

FDOT Bicycle/Pedestrian Focused Initiative & Complete Streets



Mark C. Wilson, PE

State Traffic Operations Engineer

Pedestrian Statistics

- Approximately 500 killed each year
- Approximately 1,600 seriously injured each year
- 3% of all traffic crashes, yet 1 in 5 fatalities



Secretary's Pedestrian Safety Initiative

- Dangerous by Design (2011)
- Orlando, Tampa, Jacksonville, Miami-Ft. Lauderdale
- Secretary Ananth Prasad... “Being #1 in pedestrian fatalities and serious injuries is NOT where Florida wants to be.”



New Reports



Dangerous By Design: New Report to be Released May 20, 2014

Data through 2012 still reflects Florida as the highest in the nation

“We know Florida is making positive progress and that will be reflected in the report.”

Stefanie Seskin, Deputy Director, Complete Streets Coalition, Smart Growth America

Bicycle Friendly States:

Florida moved up from our ranking of 31st to 28th between 2013 and 2014.

Governors Highway Safety Association News Release: March 2014

Reversal in Three Year Uptick in Pedestrian Fatalities: For the first time since 2009, the number of pedestrians killed on US Roadways is declining.

Note: In comparing the first six months of 2012 to the first six months of 2013,

Florida (-55) and California (-37) had the largest decreases in pedestrian fatalities.

Road Map



- ◆ Team Florida
- ◆ Data Driven Approaches
- ◆ Strategic Investments
- ◆ Increasing Awareness
- ◆ Boldly Moving Forward



Team Members



Our Goal is Zero Deaths!

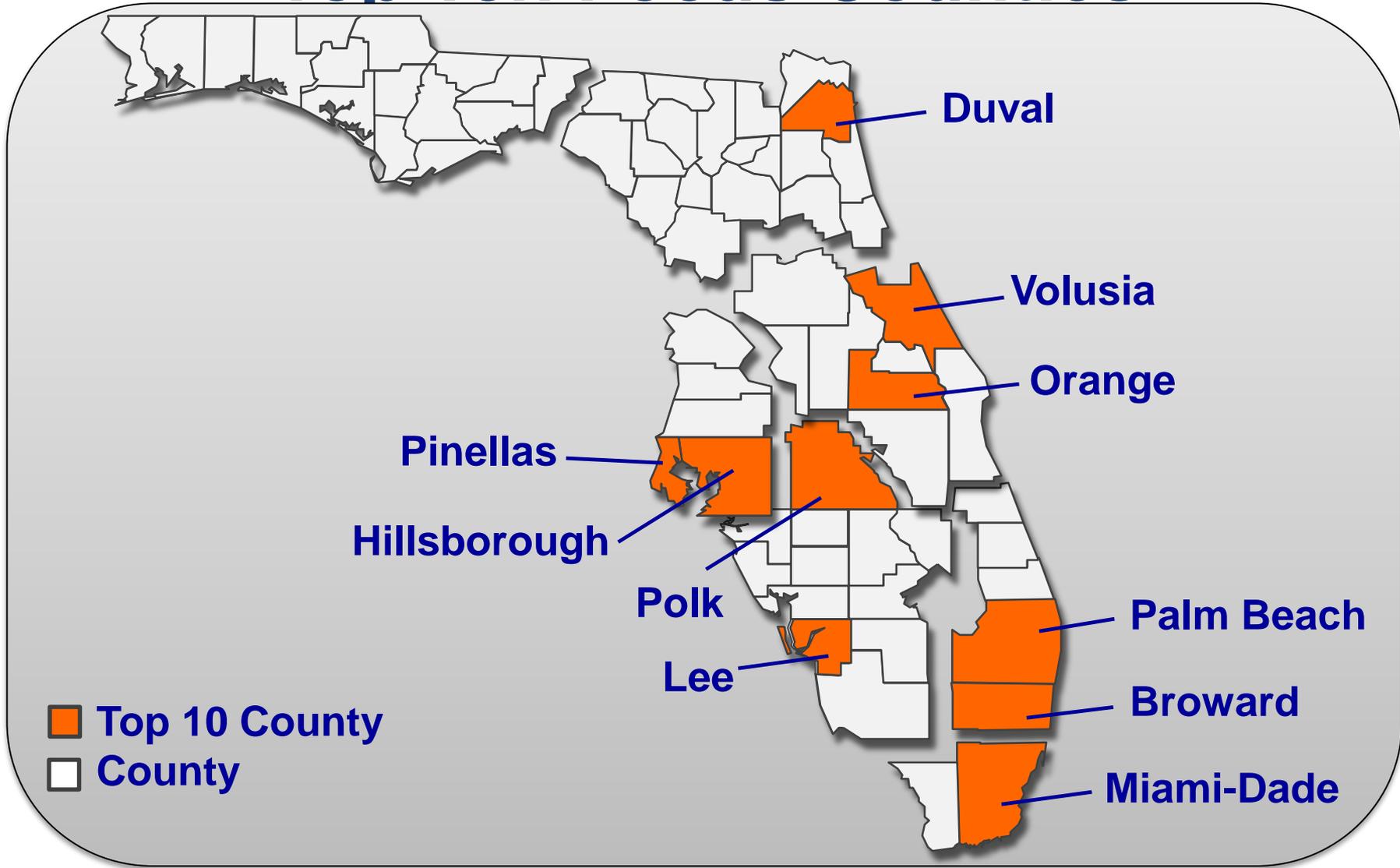
- ◆ While our working goal is to decrease fatalities by 5% annually, our real goal is ZERO deaths!

