



Florida FY 2015 Annual Report

FAIRTS

**DRIVING
DOWN
FATALITIES**

0

December 31, 2015

Table of Contents



2	Executive Summary
4	Introduction
6	Traffic Crash Data
7	Performance Measures
8	Fiscal Overview
9	Program Area Reports
10	Community Traffic Safety
15	Impaired Driving
19	Motorcycle Safety
23	Occupant Protection
28	Pedestrian & Bicycle Safety
31	Police Traffic Services
35	Speed Management
36	Traffic Records
40	Paid Media
45	Paid Media Survey Findings
48	Project Funding

Executive Summary



This Florida Department of Transportation Fiscal Year 2015 Highway Safety Plan Annual Report covers the time period from October 1, 2014 to September 30, 2015 and addresses the use of funding apportioned to the State from Title 23, United States Code, related to highway safety provisions administered by the National Highway Traffic Safety Administration (NHTSA).

Funding comes from the Section 402 State and Community Highway Safety grant program, the Section 405 National Priority Safety Funding grant program, and the Section 410 Alcohol-Impaired Driving Countermeasure

grant program. Funds received under these Sections of Title 23 supported projects in the following areas: alcohol and other drug countermeasures, occupant protection, pedestrian and bicycle safety, community traffic safety programs, police traffic services, roadway safety, traffic records, and motorcycle safety. This Annual Report reflects the activities undertaken by State and local entities working together to reduce traffic fatalities and serious injuries statewide.

The FY2015 Highway Safety Plan (HSP) identified \$27,236,084 in grant funded projects that were selected from traffic fatality and serious injury reduction strategies submitted by local and statewide entities and

organizations. Project selection was based upon the expected receipt of NHTSA funding that was projected to be received for FY2015. Unfortunately, due to a delay in the authorization of a new transportation safety act, funding allocations to the State were delayed which resulted in the reduction of total awarded projects to \$22,035,952.

Despite the funding delay and the subsequent reduction of planned FY2015 efforts, Florida was able to make progress in improving traffic safety as measured by several key indicators. Florida's FY2015 successes include an all-time high in seat belt use with an observed

rate of 89.4 percent, moving Florida closer to its 90 percent goal. A reduction from 465 to 460 in the number of Florida resident drivers ages 65 and over who were involved in fatal crashes was another important safety gain identified by the Department of Highway Safety and Motor Vehicles (DHSMV) (2014 Crash Facts). High visibility enforcement efforts during FY2015 yielded 1,060 impaired driving arrests and over 6,000 citations for speeding and/or safety belt violations, reinforcing the Florida law enforcement community's commitment to keeping roadway users safe.



Statewide media campaigns were conducted to educate Floridians about their responsibility to drive and ride sober, properly restrained or in protective gear and to watch out for each other and pedestrians and bicyclists. Campaigns were also undertaken to educate pedestrians and bicyclists about safe walking and riding practices. These efforts,

along with many other local and program-specific coalition initiatives, are helping to move Florida closer to achieving the goal of being a zero traffic fatality State.



Introduction



FLORIDA DEPARTMENT OF TRANSPORTATION

The Florida Department of Transportation (FDOT) is an executive agency that reports directly to the Governor. The primary statutory responsibility of FDOT is to coordinate the planning and development of a safe, viable, and balanced State transportation system. FDOT is also charged with assuring the compatibility of all transportation components, including multimodal facilities. Multimodal transportation systems combine two or more modes for the movement of people or goods. Florida's transportation system includes air, bus transit, bicycle and pedestrian facilities, rail, roadway, sea, and spaceports.

FDOT's mission includes the continual improvement of Florida's transportation systems. FDOT's State Safety Office contributes to this mission by improving the safety of Florida's roadways through federal highway safety grants; engineering and crash data; and programs to address bicycle and pedestrian safety, Safe Routes to Schools, crossing guard training, and employee health and safety.

FLORIDA'S 2012 STRATEGIC HIGHWAY SAFETY PLAN

Florida is committed to driving down fatalities and serious injuries on our streets and highways. The Departments of Education, Health, Highway Safety and Motor Vehicles, and Transportation, and the Florida Highway Patrol partnered with the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Administration (FHWA), dozens of traffic safety organizations, cities and counties, and businesses to develop

Florida's Strategic Highway Safety Plan (SHSP). The SHSP is a statewide, data-driven plan that addresses the "4 E's" of safety – engineering, education, enforcement, and emergency response – and serves as a roadmap to drive down fatal and serious injury crashes through 2017.

With more than 19 million residents and nearly 84 million annual visitors traveling on 121,000+ miles of roads, it is a challenge to ensure the safety of Florida's traveling public. The SHSP is an interagency plan to address the challenge by focusing on engineering, enforcement, education, and emergency response solutions.

