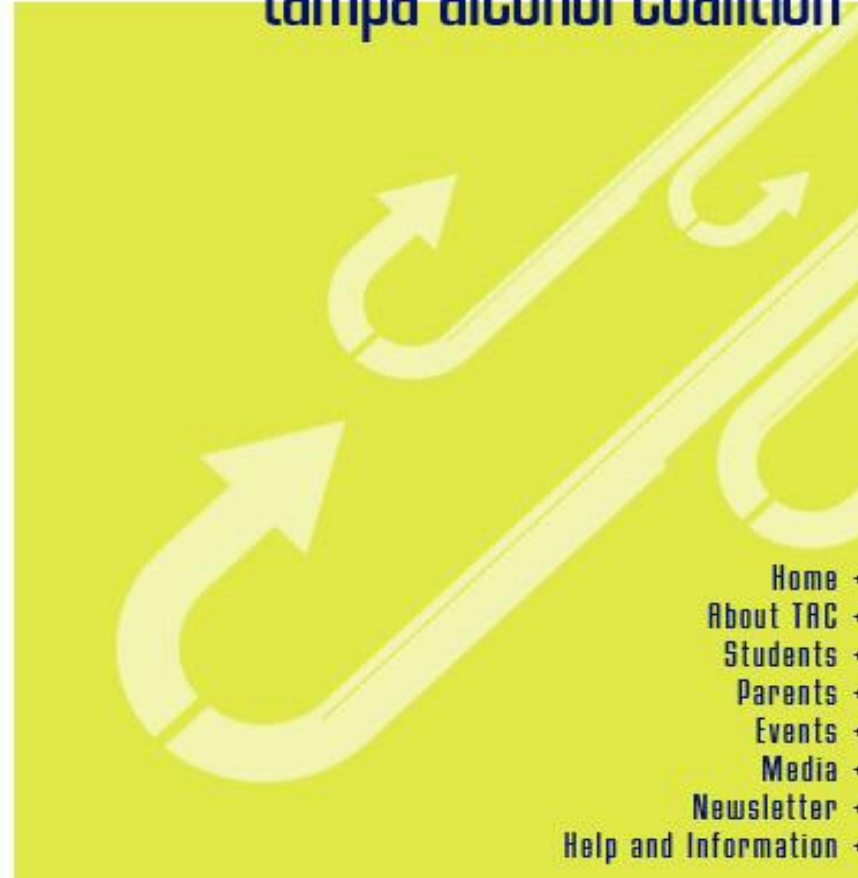
Tampa Alcohol Coalition



home
contact us



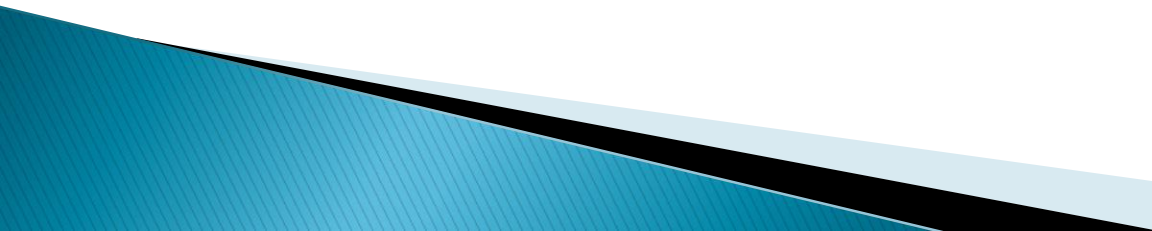
tampa alcohol coalition



Ellen Snelling M.S., Chair, Tampa Alcohol Coalition

er.snelling@verizon.net web site: www.tampatac.org

History of TAC

- ▶ Started as a subcommittee of the Hillsborough County Anti Drug Alliance in 2001
 - ▶ Concerns about underage drinking in Ybor City and high rate of alcohol-related crashes, injuries and fatalities in Hillsborough County
 - ▶ TAC grew from 5 members in 2001 to 100+
- 

Tampa Alcohol Coalition

Over 100 members:

- ▶ Law enforcement agencies
- ▶ District 7 CTST
- ▶ Courts
- ▶ MADD
- ▶ Dept. of Juvenile Justice
- ▶ Universities and colleges
- ▶ Parents
- ▶ Students
- ▶ Businesses
- ▶ Prevention & treatment
- ▶ National Guard
- ▶ US Attorneys Office



Mission: Prevent Underage Drinking, Binge Drinking and DUI

TAC Committees

- ▶ **Law Enforcement**

DUI checkpoints, compliance checks, “last drink” surveys, Fake ID, open house party

- ▶ **Education/ Media**

Alcohol awareness events, PSAs, town meetings, news stories, TAC website, trainings