- ◆ We will accomplish this by implementing a comprehensive approach to the problem which includes:
 - ✓ Education
 - ✓ Engineering
 - ✓ Enforcement
 - ✓ Emergency Services

Team Members

- ◆ FDOT State Safety Office
- ◆ FDOT Traffic Engineering and Operations
- ◆ FDOT Office of Policy Planning
- ◆ FDOT District Champions
- ◆ USF Center for Urban Transportation Research (CUTR)
- ◆ Florida Bicycle Association (FBA)
- ◆ Florida Department of Highway Safety and Motor Vehicles (DHSMV)
- ◆ Florida Public Transportation Association
- ◆ Florida Department of Health
- ◆ Best Foot Forward
- ◆ Lynx Orlando
- ◆ City of St. Petersburg
- ◆ Ryder Trauma Center – Miami
- ◆ Indian River Fire and Rescue
- ◆ Florida Emergency Medical Services for Children (EMSC) Advisory Committee
- ◆ Florida Highway Patrol (FHP)
- ◆ Florida Police Chiefs Association
- ◆ Florida Sheriff's Association
- ◆ UNF Institute for Police Technology and Management (IPTM)
- ◆ Florida State Judicial Outreach Liaison (JOL)
- ◆ Hillsborough County Sheriff's Office
- ◆ Miami Police Department

Top Ten Focus Counties



Team Florida



The “Focused Initiative Leadership Team” directs the program.

CTST’s and Bike/Ped Coordinators are our greatest opportunity to create positive change at the local level. Without the local layer, the program will not be effective.

District Champions. This team is our link to the Districts, keeping our “One DOT” focus.

Florida’s Pedestrian and Bicycle Safety Coalition is a diverse group of partners charged with implementation of the Pedestrian and Bicycle Strategic Safety Plan (PBSSP).

Alert Today Alive Tomorrow

- Special Marketing
- District Champions
- Road Safety Audit training
- Bike/Pedestrian Coalition (DOH, DHSMV, FHP, etc.)
- Corridor/Site specific problem identification



**WHETHER YOU'RE DRIVING OR WALKING—
PAY ATTENTION. READ THE SIGNS.
LEARN THE RULES.**

**ALWAYS USE THE CROSSWALK.
STOP BEFORE TURNING RIGHT ON RED.
LOOK BEFORE CROSSING.
YIELD TO PEDESTRIANS.**

Funded by the Florida Department of Transportation

Where We're Going

- Training
 - Developing a Pedestrian Safety Action Plan
 - Designing for Pedestrian Safety
- Targeted engineering solutions
- Focused media campaign
- Focused law enforcement



Florida's Pedestrian and Bicycle Strategic Safety Plan (PBSSP)

- ◆ The PBSSP has seven Emphasis Areas :
 - ✓ Data, Analysis, and Evaluation
 - ✓ Driver Education and Licensing
 - ✓ Highway and Traffic Engineering
 - ✓ Law Enforcement and Emergency Services
 - ✓ Communication Program
 - ✓ Outreach Program

Legislation, Regulation, and Policy

Policy Initiatives

- Complete Streets Policy & Implementation
- Promotion of Modern Roundabouts
- Guidance for Road Diets on State System
- Context Based Bicycle/Pedestrian Facilities
- Engineering Counter-Measures
- U.S. Bike Routes
- Update Traffic Laws



Ped/Bike Funding Allocations

- ◆ 2012 Total: \$1,962,405
 - ✓ 402 Paid Media Budget: \$300,000
 - ✓ 402 Pedestrian/Bicycle Program Budget: \$1,662,405

- ◆ 2013 Total: \$7,749,794
 - ✓ 402 Paid Media Budget: \$800,000
 - ✓ 410 Paid Media Budget: \$400,000
 - ✓ 402 Pedestrian/Bicycle Program Budget: \$2,049,794
 - ✓ HSIP Communications Budget: \$3,000,000
 - ✓ HSIP High Visibility Enforcement Budget: \$1,500,000

- ◆ 2014 Total: \$7,312,160
 - ✓ 402 Paid Media Budget: \$500,000
 - ✓ 402 Pedestrian/Bicycle Program Budget: \$2,092,160
 - ✓ HSIP Communications Budget: \$3,220,000
 - ✓ HSIP High Visibility Enforcement Budget: \$1,500,000

Baseline Data/Focusing on the Problem: Motorists



Problem:

Motorists that most commonly crash with pedestrians:

- ✓ **Drivers age 65+**
 - Possibly cognitive (vision, etc)

- ✓ **Drivers age 20-25**
 - Possibly driver distraction, speeding, or impairment

Response:

- ✓ Targeted Education and High Visibility Enforcement
- ✓ Radio and TV PSA's directed at targeted behaviors

Baseline Data/Focusing on the Problem: Pedestrians



Problem:

- ✓ Between 2008 and 2012 pedestrians ages 30-49 ranked highest for serious injuries and fatalities than any other age group
- ✓ The largest overall increase in serious injuries and fatalities during this period was in pedestrians ages 50-64
- ✓ Key factors in pedestrian crashes:
 - Not using the crosswalk
 - Right turns on red
 - Conspicuity
 - Speed and Alcohol

Response:

- ✓ Engineering Treatments – Enhanced Pedestrian Features
- ✓ Targeted Education and High Visibility Enforcement
- ✓ Paid Media directed at targeted behaviors

