Getting to ZERO Together

ZERO Fatalities and Serious Injuries on Florida's Roadways





Agenda

Target Zero Engineering and Infrastructure

- Partners Toward ZERO and Safety Plan Coordination
- Statewide Safety Infrastructure Initiatives
- National Recognition

Campaign Development Partnership – USF College of Public Health

- Supporting Target Zero with Social Marketing
- Overview of Project Strategy and Methodology

Target Zero Partner Collaboration Spotlight

Central Florida Safety Summit

Safety Coalition Spotlight

Florida's NEW Rail Safety Coalition

July/August Events and Activities

- Safety Observances
- Training

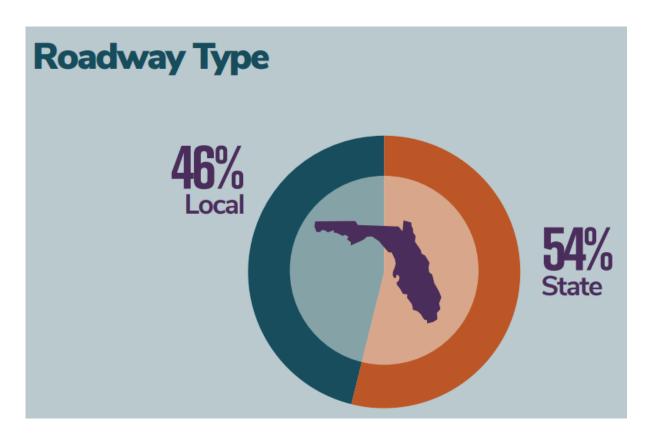






Trends – Lane Departures





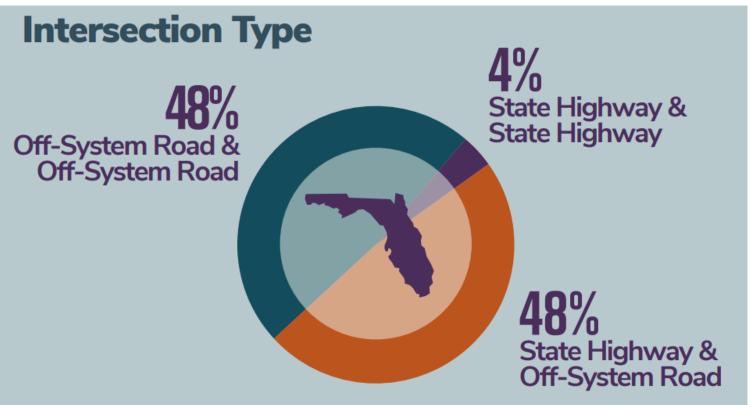
Data Source: Signal 4 Analytics, 2019-2023





Trends - Intersections



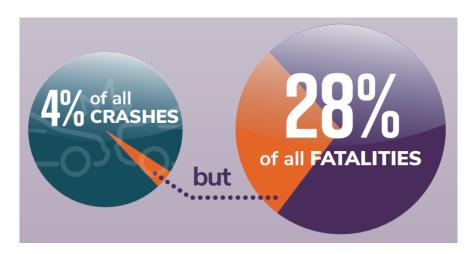


Data Source: Signal 4 Analytics, 2019-2023

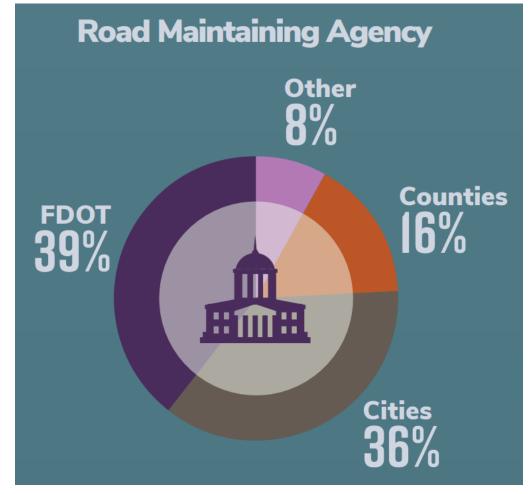




Trends – Pedestrians and Bicyclists











Local Safety Plan Coordination

Goals:

- Maximize funding resources federal (safety), state, local, and grants
- Partner for high-impact ("high B/C") systemic safety improvements on- and off-system
- Find gaps in safety plans, where FDOT can assist in creating safety plans for agencies that are not covered





Local Safety Plan Coordination

To date, we have evaluated coverage of plans for 834 Agencies:

- 7 Districts
- 724 Towns/Cities
- 67 Counties
- 27 MPOs
- 4 Regional Agencies
- 2 Tribal Agencies
- Others (like development groups)

We have located

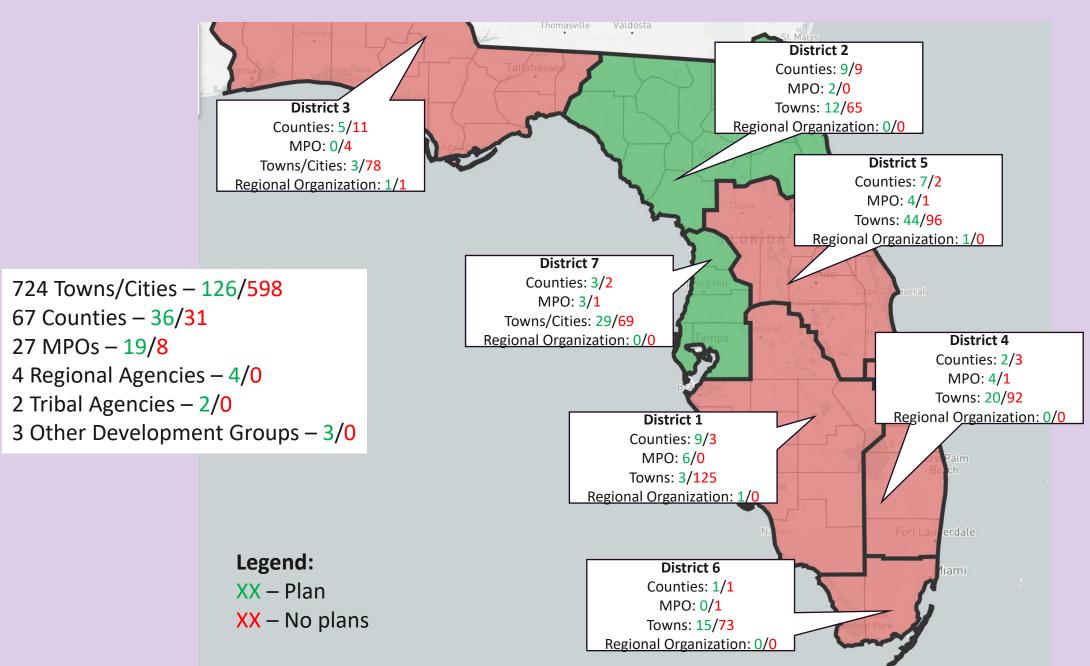
192
safety plans in Florida !!!

These include completed and in-progress plans. These include Safety Action Plans under the SS4A planning grants, Local Road Safety Plans, and Target Zero or Vision Zero Plans.





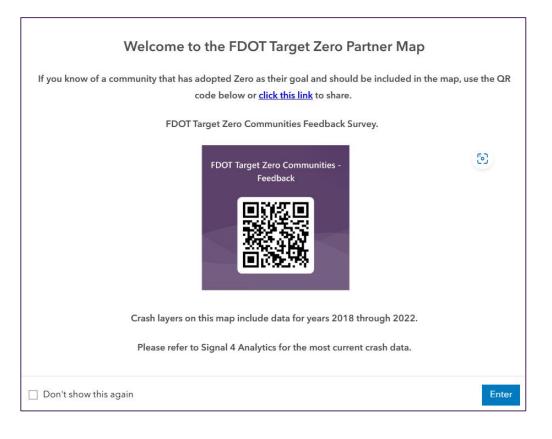
FLORIDA SAFETY ACTION PLANS

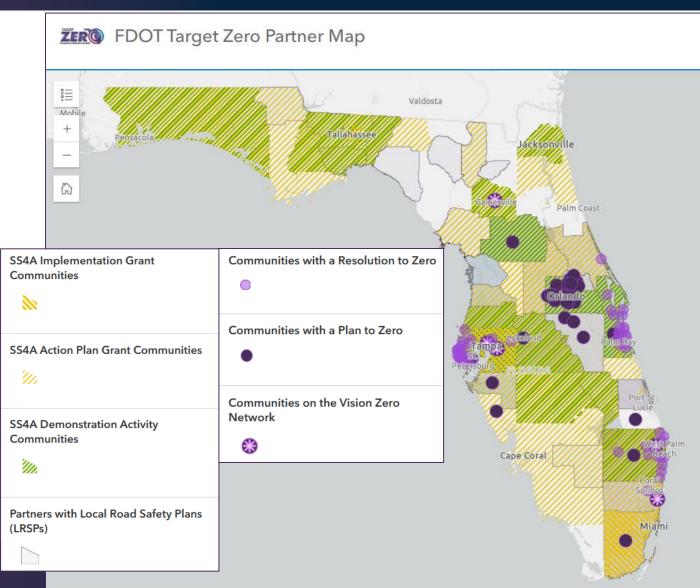


Target Zero Parter Map

FDOT Target Zero Partner Map

Homework! We Need You:



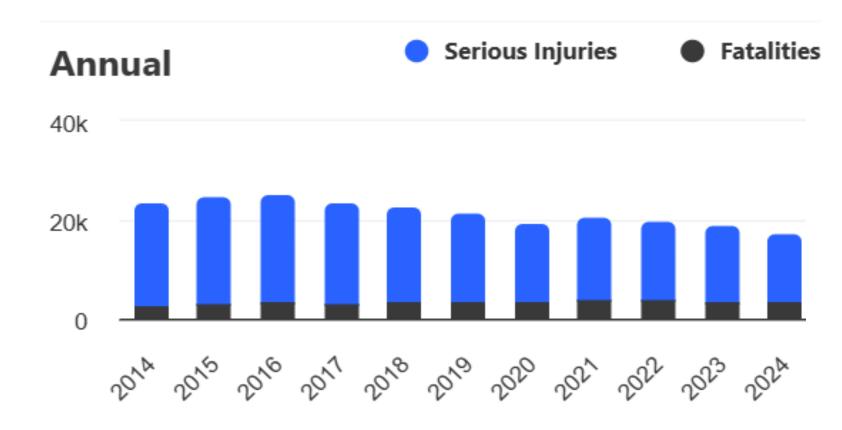






Need to Impact Long-Term Statewide Trends

While positive gains are achieved on safety projects, trends indicate minor fluctuations when evaluating ALL roads.

