



TARGET ZERO

FLORIDA'S TRANSPORTATION SAFETY INITIATIVE



TOGETHER TOWARD ZERO

Florida's target is **ZERO FATALITIES AND SERIOUS INJURIES.**



ON FLORIDA'S ROADS...



8 daily fatalities



49 daily serious injuries

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

Source: 2021 Florida Strategic Highway Safety Plan

HOW DO WE GET THERE?

Florida established Target Zero in the **Strategic Highway Safety Plan** to provide a framework for how Florida's communities work to achieve the national vision of zero fatalities and serious injuries **TOGETHER**, by:

- Establishing the **FORMAL PERFORMANCE TARGET OF ZERO** fatalities and serious injuries with the **Federal Highway Administration (FHWA)** and **National Highway Traffic Safety Administration (NHTSA)**, and **TRACKING PROGRESS** toward that goal.
- Supporting safety partners by collecting, analyzing, and using data to identify and address **FLORIDA-SPECIFIC NEEDS, AND** prioritize **STRATEGIC INVESTMENTS.**
- Employing a **HUMAN-FACTORS APPROACH** to mitigate human errors in a **SAFE SYSTEM APPROACH.**
- Establishing a **FLORIDA NETWORK** for resource and information **SHARING AMONG COMMUNITY PARTNERS.**





JOIN FLORIDA'S TARGET ZERO NETWORK

- Participate in the development and implementation of Florida's Strategic Highway Safety Plan.
- Access safety-related data, analysis tools, and dashboards in the **Safety Data Integration Space**.
- Access extensive safety analysis of Florida's top safety challenges, to maximize resources. **See countermeasures to address Florida's top lane departure, pedestrian, and bicyclist safety challenges.**
- Access over 100 FREE and pre-recorded **safety courses**, and receive announcements for upcoming safety courses.
- **Access video, audio digital media, social media posts, print materials and more** to support community outreach and engagement.
- Join one of Florida's statewide multiagency and multidisciplinary **Traffic Safety Coalitions**.

AND GET CONNECTED TO THESE SAFE SYSTEM APPROACH RESOURCES:

SAFE ROADS

- 🎯 Design and operate **SAFE ROADS** with context-based engineering criteria from the **FDOT Design Manual**, the **FDOT Traffic Engineering Manual**, and **more**.
- 🎯 Obtain FHWA funding for safety infrastructure investments to achieve **SAFE ROADS** on all public roadways. See **The Highway Safety Improvement Program Guidelines** for eligibility.

SAFE ROAD USERS

- 🎯 Promote **SAFE ROAD USERS** with **access** to video and audio digital media, social media posts, print materials, and more! See our **Annual Safety Calendar** for comprehensive access to resources.
- 🎯 Develop **SAFE ROAD USERS** with funding for safety education and enforcement efforts! See **Traffic Safety Subgrants (fdot.gov)** for programs and eligibility.

SAFE SPEEDS

- 🎯 Design for **SAFE SPEEDS** using speed management design criteria in **FDOT's Design Manual**.
- 🎯 Establish **SAFE SPEEDS** using **Florida's Speed Zoning Manual**.
- 🎯 Enforce **SAFE SPEEDS** by obtaining **NHTSA funding for speed enforcement**.

POST CRASH CARE

- 🎯 Access **POST CRASH CARE** resources with **additional enforcement grants**.

SAFE VEHICLES

- 🎯 Advance **SAFE VEHICLES** by conducting research, developing, and testing emerging transportation technologies in safe and controlled environments at **Florida's SunTrax facility**.