Pedestrian Road Safety Audit Training

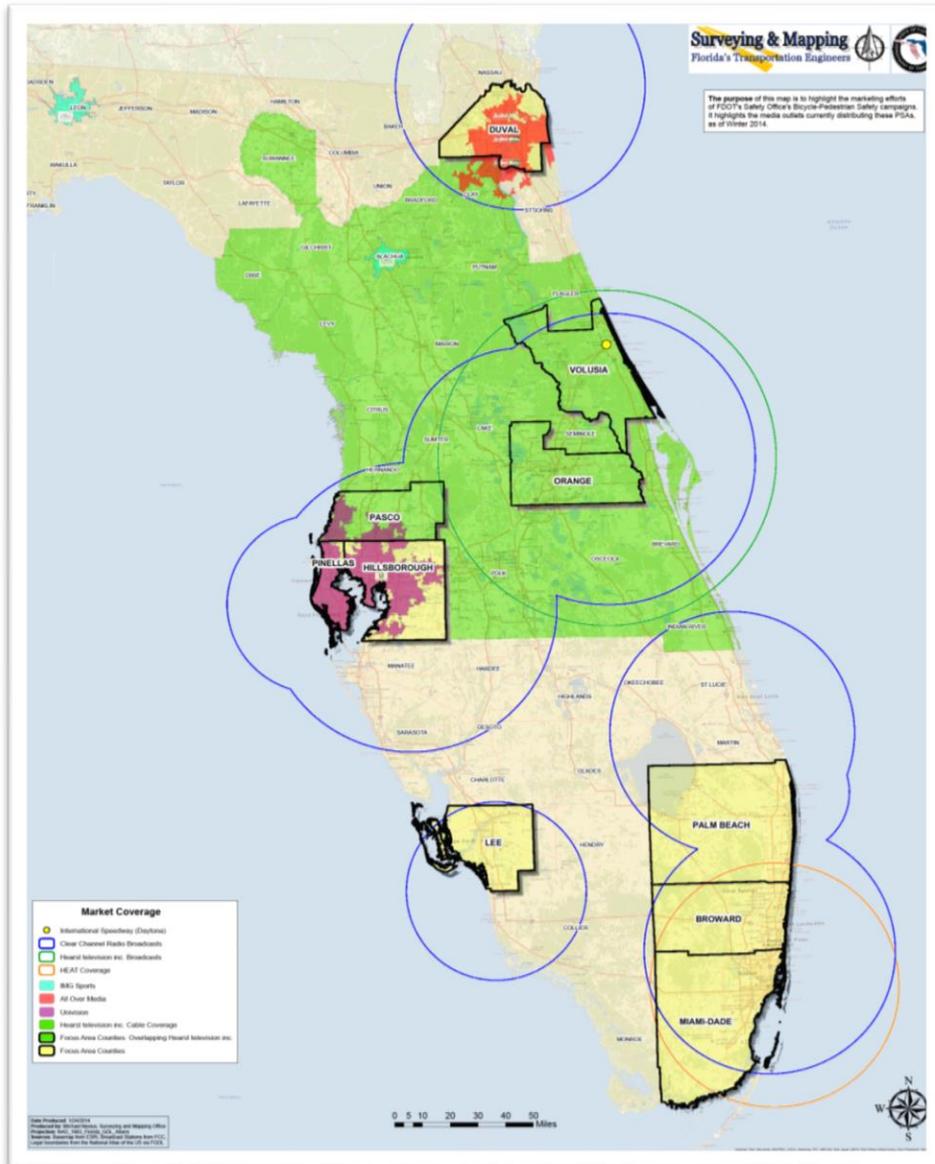
Jacksonville

Orlando

Miami



Communications



Targeting Behavior



Public Service Announcements Targeting Specific Audiences:

<http://www.alerttodayflorida.com/atat.html#>

Alert Today Alive Tomorrow Television PSA (English and Spanish)

Driver 65+ “Change” Radio PSA’s (English and Spanish)

“Guilt” Radio Radio PSA (English and Spanish)

Driver 20-24 “Jason” Radio PSA (English and Spanish)

Social Media



Alert Today Florida

101 likes · 13 talking about this

Update Page Info

Follow

Government Organization

"Alert Today, Alive Tomorrow. Safety Doesn't Happen by Accident" is a reminder for all roadway users to pay attention and follow the rules of the road.

About



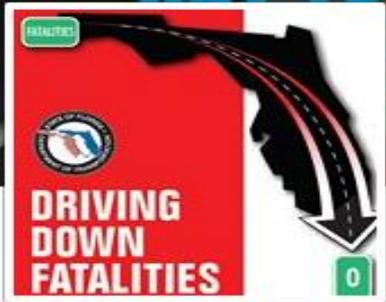
Photos

101

Likes



Social Media



Florida DOT Safety Office

304 likes · 25 talking about this · 0 were here

Update Page Info ²

✓ Liked

★ Review



✎ Change Cover

Government Organization

We work with public and private sector partners to improve the safety of Florida's highway travelers.



👍 304



<https://www.facebook.com/#!/FDOTSafety>

Y





Targeting Behavior



PEDESTRIAN SAFETY TIPS



- Stay alert and watch for vehicles.
- Don't assume a driver sees you.



- Always use crosswalks when available.
- Don't walk directly behind parked vehicles.
- Look carefully before walking out between parked vehicles.

- Watch for vehicles backing out of parking spaces.
- Pay attention and constantly look for moving vehicles.



Funded by FDOT
www.SafeAndMobileSeniors.org

DRIVER SAFETY TIPS



- Constantly look out for pedestrians.
- Always stay alert and look twice for pedestrians.



- Don't assume pedestrians can see you.
- Parking lots are not speedways – slow down!
- Never cut across parking lot lanes.



- Be extra careful when backing out of a parking space.
- Check your rear-view and side mirrors regularly.



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www.AlertTodayFlorida.com

Your **KEY TO SAFETY** STARTS WITH YOU

UNLOCK THE DOOR TO PEDESTRIAN SAFETY

www.AlertTodayFlorida.com www.WalkWiseTampaBay.com



Welcome to Florida
WE HOPE YOU ENJOY YOUR STAY



KEY SAFETY TIPS

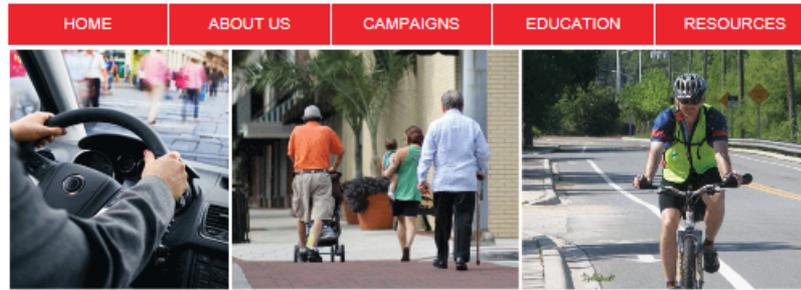
- W**alk without distraction – wait to text or talk on cell phones
- A**lways follow the crosswalk signals – use pedestrian push buttons at crossings
- L**ook left, right and left again before crossing
- K**now your surroundings
- W**ear bright colors – be seen night and day
- I**mpaired walking can be dangerous
- S**tay on sidewalks – walk facing traffic and use crosswalks
- E**xpect the unexpected – walk defensively



Website

www.AlertTodayFlorida.com

Florida's Pedestrian & Bicycle Focused Initiative



Florida's Source for Pedestrian and Bicycle Safety



HEADLINES

[Focused Initiative Receives Governor's Highway Safety Association Award](#)

August 2013 - The Florida DOT has received the 2013 GHSA Peter K. O'Rourke Special Achievement Award for their Bicycle/Pedestrian Focused Initiative, the first statewide, data-driven program that targeted enforcement and educational resources to improve pedestrian and bicycle safety in 10 priority counties.