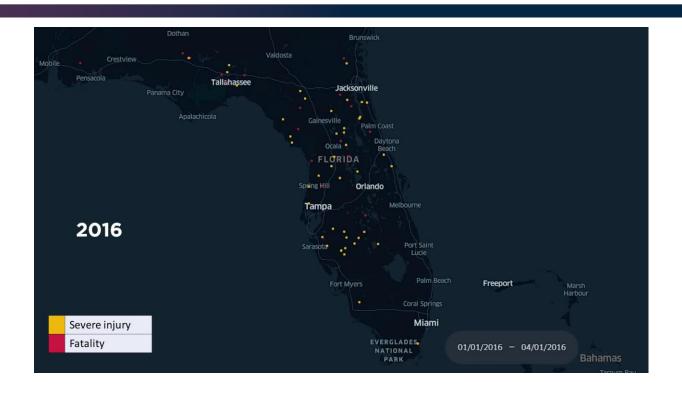






Statewide Systemic Safety Strategy

Severe Crashes Are Rare and Random:



Identify common roadway characteristics when crashes are severe

Screen the road network for where those conditions exist

Identify safety infrastructure to deploy statewide

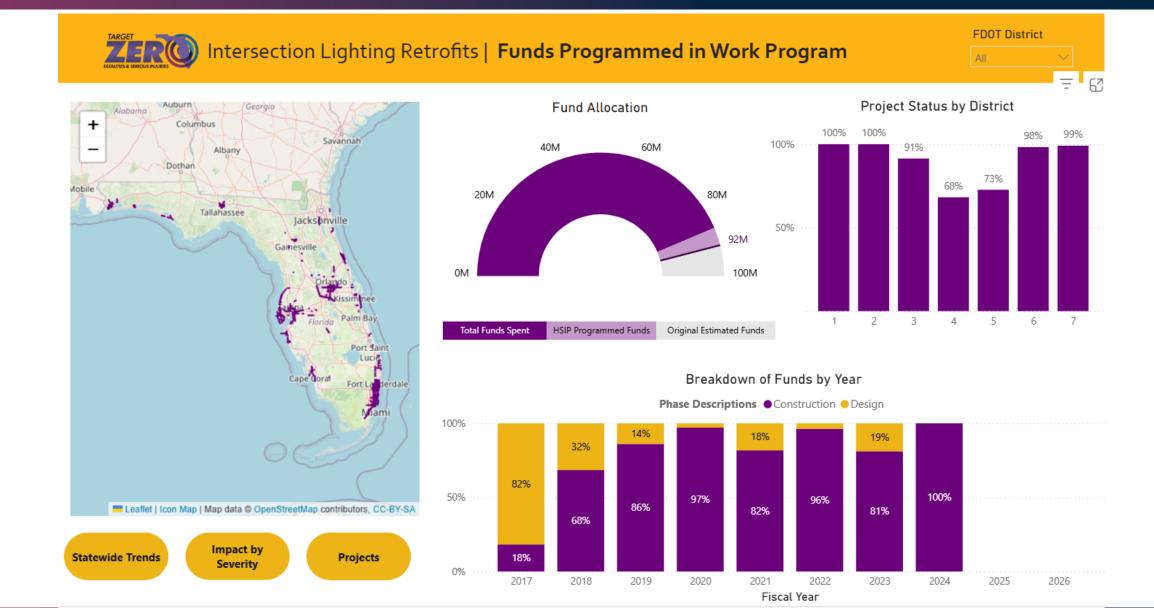
Compare investment options for highest B/C impact

Track deployment and evaluate effectiveness





Statewide Intersection Lighting Retrofits: \$100M



Statewide Intersection Lighting Retrofits: \$100M



Intersection Lighting Retrofits | Statewide Trend Comparison

= 63

~2,500 Total Intersections in Program

1,051

Intersections
Evaluated for
Effectiveness:
3 yrs before/after

% Change in Statewide Night time Crashes

All Crashes

+9.3%

Fatal & Serious Injury Crashes

-17.9%

% Change in Night time Crashes at Lighting Retrofit Intersections

All Crashes

-2.0%

Fatal & Serious Injury Crashes

-19.3%

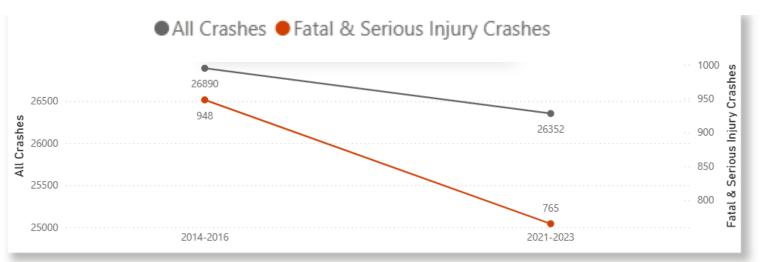
-633

Difference in Nighttime FSI Crashes

-1518

Difference in Nighttime Crashes

Lighting Retrofit Intersection Night time Crashes



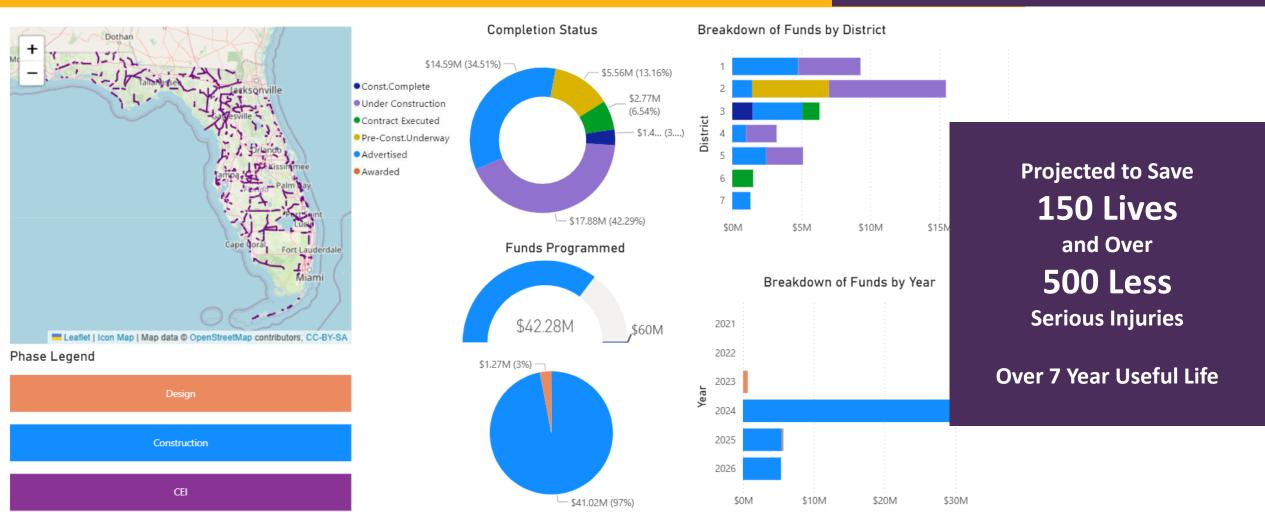
Statewide Rumble Strip Initiative (SWRS): \$60M FY24-26



Rumble Strip
Safety Initiative

Funds Programmed in Work Program

Addresses Lane Departure Risk Factors: Rural, two-lane, high speed state roadways



Reprioritized Statewide Median Barrier Initiative: \$130M (\$70M HSIP, \$60M State) FY27-FY28

Urban & Rural Limited Access

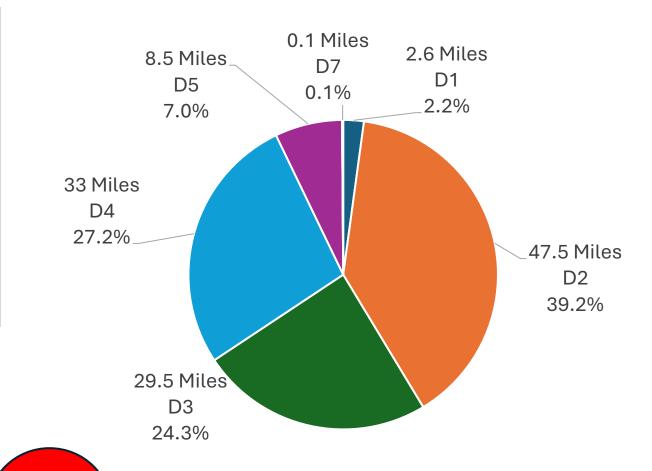
121.25 Centerline Miles

\$130M Total Cost 13:1 B/C

152 Lives saved over 25 years useful life 688 Serious injuries reduced

Programming by October 2025

- Prioritized based on <u>median side</u> fatality and serious injury crashes per mile
- Finalized based on District Coordination



