

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*October 31, 2024:
Statewide Partner Update Meeting*



Agenda

Safety Outreach Focus - Sharing

- **Statewide Campaign Updates**
Speeding, Distracted, and Aggressive Driving
- **Partner Highlights**
Community Partner Actions to Save Lives
- **Next Steps**
Speeding, Distracted, and Aggressive Driving

Today's Featured Partners!

Palm Beach TPA, Brian Ruscher

Bike Walk Central Florida, Vince Dyer

Children's Safety Village, Brent Moore

FDOT Rail Office, Brian Owens

University of Miami, Walk Safe/Bike Safe Program,
Elizabeth Cabrera & Dr. Mickey Witte



Statewide Campaign Updates

Speeding, Distracted, Aggressive Campaigns

Audience: MALE DRIVERS AGE 22-27:

Managing time, stress, overcommitments, need for constant connection, staying calm and in control.

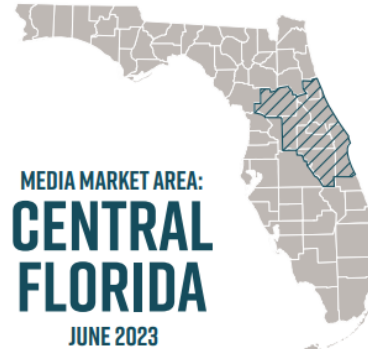
SPEEDING CAMPAIGN

**TIME MANAGEMENT:
LEAVE EARLY FOR YOUR TRIP OR ARRIVE LATE**



DISTRACTED CAMPAIGN

ADDRESSING CONSTANT CONNECTION AND MULTI-TASKING: SET 'DO NOT DISTURB' BEFORE YOUR TRIP



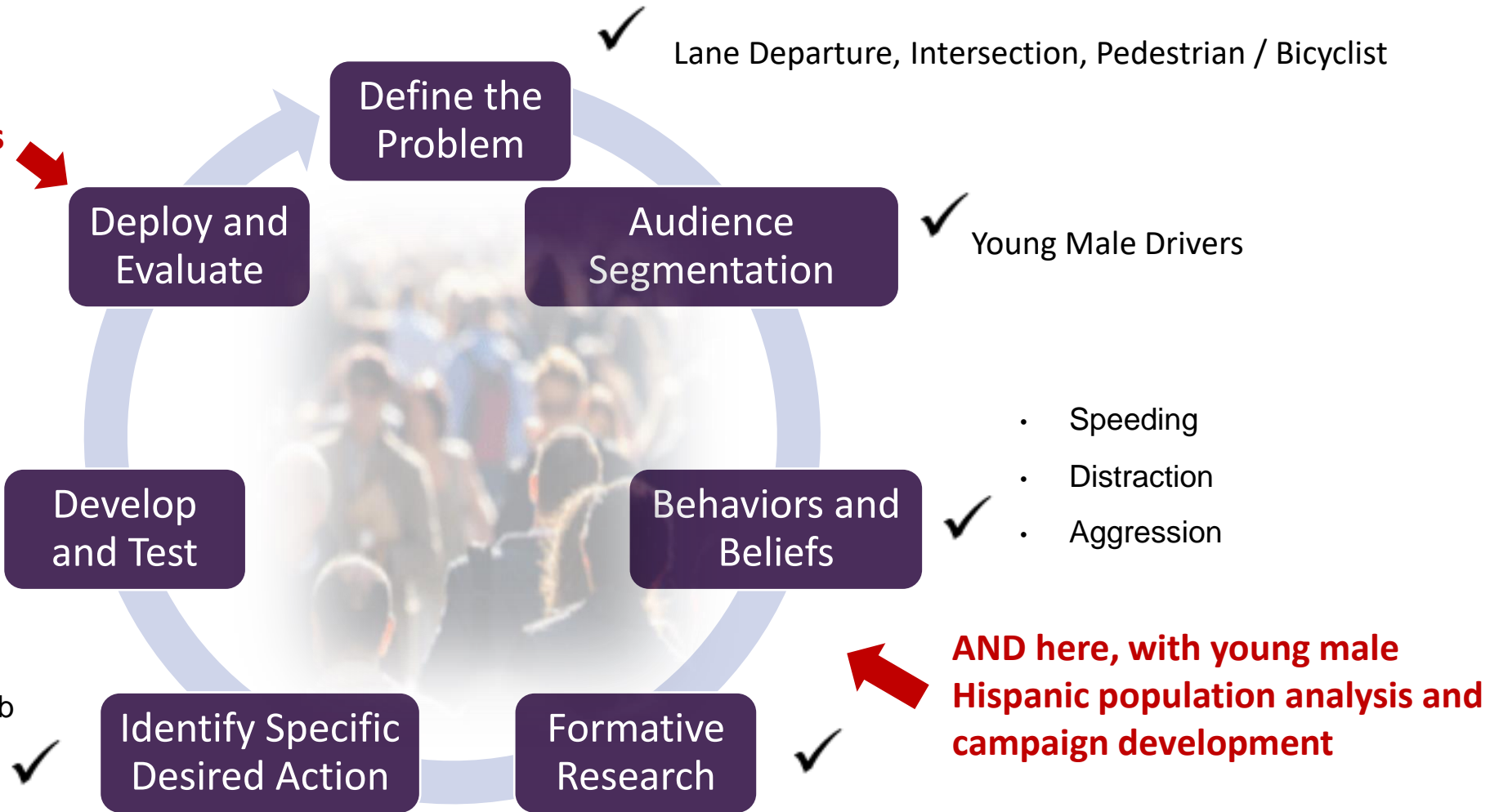
AGGRESSIVE CAMPAIGN

**STRESS MANAGEMENT:
LEAVE SPACE BETWEEN YOU AND THE DRIVER**



Campaign Development Cycle – Social Marketing

We are here, evaluating previous deployment and developing annual statewide strategy for all behavior campaigns



Evaluation of Young Male Surveys

University of South Florida, College of Public Health: *Complete and shared in August meeting:*

- Campaign recall high – speeding, distracted, and aggressive campaigns
- High statistical correlation between young male driver behaviors and what peers think are socially acceptable (social norms)
- Low statistical correlation between young male driver behavior and perceived risk of penalty or consequence
- Frequency of previous behavior has moderate positive correlation with intentions to practice same behavior in future

Next Campaign Development (In Progress)

Goal: Develop Young Hispanic Male Population Focused Campaign

- Starting development process again from scratch
 - Conducting market research for next target audience
 - Creating tailored messaging that is audience specific (i.e. not translating English campaigns to Spanish)

SEEKING TO UNDERSTAND:

- Social norms
- Behaviors
- Influencers
- Perceptions

	Orange / Volusia	Miami-Dade / Broward	Tampa Bay	West Palm Beach / Ft. Myers / Naples	Total Population	Total Percentage
Total Population	2,871,441	4,646,142	2,418,869	3,150,398	13,086,850	-
White	1,361,756	1,005,747	1,352,254	1,820,063	5,539,820	42%
Black or African American	402,527	896,374	315,910	410,313	2,025,124	15%
American Indian or Alaska Native	5,338	4,506	4,759	4,181	18,784	0%
Asian	109,530	115,712	103,628	69,677	398,547	3%
Native Hawaiian or Other Pacific Islander	1,996	1,081	1,711	990	5,778	0%
Other Race	26,545	36,056	14,490	19,317	96,408	1%
Two or More	119,309	114,080	96,297	99,209	428,895	3%
Hispanic or Latino	844,440	2,465,641	529,820	725,861	4,565,762	35%

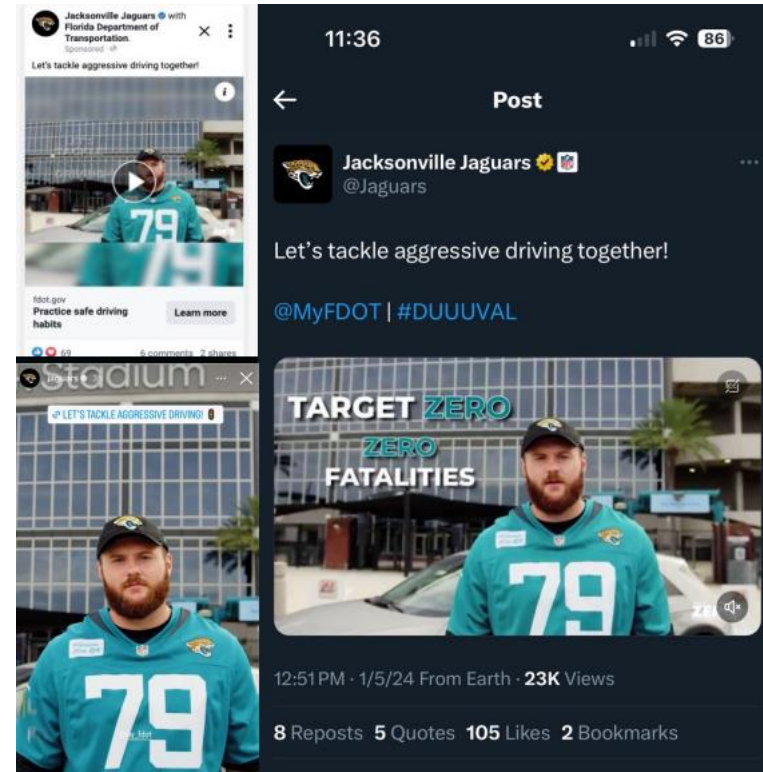
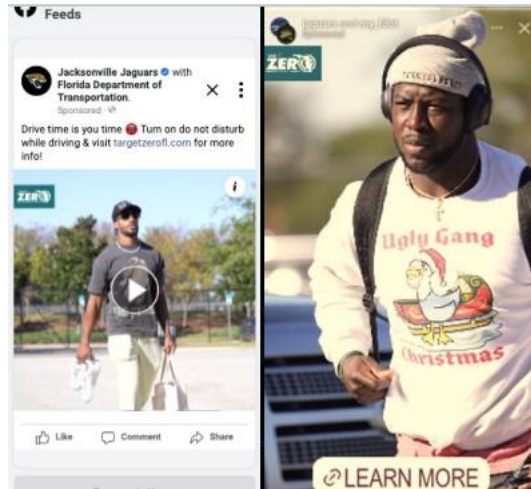
Source: 2020 American Community Survey Data (ACS)



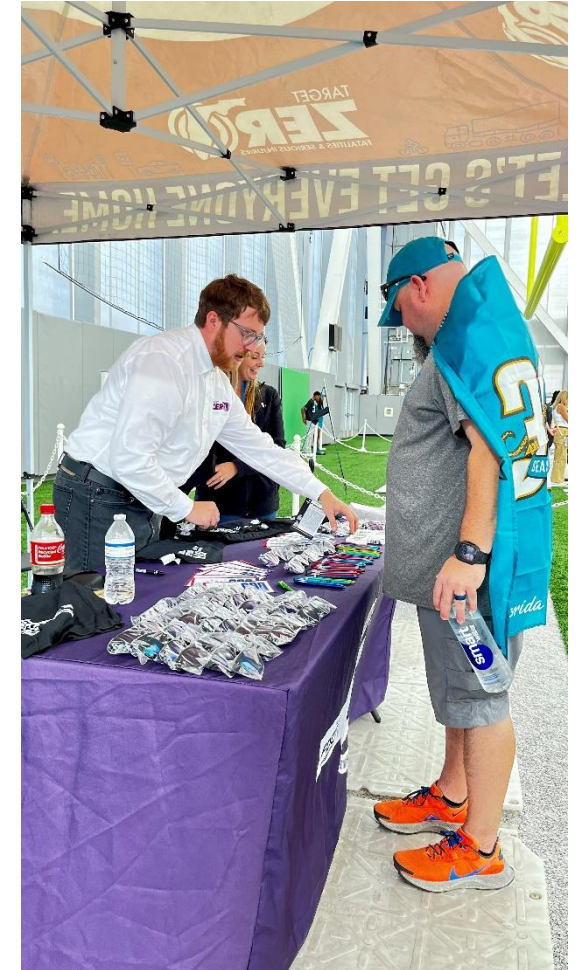
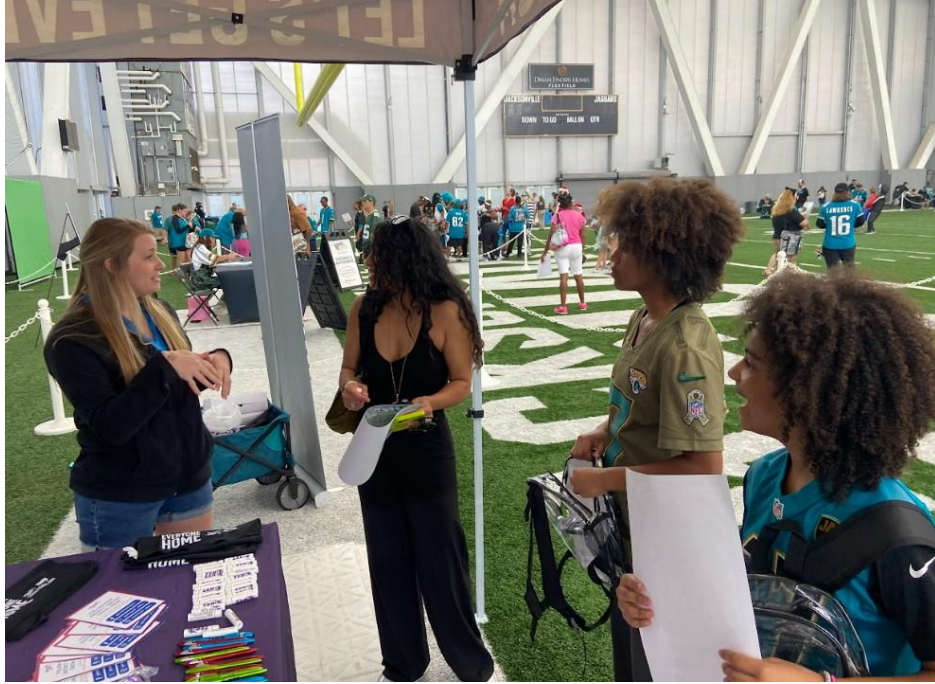
FDOT Safety Campaigns Strategy (In Progress)

- New campaigns (speeding, distracted, aggressive)
- All other campaigns (occupant protection, teen, bicyclist and pedestrian, impairment, etc.)
- Paid, earned, shared, owned media
- Annual calendar of events / observances

Sports Marketing - Jacksonville Jaguars



Sports Marketing - Jacksonville Jaguars



Industry Safety Partnership – FDOT & ITE



Designated September as 'SAFETY MONTH' in our local region

with a series of local safety outreach events – industry and community:

SAFETY PANEL DISCUSSION 09/12

Panel discussion on Safe Systems Approach at community level, titled **Local Safety Perspective on Safe Systems Approach**.