- ▶ **Policy**

Local alcohol ordinances, state laws, university policy, Prevention Advocacy Day in Tallahassee

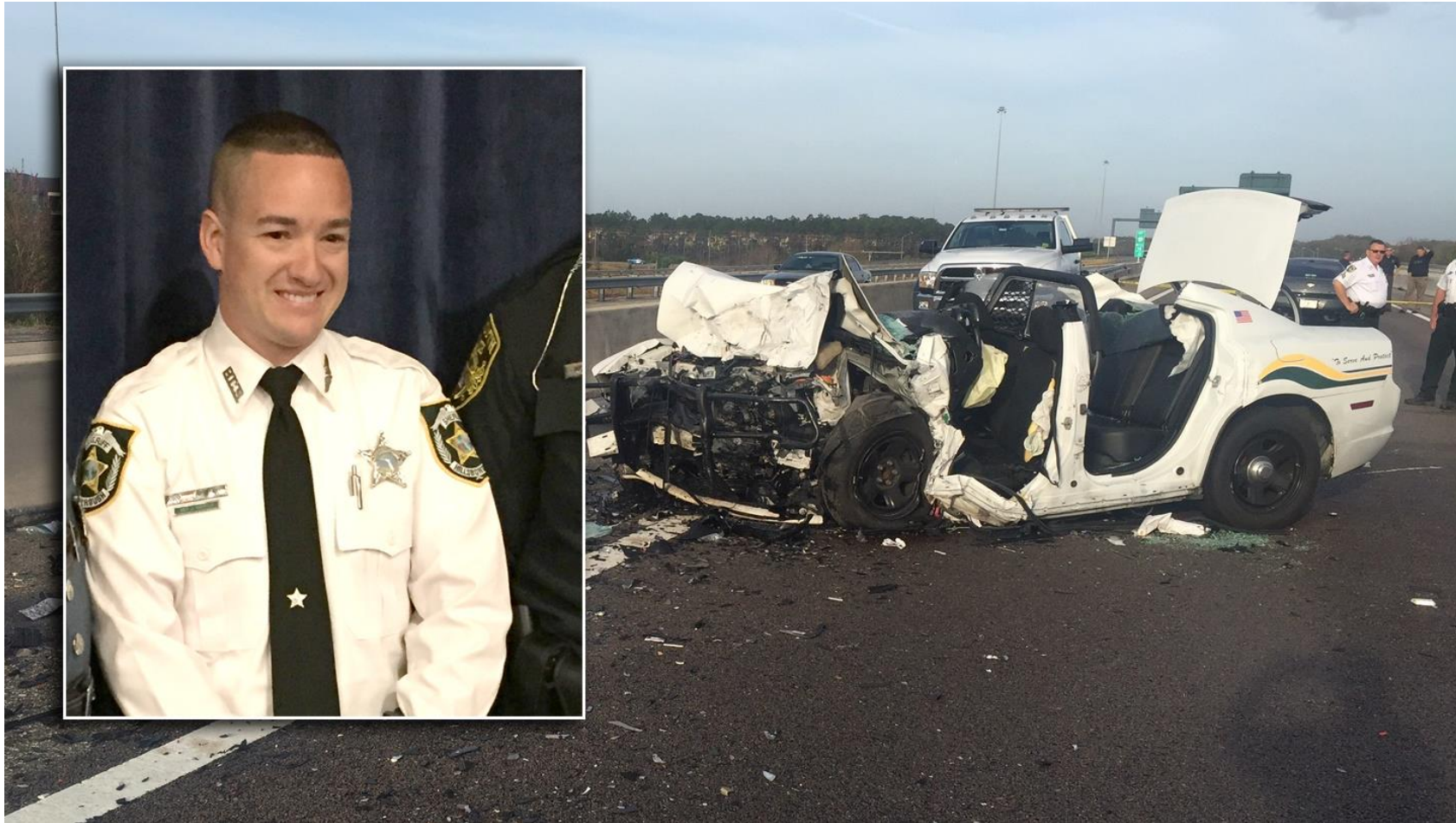
- ▶ **Responsible Vendor**

Collaborate with alcohol outlets’ management, promote responsible vendor training, HCSO Sheriff’s Alcohol Vendor Enforcement (SAVE) program