Urban Fatal / Serious Injury Crashes Per Mile



Rural Fatal / Serious Injury Crashes Per Mile



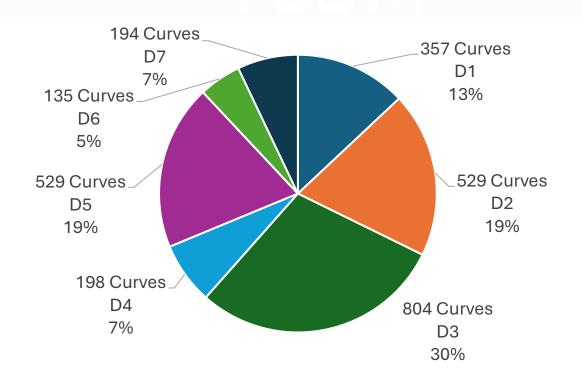


Horizontal Curve Countermeasures SHS Rural & Urban; FY 29-30

Benefit-Cost 22:1 & 21:1

2,746 curves (1,151 rural & 1,595 urban)

- SHS Rural, 2-3 lanes, 55MPH+, Horizontal Curve Radius <2000'
- 4-5 Lanes at 45MPH, Horizontal Curve Radius <2000'
- <=5 Lanes <=35MPH, Horizontal Curve Radius <2000'</p>





~122 lives saved over 15 years useful life

~545 less serious injuries over 15 years

Total cost: \$79.7 M

FY 29 Design: \$9.56 M HSIP

FY 30 Construction & CEI: \$70.1 M HSIP

No additional state funds needed



ITE Journal – May 2025

May 2025



RESOURCES | Inside ite

Safety September: A Blueprint for **Community-Centered Roadway Safety**

Engineer and Immediate Past President of the Florida Panhandle Section of ITE, and Rupender Dahiya, HDR Transportation Planner II and Past Chair - Traffic Engineering and Safety Committee of the Florida Panhandle Section of ITE

16 May 2025 Ito journal

By Anjana Avr, HIVTB Traffic Services | Safety September is an initiative born from the collaboration between the Florida Panhandle Section of ITE and the Florida Department of Transportation (FDOT) to promote roadway safety through the Safe System Approach. FDOT is committed to achieving zero traffic-related fatalities and serious injuries through its Target Zero initiative, and partnerships are key to achieving this aggressive goal. Safety September engages the community by making safety accessible, relatable, and actionable. Anchored in the "E's of Safety"-Engineering, Enforcement, Education, and Emergency Response—the inaugural events included panel discussions, community outreach at farmers markets, a safety-themed SK run, and weekly "Tips Tuesday" campaigns. 2 By working with state safety leaders, local agencies, and community members, the initiative highlights how safety is a shared responsibility. The success of Safety September provides a scalable model that can be expanded statewide and nationally, uniting efforts to create safer roads and communities.

The Foundation of Safety September

The idea for Safety September emerged from a simple but critical question: How do we take the safety discussions happening at industry conferences and translate them into tangible,

At ITE International meetings, safety is consistently emphasized as a core responsibility in transportation. Inspired by these conversations, the Traffic Engineering and Safety Committee sought to create a month-long initiative that would bring the Safe System Approach to the community, bridging the gap between policy discussions and real-world implementation.

In partnership with FDOT's State Safety Office, the inaugural Safety September focused on two key E's of safety-Education and Engineering. The goal was to make safety a shared mission rather than a technical conversation confined to transportation professionals. By fostering community-wide engagement, the initiative promoted a collective approach to achieving

ITE leaders such as Rosana Correa, P.E., PTOE (F), Past President of ITE International, has underscored this importance in one of her ITE Journal President's Messages, stating, One more death is one too many. Roadway safety needs YOU and ME

This mindset was echoed throughout the 2024 ITE Virtual Spring Conference, therned "Safer Communities," reinforcing the principles behind Safety September and its mission to turn vision into action.3

Safety September: A Collaborative Effort

The journey to making Safety September a reality began with an essential conversation Brenda Young, P.E., CPM, FCCM, FDOT's State

Safety Engineer, played a pivotal role in shaping the initiative. She provided guidance on event planning, speaker selection, and overall strategy. Brenda highlighted the importance of staying true to the mission, stating "Safety is FDOT's top priority and community is at the heart of our mission. This partnership with ITE brought those core elements together in an impactful and meaningful way. Combining resources creates a force-multiplier effect toward achieving Florida's target of zero fatalities and serious injuries."

FDOT's State Safety Office also supported the initiative by providing educational materials, branded giveaway items, and other resources to enhance public outreach. 4 Their collaboration helped ensure the success of

the program, reinforcing that safety initiatives thrive through strong partnerships. In fact, the name Safety September was born from one of these early discussions.



To ensure Safety September reached a broad audience, a variety of events were organized throughout the month. The programming balanced technical discussions with public outreach, making safety education informative and engaging.

Panel Discussion: Applying the Safe System Approach Locally

The Safety September kickoff featured a lunch and learn panel discussion where transportation and safety experts explored the key principles of the Safe System Approach. Each speaker provided a local perspective, demonstrating how these safety concepts translate into real-

- Safer People Brenda Young, P.E., FDOT, highlighted how behavioral science can be used to shape safe driving habits and improve road user behavior through
- Safer Roads Martha Hodgson, P.E., Blueprint Intergovernmental Agency. discussed infrastructure improvements such as widened roadways, placemaking projects, and trail networks designed to minimize human error.
- Safer Vehicles Christine Shafik, P.E., FDOT, outlined advancements in connected and automated vehicle (CAV) technologies. FDOT is actively advancing safety through more than 60 local projects and test facilities like SunTrax and I-Street, utilizing innovative technology to reduce roadway risks. 5.6 She mentioned safer vehicles are one of the key components of a Safe System Approach. Emerging Technologies like the Advanced Driver Assistance System (ADAS) are already making an impact.7 For example, according to the National Safety Council, ADAS technologies like forward collision warning, blind spot detection, and lane departure warning are helping reduce crashes."
- Safer Speeds Michael Lewis, RE., FDOT District 3, outlined speed management strategies including pedestrian-friendly enhancements like raised crosswalks and mid-block signals.



September Pledge Board.

www.ite.org May 2025 17





AASHTO Innovation Management Showcase



The purpose of the AASHTO Innovation Management program is to identify and champion the implementation or deployment of a select few "ready-to-use" technologies, products or processes that are likely to yield significant economic or qualitative benefits.



FDOT District 7 ELEE Program





AASHTO High Value Research Recognition

AASHTO 2025 High Value Research and Honorable Mention Winner!

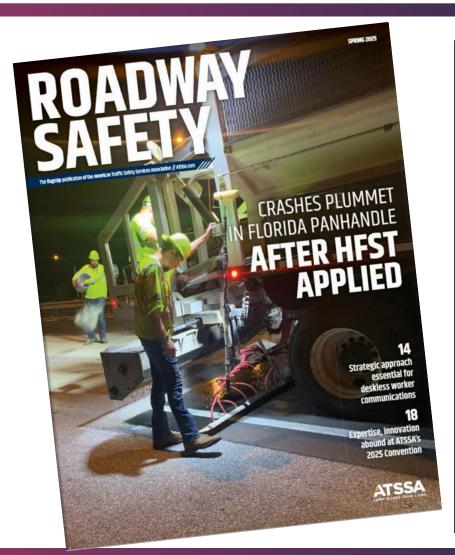
Guidelines for Installing Pedestrian Treatments at Midblock Locations (FIU) (District 4 - Tracey Xie)





ATSSA Magazine – Spring 2025

Spring 2025





CRASHES PLUMMET IN PANHANDLE

AFTER HIGH FRICTION SURFACE TREATMENT APPLIED

FDOT STUDY SHOWS SIGNIFICANT DROP IN ANNUAL WET-ROAD CRASHES, DEATHS

By Brian Bradley for ATSSA

ore than 12 million U.S. crashes per year are weather-related, causing about 418,000 injuries and 5,000 deaths yearly. We troads plays role in about 70% of these crashes, with the rest taking place on icy or snowy powement, or during periods of heavy fog, according to the Federal Highway Administration (FHWA).

A key highway interchange in Florida's Panhandle typified that national picture, averaging 82.4 wetroad crashes annually from 2019 through 2021.

But that number plummeted to an average of 11 yearly crashes at the Interstate IO and Interstate ID interchange in Pensacot sharks to the Florida Department of Transportation's (FDOTs) decision to install high friction surface treatment (HFST) and other safety measures in 2022.

The project was so successful that the Florida Panhandle Section of the Institute of Transportation Engineers (ITE) awarded the Pensacola HFST project as its Safety Project of the Year for 2024. The 1-107-110 interchange saw one fatality and five total serious injury crashes in the three years before HFST treatment but no fatalities or serious injury crashes in the two years since completion, according to an FDOT study of the project.

"The last couple of years, FDOT has really emphasized this Target Zero' idea," FDOT Traffic Safety Program Manager Michael Lewis said. "We want zero fatal and serious injury crashes. This [interchange], because it seemed to be a higher magnitude of a safety problem, that really is what made sense to us to advance this."

RECORD OF SUCCES

HFST may reduce wet-road crashes by 83%, and total crashes by 57% nationwide, according to the FHWA.