TALLAHASSEE FARMER'S MARKET 09/14

An excellent opportunity to **engage and learn** with the local community

PED-BIKE SAFETY AWARENESS RUN (09/21)

Partnering with Women's Distance Festival 5k run to spread awareness for **local ped-bike safety**

WEEKLY E-SAFETY MESSAGES

All those who sign-up receive **customized safety messages** for the entire month of September!



PEDESTRIAN SAFETY
AWARENESS

This Halloween
let's let safety be our ghoul

FLHSMV



[Halloween Safety - Florida Department of Highway Safety and Motor Vehicles](#)





Partner Highlights



**Palm Beach
TPA**



Target Zero Statewide Partner Engagement Meeting

Brian Ruscher, AICP

Deputy Director of Multimodal

Palm Beach Transportation Planning Agency (TPA)

About the TPA



Plan & Prioritize
Federal & State Transportation Funds



Three Advisory Committees:
Technical, Citizens, and Vision Zero



Governing Board of 21
local elected officials



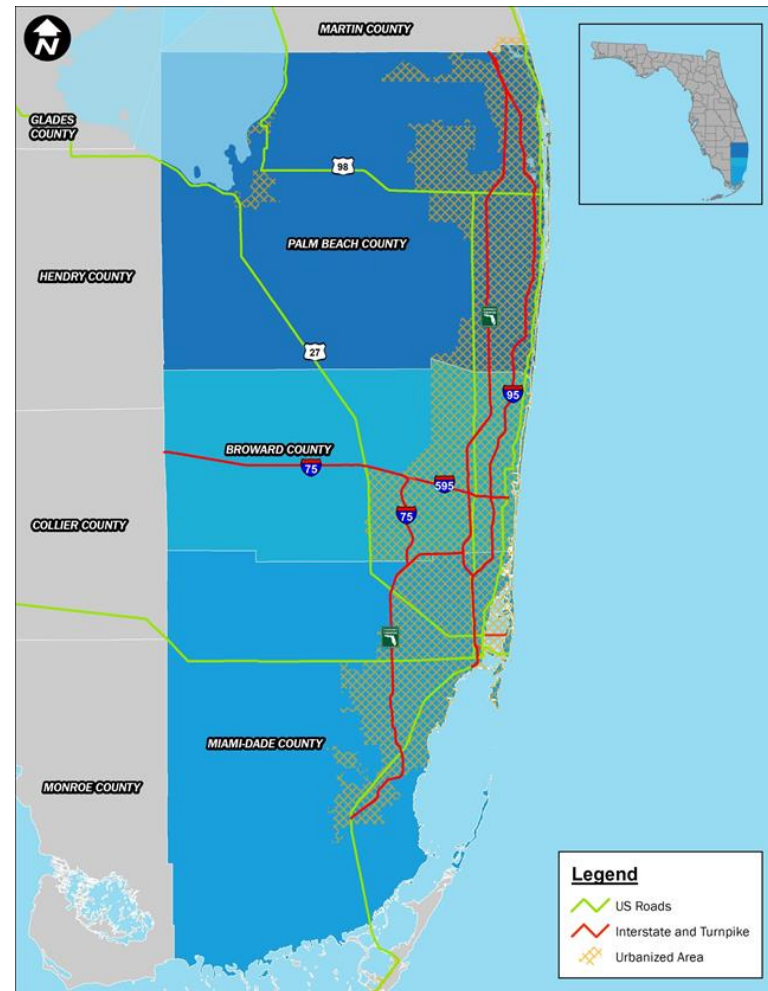
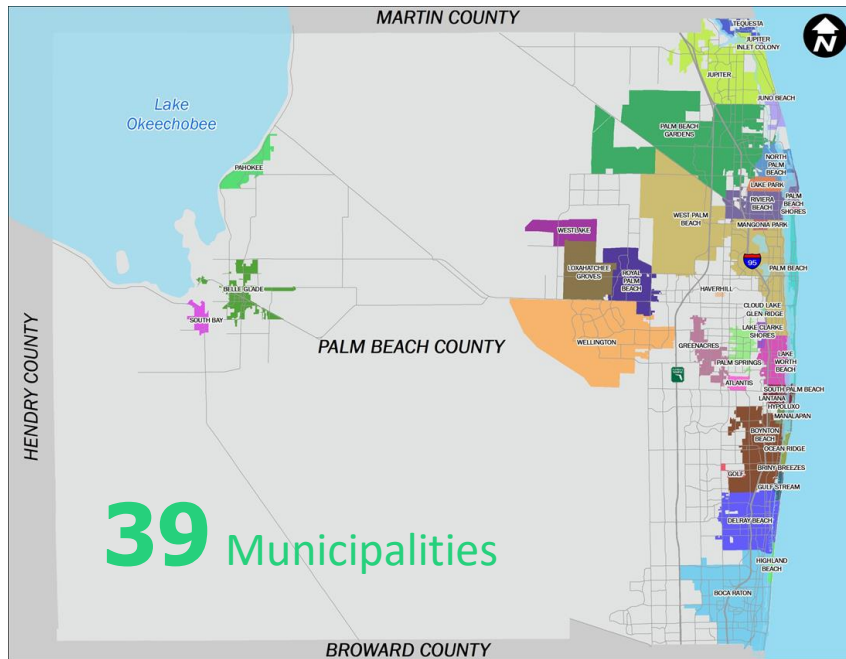
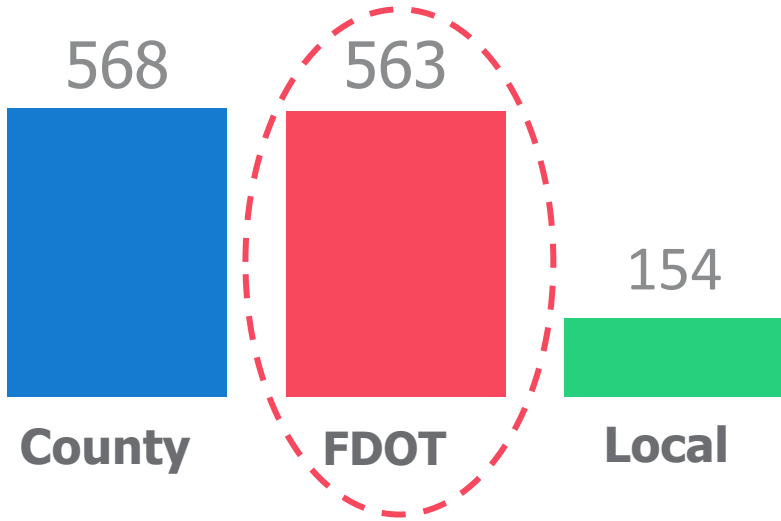
16 staff



Vision: A safe, efficient and connected multimodal transportation system.

Transportation Planning Area

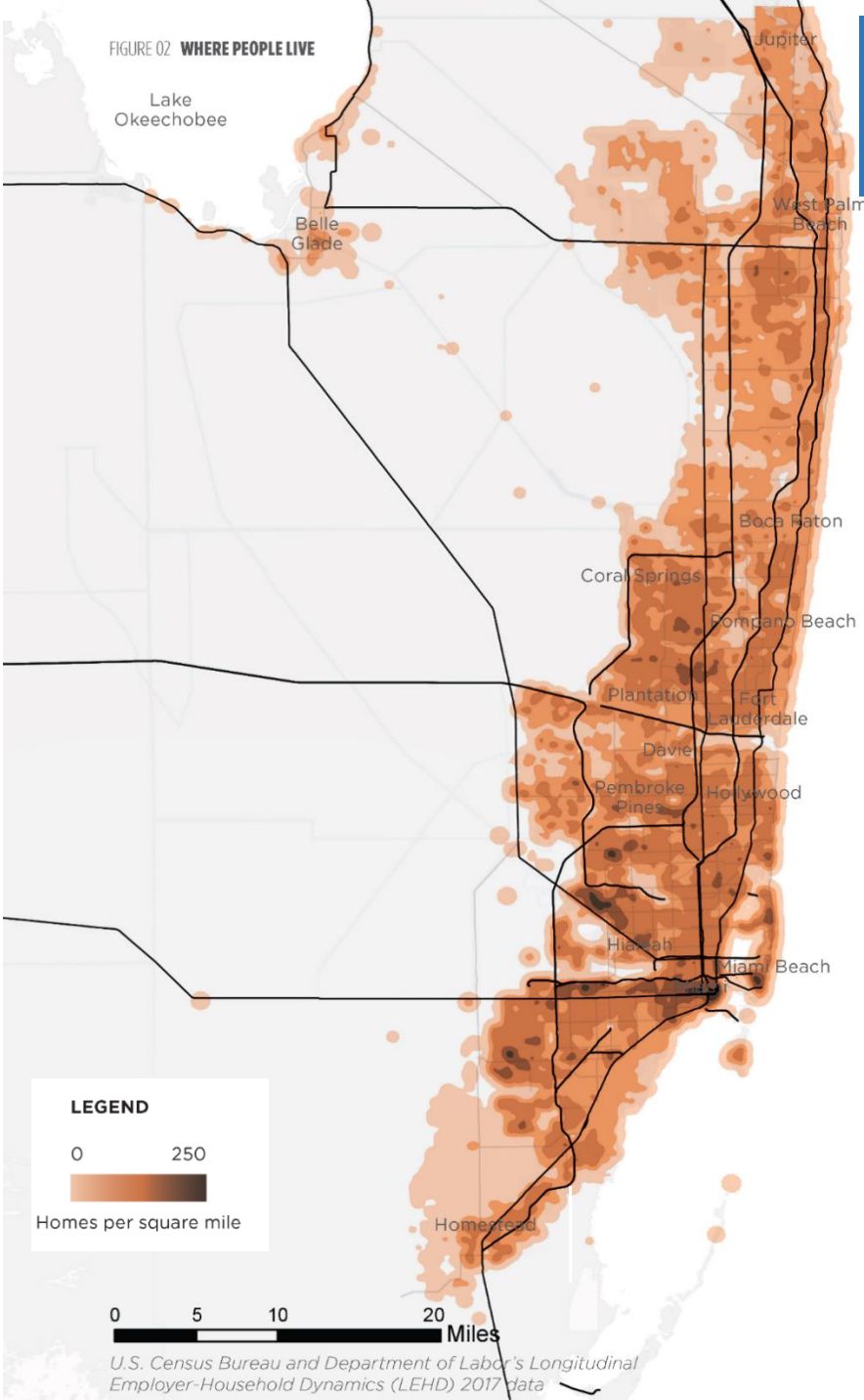
Roadway Miles



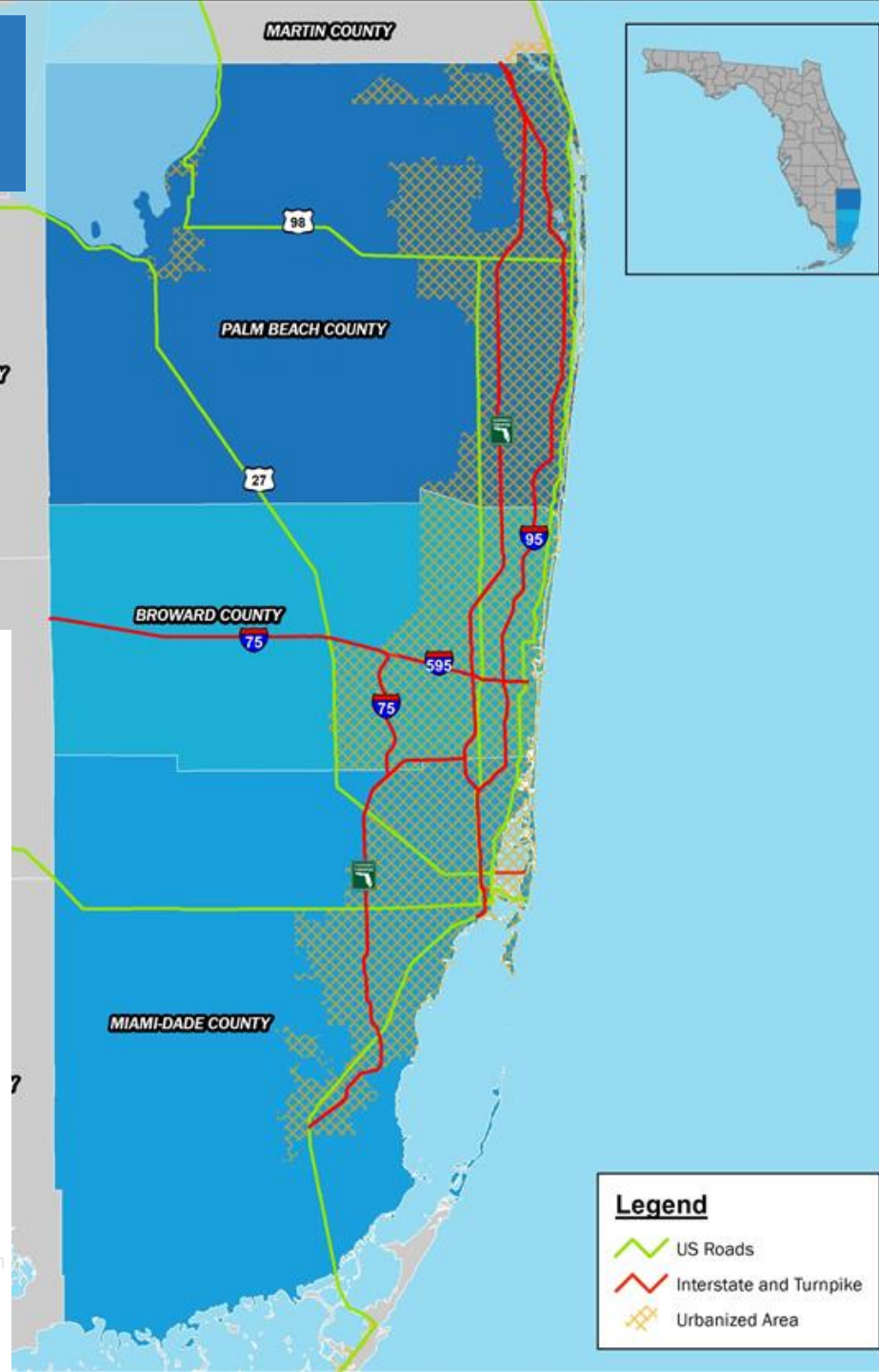
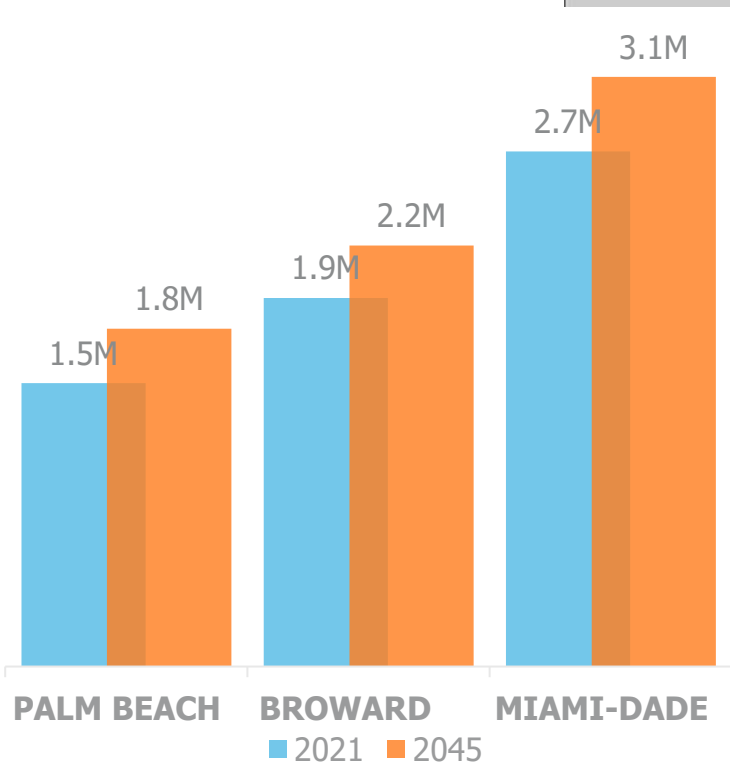
An abstract graphic on the left side of the slide, consisting of several white, overlapping geometric shapes that resemble stylized arrows or chevrons pointing to the right. The shapes are layered, with some appearing to be behind others, creating a sense of depth and movement. The background is a solid, vibrant blue.