Governor Rick Scott

The SHSP's signatory partners met in Tallahassee on November 5, 2012 to pledge support to the implementation of a five-year plan. Based upon proven countermeasures,

the SHSP employs data-driven and research-based strategies to reduce fatal and serious injury crashes. The goal of Florida's SHSP is to achieve at least a five percent annual reduction in the number of fatal and serious injury crashes, using five-year averages from 2006 to 2010 as a baseline.



SUBGRANT PROGRAMS

The FDOT State Safety Office funds subgrants that address the following traffic safety priority areas: Aging Road Users, Community Traffic Safety Outreach, Distracted Driving, Impaired Driving, Motorcycle Safety, Occupant Protection and Child Passenger Safety, Pedestrian and Bicycle Safety, Speed/Aggressive Driving, and Teen Driver Safety. Subgrants may be awarded to address traffic safety deficiencies, to expand ongoing activities or to develop new programs in the identified traffic safety priority areas.

Subgrants are awarded to State, county and municipal government agencies; Florida universities and colleges; school districts; law enforcement agencies; fire departments; public emergency services providers; and qualified non-profit organizations. This funding is "seed" money that is apportioned to states annually by NHTSA, according to a formula based upon state population and road miles.

It is expected that programs funded through these grants will become self-sufficient and continue when grant funding ends. To promote self-sufficiency, agencies

are expected to provide a local match when funding for personnel is included in second and third year projects. The local match is normally 25 percent and 50 percent, respectively, for second and third year projects.

Subgrants are administered and funded on a federal fiscal year basis (October 1 – September 30), however the start date is contingent upon allocation of federal grant dollars. The Florida State Safety Office awards subgrants on a yearly basis which are typically not funded for more than three consecutive years in a traffic safety priority area. Projects deemed as statewide activities by the FDOT State Safety Office may be funded for longer periods if funds are available.

Federal grant funds are also used to

mount paid media campaigns that convey critical traffic safety messages, to fund police traffic safety services and public safety official training, and to maintain and improve Florida's traffic records system which provides the data that traffic safety professionals use to identify and address the state's most pressing traffic safety issues.



Traffic Crash Data

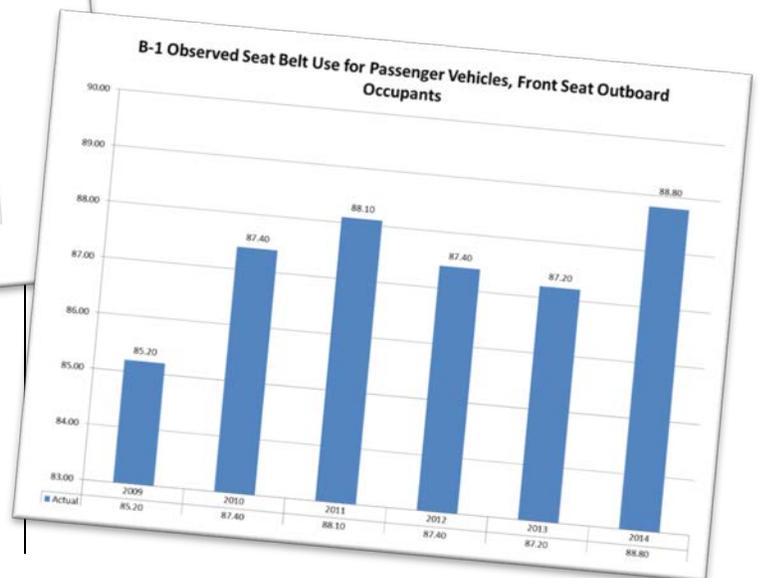
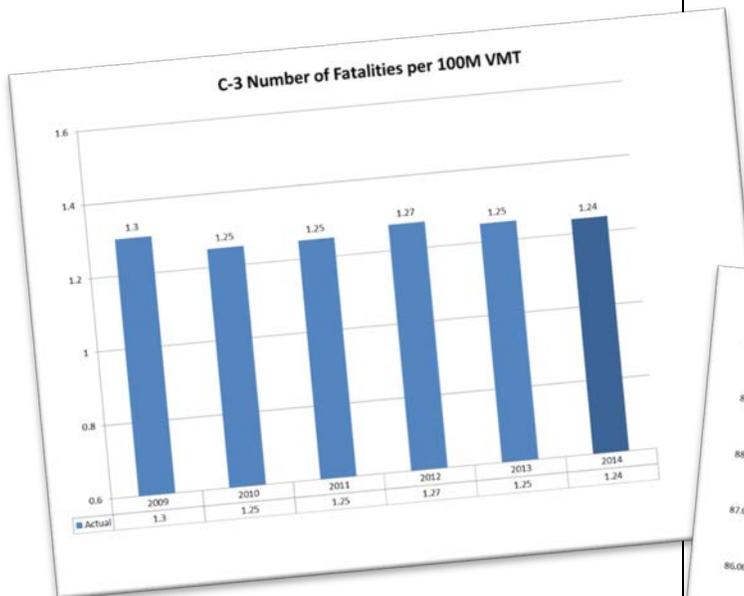


While traffic fatalities on Florida's roadways decreased from 2006 to 2013, the State experienced a 3.61 percent increase in 2014 with 2,494 fatalities as compared to 2,407 fatalities in 2013. Serious injuries significantly increased in 2014 from 12,930 to 18,287 (41.43 percent). Florida's Strategic Highway Safety Plan sets a goal of a 5 percent reduction in fatalities and serious injuries annually.