Since 2006, Florida has implemented HFST in more than 40 projects on main roads throughout the state. FDOT spokesperson Jimmy Bueur wrote in an email. And District 3, which includes 16 counties in Florida's Panbandle ranging from as far west as Escambia County to as far east as Jefferson County, and includes Pensacola, used HFST in at least two projects before its installation at the 1-10-110 interchange.

HIST encompasses pavement treatments involving high-quality aggregate. HIST mixtures include calcined bauxite, a highly abrasion- and polish-resistant aggregate. After the calcination process, the bauxite is crushed and sieved to a specific gradient to meet HIST specification requirements. HIST also uses a polymer binder to enhance pavement friction at high-risk areas.

The construction of guardrails, audible edge lines and improved warning/advisory signs indicating curves, reduced speeds or slippery conditions,

ATSSA COM







Supporting Target Zero with Social Marketing

July 2, 2025

Who we are...



Phil Winters, TDM-CP



Mahmooda Khaliq Pasha, PhD

Sara Hendricks, AICP TDM-CP





Natalie Erasme, MPH





Social marketing

An approach to changing behavior capitalizing on traditional marketing tools to promote sustainable and positive social change

Humancentered Guided by Research Marketing tools and strategies

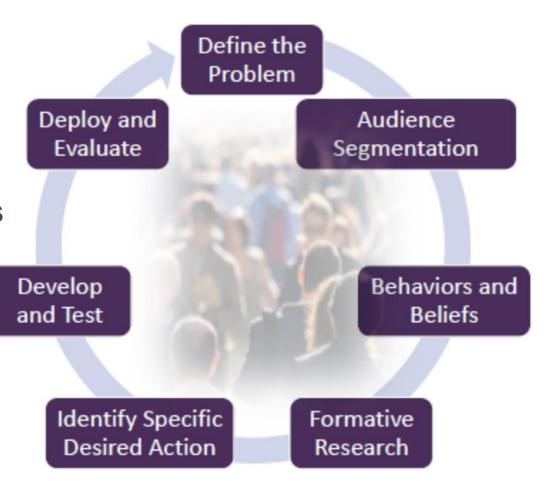
Social good





Social Marketing and Target Zero

- Planning
 - Select target behavior
 - Select priority population
 - Conduct research
- Develop integrated marketing mix/plan 4 P's
 - Understand competition/exchange
 - Pretest plan and materials
- Develop an implementation & evaluation plan
- Implement & evaluate







Target Zero

Social Marketing in Action

Defining the problem



The Problem:

- Transportation-related serious injuries and deaths across Florida
- Driver behavior is a contributing factor





ON FLORIDA'S ROADS...



But when it comes to human lives, no fatality or serious injury is acceptable.

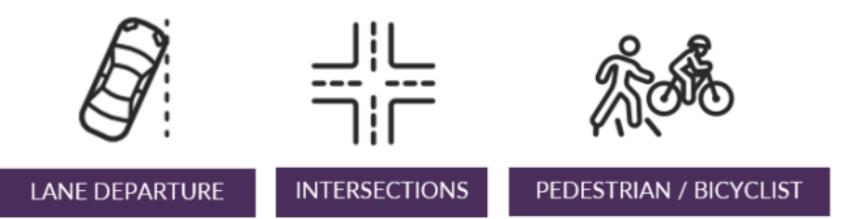
Source: 2021 Florida Strategic Highway Safety Plan





Florida Strategic Highway Safety Plan

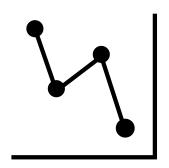
Engineering, Education, Enforcement and Emergency Response



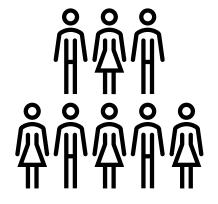




Developing a Solution



Data Driven



Human Factor Approach



To eliminate serious injuries and fatalities throughout the state's transportation system





Existing campaigns and initiatives













Evaluating the evidence-base

 Previous campaigns placed emphasis on behaviors and laws associated with a negative outcome.

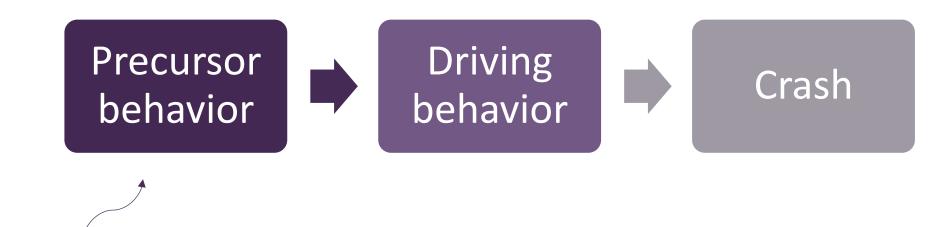
 Target Zero focused on identifying reasons for the behaviors contributing to crashes (pre-cursors) and developing influential messaging addressing those behaviors





Evaluating Previous Campaigns

 TZ focused on identifying reasons for the behaviors contributing to crashes (pre-cursors) and developing influential messaging addressing those behaviors



How do we influence change at this point in time?





Shifting our approach...Behavioral focus

Target Zero focused on shifting from a loss-framing to gain-framing messaging — how can we make behavior change more appealing?

Goal: Reduce crashes in Florida due to:

- 1. Speeding Drive time is you time.
- 2. Aggression Embrace the space
- 3. Distracted driving Do not Disturb







Audience Segmentation - Select Priority Population

Segment the audience

Deploy and Evaluate

Develop and Test

Develop and Test

Audience Segmentation

Behaviors and Beliefs

 Dividing the market of potential customers into different groups and segments on the basis of certain characteristics.

- Why Segment?
 - "One size does not fit all"
 - Design more effective strategies for each segment selected







Types of segmentation

Market Segmentation



Geographics

Country

City

Density

Language

Climate

Area

Population



Demographics

Age

Gender

Income

Education

Social Status

Family

Life Stage

Occupation



Psychographics

Lifestyle

AIO: Activity,

Interest, Opinion

Concerns

Personality

Values

Attitudes



Behavioral

Benefits Sought

Purchase

Usage

Intent

Occasion

Buyer Stage

User Status

Life Cycle Stage

Engagement





Reviewing the evidence-base: Selecting a priority population

- Crash data and a review of existing literature guided this process
- Initial primary audience: male motorists aged 18-34 (demographic)
 - Why? Data showed that the highest involvement in first actions leading to crashes were among this group
- Geographic within five miles of place of residence
- Similar to older adults as well





Selected audience segment

- Audience Segment: Young Males 22-27
 - Informed by formative research and existing research
 - Reasoning:
 - Young adults emerging into financial independence
 - Assuming responsibility for own health insurance
 - Entering long-term relationships
 - Assuming responsibilities for loved ones including children





Listening to Your Audience – Formative Research

Step 1 – What do we know now?



- Review of existing social marketing campaigns and materials from around the world – summary of the approach used and the overall impact.
- Review of local campaigns and existing data local to Florida
- Crash data analysis helped us to figure out who, but why remains unanswered...





What we know \rightarrow What we need to find out

Evaluation of current work

Review of existing campaigns for similar audiences

Why? Way of learning what works and what does not. Able to assess whether there is something to build upon/the need to start from scratch.

Community input

Discussions with community partners and organizations

Why? Share insights into what is feasible, sustainable, and influencing our priority population

Focus Groups/Interviews

Young males 18-34

Why? Ability to have long-form discussions with population in a space that fosters open dialogue





Step 2 – Focus Groups with young males

Gaining insight on young males driving behaviors and experiences

- Four (4) Florida regions:
 - Miami-Fort Lauderdale
 - Fort Myers
 - Orlando-Volusia
 - Tampa Bay.
- Four (4) virtual focus groups per region with young males between the age of 18 and 34.

USF – Center for Urban Transportation Research (CUTR) Task 3.1 Development of research guide (revised – 10/01/21)

FORMATIVE RESEARCH QUESTIONNAIRE

[Consent is automatically done when the participant logs into the meeting. The presentation/facilitator includes tech details, introductions, and rules of engagement]

Welcome to the focus group and taking time out of your schedule to speak with us. To get us started, let's learn a little more about one another. This will help us to learn the names, but also to make sure our audio and camera continues to work

 What is your name and what do you like to do for fun when you have free time?

Thank you, let's get started...

- What are some characteristics, or actions you associate with a good or safe driver?
- Probe: What do they do? How does what they do, make them a safe driver, What are some actions/behaviors you observe?

No one leaves the house with the intention of getting in a crash or get injured

- Continuing the discussion, <u>What</u> gets in the way of you being able to drive safely?
 - o Probe: Of the points that you shared, what is one that must be addressed before any change in behavior takes place?
 - o Probe: What is something that could help to reduce these barriers?
- 4. Thinking about driving safely, what is something you think you have to give up, in order to drive safely?

Let's move to discuss what you see while driving...

- 5. When I say the phrase "risky behavior" while driving, what are some words, images, actions that come to mind?
 - Probe: how about speeding? Not paying attention to traffic lights or posted signage? Following too closely or tailgating? Not giving right of way? Distracted driving (texting, eating, radio or streaming music/podcasts, drinking)

Page 1 of 5





Step 3: What we learned - Key Insights

Curbing risky driving behavior centered first on the cell phone, second on the driver and third on the environment.