Local Context + Challenges

FIGURE 02 WHERE PEOPLE LIVE



Our Region



Legend

- US Roads
- Interstate and Turnpike
- Urbanized Area

U.S. Census Bureau and Department of Labor's Longitudinal Employer-Household Dynamics (LEHD) 2017 data

Transportation Priorities



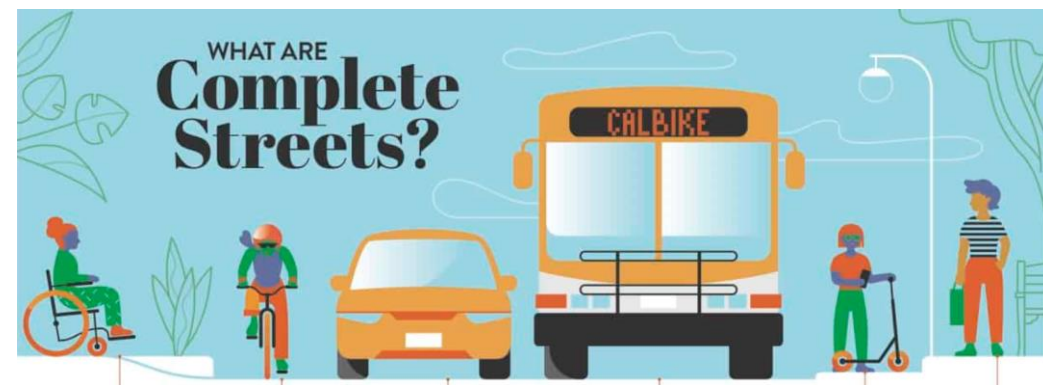
Complete Streets - safe access for transportation users of all ages and abilities

- 2016 TPA Complete Streets Policy & Guidelines
- 6 Local Municipalities have adopted since
- 2023 Complete Streets Design Guidelines 2.0

Vision Zero - commitment to vision zero traffic-related fatalities and serious injuries

- 2018 TPA Vision Zero Policy & Action Plan
- 14 Local Municipalities have adopted since

Mode Shift - Grow walking, bicycling, and transit ridership to maximize corridor efficiency and safety





Addressing housing affordability

Palm Beach County

37%

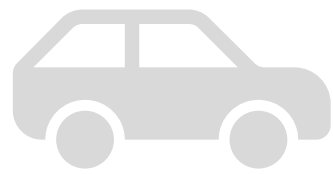


no more than 30% considered affordable

Florida Average

31%

23%



no more than 15% considered affordable

24%

Why Transportation and Affordable Housing Are Inextricably Tied



Why Transportation and Affordable Housing Are Inextricably Tied

By Jerome Ryans, President & CEO Tampa Housing Authority

Historically, affordable housing has meant exactly that - creating living spaces that enable residents to pay no more than 30 percent of their monthly budget on housing. At first glance, this sounds reasonable. After all, if your goal is to provide people with an affordable place to live, it makes sense to focus on the price of housing, right?

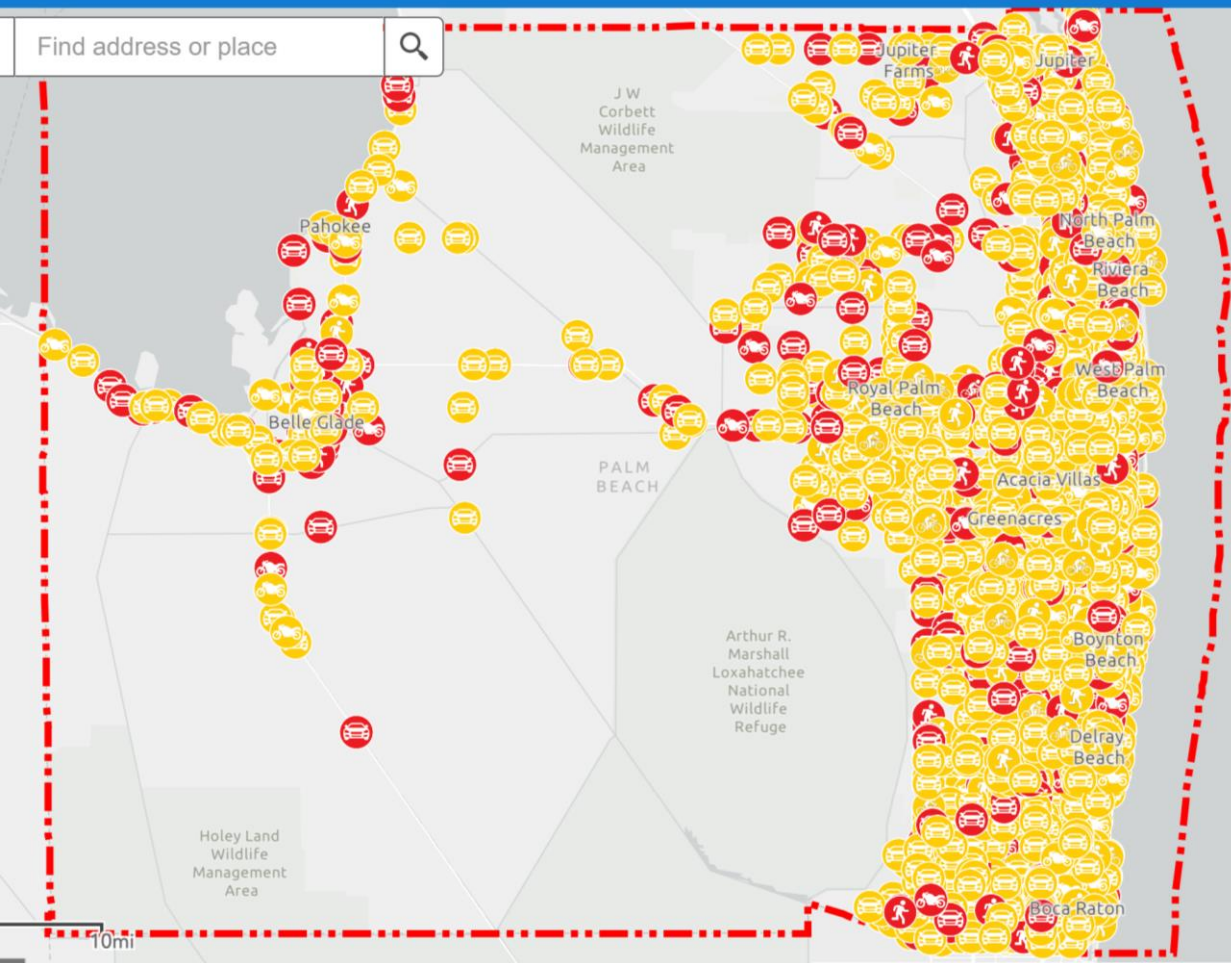
But if your actual goal is to make living affordable, it turns out that you have to take a step back and think about what "an affordable place to live" really means. Is it simply the living space itself - the housing unit that people return to each evening? What about other necessities that people require to live and thrive?



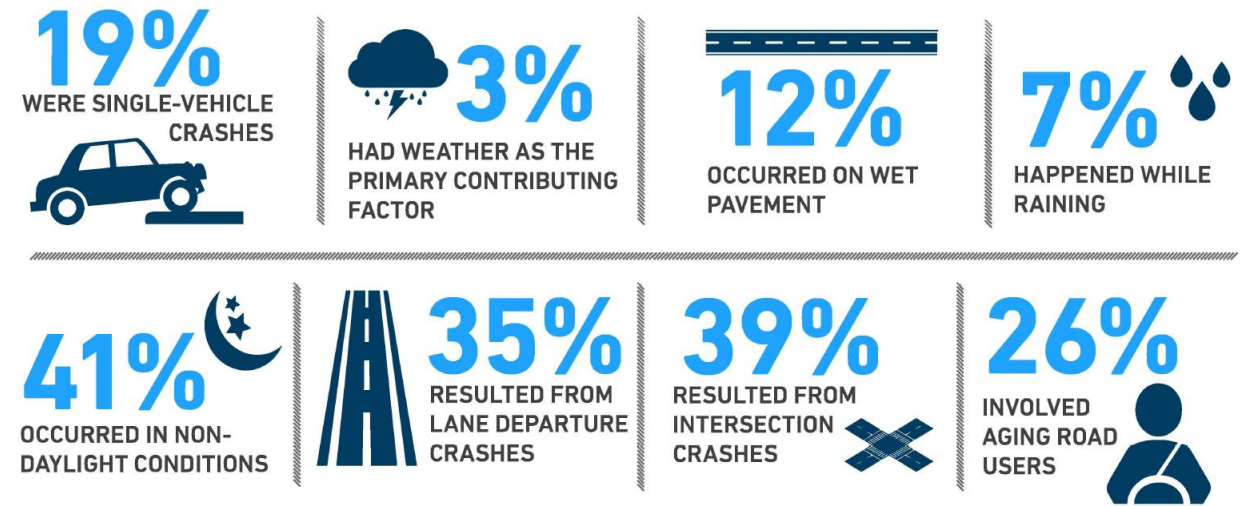
Transportation & Housing Affordability

- As places are built without transit-oriented development and as housing costs rise, traveling long distances and living in car reliant areas becomes more and more common.
- Even if housing in certain areas might be affordable, the cost of transportation may negate the savings made through housing.

Palm Beach County



OTHER FACTORS IMPACTING FATAL AND SEVERE-INJURY CRASHES IN PALM BEACH COUNTY, 2016-2020¹⁰



PALM BEACH COUNTY FATAL AND SEVERE INJURY CRASHES BY MODE¹¹



Over \$6.5M in SS4A Funding!