[USF Wraps Up Second Annual Bulls Walk and Bike Week](#)

The week-long campaign took place across the USF Tampa campus September 9-13, 2013, promoting awareness of pedestrian and bicycle safety with reminders to Walk Wise, Bike Smart, and Drive Carefully.

UPCOMING EVENTS

OCT. 29 Florida's Pedestrian and Bicycle Safety Coalition Quarterly Meeting
1:00 p.m. - 4:30 p.m.
USF Center for Urban Transportation Research, Tampa

OCT. 30 Florida's Pedestrian and Bicycle Safety Coalition Day Two: 8:30 a.m. - noon
USF Center for Urban Transportation Research, Tampa

NOV. 30 Florida State Seminoles at Florida Gators Football Game Outreach
1:00 p.m.
Ben Hill Griffin Stadium, Gainesville

Florida's Pedestrian and Bicycle Focused Initiative

In November 2011, Florida Department of Transportation (FDOT) Secretary Ananth Prasad charged District One Secretary Billy Hattaway with the task of championing Florida's Bicycle/Pedestrian Focused Initiative. Secretary Hattaway quickly formed a team and began working towards the goal of increasing awareness and decreasing fatalities of bicyclists and pedestrians in Florida.

Florida's Pedestrian and Bicycle Strategic Safety Plan

The purpose of [Florida's Pedestrian and Bicycle Strategic Safety Plan \(PBSSP\)](#) is to focus funding and resources on the areas that have the greatest opportunity to reduce pedestrian and bicycle fatalities, injuries, and crashes. The PBSSP is designed to provide a comprehensive strategy to address pedestrian and bicycle safety issues by identifying goals, objectives, strategies, tasks, and performance measures for key program areas including:

- Data, Analysis, and Evaluation
- Driver Education and Licensing
- Highway and Traffic Engineering
- Law Enforcement and Emergency Services
- Communication Program
- Outreach Program
- Legislation, Regulation, and Policy

Florida's Pedestrian and Bicycle Safety Coalition

Many agencies, organizations, and groups have responsibilities and interests in pedestrian and bicycle safety issues. Florida's Pedestrian and Bicycle Safety Coalition was formed to prioritize and implement the strategies identified in the PBSSP. This diverse group represents many agencies and organizations that have a vested interest in pedestrian and bicycle safety in Florida.

Alert Today Alive Tomorrow

As part of FDOT Secretary Prasad's initiative, the "Alert Today, Alive Tomorrow" campaign is being presented via TV, radio, social media, transit advertising, local education, and enforcement activities. The message that "Safety Doesn't Happen by Accident" is a reminder for all roadway users to pay attention and follow the rules of the road.



Sharepoint Site



Intro webinar
being scheduled
for late February

Florida Pedestrian and Bicycle Safety Coalition

Welcome Cruise, Lucas

Florida Pedestrian and Bicycle Safety Coalition

This Site: Florida Pedestrian an

Site Actions

Home

View All Site Content

Documents

- Coalition Documents

Lists

- Calendar
- Tasks
- Coalition Members

Discussions

- Team Discussion

Sites

- Data, Analysis, & Evaluation
- Driver Education & Licensing
- Highway & Traffic Engineering
- Law Enforcement & Emergency Services
- Communication Program
- Outreach
- Legislation, Regulation & Policy

People and Groups

- Recycle Bin

Coalition Announcements

There are currently no active announcements. To add a new announcement, click "Add new announcement" below.

- Add new announcement

Coalition Calendar

There are currently no upcoming events. To add a new event, click "Add new event" below.

- Add new event

Coalition Discussions

Subject

There are no items to show in this view of the "Team Discussion" discussion board. To create a new item, click "Add new discussion" below.

- Add new discussion

Coalition Documents

Type	Name	Modified By
Folder	Data Sources	Larsson, Kristin
Folder	Helpful Links	Larsson, Kristin
Folder	Radio PSA's	Larsson, Kristin
Folder	Billboards	Larsson, Kristin
Folder	Video PSA's	Larsson, Kristin
Folder	Tip Cards	Larsson, Kristin
Folder	Logos	Larsson, Kristin

- Add new document

Coalition Tasks

Title Assigned To

There are no items to show in this view of the "Tasks" list. To create a new item, click "Add new item" below.

- Add new item

Alert Today Alive Tomorrow

Links

- Alert Today Website
- FDOT FaceBook Page
- Safe Mobility for Life Coalition
- Add new link





New Imaging & Messages **FDOT**

New "standard" ATAT image incorporating bicyclist



WHEN DRIVING, WALKING, OR BICYCLING... PAY ATTENTION. READ THE SIGNS. LEARN THE RULES.

AVOID DISTRACTIONS. STOP BEFORE TURNING RIGHT ON RED. USE THE SIDEWALK AND CROSSWALKS. BICYCLE PREDICTABLY, WITH TRAFFIC.



Funded by the Florida Department of Transportation

Bicycle Safety Tips

- Be seen, use lights
- Ride predictably, on the roadway
- Obey traffic signs and signals
- Ride in the same direction as traffic
- Use the lane that serves your destination
- Signal turns and lane changes
- Wear a helmet

Bicycle Traffic Laws

<http://www.leg.state.fl.us/statutes>
(TITLE XXIII, CHAPTER 316)

www.AlertTodayFlorida.com

Focused bicyclist guidance



Florida Bicycle Month



Alert Today Alive Tomorrow
RIDE FOR SAFETY
Florida Department of Transportation

Alert Today Alive Tomorrow Ride For Safety – Tallahassee March 21, 2014

Ride with us from FSU to the Capitol and back as we promote Sharing the Road with Bicyclists to increase safety on Florida's roadways. All participants will receive a free t-shirt and have a chance to win a new bike!