- Where they learn how to drive electronic media, people such as family members
- Influence on risky behavior environmental distractions
- Barrier to safe driving driver connectedness, feeling of wanting to be connected to their work, friends, family





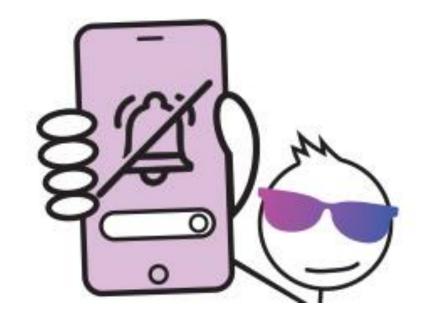


Create a Marketing Strategy – 4 P's

Positioning Statement

DRIVE TIME IS YOU TIME

Ride with DO NOT DISTURB



We want young men (22-27) to see turning on Do Not Disturb before initiating a drive as their way of staying in control and keeping their attention on the road – it puts them miles ahead of stressed-out distracted drivers. By choosing to drive focused, they show the kind of calm confidence and selfmastery that earns genuine respect.



Marketing Mix – 4 P's





| Price | Which costs to lower? | |
|-----------|---|--|
| Place | Where to offer products? | |
| Product | Which benefits to offer? | |
| Promotion | What spokespersons, information channels, activities? | |



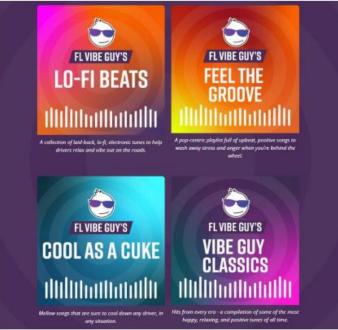


Product Strategy

Core Product: Enjoy your ride free from distractions. Take some time to yourself.

Augmented Products - Designed to support safe driving











Price - Social Marketing relies on exchange

Recognize that we are asking for a tradeoff



State clearly what you are offering and know what you are asking:

You get = time to yourself

You pay = Time, connectedness (i.e. setting up do not disturb, not talking with others.)





Price Strategy

Young men want to feel: In control, Respected, Valued, Honored, Free, Safe, Private, Proud, Winners, Right, Cool, Awesome, Masculine

They value: Authentic connections (with influencers), autonomy, self-control, power, winning, being envied, impressing peers

Price strategy: Maximizes need for personal down time, utilizes a feature already embedded in their cellular device, Setting do not disturb prior to ride limits distractions and asserts autonomy and independence





Place Strategy

Where products are purchased

Where service is provided

Media aspect

- Delivery of message
- Frame of mind

Where people will act (behavior)







Place Strategy

Curbing risky driving behavior centered first on the cell phone, second on the driver and third on the environment.

Place Strategy: Making young males' personal vehicle driving environment safer from point A to point B.

Cell phone: Eliminate distractions

Driver: In control of decision making

Environment: Create a stress-free atmosphere





Promotion strategy

Creation of educational messages

- Memorable
- Persuasive

Message design elements

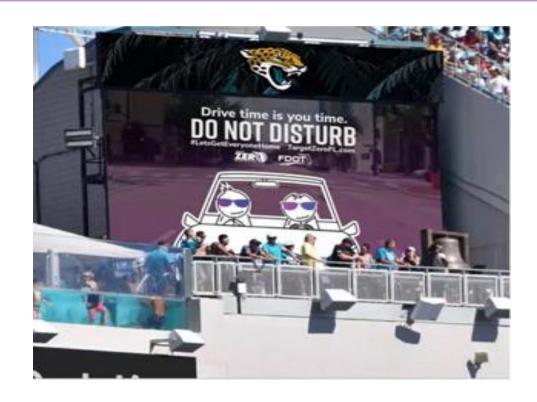
- Type of appeal
- Tone
- Spokesperson





Promotion Strategy

Young males learn how to drive and get information from electronic media and people close to them such as family members



Promotion Strategy: Community and sporting events throughout the state. Social media and paid advertisements.





Implement & Evaluate

Speeding, Distraction, and Aggressive Campaigns



Paid Media: Targeted social, digital billboards, gas pump videos, audio and video streaming, web, radio



Earned Media: Launch/press events, articles in news platforms, partner agency publications/platforms

Male Drivers Aged 22-27:



Owned and Shared Media: FDOT website, publications, offices, rest areas, signs, and social media

Managing time, stress, overcommitments, need for

constant connection, staying in control, admired.



Community Outreach: Outreach at local events where members of audience and influencers gather

*Separated by geographic region for independent evaluation; all campaigns to be statewide next fiscal year

*Speeding Campaign – D4, D6

Time Management: Leave Early For Your Trip Or Arrive Late







*Distracted Campaign - D5

Addressing constant connection and multitasking: Set 'Do Not Disturb' Before Your Trip







*Aggressive Campaign - D1, D7

Stress Management: Leave Space Between You and The Driver Ahead









Behavior

Messages /

Calls to

Action



Evaluation

Process and summative evaluation measures

- Results from survey implementation at beginning and at year one interval.
 - Campaign recall high speeding, distracted and aggressive campaigns
 - High correlation between young male drivers and what peer think are socially acceptable (social norms)
 - Low correlation between driver behavior and perceived risk of penalty or consequence
 - Frequency of previous behavior has moderate positive association with intention to practice the same behavior in the future.





Recap: Key features

- Reliance on commitment to understand our priority population
- Listening/research to guide:
 - Selection of behavioral focus
 - Identification and selection of priority segments
 - Understand competition/exchange
 - Develop integrated marketing mix







Up next and to learn more....

Continuing to improve our approach and current campaign materials

- Developing the next campaign tailoring and adapting Target Zero for Spanish speaking audience
- Developing a mini-course on social marketing and its application to Target Zero, more information to improve your work
- Continue with evaluation activities to further support this work





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Questions?

Target Zero Phase 2 Project Strategy

Center for Urban Transportation Research (CUTR)

July 2, 2025





Overall Campaign Development





Phase 2 Overview

- Builds on social marketing research conducted in Phase 1
 - Over 50% of crashes resulting in fatalities and serious injuries involve a young male driver aged 22 to 27
 - Taking safety campaigns a step further by learning why targeted audiences behave the way they do, how they change, and how to help them in their efforts to change
- In order to create safety campaigns that resonate, we need to spend time engaging with our audience.



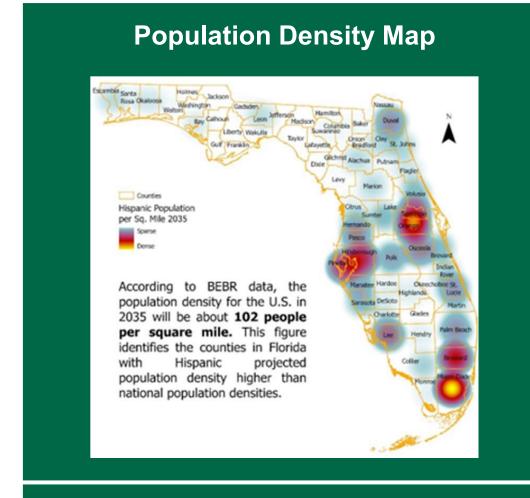




WHO?

Phase 2 Priority Population

- Community Partners reaching Hispanic communities in 3 identified regions (Tampa, Orlando, Miami/Fort Lauderdale)
- Young males aged18–34 that are part of the Hispanic Population



Source: Bureau of Economic and Business Research (BEBR)



WHAT?

Phase 2 Formative Research Methods

In-depth Interviews with Community Leaders

- 10 interviews, 45-60 minutes
- Provides insights into understanding and reaching the Hispanic community in Florida, particularly regarding driving safety and other concerns, by connection with trusted leaders within the community.

Focus Groups with Young Hispanic Males

- 3-5 focus groups per region, 5-8 participants each
- Facilitate group discussions to collect diverse perspectives on driving safety issues.
- Language, preference for in-person/online to be determined based on information from screening tool and community leader interviews.

Journey Mapping with Young Hispanic Males

- 10 participants, 2-3 trips each
- Gain real-time insights into driving behaviors and environmental influences to identify general patterns and differences among participants.



FOCUS GROUPS:

Approximately 90 minutes Virtual and In-person options

Spanish or English-speaking groups available



OVER
50%
CRASHES

resulting in fatalities and serious injuries involve a young male driver aged 22 to 27

Target Zero is a statewide initiative of the Florida Department of Transportation (FDOT) to reduce fatalities and serious injuries on Florida's roadways as part of the Strategic Highway Safety Plan.

Phase 1 heard from men ages 22 - 27 that led to the creation and launch of campaigns for:

- Time management
- Stress management, and
- Multitasking.

The next phase of Target Zero will focus on the largest growing population in Florida, the Hispanic population.





Click here to learn more at Target ZeroFL.com



WHY?

Informed by literature review and Phase I analysis

- Starting development process again from scratch
 - Methods have been informed by Phase 1 survey, formative research, and a literature review.
- Conducting market research for next target audience
 - Creating tailored messaging that is audience specific (i.e. not translating English campaigns to Spanish)

| Informed by | What do we need to know? | How are we going to find out? |
|-------------------|--|---|
| Phase I Analysis | Social Norms | Focus group |
| | Priority population influencers | In-depth Interviews with community leaders / Focus groups |
| | How to reach priority population | In-depth Interviews with community leaders |
| Literature Review | Behavioral control (speeding, aggression, etc) | Journey mapping |
| | Types of distractions | Focus groups / In-depth interviews |



Recruitment Strategy and Outreach

- Partnership with Hispanic Federation
 - Recruited participants for two focus groups
 - Orlando (1)
 - Tampa (1)
- Insights from Community Partner Interviews
 - Streamlined outreach areas
 - Updated approach

"Reach people where they live, work, pray, and play"



Community Health Workers | Faith-based Organizations
Utilize trusted community leaders and community liaisons



Florida's Street Scene

Capitalize on events hosted by popular influencers



Soccer/Sports Leagues

Reach priority populations where they spend their time



Ongoing efforts

- We are seeking focus group participants from the Tampa, Orlando, and Ft. Lauderdale/Miami regions*
 - Male
 - 18-34 years old
 - Self identifies as Hispanic, Latino or Spanish Origin
 - Access to a device with a camera

 Focus groups are being facilitated in Spanish and English virtually via Microsoft Teams.