Palm Beach County Vision Zero Municipalities



For more information, visit
PalmBeachTPA.org/Safety

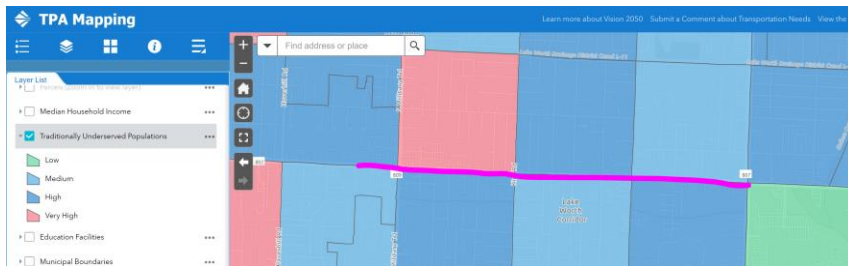
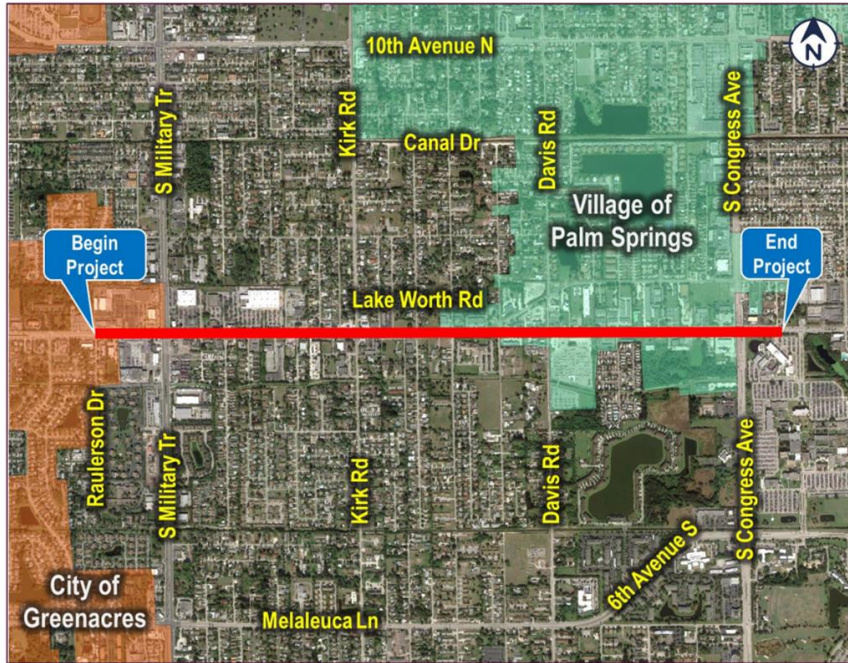
VISION ZERO NETWORK



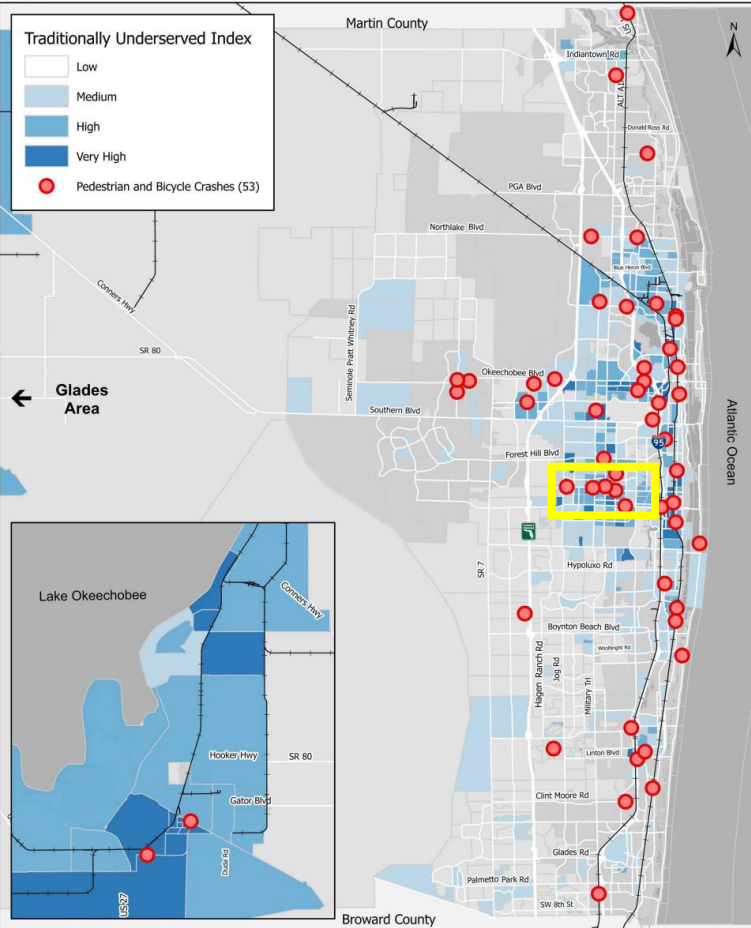
Creating Complete Streets Projects

Lake Worth Road Resurfacing *Complete Street*

Lake Worth Road Resurfacing Project (High Crash & Traditionally Underserved Corridor)

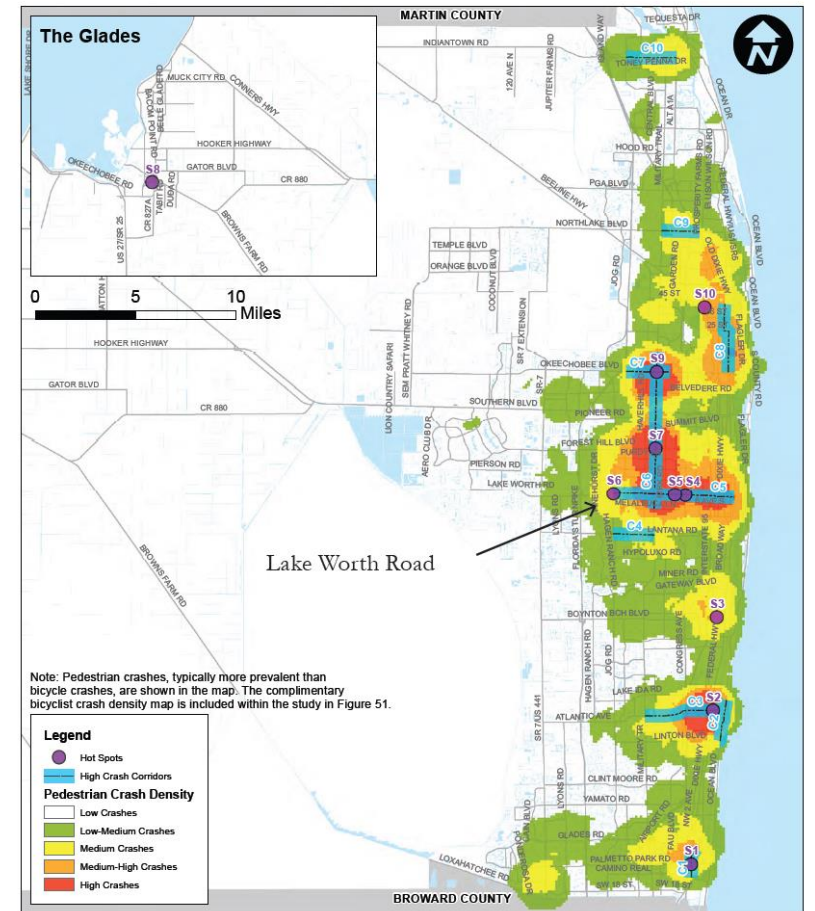


Crashes on the Traditionally Underserved Index



Date: 3/8/2024
1 Unsupervised Pedestrian Fatality
Document Path: C:\TPA\Palm Beach TPA\GIS - Documents\Projects\Safety\Season Zero\Quarterly Ped Bike Crashes\2023\Q4\Crashes_on_the_TUI_04.aprx

TOP 10 HOT SPOTS AND HIGH CRASH CORRIDORS (PALM BEACH COUNTY)



Note: Pedestrian crashes, typically more prevalent than bicycle crashes, are shown in the map. The complimentary bicyclist crash density map is included within the study in Figure 51.

Lake Worth Road is identified as one of the top ten high crash corridors for pedestrians and bicyclists as part of the Palm Beach TPA Pedestrian and Bicycle Safety Study.

Source: Palm Beach TPA



Existing Condition

3

daily crashes

7%

serious or Fatal



56%

crashes occurred at mid-block locations



Proactive & Collaborative Approach

Identified High Crash Corridor through Countywide Safety Study

Flagged FDOT Resurfacing Project coming up in Work Program

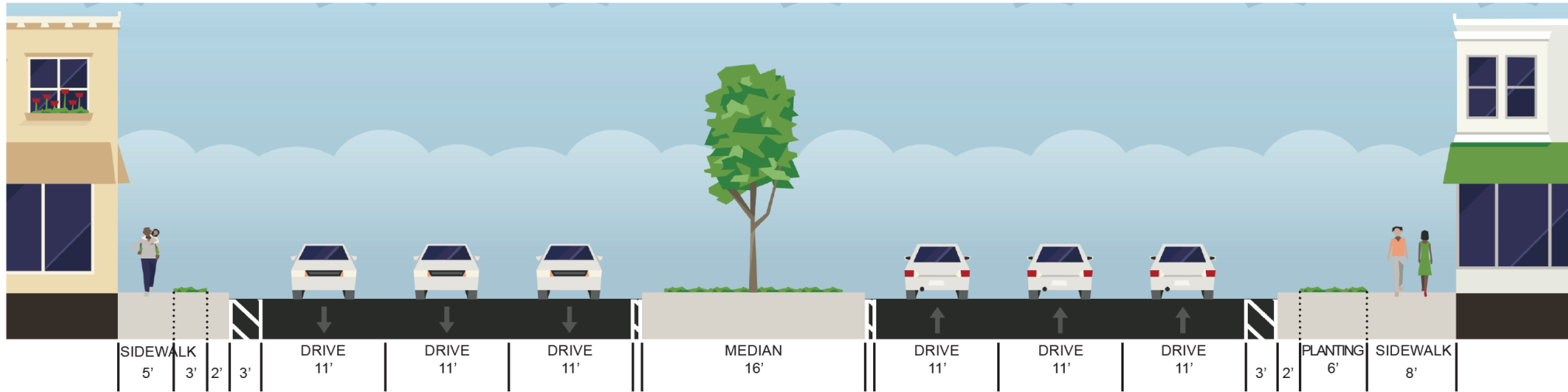
Conducted Complete Streets Study with FDOT & Community Stakeholders

Worked with FDOT to fund recommended roadway modifications within existing ROW

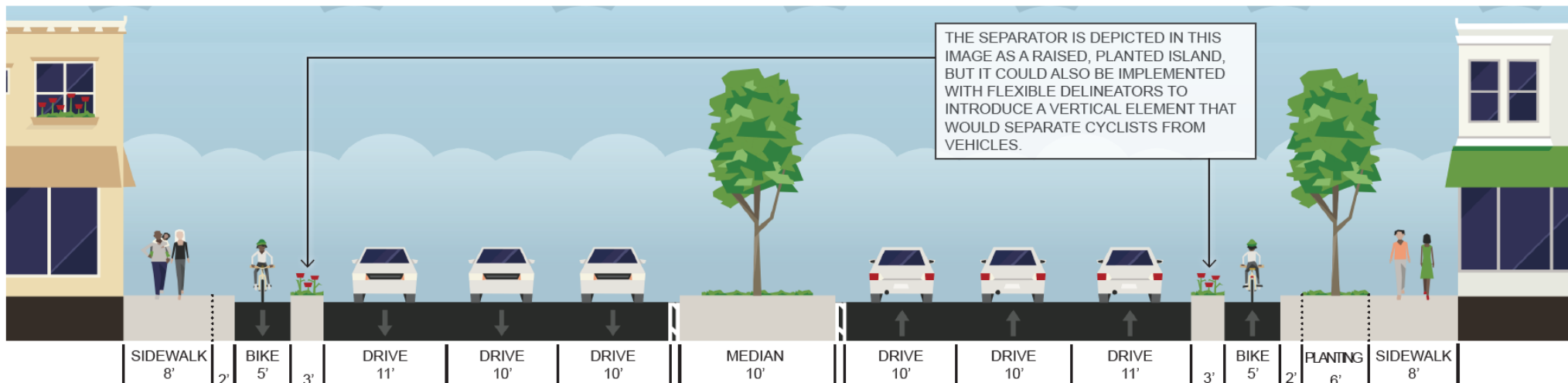


Existing vs. Proposed Condition

EXISTING TYPICAL CROSS SECTION (LOOKING EAST)



RECOMMENDED: 6-LANE CORRIDOR (LOOKING EAST)



New Midblock Crosswalk



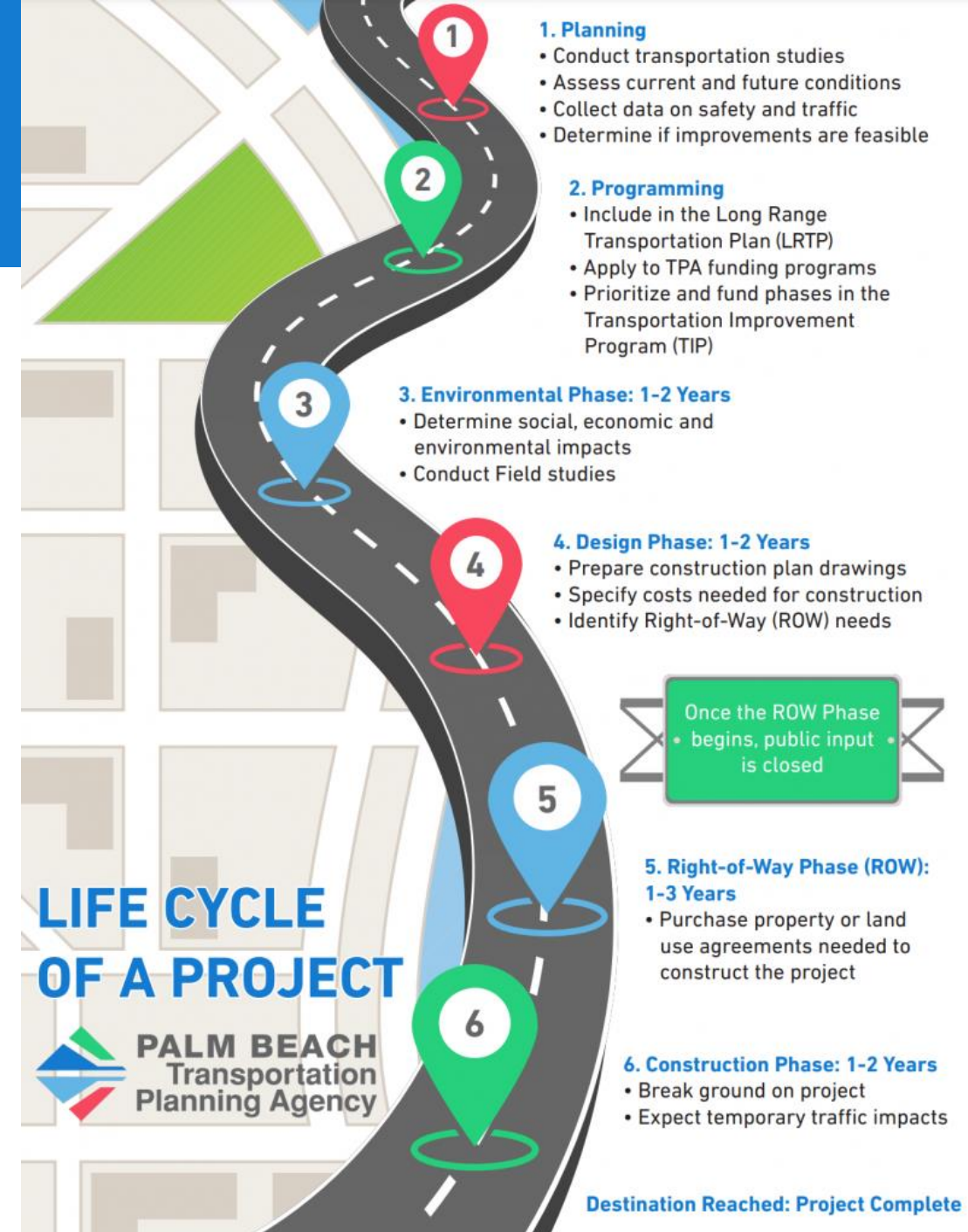
Lake Worth Rd. rendering



- ✓ Wider Sidewalks
- ✓ New Crosswalks
- ✓ Transit Shelters
- ✓ Separated Bike Lanes
- ✓ Level Boarding
- ✓ Access Management
- ✓ Travel Lane Size

Project Challenges

- Projects take time (2019 – 2024)
- Decision Makers & Staff Change
- Education & Visuals are Key for continued buy-in and successful implementation





This view shows the proposed lane configuration for the interchange.