WIN A BICYCLE

To enter, LIKE our Facebook page and place your name in the comment box on this post. You MUST be present at the Alert Today Alive Tomorrow Ride for Safety to be eligible to win. The event will be kicked off on Langford Green at Florida State University at 9:30 a.m. on Friday, March 21, 2014. All participants will receive a free Alert Today Alive Tomorrow t-shirt. REMEMBER, you MUST LIKE FLORIDA DOT Safety Office Facebook Page, leave your name in the comment box on this post, and be present at the event to be eligible to win. For more information on the ride go to: www.AlertTodayFlorida.com or follow us on Twitter: @MyFDOT_Safety.

www.AlertTodayFlorida.com

All Riders Must Wear A Proper Helmet & Obey All Traffic Laws

WHAT:
Bicycle Ride to promote safety

WHEN:
March 21, 2014
9:30 a.m. - 11:30 a.m.

WHERE:
Langford Green by Unconquered Statue Tallahassee, Florida

Open to the Public!



THIS IS HOW I ROLL



March 20, 2014

FDOT to Highlight Bicycle Safety with a Ride to the Capitol During Florida's Bicycle Month

Tallahassee – On Friday, March 21st, the Florida Department of Transportation (FDOT) will hold a bicycle ride to promote safety. The goal of the *Alert Today Alive Tomorrow Ride for Safety* is to remind motorists and bicyclists to follow all traffic laws and to Share the Road safely. *Alert Today Alive Tomorrow* is a comprehensive approach to reduce crashes resulting in injuries and fatalities to pedestrians and bicyclists on Florida's roadways.

The group bicycle ride will start at 9:30 a.m. at Doak Campbell Stadium's Unconquered Statue on Langford Green. The route will lead downtown to Waller Park (the Duval Street entrance to the Capitol) with a press photo opportunity, then return to Langford Green where a bicycle will be awarded to one lucky participant. The ride is free and open to the public. All riders must wear bicycle helmets and obey all traffic laws during the ride.

Between 2008 and 2012, 530 bicyclists died in traffic crashes on Florida roads and highways, and 1,792 were seriously injured. Bicycle fatalities and serious injuries have increased from 858 in 2008 to 1,038 in 2012. 1 in 20 traffic fatalities is a bicyclist.

DOT Secretary Ananth Prasad said, "With springtime approaching, visitors and residents are riding bicycles to commute to work, for exercise, and for pleasure. The Florida Department of Transportation wants to remind everyone to be safe. Obey all traffic laws and Share the Road. Remember to be 'Alert Today Alive Tomorrow' Because Safety Doesn't Happen By Accident."

DOT is dedicated to driving down fatalities on roadways and protecting vulnerable road users, especially pedestrians and bicyclists.

For more information visit www.AlertTodayFlorida.com and see attached proclamation.

www.dot.state.fl.us
Consistent, Predictable, Repeatable



Karen Smith, 850-414-4116
Karen.smith2@dot.state.fl.us



WIN A BICYCLE – To enter, LIKE our Facebook page and place your name in the comment box on this post. You MUST be present at the Alert Today Alive Tomorrow Ride for Safety to be eligible to win. The event will be kicked off on Langford Green at Florida State University at 9:30 a.m. on Friday, March 21, 2014. All participants will receive a free Alert Today Alive Tomorrow t-shirt. REMEMBER, you MUST LIKE FLORIDA DOT Safety Office Facebook Page, leave your name in the comment box on this post, and be present at the event to be eligible to win.

For more information on the ride go to: www.AlertTodayFlorida.com or follow us on Twitter @MyFDOT_Safety



Florida Bicycle Month Event



**Alert Today Alive
Tomorrow Ride For
Safety Tallahassee
March 21, 2014**



Bicycle Winner

Statewide Communication



Began November 2013:

- ◆ Statewide Radio Advertising – Includes Transit and Billboards
 - ✓ Targeting motorists that most commonly crash with pedestrians in English and Spanish

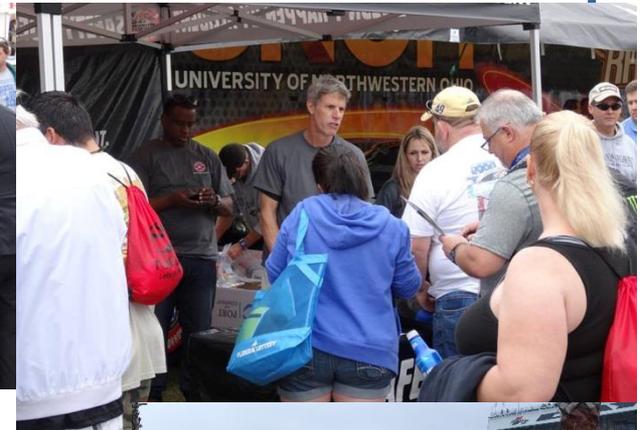


Communication: Daytona Speedweeks



**“Alert Today Alive Tomorrow...
Safety Doesn’t Happen By Accident”**

Exhibit in the Midway February 20 – 23, 2014



**“Alert Today Alive Tomorrow...
Safety Doesn’t Happen By Accident”**

Show Car and Driver Autographs in the Fan Zone February 22, 2014





D1 and D5 Communication **FDOT**

Welcome to
The CW18 Crew
Homepage!



Began November 2013:

- ◆ Market Saturation/NBC – Districts One and Five
 - ✓ CW18/WESH Media (NBC Affiliate) “Crew” to cover all major events and activities throughout Central Florida in English and Spanish



THE **CW18**

Find out about WKCF viewers, our programming and how to advertise with us!

D2 Communication



Began November 2013:

- ◆ Market Saturation/Jacksonville – District Two
 - ✓ Gas Station, Bar, and Restaurant Ads in English and Spanish

SAFETY DOESN'T HAPPEN BY ACCIDENT.

WHEN DRIVING, WALKING, OR BICYCLING...
PAY ATTENTION.
READ THE SIGNS.
LEARN THE RULES.

AVOID DISTRACTIONS.
STOP BEFORE TURNING RIGHT ON RED.
USE THE SIDEWALK AND CROSSWALKS.
BICYCLE PREDICTABLY, WITH TRAFFIC.

www.AlertTodayFlorida.com

BICYCLIST TIPS

- Ride in the same direction of traffic, if no sidewalks are present, walk against the direction of traffic so you can see oncoming vehicles.
- Yield to traffic when appropriate. It's better to yield than "be in the right" and risk injury.
- Be visible. Position yourself in the lane so others can easily see you. Always use a headlight and taillight at night.
- Watch for parked cars. Don't ride in the "door zone" of parked cars even when the bike lane is adjacent to them.