FOCUS GROUPS:

Approximately 90 minutes
Virtual and In-person options
Spanish or English-speaking
groups available



Statewide crash data revealed that

OVER

50%

OF CRASHES

resulting in fatalities and serious injuries involve a young male driver aged 22 to 27

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Click here to learn more at Target ZeroFL.com

Materials available in Spanish and English



^{*}cannot be affiliated with FDOT

THANK YOU

Interested in supporting our outreach efforts?

Connect with us!
Natalie Erasme, MPH, CPH
Erasme@usf.edu

Lindsay Slautterback, AICP, RSP1 Lindsay.Slautterback@kimley-horn.com





FDOT District 5 Update

Highlights



2ND ANNUAL CENTRAL FLORIDA SAFETY SUMMIT



Achieving **ZERO** serious injuries and fatalities **TOGETHER**.

MAY 9, 2025

DAYTONA INTERNATIONAL SPEEDWAY













WHAT DOES TODAY LOOK LIKE?

- Welcome and Thank You
 - John Tyler, District 5 Secretary
 - Sean Belgrade, Regional VP NASCAR Southeast Region
 - Senator Tom Wright
 - Loreen Bobo, District 5 Safety Administrator
- Table Exercise "The Intersection"
- Central Florida Safety Strategic Plan Update
- State of the Best Foot Forward Program & Awards
- Safety Champion Highlights
- Lunch & Keynote Speaker Representative Bill Partington
- Central Florida 2025 Safety Awards
- Closing Remarks

CENTRAL FLORIDA SAFETY STRATEGIC PLAN

Achieving ZERO serious injuries and fatalities
TOGETHER











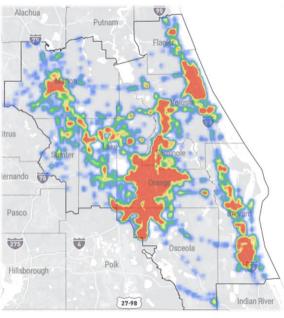






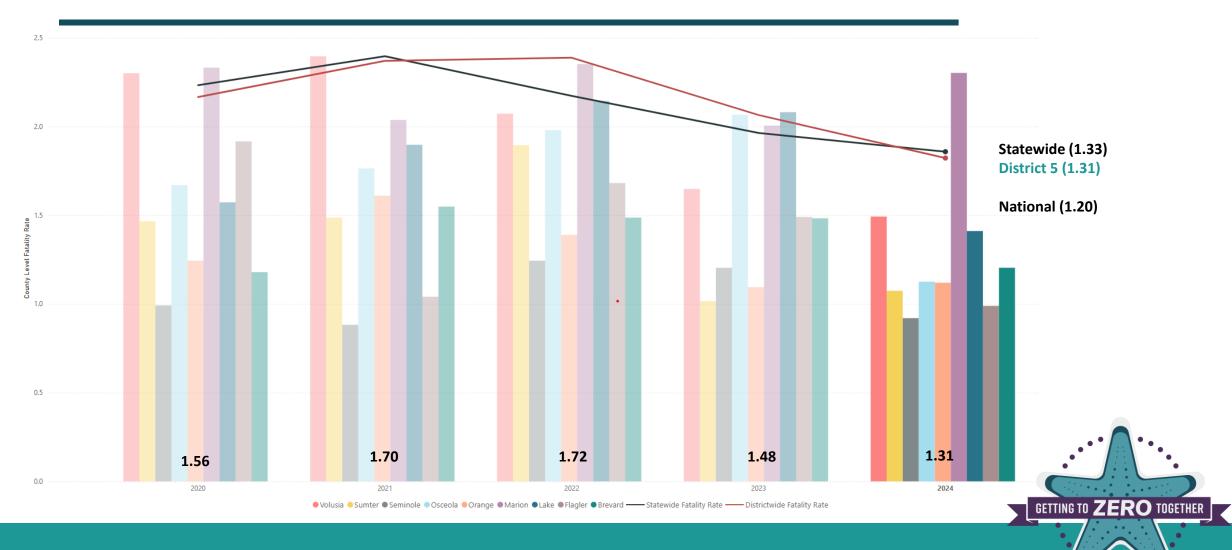
DISTRICT 5 FATALITIES







ANNUAL FATALITY RATE





THANK YOU - MPO'S/TPO'S AND COUNTIES































THANK YOU - CITIES AND TOWNS



































































THANK YOU - PUBLIC SAFETY



THANK YOU - ADVOCACY GROUPS AND PARTNERS

























REMEMBERING FIRST STEP SHELTER RESIDENTS





"IT MATTERED TO THAT ONE."