Want to Learn More?

2025 Safe Streets Summit

Registration is now open for the 2025 Safe Streets Summit! The Palm Beach TPA will host the Summit in downtown West Palm Beach on February 6 & 7.

Register to attend and learn more at PalmBeachTPA.org/SSS2025



**EARLY BIRD
REGISTRATION
IS OPEN**

Learn more & register today:
SafeStreetsSummit.org

Join us on February 6-7, 2025!
Early Bird registration deadline is December 18, 2024.



[#SafeStreetsSummit](https://twitter.com/SafeStreetsSummit)



Highlights for Partners

- Work with MPO and Roadway Owners to identify opportunities
- Create a bold ~~plan~~ Vision
- Seek examples of successful projects
- Get Community & Decision Makers involved and onboard
- Visuals (renderings, videos, etc.) can dispel concern





Thank You!

www.PalmBeachTPA.org



**Bike Walk
Central
Florida**



Program Annual Review
September 2023 – August 2024

THE PROBLEM

2024 Most Deadly Metro Areas in the US

Rank	Metro area	Average ped deaths/100k per year	Rank	Metro area	Average ped deaths/100k per year
1	Memphis, TN-MS-AR	5.14	12(t)	Riverside-San Bernardino-Ontario, CA	3.46
2	Albuquerque, NM	4.83	14	Miami-Fort Lauderdale-Pompano Beach, FL	3.44
3	Tucson, AZ	4.16	15	Jacksonville, FL	3.40
4	Bakersfield, CA	3.99	16	Cape Coral-Fort Myers, FL	3.29
5(t)	Deltona-Daytona Beach-Ormond Beach, FL	3.96	17	North Port-Sarasota-Bradenton, FL	3.27
5(t)	Baton Rouge, LA	3.96	18	Orlando-Kissimmee-Sanford, FL	3.26
7	Fresno, CA	3.89	19	Stockton, CA	3.23
8	Tampa-St. Petersburg-Clearwater, FL	3.75	20	Sacramento-Roseville-Folsom, CA	3.15
9	Charleston-North Charleston, SC	3.66	21(t)	Lakeland-Winter Haven, FL	3.12
10	Little Rock-North Little Rock-Conway, AR	3.63	21(t)	New Orleans-Metairie, LA	3.12
11	Palm Bay-Melbourne-Titusville, FL	3.47	23	Phoenix-Mesa-Chandler, AZ	3.10
12(t)	Columbia, SC	3.46	24	Jackson, MS	2.98

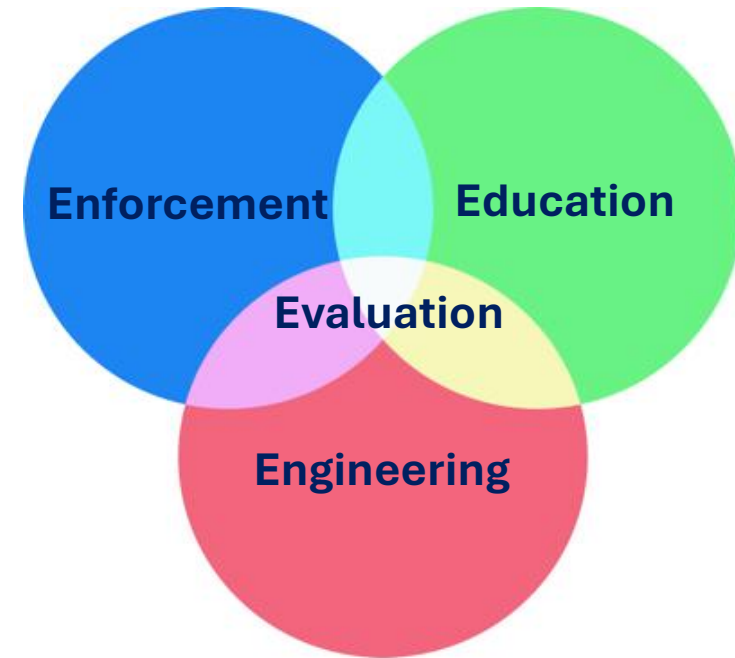
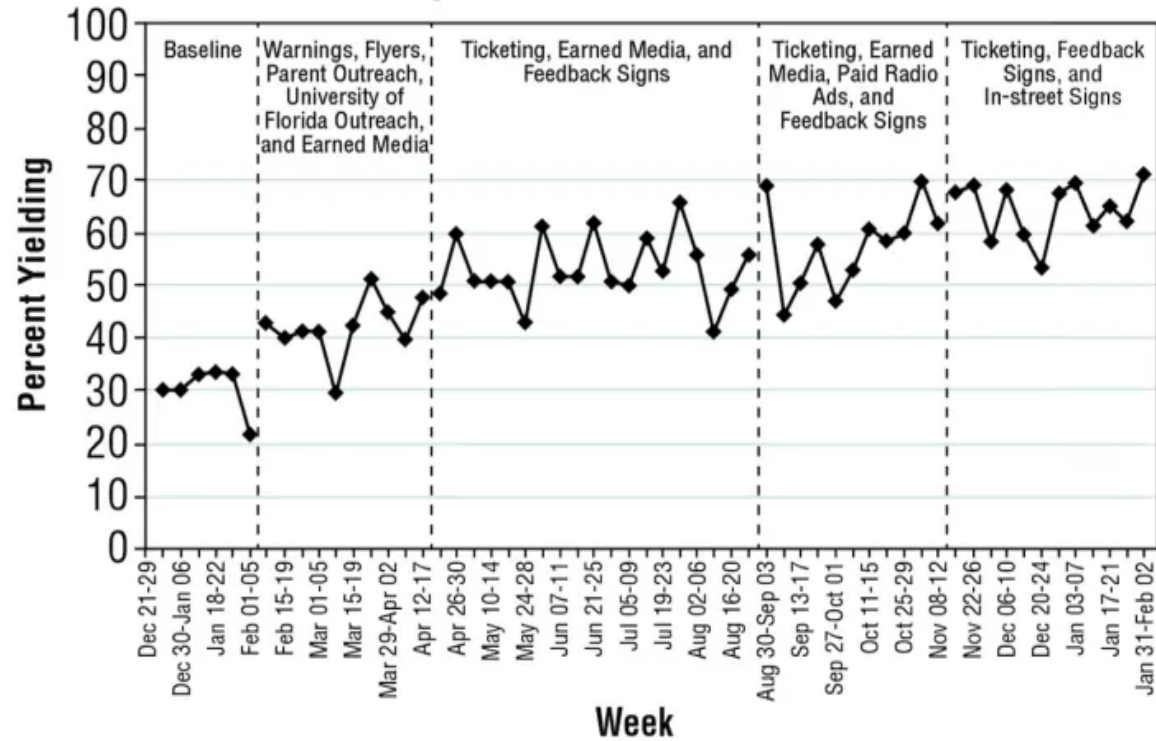
Florida metro areas are ranked among the most dangerous for pedestrians in the nation according to Smart Growth America's Dangerous by Design reports



THE RESEARCH

2013 NHSTA Study: Percent of Drivers Yielding to Pedestrians

Averages Across All 6 Enforcement Sites

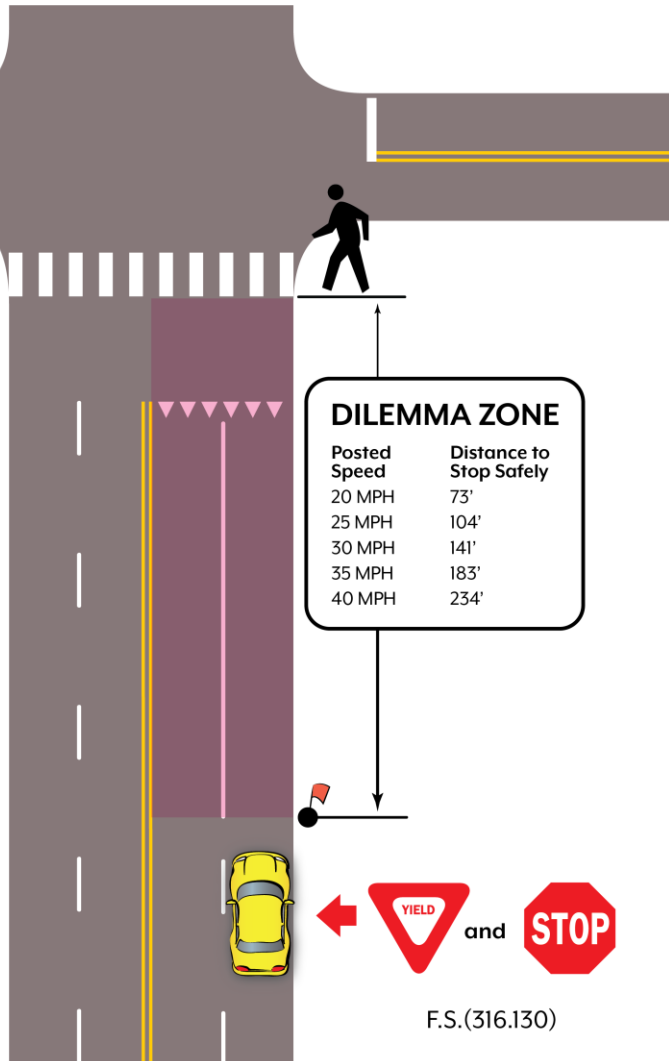


High-Visibility Enforcement on Driver Compliance With Pedestrian Right-of-Way Laws

USA Department of Transportation
National Highway Traffic Safety Administration

NHTSA
www.nhtsa.gov

EVALUATION



Data Collection

- Take **photos** of the crosswalk and record observations
- Set up **flag markers** at a safe stopping distance for drivers
- Conduct 20 **staged crossings** at two different times of day
- Return every other month to **monitor changes** (*a total of 240 crossings each year*)



ENFORCEMENT

High visibility enforcements are an **evidence-based** way to help educate drivers about Florida's driver yield laws.

How we create high visibility:

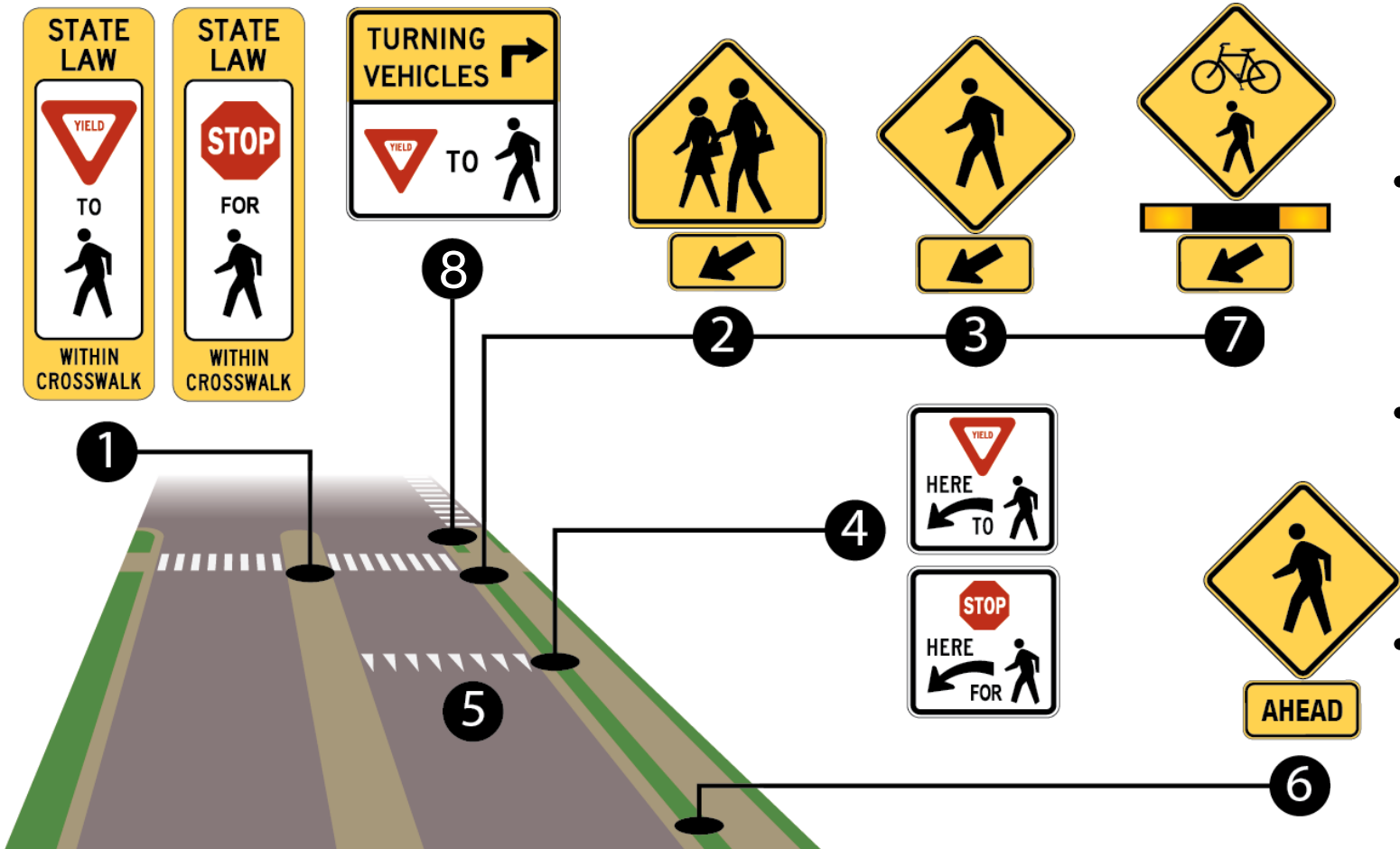
- Creating **press releases** and contacting local broadcast, radio, & print **media**
- Inviting **elected officials** to attend
- Posting full list of locations, dates, and times across Central FL on our **website**
- Promoting the operation through **social media** & our **newsletter**