Drinking & Driving= Recipe for Disaster



Wrong-Way Driver Killed HCSO Deputy John Kotfila March 12, 2016



Wrong-way driver was intoxicated- **BAC .27**

Hillsborough County Sheriff's DUI and Underage Drinking Law Enforcement



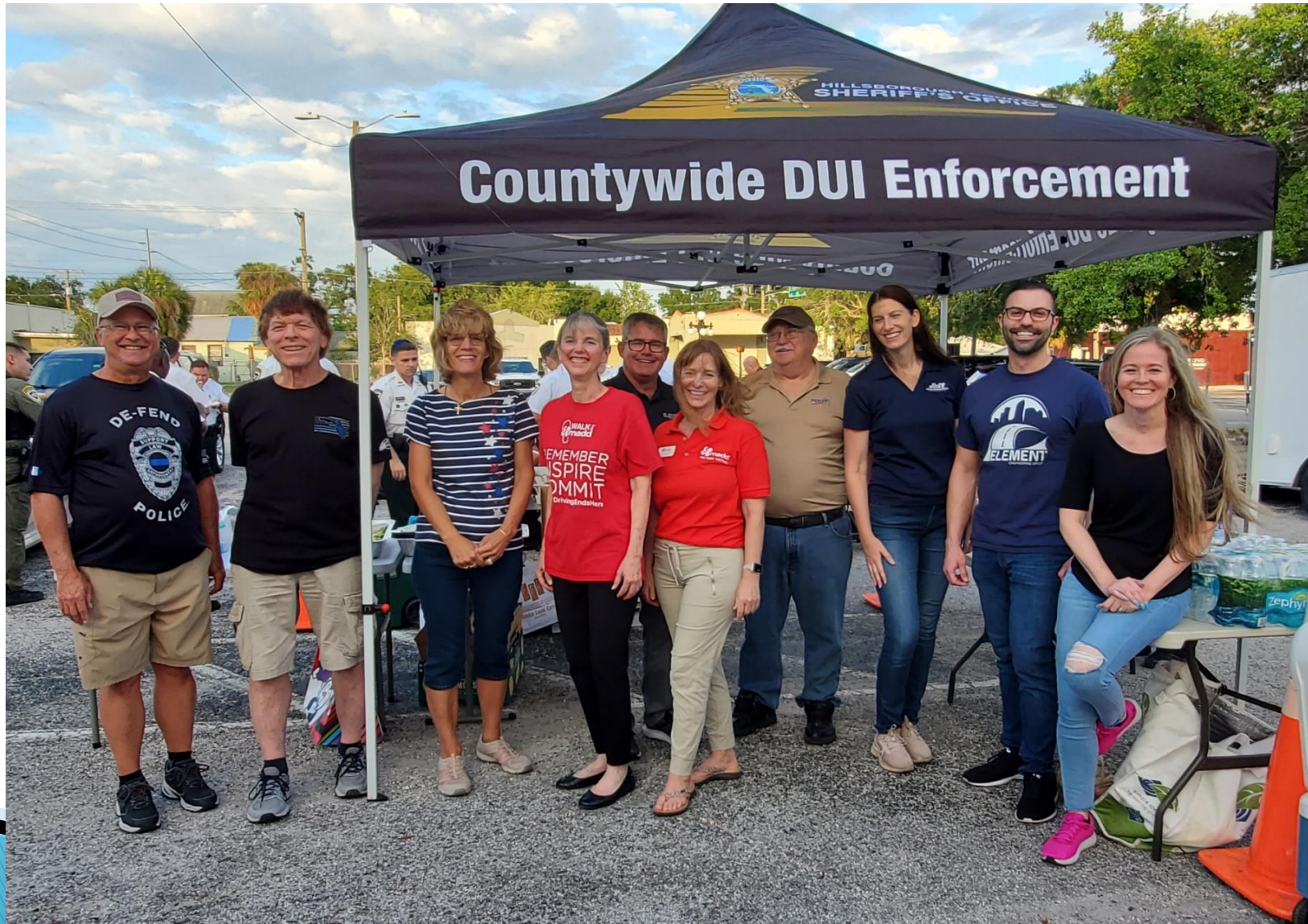
DUI Checkpoint In Tampa



Supporting DUI Operations



TAC, District 7 CTST and MADD at Memorial Day DUI Enforcement Event



STOP Act Grant– Support LEOs

Sober Truth on Preventing Underage Drinking Act Grants

Short Title: STOP Act Grants

Modified Announcement

[Back to the Grants Dashboard](#)

Total Available Funding, Number of Awards, Award Amount, and Eligibility Section and Application Due Date have been revised.

Notice of Funding Opportunity (NOFO)

NOFO Number: SP-23-002

Posted on Grants.gov: Monday, December 19, 2022

Application Due Date: Friday, March 03, 2023

Catalog of Federal Domestic Assistance (CFDA) Number: 93.243

Intergovernmental Review (E.O. 12372): Applicants must comply with E.O. 12372 if their state(s) participates. Review process recommendations from the State Single Point of Contact (SPOC) are due no later than 60 days after application deadline.

Public Health System Impact Statement (PHSIS) / Single State Agency Coordination: Applicants must send the PHSIS to appropriate State and local health agencies by application deadline. Comments from Single State Agency are due no later than 60 days after application deadline.