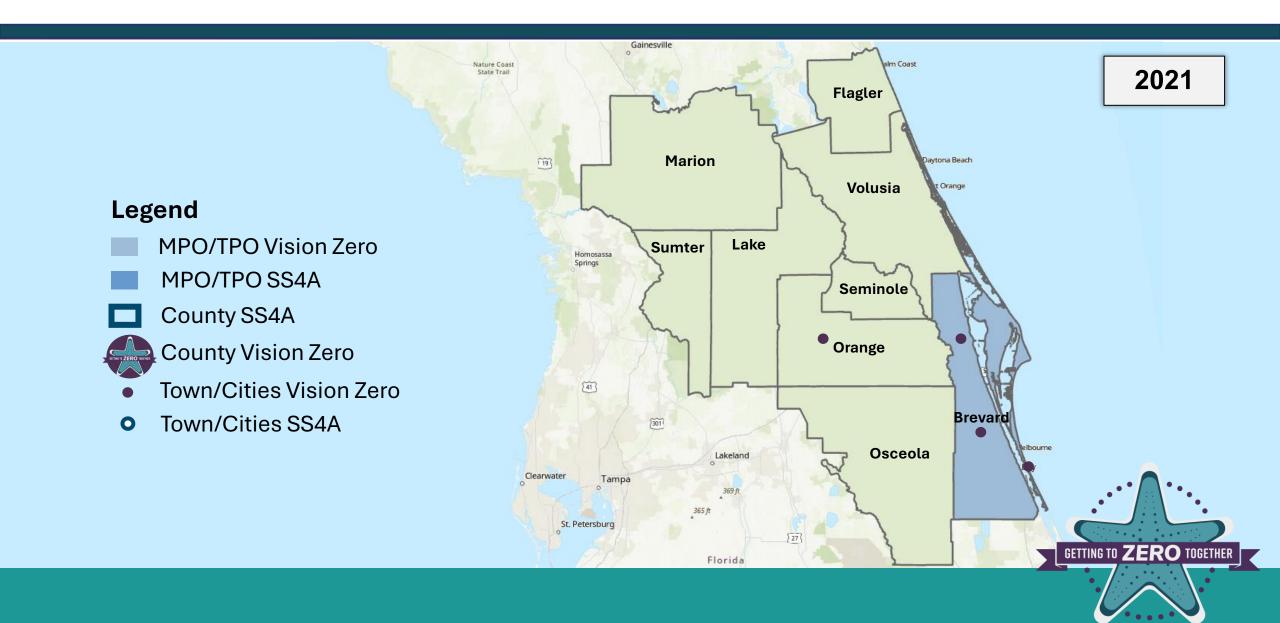


KEEP A COIN, GIVE A COIN



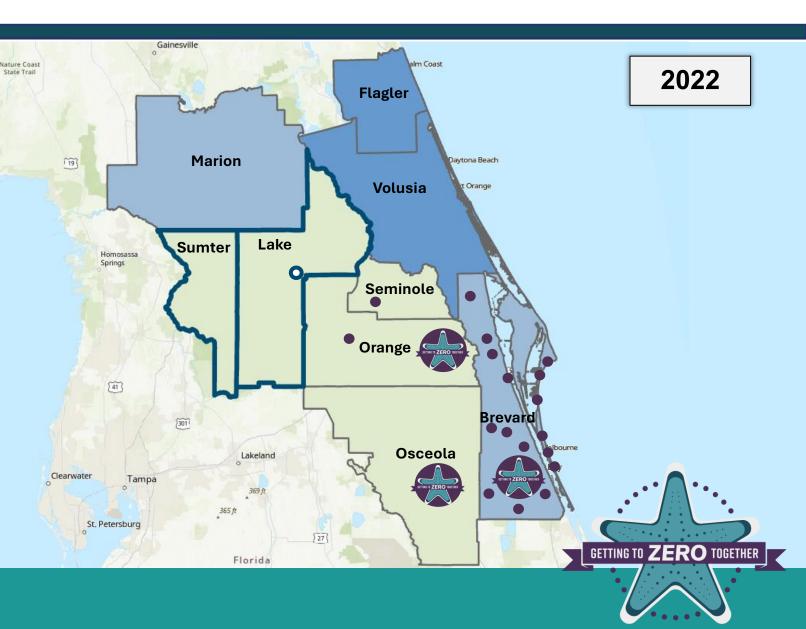


GETTING TO ZERO TOGETHER



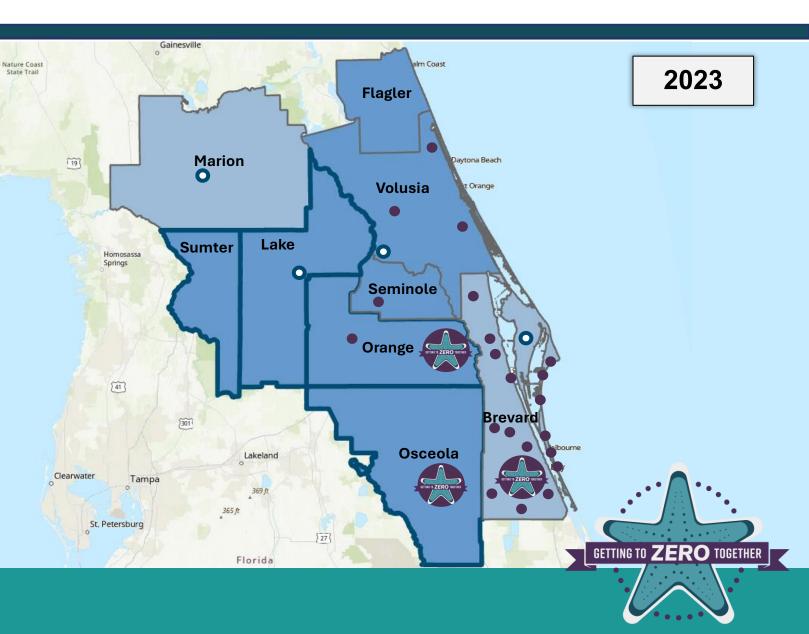


- MPO/TPO Vision Zero
- MPO/TPO SS4A
- County SS4A
- County Vision Zero
 - Town/Cities Vision Zero
 - Town/Cities SS4A



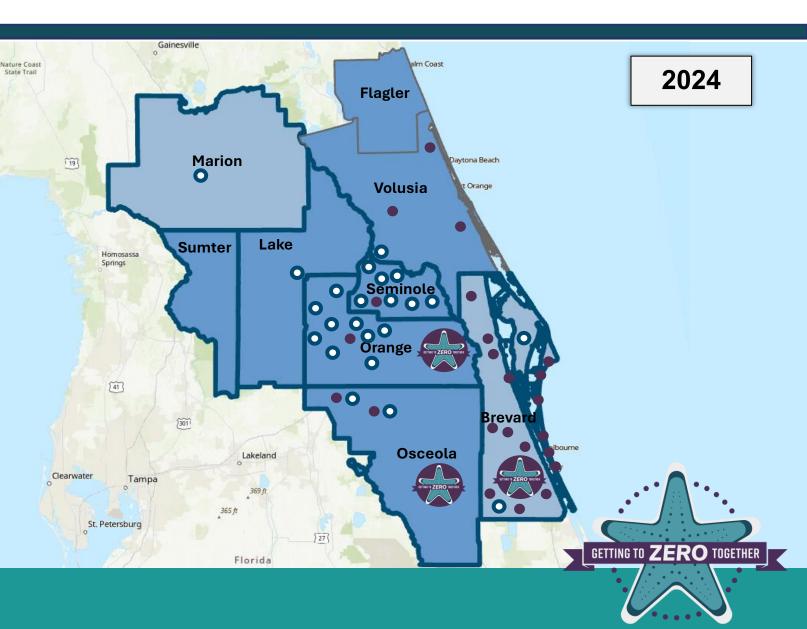


- MPO/TPO Vision Zero
- MPO/TPO SS4A
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- MPO/TPO Vision Zero
- MPO/TPO SS4A
- County SS4A
- County Vision Zero
 - Town/Cities Vision Zero
 - Town/Cities SS4A





SO WHAT HAS ADVANCED?

- 2024 and 2025 Central Florida
 Safety Summits
- Call to Action and you responded!
- Steering Committee (3 meetings)
- Focus Groups (meeting monthly)
- New partners and increased collaboration

- 150+ safety events
- CTST Safety Summit
- FDOT D5 Safety website
- Action Steps Tracking Spreadsheet
- Annual Report

Let me share a few more details on a few of these



FOCUS GROUPS

- Opportunity for key staff, partners, advocates, and experts to "dig deeper" into several of the action steps
- Report their findings to the Steering Committee to help guide us on key next steps
- 3 Focus Groups working on 7 Action Steps meet monthly, all volunteers, across disciplines

FOCUS GROUPS - 2025 NEXT STEPS

Increase Collaboration

- Safety Summit
- CTST's
- Get into the Schools

Think Beyond Infrastructure

- School zone speed cameras
- Speed Analysis Tools
- InsuranceIndustry

Continued Focus on Safety

- Getting to Zero
 Checklist
- Safety Field Trips
- Lessons Learned in Safety Central Newsletter

GETTING TO ZERO TOGETHER

Inaugural Community Traffic Safety Team Summit









March 26, 2025

Over 70 people from 42 agencies participated.





SAFETY CHAMPION HIGHLIGHTS

INNOVATIVE OUTREACH

COLLEEN NICOULIN, VOLUSIA FLAGLER TPO

USING DATA TO MAKE DECISIONS

LT. CHRISTOPHER THIBODEAU, SUMTER COUNTY SHERIFF'S OFFICE

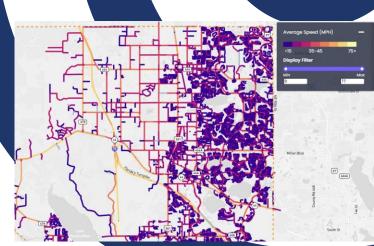
SAFETY MATTERS & TEEN SAFETY

COMMISSIONER MICHELLE STONE, MARION COUNTY, OCALA MARION TPO











REGIONAL OUTREACH

LARA BOUCK, METROPLAN ORLANDO

TRANSFORMING COMMUNITIES

LENNY BARDEN, CITY OF ALTAMONTE SPRINGS

UNLIKELY PARTNERS

KODA THE FLUFF





CENTRALFLORIDA 2025 SAFETY AWARDS











PUBLIC SAFETY COMMUNITY INDIVIDUAL OUTREACH PARTNER PROJECT

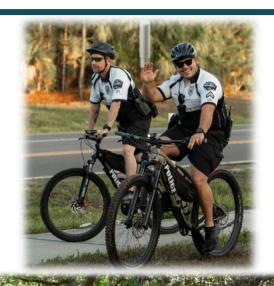
2025 **CENTRAL FLORIDA SAFETY AWARD CATEGORIES**



PALM BAY POLICE DEPARTMENT

PUBLIC SAFETY











CITY OF PORT ORANGE

COMMUNITY

April 16 at 6:12 PM ⋅ ②

April 17, 2025 9:00AM UPDATE**















BRENDA URIAS- CHAMPION FOR CYCLISTS AND PEDESTRIANS



INDIVIDUAL





OCALA MARION TPO





Safety Matters | DUI



Safety Matters | Stop on Red



Safety Matters | School Bus Safety



Safety Matters | Serious Injuries



Safety Matters | Bicycle and Pedestrian Safety



@SafetyMattersMarionCounty

CHILDREN'S SAFETY VILLAGE











PROJECT

ORANGE COUNTY - ALAFAYA TRAIL









WHAT'S NEXT

- Advance Safety Strategic Plan & Action Steps
- Central Florida SSP Steering Committee & Focus Group work continues
- Continue to track Action Steps
- Build upon our continued partnerships
- Continue to collaborate to "get to zero"

















SAFETY BEGINS WITH SAFETY BEGINS WITH YNIII







OVERVIEW



It I The Challenge



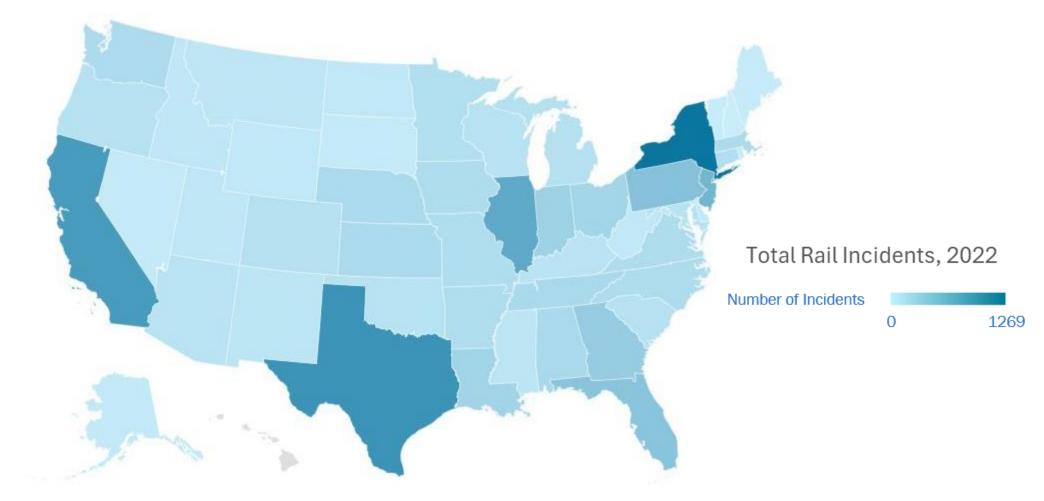
What is the FRSC



Next Steps

THE CHALLENGE

RAIL SAFETY – A NATIONAL PROBLEM



A PERSON OR VEHICLE IS HIT BY A TRAIN ONCE EVERY THREE HOURS







FLORIDA RAIL SAFETY COALITION

PURPOSE



Established 2024

The Florida Rail Safety Coalition (FRSC) was established in 2024 as an initiative of the Florida Department of Transportation (FDOT) to improve public safety around rail operations throughout Florida. Recognizing the critical role of railroads in America's economy and communities, the Coalition seeks to address safety challenges through collaboration with diverse stakeholders.