1000+ media placements
22.9 M viewers reached
\$7.4 M media value
9.6 M social media impressions
241 K social media engagements



ENGINEERING



Crosswalk Improvement Plans

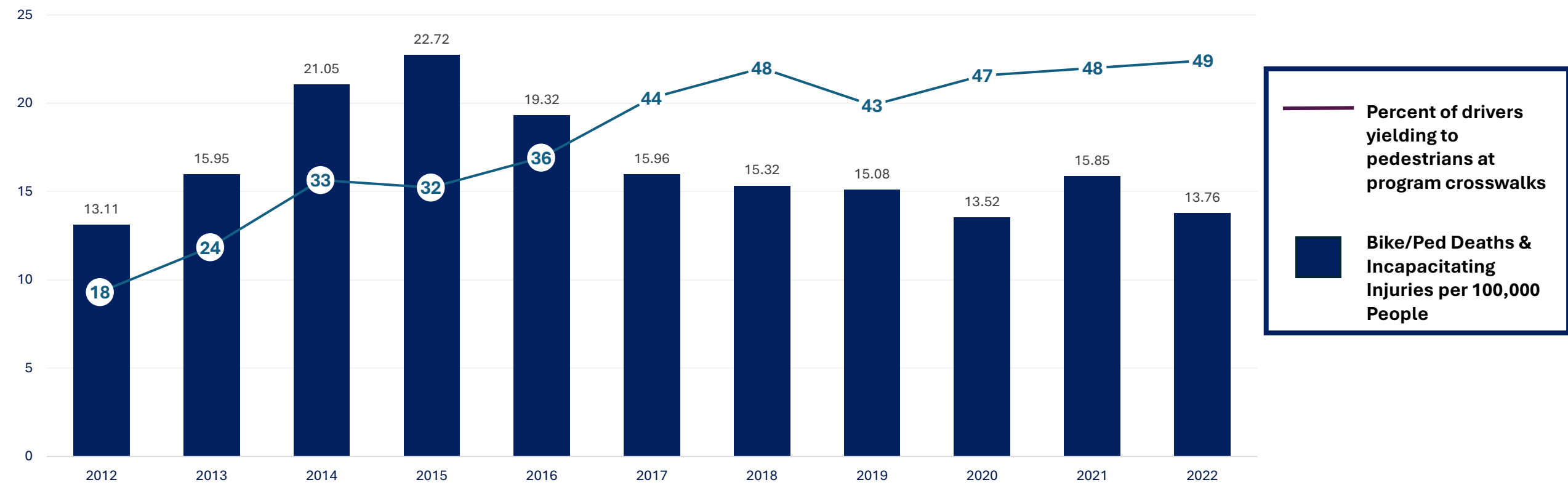
- Evaluate existing countermeasures and make low-cost recommendations using guiding documents
- Use our historical data to analyze what has worked at similar crosswalks across the region
- Track the effectiveness of new signage, markings, and signals over time

PROGRAM PROGRESS

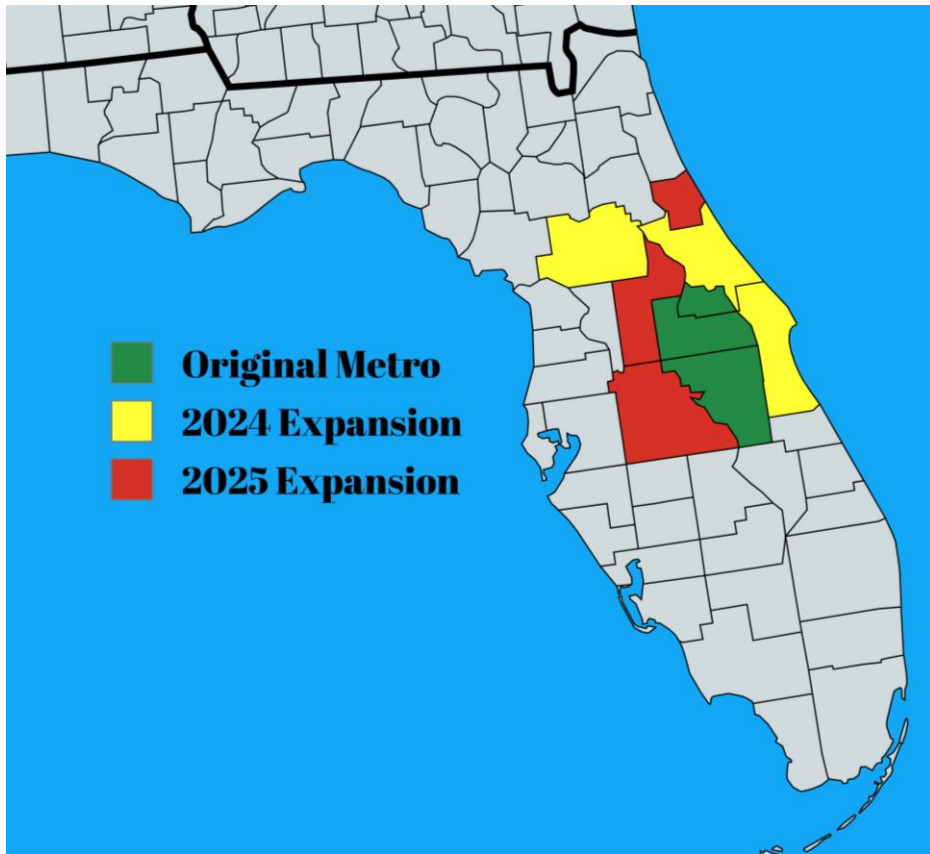
Bike/Ped Deaths & Incapacitating Injuries Per 100,000 Population

3-County Orlando Metro Area, 2012-2022

Sources: Signal Four Analytics, U.S. Census



PROGRAM PARTNERS & REGIONS

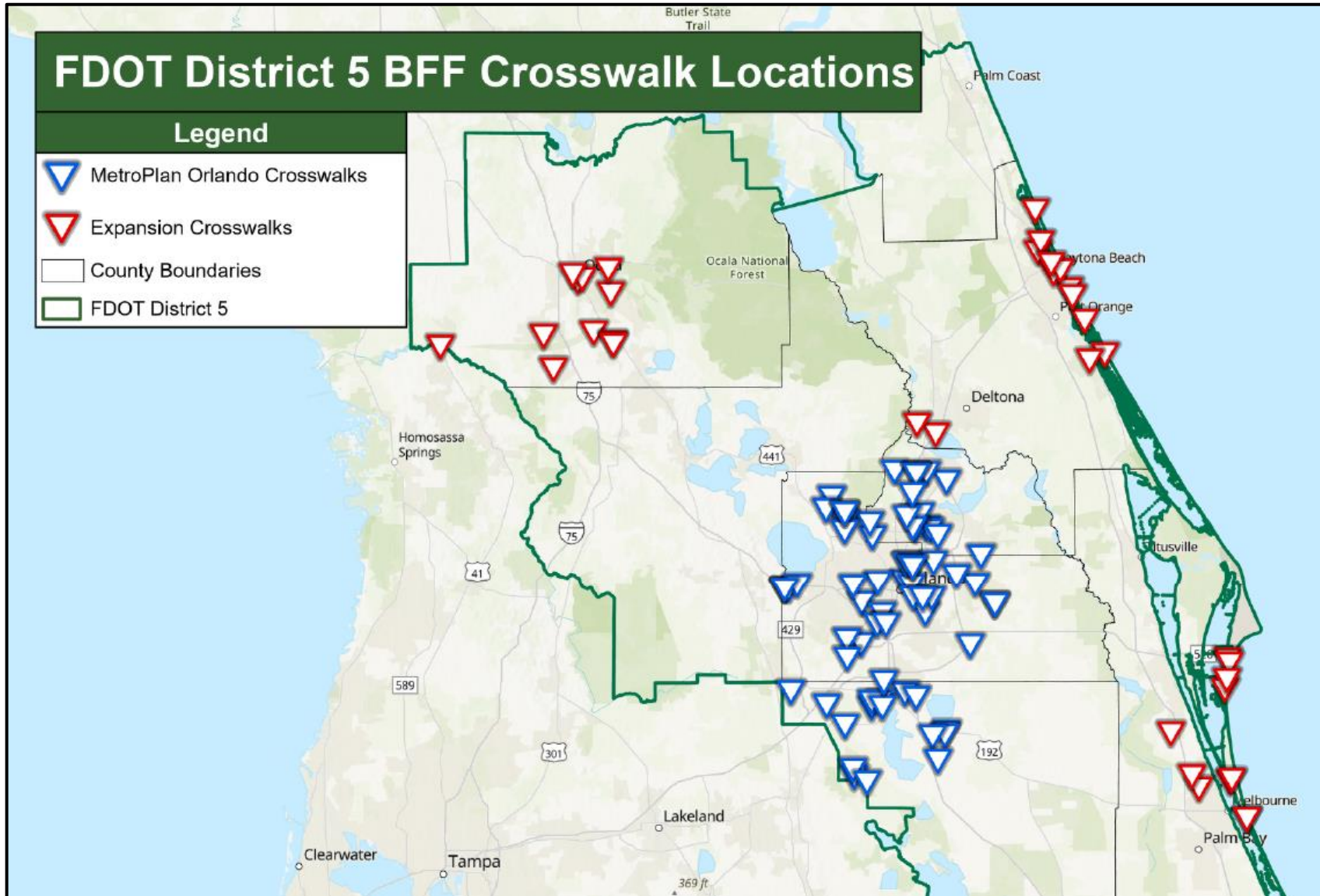


Best Foot Forward Partners

metroplan orlando
 ORANGE COUNTY FLORIDA
 OSCEOLA COUNTY
 SEMINOLE COUNTY FLORIDA'S NATURAL CHOICE
 Brevard COUNTY
 Volusia County FLORIDA
 MARION COUNTY, FLORIDA IN GOD WE TRUST
 CITY OF KISSIMMEE 1883
 CASSELBERRY
 CITY OF ORLANDO
 APOPKA FLORIDA
 Historic LONGWOOD Florida
 City of Winter Park
 St. Cloud FLORIDA Your Centerplace for Life
 Town of OAKLAND Florida
 KISSIMMEE POLICE
 POLICE ST. CLOUD
 POLICE FLORIDA
 POLICE OAKLAND
 APOPKA POLICE DEPARTMENT
 WINTER PARK POLICE DEPARTMENT
 LONGWOOD POLICE DEPARTMENT
 FDOT
 TARGET ZERO FATALITIES & SERIOUS INJURIES
 ORLANDO HEALTH
 TPO TAMPA
 TPO OCALA MARION TRANSPORTATION PLANNING ORGANIZATION
 RIVER TO SEA Transportation Planning Organization VISION · PLAN · IMPLEMENT
 Bike/Walk Central Florida

School Districts & Health Departments of Brevard, Marion, Orange, Osceola, Seminole, and Volusia Counties

PROGRAM CROSSWALKS



REGIONAL IMPACT

	Program-Wide Data:		
	FY 22-23	FY 23-24	Increase
Crosswalks Evaluated	76	114	50%
Data Collection Sessions	379	474	25%
Events & Presentations	92	113	23%
Enforcement Details	71	101	42%
Crosswalk Warnings	522	719	38%
Crosswalk Citations	315	773	145%
Partnering Organizations	33	71	115%
Media Placements	55	169	207%
Viewers Reached	1,800,000	2,500,000	39%



EDUCATION & OUTREACH



21
Events &
Presentations

2,993
People
Reached

2,994
Resources
Distributed



HIGH-VISIBILITY ENFORCEMENT



39

Crosswalk Details

234

Crosswalk Warnings

404

Crosswalk Citations



Crosswalk Evaluation Begins in Brevard, Marion, & Volusia Counties

Brevard, Volusia, and Marion Counties rank within the top 25 most dangerous counties in Florida for pedestrian and bicycle fatalities with Volusia and Brevard Counties also ranking in the 12 most dangerous metro areas nationwide. Recognizing the need for a targeted approach to address this issue, the Florida Department of Transportation has partnered with Best Foot Forward to make streets safer for pedestrians in these three counties. This partnership supports FDOT's Target Zero initiative, which aims to reduce transportation-related serious injuries and fatalities throughout Florida to zero.



BFF Expands Pedestrian Safety Efforts into Brevard, Marion, & Volusia Counties

In an effort to enhance pedestrian safety and create more walkable communities, the Best Foot Forward for Pedestrian Safety program is planning to expand its reach into Brevard, Marion, and Volusia Counties. This initiative, which has already demonstrated success throughout the Sanford-Orlando-Kissimmee metro area, aims to reduce pedestrian injuries and fatalities through a comprehensive approach that involves improvement through education, enforcement, and engineering.

MEDIA VISIBILITY



169 Media Placements

2.5M Viewers Reached

\$320K Media Value

SOCIAL MEDIA



304 Total Content Posted

97.7K Total Impressions

6,851 Total Engagements

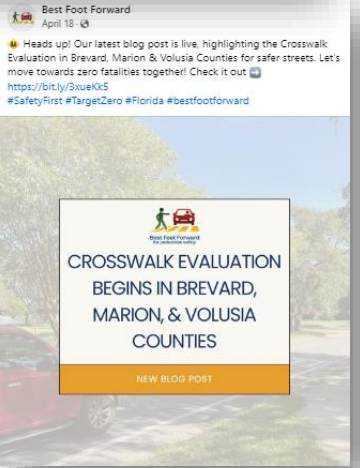
PARTNER COALITIONS



38 Partnering Organizations

66 Coalition Members

25 Partner Meetings



TRACKING PROGRESS



36

Crosswalks
Evaluated

127

Data Collection
Sessions

6,680

Staged Crossings



Cape Canaveral: N Atlantic Ave.
at Southgate Mobile Homes



Ocala: S Pine Ave. & SW 2nd St.