PEDESTRIAN TIPS

- Obey all traffic laws. If no sidewalks are present, walk against the direction of traffic so you can see oncoming vehicles.
- Always use the crosswalk. Push the button to get the walk signal.
- Be visible. Wear bright, reflective colors on your clothes, shoes, belts and wristbands.
- Look, then look again. Look left, right, then left again before crossing.

www.AlertTodayFlorida.com

SAFETY DOESN'T HAPPEN BY ACCIDENT.

www.AlertTodayFlorida.com

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BICYCLE PREDICTABLY, WITH TRAFFIC.

Funded by the Florida Department of Transportation

SAFETY TIPS

Pedestrians

- Be Seen
- Expect the Unexpected
- Walk on the Left, Against Traffic
- Use the Sidewalks
- Cross at Crosswalks

Drivers

- Share the Road
- Avoid Distractions
- Stop Before Turning Right on Red
- Don't Block Crosswalks

www.AlertTodayFlorida.com

ALERT TODAY

STATE OF FLORIDA
DEPARTMENT OF TRANSPORTATION

ACTIVE TOMORROW

www.AlertTodayFlorida.com

SAFETY TIPS

Bicyclists

- Ride Predictably
- Be Seen, Use Lights
- Ride on High-Width Traffic
- Obey Traffic Signs and Signals
- Wear a Helmet

Drivers

- Share the Road
- Avoid Distractions
- Don't Pass Beyonds Too Closely
- Stop Before Turning Right on Red
- Don't Block Crosswalks

www.AlertTodayFlorida.com

SAFETY DOESN'T HAPPEN BY ACCIDENT.

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SAFETY DOESN'T HAPPEN BY ACCIDENT.

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November 2013:

◆ College Sports Marketing

- ✓ FSU/Idaho Football Game November 23rd in Tallahassee - District Three
- ✓ FSU/UF Bike and Walk Weeks November 23-30 - Districts Two and Three
- ✓ UF/FSU Basketball Game November 29 in Gainesville - District Two
- ✓ UF/FSU Football Game November 30 in Gainesville - District Two



SAFETY DOESN'T HAPPEN BY ACCIDENT





D4 and D6 Communication **FDOT**



Began November 2013

◆ Market Saturation/Miami – District Six

- ✓ Miami Heat Advertising: Media Mesh on Brickel, American Airlines Arena (all events/activities), Full Coverage at all Miami Heat Games, (details to come), Transit Ads (including the metro), etc.

Miami Heat Cycle For Safety



**SATURDAY
APRIL 5
AT 9:00AM**

*Presented
by*



**REGISTER NOW FOR YOUR
FREE GIFT BAG**

FIRST 500 RECEIVE A FREE YOUTH HEAT HELMET!





In November 2013:

- ◆ **Aerial Banners – Alert Today Alive Tomorrow**
 - ✓ 3 hr Flight @ Homestead Speedway/NASCAR Nov 23-24 District Six
 - ✓ 3 hr Flight @ FSU Stadium/ Tallahassee Nov 23 District Three



Making Positive Strides – D1



High Visibility
Enforcement

Communication

Engineering Treatments



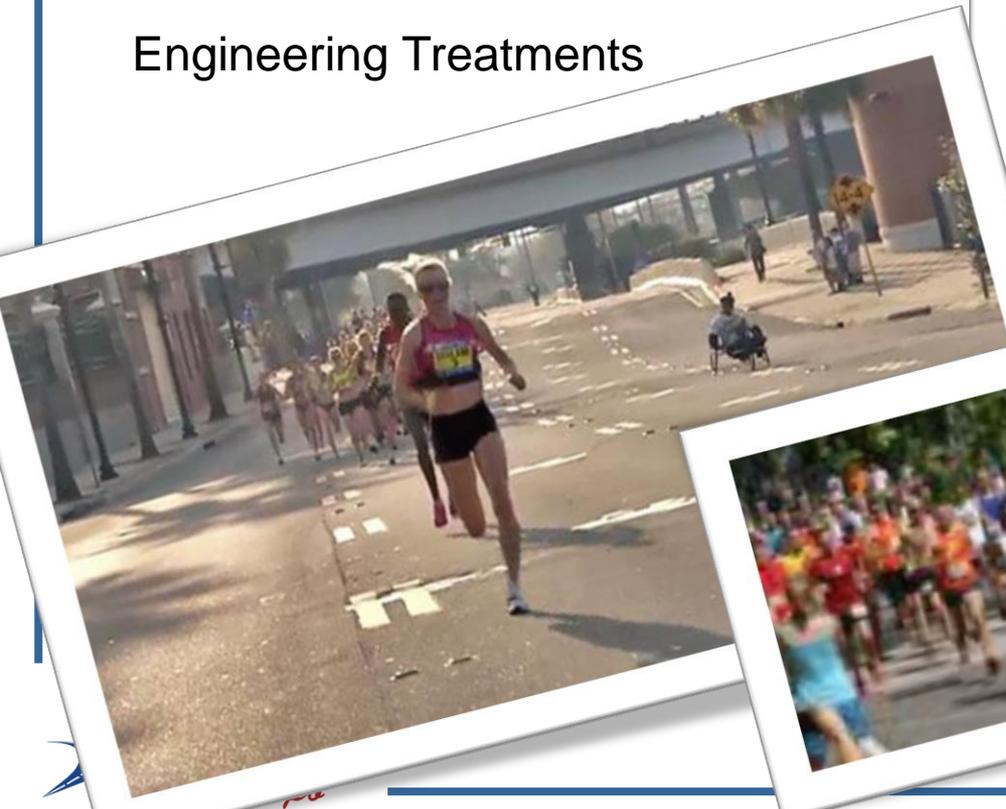
Making Positive Strides – D2



High Visibility
Enforcement

Communication

Engineering Treatments



Making Positive Strides – D3







ALWAYS STOP ON RED







SAFETY DOESN'T HAPPEN BY ACCIDENT
www.AlertTodayFlorida.com

-  When approaching a signalized intersection you should ALWAYS be prepared to STOP on RED. Whenever you see a red ball OR red arrow it means that you MUST come to a complete stop before moving into the crosswalk or intersection.
-  After stopping, you may turn RIGHT on a red ball or red arrow ONLY if the way is clear of pedestrians, cars or bicyclists and there is no sign posted that prohibits a right turn.
-  ALWAYS remember you are sharing the road with other vulnerable road users, who don't have the safety of a vehicle to protect them in a crash. ALWAYS be alert and prepared to stop for pedestrians or bicyclists along the roadway.
-  PEDESTRIANS: BE ALERT and PAY ATTENTION to cars and bicyclists before you enter the street/intersection.
-  Cross ONLY in a marked crosswalk when you see the "walking man" on the countdown pedestrian signal indicating pedestrians may safely cross the street.