MEMBERS \ PARTNERS





























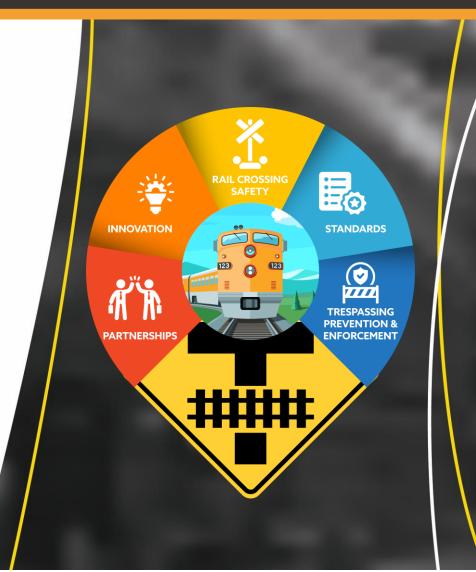








VISION & FOCUS AREAS



FDOT's vision is to be THE national leader in rail safety by eliminating fatalities and injuries involving Florida's railroads. To be successful, we know we have five areas of focus:

- Rail crossing safety
- Trespassing prevention and enforcement
- Standards
- Innovation
- Partnerships

SUBGROUPS





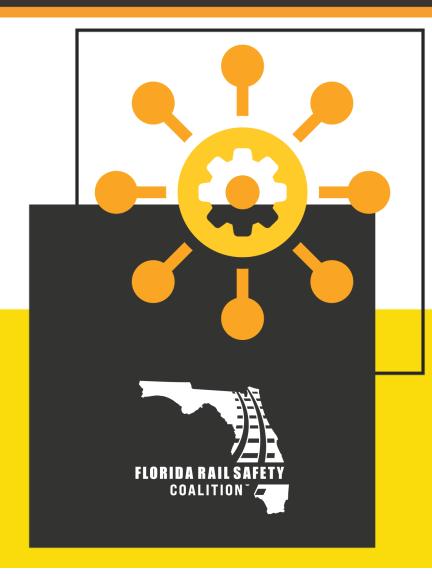
POLICY

- Review current policies to identify potential opportunities
- Support policies that address key safety issues, including penalties for trespassing
- Work with legislative bodies to secure support for rail safety initiatives.



OUTREACH

- Partner with Operation Lifesaver and local organizations to deliver targeted education campaigns.
- Increase awareness on topics such as rail crossing safety and trespassing dangers.
- Engage with high-risk communities to implement grassroots safety outreach



STANDARDS, INNOVATION, & ENGINEERING

- Develop and implement safety standards for infrastructure, such as addressing humped crossings.
- Assess and integrate new safety technologies and engineering solutions.
- Collaborate on projects to mitigate trespassing and improve grade crossings.



LAW ENFORCEMENT

- Organize enforcement actions, such as safety blitzes, in areas with high trespassing incidents.
- Collaborate with law enforcement on safety protocol enforcement.
- > Support policy efforts aimed at enhancing rail safety compliance.



BEHAVIORAL HEALTH & HUMAN FACTORS

- Train rail personnel on behavioral health awareness and intervention strategies.
- Partner with behavioral health organizations for outreach and support.
- Develop targeted behavioral health and suicide prevention programs within rail settings.

NEXT STEPS

EXCITEMENT IS GROWING



PR Progressive Railroading

Rail News - Florida DOT forms coalition to improve rail safety. For Railroad Career Professionals

"As the coalition works together to deliver solutions focused on preventing tragedies on our rail network, we urge all Floridians to play their...

Sep 27, 2024



WFTV

Train safety in Central Florida, a call for awareness as collisions persist

ORLANDO, Fla. — It's a scene we are becoming far too familiar with in central Florida. ▷ WATCH CHANNEL 9 EYEWITNESS NEWS.

3 days ago





MassTransitMag.com

Transit agencies, state DOT's come together to participate in See Tracks? Think Train® Week

The week was launched by OLI in 2017 to focus attention on the importance of making safe choices when driving or walking near railroad tracks and trains.

Sep 27, 2024



INCREASING PARTICIPATION THROUGH OUTREACH



Increasing participation via targeted invitations and outreach to get new members and subgroup participants.





STAKEHOLDERS





















...AND MANY, MANY MORE!





GET INVOLVED!



Website:

FDOT.GOV/FRSC

Email:

RAIL@dot.state.fl.us



Daniel Fetahovic Freight and Rail Manager Kelli Phillips Rail Safety and Operations Administrator



Target Zero Influencer Campaign (June-August)

- Audience: Adults 18+ (we call this our 'influencer' audience peers, parents, and grandparents that influence young male drivers)
- Safety message: 30 second videos, 3 versions: <u>seatbelt</u>, <u>speeding</u>
 <u>& aggressive driving</u>, and <u>distracted driving</u>
- Paid media type: Broadcast TV, broadcast radio, digital streaming video, digital streaming audio, paid social media, and out-of-home (billboards and gas station TV)
- Locations: Media markets surrounding Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa, and West Palm Beach
- **Duration**: 6/1/25 8/30/25





Target Zero Speeding Campaign (July)

- Audience: Men 22-27 (where possible), Men 18-34
- Safety Message: Speeding (new Target Zero creative)
- Paid Media Type: Broadcast radio, digital video, digital audio, out-of-home (billboards), and paid social
- Locations: Media markets surrounding Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa, and West Palm Beach
- **Duration**: July 8 July 31, 2025





NHTSA Drive Sober Campaign (August)

- Audience: Men 18-34, Hispanic men 18-34
- Safety Message: Drive Sober state-wide awareness of the risks of impaired driving leading up to the Labor Day holiday.
- Paid Media Type: Broadcast radio, digital video, digital audio, out-of-home (billboards), and paid social
- Locations: Media markets surrounding Ft. Myers, Gainesville, Jacksonville, Miami, Orlando, Panama City, Pensacola, Tallahassee, Tampa, and West Palm Beach
- Duration: Mid-August through Labor Day weekend





JULY 2025

Find more resources for **safe driving** here:



| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|---|---|-----------|----------|--------------------|----------|
| 29 | 30 | National Vehicle Theft Prevention Month | 2 | 3 | 4 Independence Day | 5 |
| 6 | 7 July 7-31: NHTSA Speed Campaign | 8 | 9 | 10 | 11 | 12 |
| July 13-19: Operation Safe Driver Week | July 14-19: Operation Southern Slowdown | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |

JULY 4TH HOLIDAY TRAVEL SAFETY

TIPS FOR A SAFE 4TH OF JULY CELEBRATION





Give other drivers space.



Focus on getting home to what you love.





TargetZeroFL.com

AUGUST 2025

Find more resources for **safe driving** here:



| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------------------------------------|--------|---------------------------|--|----------|--|----------|
| 27 | 28 | 29 | 30 | 31 | 1 Child Safety Awareness Month Back to School Month | 2 |
| 3 August 3-9: Stop on Red Week | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 August 13 - Sept. 1: NHTSA Impaired Driving | 14 | 15 | 16 |
| 17 | 18 | 19 National Aviation Day | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

AUG 01-31 2025

CHILD SAFETY AWARENESS MONTH DRIVE SMART, STAY ALERT:

PROTECT KIDS THIS BACK-TO-SCHOOL SEASON!



Slow your roll to the speed limit.



STOP

Stop for school buses – it's the law.



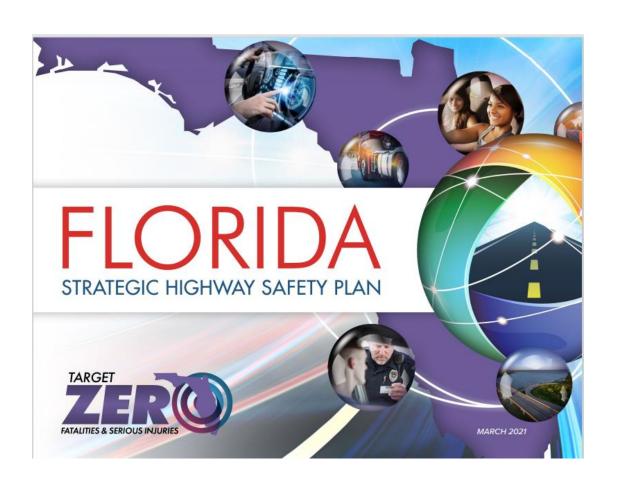
Upcoming Safety Training

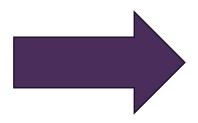
| 7/23/2025 | Road Safety Champion Program – Module 1 of 7 | | |
|-----------|---|--|--|
| 8/6/2025 | Road Safety Champion Program - Module 2 of 7 | | |
| 8/20/2025 | Safety vs. Safety: Understanding and Overcoming Conflicts between Street Safety and Fire and Emergency Response | | |
| 8/20/2025 | Road Safety Champion Program - Module 3 of 7 | | |
| 9/17/2025 | <u>Spatial and Temporal Shifts in Pedestrian Serious Injuries and Fatalities</u> | | |





Florida Strategic Highway Safety Plan





2026 Update!





American Association of State Troopers

- 2025 Best Looking Cruiser Contest
- Vote daily thru 7/11
- https://www.survey monkey.com/r/Best LookingCruiser202
 5?utm_medium=e mail&utm_source= govdelivery









Please recommend agenda topics across engineering, education campaigns/outreach, and enforcement!



Thank You!

Brenda Young, P.E., CPM, FCCM
State Safety Engineer
Interim Chief Safety Officer

brenda.young@dot.state.fl.us

For more information, visit: www.TargetZeroFL.com