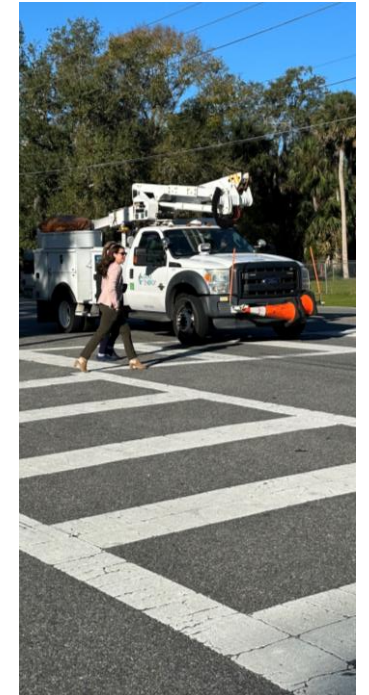
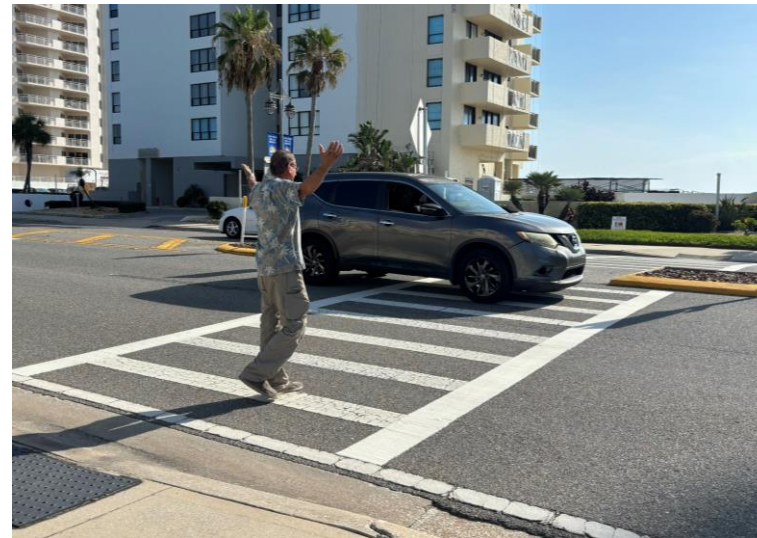
Daytona Beach Shores:
S. Atlantic Ave. & Bellemead Dr.

CROSSWALK IMPROVEMENT

Intervention	Jurisdiction	Crosswalk Location	Increase
Engineering	Ocala	S. Pine Ave. & SW 2 nd St.	11%
		NE 8 th Ave. & NE 4 th St.	12%
Enforcement	Marion County	SE 28 th St. & SE 52 nd Ave.	12%
		SE 25 th Ave. midblock at Santos Tr.	20%
	Ormond Beach	Ocean Shore Blvd. & Tom Renick Park	23%
	Daytona Beach	S. Atlantic Ave. & Poinsettia Rd.	13%
		S. Beach St. & Cedar St.	9%
	Cape Canaveral	W. Central Ave. & Bayside Dr.	7%
Enforcement & Engineering	Daytona Beach Shores	N. Atlantic Ave. & Southgate Mobile Homes	29%
		S. Atlantic Ave. & Bellemead Dr.	8%
	Brevard County	Stadium Pkwy, S. of Judge Fran Jamieson Way	13%
	DeBary	W. Highbanks Rd. & Spring to Spring Trail	22%

LOOKING AHEAD (FY24-25)

- Continue operations in Volusia, Brevard and Marion Counties
- River 2 Sea TPO supporting Flagler County's Participation
- Expanding into Lake and Polk Counties (toward Tampa)
- Program-wide improvements



The logo features three concentric circles on a dark teal background. The innermost circle is dark teal and contains the text 'Children's Safety Village' in white. The middle ring is white, and the outermost ring is dark teal.

**Children's
Safety Village**

[Children's Safety Village - YouTube](#)



The logo 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 'FDOT Rail Office' is centered within the innermost circle.

**FDOT Rail
Office**

OPERATION LIFESAVER NEEDS CHAMPIONS

BRIAN OWENS



**OPERATION
LIFESAVER[®]**

Rail Safety Education

WHY IS OPERATION LIFESAVER NEEDED?

FLORIDA STATISTICS

- Florida ranks in the top **5** states for Highway-Rail Grade Crossing Collisions.
- In 2023, there were
 - **122** highway-rail grade crossing **incidents**
 - **20** highway-rail grade crossing **deaths**
 - **47** highway-rail grade crossing **injuries**
- In America, a person or vehicle is hit by a train roughly every three hours

Rail Grade Crossing | 2023 vs 2021

↑30%
Incidents

↓0%
Deaths

↓2%
Injuries

Trespasser (not at Grade Crossing) | 2023 vs 2021

↑5%
Incidents

↓19%
Deaths

↑58%
Injuries

Based on Preliminary 2024 Federal Railroad Administration Statistics

<https://data.transportation.gov/stories/s/Highway-Rail-Grade-Crossing-Incidents-Fatalities-a/bda5-32at/>

Click here for more information.

<https://oli.org/track-statistics>

WE ARE DEDICATED TO SAVING LIVES

JOIN US! BECOME AN OPERATION LIFESAVER VOLUNTEER

The vision is to be the recognized leader in providing the public with rail safety education and ending death and injuries due to trespassing and collisions on or near the tracks.

HOW WE SUPPORT YOU

RESOURCES FOR ALL AUDIENCES



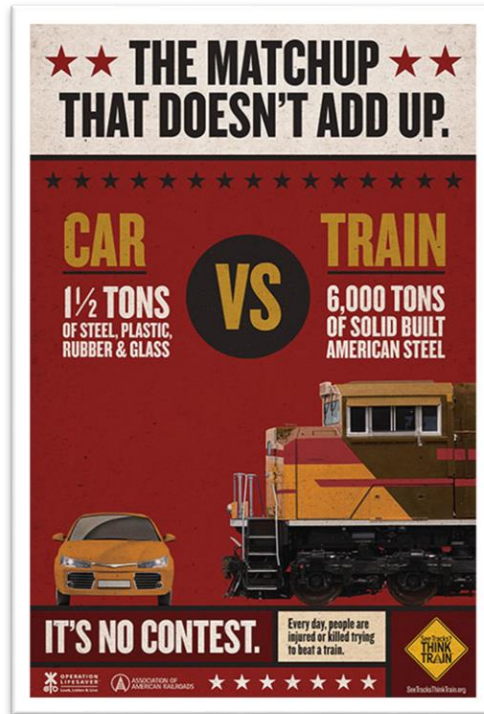
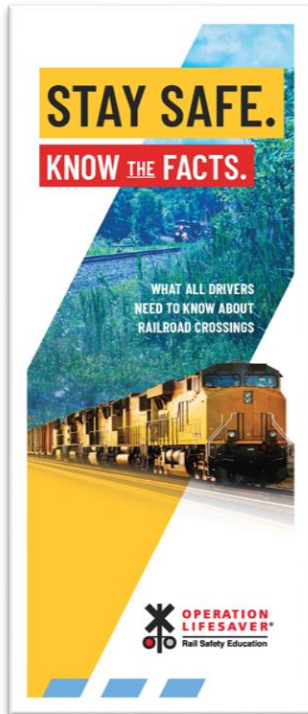
Age-Specific/Industry-Specific Videos



Age-Specific PowerPoints/Training Materials

HOW WE SUPPORT YOU

EDUCATIONAL MATERIALS



PROMOTIONAL MATERIALS



YOU CAN MAKE A DIFFERENCE

“THANK YOU FOR TEACHING ME SOMETHING NEW TODAY”

“I’M SURPRISED THEY DON’T TEACH THIS ANYWHERE ELSE!”



**HELP SAVE LIVES.
BECOME A VOLUNTEER**

VISIT [OLI.ORG](https://www.oli.org) FOR MORE INFO



TAKE THE RAIL SAFETY PLEDGE

VISIT [OLI.ORG](https://oli.org) FOR MORE INFO



THANK YOU



**OPERATION
LIFESAVER[®]**

Rail Safety Education

The image features a graphic on the left side consisting of three concentric circles. The innermost circle is a solid dark teal color. The middle ring is white, and the outermost ring is a slightly lighter shade of teal. The text 'University of Miami' is centered within the innermost circle.

**University of
Miami**



UNIVERSITY OF MIAMI
MILLER SCHOOL
of MEDICINE



**Elizabeth
Cabrera**
WalkSafe Manager + Event
Coordinator

**FDOT District 6
Target Zero Statewide
Partner Engagement
Meeting
October 31, 2024**



**Dr. Mickey
Witte**
BikeSafe Manager



Grants & Milestones – 2015 - Present



2015-2016
WS Statewide
HW Safety Concept

2016-2017
WS Statewide
HW Safety Concept

2016-2017
BikeSafe at Parks
TAP

2018-2021
Safety Trails
TAP

2022-2024
BikeSafe Elementary & Family
TAP

2015-2016
EDU & Media
FDOT/SRTS/UF

2016
EDU & Media
FDOT/SRTS/UF

2016-2019
WalkSafe

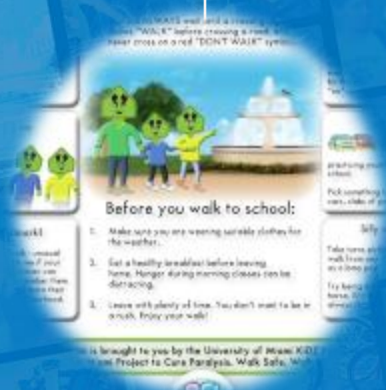
2017-2018
WS+BS
Statewide
FDOT/SRTS/UF

2020-2023
BikeSafe Bike
Club TAP
TAP

2023-2026
Virtual Education
TAP



Present



2018
Walk/Bike
Champion Award

2023
BikeSafe
Elementary
Curriculum

2020
Virtual EDU Test
during COVID

2024
Complete Streets
Champion Award



Mission



Decrease the number of kids getting hit by cars while walking (through education)



Promote physical activity



Advocates for and educate about safer pedestrian infrastructure




**WalkSafe (2003) is mandated and fully integrated into Miami-Dade County Public Schools' physical education curriculum, facilitating efforts to sustain and expand the program.*



Curriculum

Evidence-Based:
Significantly improves pedestrian & bicycling safety knowledge

Multi-Modal Teaching Techniques:

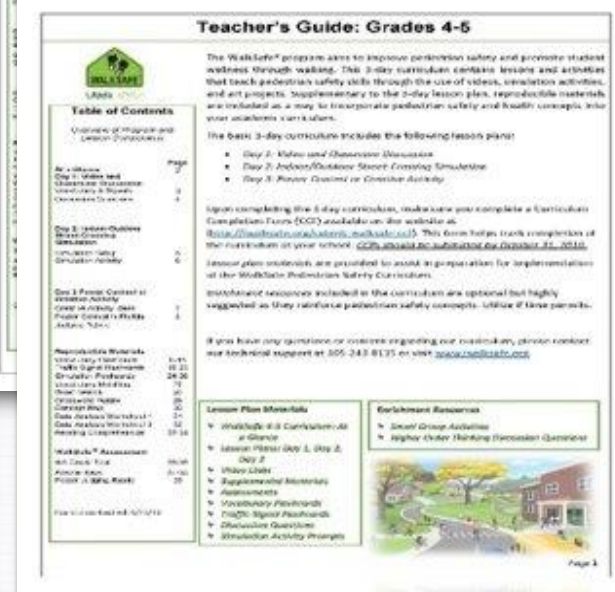
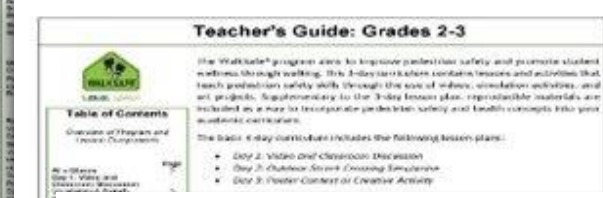
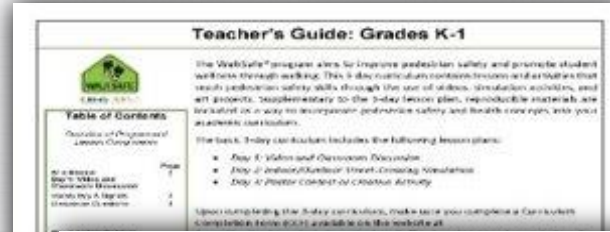
Instructional	Modeling	Creative
Day 1 Homeroom Teacher 	Day 2 PE Teacher 	Day 3 Art Teacher 
Teacher-led Classroom Discussion	Outside Street-Crossing Simulation	Poster Contest or other Creative Activity

2nd Grade – 3rd Grade

4th Grade – 5th Grade

Florida Standards Met:
Health and Physical Education (HE, PE) and Visual Arts (VA)

Free Resources:
Available for download at our websites: iwalksafe.org and ibikesafe.org



Teacher Training:
Freely available online

Tracking & Reporting:
Teachers submit curriculum completion forms online annually

Submit Completion Form

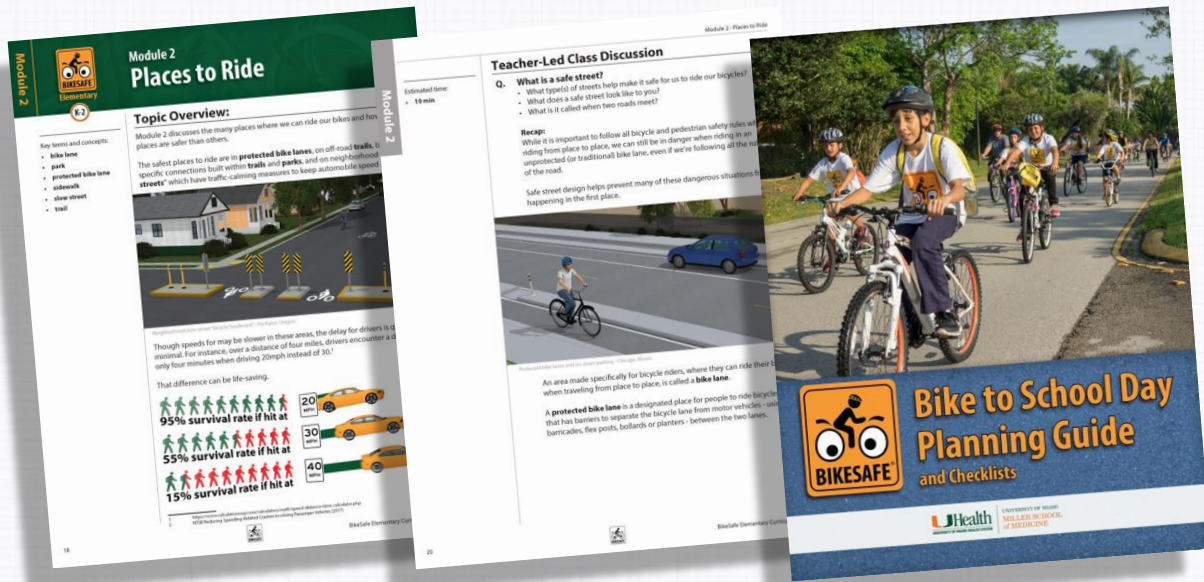


WalkSafe Online Teacher Training





Mission



Decrease the number of children hit by cars while biking



Promote physical activity through biking



Educate about safer bicycling infrastructure and encourage the use of bikeable environments