Description

The purpose of this program is to prevent and reduce alcohol use among youth and young adults ages 12-20 in communities throughout the United States. The program aims to: (1) address norms regarding alcohol use by youth, (2) reduce opportunities for underage drinking, (3) create changes in underage drinking enforcement efforts, (4) address penalties for underage use, and/or (5) reduce negative consequences associated with underage drinking (e.g., motor vehicle crashes, sexual assaults). In addition, applicants will build on strategic plans that were developed under a Drug Free Communities (DFC) award utilizing the strategic prevention framework model which aims to address underage drinking behaviors.

Gaps in Florida Alcohol Laws

- ▶ Florida is one of 2 states that has no law against bars serving obviously intoxicated persons
- ▶ Florida has a weak dram shop law: refers to civil liability for bars/clubs that serve an intoxicated person who later causes serious injuries or fatality
- ▶ DUI law gaps– Clarify drug-related DUI, Interlock device for all DUI convictions, and increased penalty for “refusing to blow”

TAC Policy Accomplishments

Advocated for Alcohol & Drug Policy

- ▶ Founded Florida Coalition for Alcohol Policy
- ▶ Helped defeat bills that would allow hard liquor in convenience stores ‘Whiskey and Wheaties’
- ▶ Advocated for guardrails in SB 148 that allows home delivery of alcoholic beverages
- ▶ Increased penalties for state open house party statute– FS 865.015
- ▶ Advocated for HB 197 that would increase penalties for refusing breathalyzer
- ▶ SB 1676 Hemp Law: Age 21 Delta 8 THC Sales and no marketing to children

TAC Participates on the Florida Impaired Driving Coalition



Day 1

1:00 – 1:15 pm	Welcome, Introductions, and Agenda	Kyle Clark, Chair
1:15 – 1:30 pm	FIDC Strategic Action Plan Subcommittee Breakout Overview	Danny Shopf
1:30 – 3:00 pm	FIDC Strategic Action Plan Subcommittee Breakout Session <ul style="list-style-type: none">List of Action Steps TBD based on attendance/priorities	Subcommittee Breakouts
3:00 – 3:15 pm	BREAK	
3:15 – 4:00 pm	FDOT Outreach Discussion on Subgrants	Ernie Bradley
4:00 – 4:45 pm	24/7 Overview Presentation	Dr. Keith Humphreys
4:45 – 5:00 pm	Public Comment Period	Ernie Bradley

YMAD Town Hall & Prevention Advocacy Day at the Capitol





Action Items

All Regions

- **Continue Community Outreach, Partnerships, and Safety Messaging!**
- **Remember All Behavior Campaign Assets Are Yours Too**
 - All digital assets uploaded to website
- **Continue to Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**



Next Steps

Next Steps

- **Finalizing Annual Report**
- **Campaign Strategy for 2024 (Sharing Plan in January Meeting!)**
- **Latin-American Messaging Development**

Let's Get Everyone Home *Safely* This Holiday Season

RECIPES FOR THE ROAD — HOLIDAY SERIES

EASY HOLIDAY COQUITO

INGREDIENTS NEEDED:

2 cans (12 oz.) of evaporated milk
1 can (15 oz.) of cream of coconut
1 can (13.5 oz.) of coconut milk
1/2 cup of sweetened condensed milk
2 teaspoons pure vanilla extract
1/2 teaspoon of cinnamon
Grated nutmeg or cinnamon sticks for garnish

INSTRUCTIONS:

Combine the evaporated milk, cream of coconut, coconut milk, sweetened condensed milk, vanilla extract, and ground cinnamon in a mixing bowl. Blend mixture on high for 1–2 minutes or until well combined. Pour mixture into glass bottles. Cover, place in refrigerator, and chill for 30 minutes or until cold.

Before serving, stir or shake bottle well. Pour coquito into small holiday themed glasses.

Garnish with grated nutmeg or cinnamon sticks and share with friends and family.



ENJOY THIS
RECIPE?

Post a photo of your
creation and tag us
[#LetsGetEveryoneHomeSafely](#)



Find a dash of 'Do Not Disturb' and a sprinkle of your favorite playlist
at TargetZeroFL.com/Distracted



Let's Get Everyone Home *Safely* This Holiday Season

Also...

A Holiday SAFETY GIFT from FDOT's Turnpike Enterprise!

Free coffee for tired/sleepy travelers from 11PM-
6AM on 12/24 to 12/25 and on 12/31 to 1/1
at the Service Plazas



Find a dash of 'Do Not Disturb' and a sprinkle of your favorite playlist
at [TargetZeroFL.com/Distracted](https://www.TargetZeroFL.com/Distracted)





Thank You!

Brenda Young, P.E.

State Safety Engineer

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For more information, visit:

www.TargetZeroFL.com