Section 316.075(1)(c), Florida Statutes: Steady red — Vehicle shall stop before entering the crosswalk. After stopping on red, a driver making a permitted right turn must yield to pedestrians crossing as directed by the signal. Pedestrians shall not enter the roadway on red, unless otherwise directed by a pedestrian signal.



SAFE MOBILITY FOR LIFE
www.SafeMobilitySeniors.org





Ped/Bike Enforcement
Communication
Engineering
Treatments



Making Positive Strides – D4



NE 3rd Street between NE 3rd Avenue and Federal Highway



High Visibility
Enforcement

Communication

Engineering Treatments



Making Positive Strides – D5



High Visibility
Enforcement

Communication

Engineering Treatments

EMS



Making Positive Strides – D6



High Visibility
Enforcement

Communication

Engineering Treatments

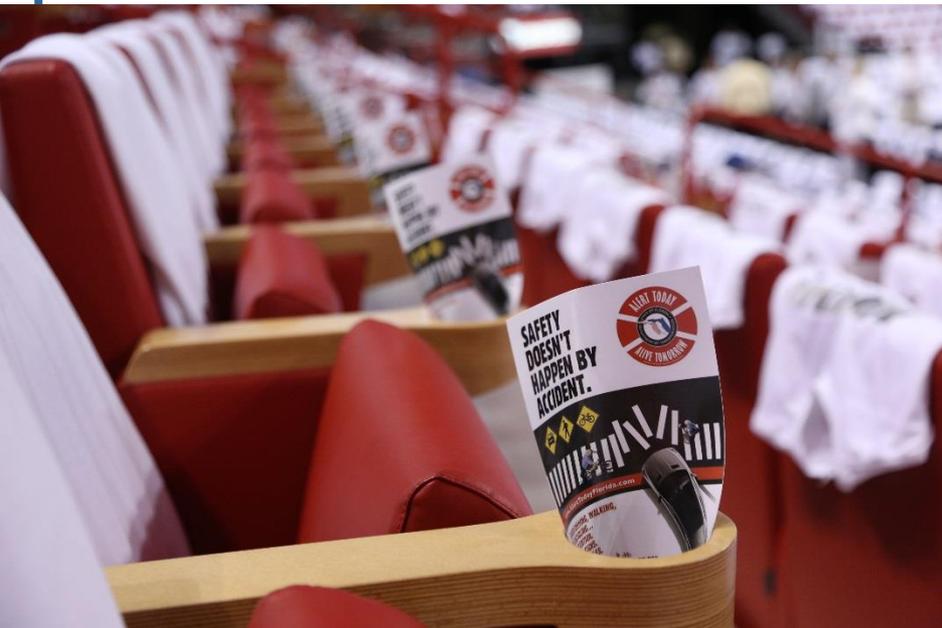


Making Positive Strides – D7



High Visibility
Enforcement
Communication
Engineering Treatments

Sports Marketing



American Airlines Arena – Miami Heat Playoffs



2014
es



HEAT	BOBCATS	CHARLOTTE	MIAMI
17	13	25	17
QUARTER 1	BONUS	F PTS	F PTS
5/11 18-20 5/10		25 Jefferson	6 Jensen
4 TEAM FOULS 1		13 Walker	40 Williams
		12 Neal	43 Vande
		40 Zeller	30 Cole



Personalizing the Message



SAFETY DOESN'T HAPPEN BY ACCIDENT.



www.AlertTodayFlorida.com

Funded by the Florida Department of Transportation

Scott Lagasse, Jr. - Racing with values, tradition, and results
Branding with Purpose!

Added Value



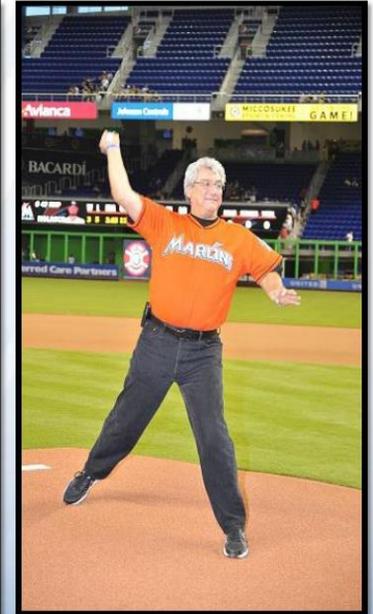
2014 Promotional Activities



◆ Pinellas & Miami



CEREMONIAL 1ST PITCH



Florida Department of Transportation District 6 Secretary, Gus Pego, had the opportunity to throw out a ceremonial first pitch prior to the May 29th and May 30th, Marlins vs. Rays "Citrus Series" home games on behalf of Florida Department of Transportation.