- 1.3+ million children educated
- 40+ Walk, Bike & Roll to School Day events
- 600+ community meetings attended
- 385+ outreach events
- 70,000+ adults & children at community events



Curriculum

Day 1

Bike Basics



Helmet fit and how the brain functions when riding

Day 2

Preparing to Ride



before riding your bicycle

Day 3

Rules of Riding



Predictability and visibility through obstacle soccer

Day 4

Riding Safely



Course review and off-bike riding simulation



NEW! Pilot Elementary School P.E. Curriculum

Module 1 - Intro to Bicycles & Safety

Physical Activity 1 - Cycle Charades



Materials:
• none

Estimated time:
• 10-15 min

Lesson Plan

In this exercise, students will remember the most important parts of a bicycle to make it easier to refer to the

How to play:
Split your class into groups, (providing each student with

- Note that students will be using the following parts of the bicycle:
- Handlebars: Move
 - Saddle: Swing
 - Pedals: Altern
 - Brakes: Outst
 - Wheels: Cartw

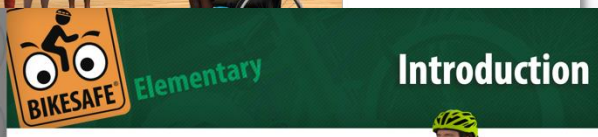
One student will start the game below. The first student to correctly name a part of the bicycle will then mime that part.

- The **handlebars** are used to steer the bicycle.
- The **saddle** is the "seat" of the bicycle.
- The **pedals** are where you push to make the bicycle move.
- The **brakes** are what we use to stop the bicycle.
- The **wheels** allow the bicycle to roll.

Principles in action:
• Students will demonstrate the importance of the **parts of the bicycle** by acting out the charades.

BikeSafe Elementary Curriculum - K-2

Introduction



What is bicycle safety?

You may know bicycle safety as:

- Wearing a reflective vest.
- Riding predictably.
- Wearing a helmet.
- Using lights.
- Following the rules.



...but bike safety is much more than helmets and high visibility.

Bicycle safety is also:

- A fun and positive experience.
- A direct and convenient route.
- A place where children can ride in safety.
- A protected space where mistakes aren't life-threatening.

Grades 2-3



6

Module 1 - Intro to Bicycles & Safety

Physical Activity 2 - Obstacle Run



In this exercise, students will learn how **prevention of danger** is not just about "being **safe**," but is about eliminating inherent dangers through safe streets.

How to play - Part 1:

Instruct your class to form a row (or rows, depending on class size) of "bicycle riders" at one end of the PE field.



Place yourself halfway across the field with a selection of PE props - balls, foam pieces, poly spots, scarves, or similar. Tell your students that these props represent dangerous or distracted drivers and that they will pretend to be bicycle riders trying to get safely from one end of the field to the other.

Have the class run across the field. As the students dash across, you will pitch, roll, or toss the props across their path. Instruct the students to dodge these obstructions in an attempt to get to the other side of the course without being touched by one.

Point out the **dangers** presented by the unpredictable "drivers" (represented by your tossed props) that have veered into the bike lane.

How to play - Part 2:

Part 2 allows students to consider solutions that will **prevent** the chaos of Part 1.

Select a group of at least four to six students to wait by your PE props in the middle of the field, while instructing the remainder of the class to line up at the end of the field as before.

Instruct the selected group of students who are standing next to your props to choose any item(s) to **prevent** the "drivers" from colliding with their "bicycle rider" classmates. The selected group should then line the field with protective

A-HA Moment!

Students should understand that by building a barrier-protected bike lane, they have **prevented** drivers from hitting bicycle riders, making riding much **safer**.

Resources and more @ ibikesafe.org



BikeSafe Elementary Curriculum - K-2



Module 1 - Intro to Bicycles & Safety

Teacher-Led Class Discussion

Estimated time:
• 10 min

Q. How can we use bicycles to get from place to place?

- Who knows what a bicycle is?
- Who here has ridden a bicycle?
- Who can explain how we use a bicycle?

Recap:

A bicycle is a vehicle. We can ride our bicycles in our neighborhoods, to and from school, to friends' houses, with our parents, and to get from place to place.

Lesson Plan

Going from place to place can be called **transportation**.

"I use a bicycle as **transportation** to get to school, every day."





After School Bike Club Program

Bike Club is a bicycling primary prevention program for kids 10 to 14 (Grades 6-8). It was offered as a free after-school **off-bike enrichment opportunity**, coordinated by a trained on-site Bike Club facilitator. Each club met **once a week for 60 minutes during 12 sessions**. Bike Club focuses on:

1



Encouraging and educating about active transportation safety, bicycling mechanics, and friendly infrastructure.

2



Promoting a healthy lifestyle and increasing physical activity

3



Developing social awareness, building friendships, and making safe choices



Bike Club Website Platform & Newsletter

Monthly Newsletter English-Spanish virtual versions available to the public and families.

¡Continuamos Andando en Bicicleta con BikeSafe Bike Club!

Número 4
MARZO 2024

¡Ocho Bike Clubs Están Andando en Miami!
2023-2024 Año Escolar

¡Ajustense los Cascos!

El programa **BikeSafe Bike Club** comenzó este año escolar en la última semana de enero en ocho escuelas medias y centros K-8 públicos del condado de Miami-Dade. Durante los tres meses pasados, los alumnos de Bike Club han estado aprendiendo sobre la seguridad en bicicleta y mecánica, y también han disfrutado de actividades al aire libre. Los alumnos han hecho amistades y participado en discusiones sobre el ciclismo.

En marzo, los alumnos de Bike Club siguieron aprendiendo sobre los beneficios del ciclismo en la salud, sociales y ambientales. También aprendieron las partes de la bicicleta, sobre infraestructura segura y cómo mantener y reparar una bicicleta.

El equipo de Bike Club visitó los clubes para repartir cascos gratis y ayudar a los alumnos a ajustarlos en forma apropiada.

Los alumnos de Bike Club conversaron con sus facilitadores sobre cómo mejorar las condiciones para andar en bicicleta en forma segura y disfrutar. Una facilitadora de Bike Club describió un hecho en la calle inesperado durante una evaluación con sus alumnos sobre el estado de los alrededores de la escuela:

"Hay un camino [alrededor del lago cerca de la escuela] que comparten los ciclistas, caminantes y corredores. Recorrimos el camino para identificar elementos que fueran inseguros para andar en bicicleta y hablamos de cómo ser ciclistas responsables.

A los diez minutos de nuestra caminata nos encontramos con otro caminante del parque... ¡Un calmón! Fue una tarde placentera y excitante que no van a olvidar."

¡Más por Venir!

Para más información:
Internet: <https://bikesafebikeclub.org>
Correo electrónico: bikeclub@miami.edu
Teléfono: 305-243-3277

BikeSafe Bike Club Continues in Miami!

Número 3
FEBRUARY 2024

University of Miami Bicycle Safety Education
2023-2024 School Year

Welcome to BikeSafe Bike Club!

The University of Miami KIDZ Neuroscience Center in partnership with Miami-Dade County Public Schools (M-DCPS) continues the implementation of the **BikeSafe Bike Club** program in the 2023-2024 school year. Funding for the Bike Club is provided by the Florida Department of Transportation.

This school-based bicycling safety program for children 10 to 14 years old (Grades 6-8) is currently offered as a free after-school off-bike enrichment in nine M-DCPS middle schools and K-8 centers.

Children do not need to know how to ride a bicycle to be part of the **Bike Club**, just be interested in knowing about bicycling. In a fun and stimulating way, children learn about bicycling safety, mechanics, and protective infrastructure. The **Bike Club** promotes physical and socio-emotional wellbeing.

Once a week for 12 sessions, participating students meet with their Bike Club facilitator for 60 minutes after-school. The Bike Club facilitator is an on-site teacher trained in the Bike Club curriculum. Each module is full of activities, videos, and resources.

Three of the modules are hands-on mechanics for children to learn how to maintain and repair their bicycles, and there is much more on the **Bike Club** website, **Bike Club Student Booklet** and **Bike Club Mechanics Handouts**.

Stay Tuned!

For more information:
Website: <https://bikesafebikeclub.org>
Email: bikeclub@miami.edu
Phone: 305-243-3277





Virtual Education Portal



WalkSafe

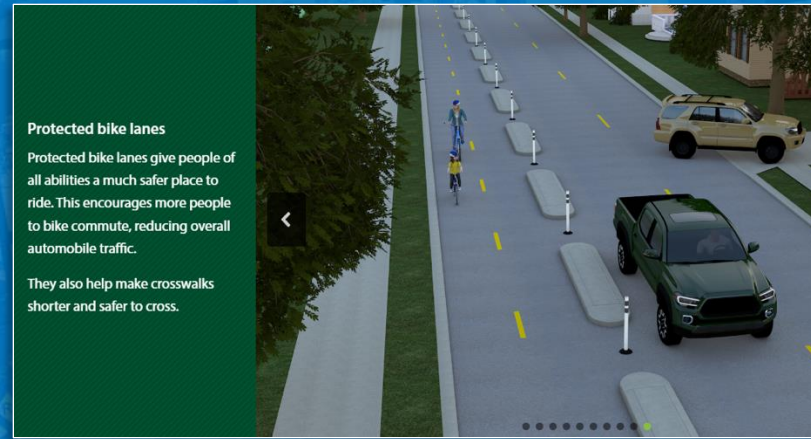
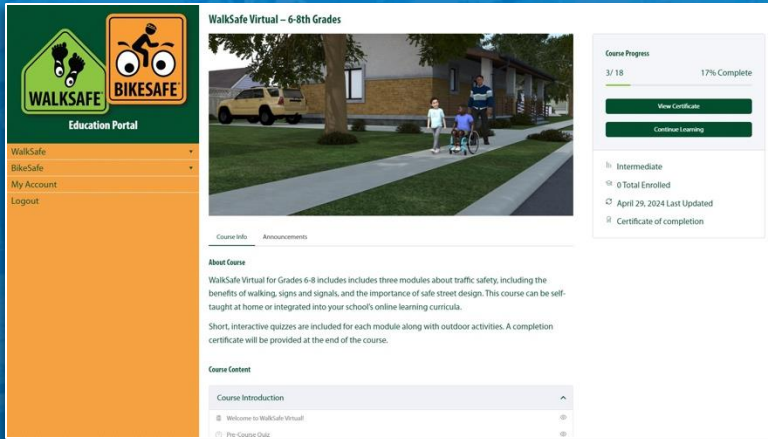


BikeSafe



My Account

Logout



Virtual Education Portal

WalkSafe + BikeSafe K-8 Online

Located within the Virtual Education portal

Family Education

Located within the Virtual Education portal





Education Portal

- WalkSafe ▾
- BikeSafe ▾
- My Account
- Logout

WalkSafe Virtual – 6-8th Grades



- Course Info
- Announcements

About Course

WalkSafe Virtual for Grades 6-8 includes includes three modules about traffic safety, including the benefits of walking, signs and signals, and the importance of safe street design. This course can be self-taught at home or integrated into your school's online learning curricula.

Short, interactive quizzes are included for each module along with outdoor activities. A completion certificate will be provided at the end of the course.

Course Content

Course Introduction ^

📄 Welcome to WalkSafe Virtual! 👁

🕒 Pre-Course Quiz 👁

Course Progress

3/ 18

17% Complete

[View Certificate](#)

[Continue Learning](#)

📑 Intermediate

🎓 0 Total Enrolled

🔄 April 29, 2024 Last Updated

📄 Certificate of completion

**COCONUT GROVE
ELEMENTARY SCHOOL**
BIKE TO SCHOOL DAY
POP UP BIKE LANE
& PAINTING PARTY

KIDS PAINTED IT!

Celebrate
WALK & BIKE
TO SCHOOL
With Us!



Link to video
←





Dr. Gillian Hotz
Director
KiDZ Neuroscience
Center
WalkSafe + BikeSafe



Dr. Mickey Witte
BikeSafe Manager



**Elizabeth
Cabrera**
WalkSafe Manager +
Event Coordinator



Nicole Fuentes
Research Strategy



Kurt Kaminer
Safe Streets &
Multimedia Manager



Dr. Jayne Greenberg
Educational Advocacy &
Policy Specialist



Claudia Blandino
Project Assistant



Tommy Kim
Research Assistant &
Concussion Fellow



Giovanny Castano
KNC Administrator

THANK YOU!



Join the conversation for safe streets:

Elizabeth Cabrera

Email: ecc161@miami.edu or
walksafe@miami.edu

@iWalkSafe

Dr. Michelina "Mickey" Witte

Email: witte@miami.edu or
bikesafe@miami.edu

@iBikeSafe

Phone: (305) 243-8115

WalkSafe and BikeSafe are brought to you in part by:



UNIVERSITY OF MIAMI
MILLER SCHOOL
of **MEDICINE**





Next Steps

Next Steps

- **FDOT Safety Campaign Strategy Completion**
- **Young Hispanic Male Audience Formative Research**



PEDESTRIAN SAFETY
AWARENESS

This Halloween
let's let safety be our ghoul

FLHSMV



[Halloween Safety - Florida Department of Highway Safety and Motor Vehicles](#)





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com