High Visibility Enforcement



Agencies across the state partnering with us to conduct High Visibility Enforcement to keep pedestrians and bicyclists safe include:

Florida Highway Patrol	Miami Dade PD	Tampa PD
Hillsborough County SO	Gainesville PD	Pasco SO
Panama City Beach PD	Bay County SO	Sunrise PD
Ft. Lauderdale PD	Broward County SO	Key West PD
Pinellas County SO	Largo PD	Pinellas Park PD
New Port Richey PD	St. Petersburg PD	Aventura PD
Temple Terrace PD	Clearwater PD	Coral Springs PD
Miami Beach PD	Hallandale PD	Juno Beach PD
Jacksonville SO	City of Miami PD	Coconut Creek PD
Orlando PD	Winter Park PD	Port Orange PD
Lee County SO		



Focusing Resources



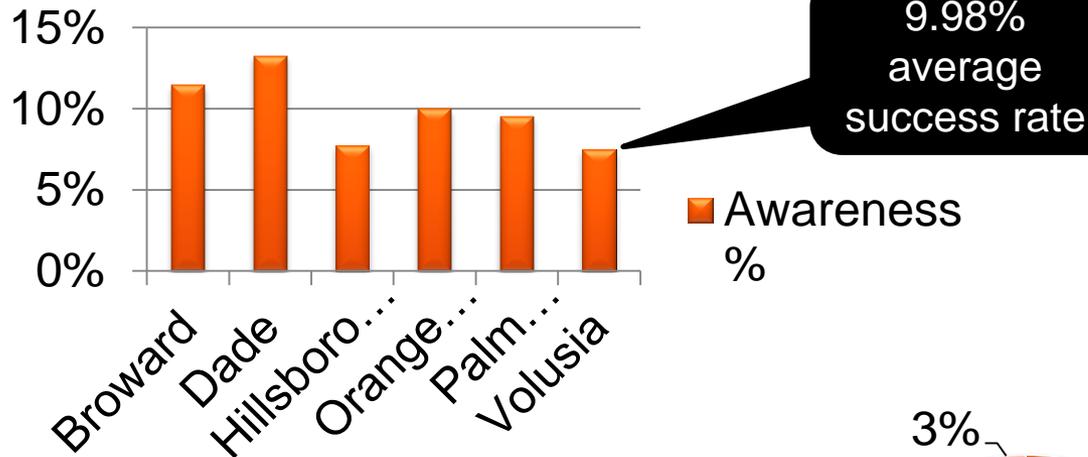
Communication/Education = 5% Improvement

Enforcement = 5% Improvement

Combined Communication/Education and
Enforcement = 25% Improvement

Alert Today-Alive Tomorrow Campaign – Preliminary Results

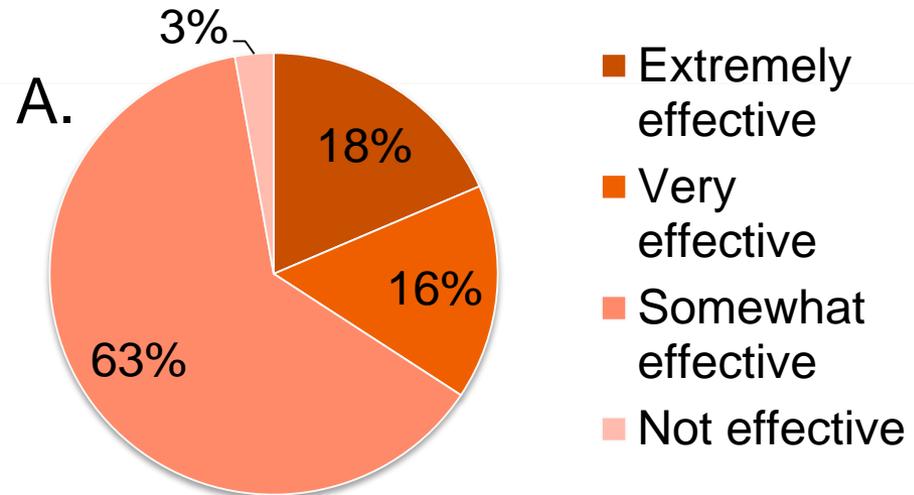
Awareness of Campaign



Q. When you saw the message were you aware that the campaign was for pedestrian safety?

A. 53.38 % of respondents said **YES**

Q. How effective has the campaign been in raising your awareness of pedestrian safety?



The Way It Was



Gulf Coast, 1948
Cyclists on bike path

March



The Way It Is



Our Main Goal?



- ◆ Towards Zero Deaths! One Fatality Is Too Many!



Florida Crash Statistics



Per the Department of Highway Safety and Motor Vehicles Traffic Crash Statistics Summary 2012 (Statewide Data)

Category	2010	2011	2012	Percent Change	3 Year Average
Pedestrian Crashes	7,290	7,039	8,258	17.32%	7,167
Pedestrians Killed	499	497	473	-4.83%	490
Pedestrians Injured	7,894	6,194	7,413	19.68%	7,167
Bicycle Crashes	4,925	5,013	6,425	28.17%	5,454
Bicycle Riders Killed	76	120	116	-3.33%	104
Bicycle Riders Injured	4,600	4,632	6,058	30.79%	5,096

**Note 2010 and 2011 are prior to the implementation of the Alert Today Alive Tomorrow Program. Program began roll out in August 2012.

What Makes This Team Work?



◆ Working together as a TEAM

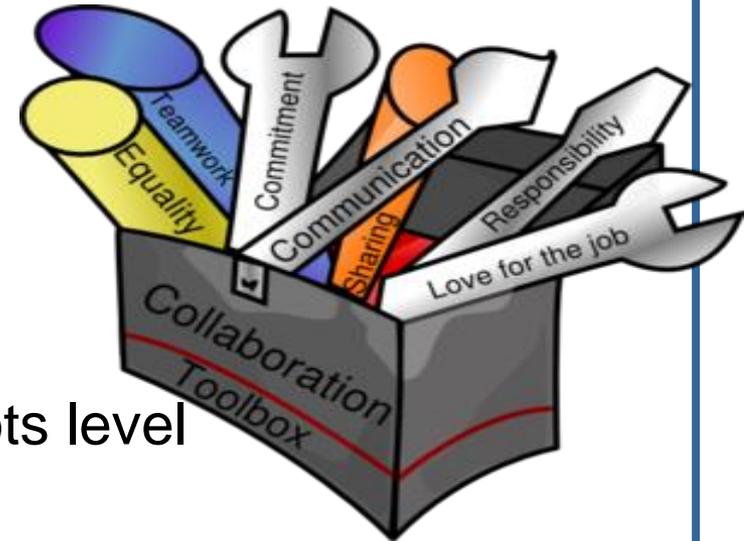
This coalition knows that **EVERYONE** is a Pedestrian! And **EVERYONE** should have a role in problem resolution!

◆ What's OUR role?

Communicating the message

Coordinating Activities at the grass roots level

Collaborating with Partners



We ARE making a difference...one pedestrian and one bicyclist at a time!

Questions