Safety belt use in Florida has increased in each of the last six years and continues to exceed the national rate of 87 percent (2014). In 2015, Florida's safety belt usage

rate was 89.4 percent, up slightly from the 2014 rate of 88.8 percent.

According to the Florida Legislature's Office of Economic and Demographic Research, from April 1, 2013 to April 1, 2014, the State's population increased by 124,653 residents to a total of 19,507,369. The rate of fatalities per 100 million vehicle miles traveled (VMT) was 1.24 in 2014, a 0.8 percent reduction compared to 2013 as identified by the Department of Highway Safety and Motor Vehicles (DHSMV) (2014 Crash Facts). This is the lowest rate ever recorded since DHSMV began tracking this data.



2015 Performance Measures



Activity Measures			2009	2010	2011	2012	2013	2014	2015
A-1	Number of Grant-Funded Safety Belt Citations ¹	Final	4,888	28,349	2,897	3,057	9,019	9,016	1,105
A-2	Number of Grant-Funded Impaired Driving Arrests ²	Final	2,373	2,129	3,015	3,132	4,003	2,133	1,060
A-3	Number of Grant-Funded Speeding Citations ¹	Final	14,597	17,217	16,573	16,571	17,725	21,148	5,737
Behavioral Measures			2009	2010	2011	2012	2013	2014	2015
B-1	Observed Safety Belt Use, Front Seat Outboard Occupants	Target				90.0%	90.0%	90.0%	90.0%
		Final	85.2%	87.4%	88.1%	87.4%	87.2%	88.8%	89.4%
Core Performance Measures			2009	2010	2011	2012	2013	2014	2015
C-1	Number of Traffic Fatalities ³	Target				2,431	2,309	2,194	2,084
		Final	2,560	2,444	2,400	2,431	2,407	2,494	
C-2	Number of Serious Injuries in Traffic Crashes ⁴	Target				18,358	17,440	16,568	15,740
		Final	22,743	21,501	19,365	18,358	12,930	18,287	
C-3	Number of Fatalities/100M VMT ³	Target				1.27	1.21	1.15	1.09
		Final	1.3	1.25	1.25	1.27	1.25		
C-4	Number of Unrestrained Occupant Fatalities – All Positions ³	Target				580	551	523	497
		Final	846	706	609	580	553	510	
C-5	Number of Fatalities Involving Driver/Motorcyclist with .08+ BAC ³	Target				709	674	640	608
		Final	777	678	694	709	676	685	
C-6	Number of Speeding-Related Fatalities ³	Target				366	348	330	314
		Final	536	457	298	366	344	245	
C-7	Number of Motorcyclist Fatalities ³	Target				492	467	444	422
		Final	413	396	464	492	485	478	
C-8	Number of Unhelmeted Motorcyclist Fatalities ³	Target				252	239	227	216
		Final	203	205	253	252	237	223	
C-9	Number of Drivers ≤ Age 20 Involved in Fatal Crashes ³	Target				300	285	271	257
		Final	363	331	295	300	263	268	
C-10	Number of Pedestrian Fatalities ³	Target				477	453	430	409
		Final	467	486	490	477	501	588	
C-11	Number of Bicyclist Fatalities ³	Target				124	118	112	106
		Final	107	83	126	124	133	139	
State Performance Measures			2009	2010	2011	2012	2013	2014	2015
F-1	Number of Florida Resident Drivers ≥ Age 65 Involved in Fatal Crashes ³	Target	NA	413	400	363	345	328	311
		Final	260	442	397	363	465	460	
F-2	Number of Grant-Funded DUI Checkpoints Conducted ¹	Target	136	300	325	350	450	428	406
		Final	211	502	517	88	95	102	45
F-3	Number of Grant-Funded Teen Driver Events Conducted ¹	Target	N/A	320	350	360	450	480	500
		Final	296	510	247	239	299	364	755

¹ Accurate data for grant-funded citations in past years are not available because, in most cases, law enforcement agencies reported all citations issued during the year, not just the totals for grant-funded activities.

² Data for the Activity Measures are based on the quarterly reports filed by subgrantees during the fiscal year while the other measures are based on calendar year data.

³ Fatality numbers come from the **Fatality Analysis Reporting System (FARS)** except for F-2, which comes from the Florida Department of Highway Safety and Motor Vehicles (DHSMV) annual report of crash statistics.

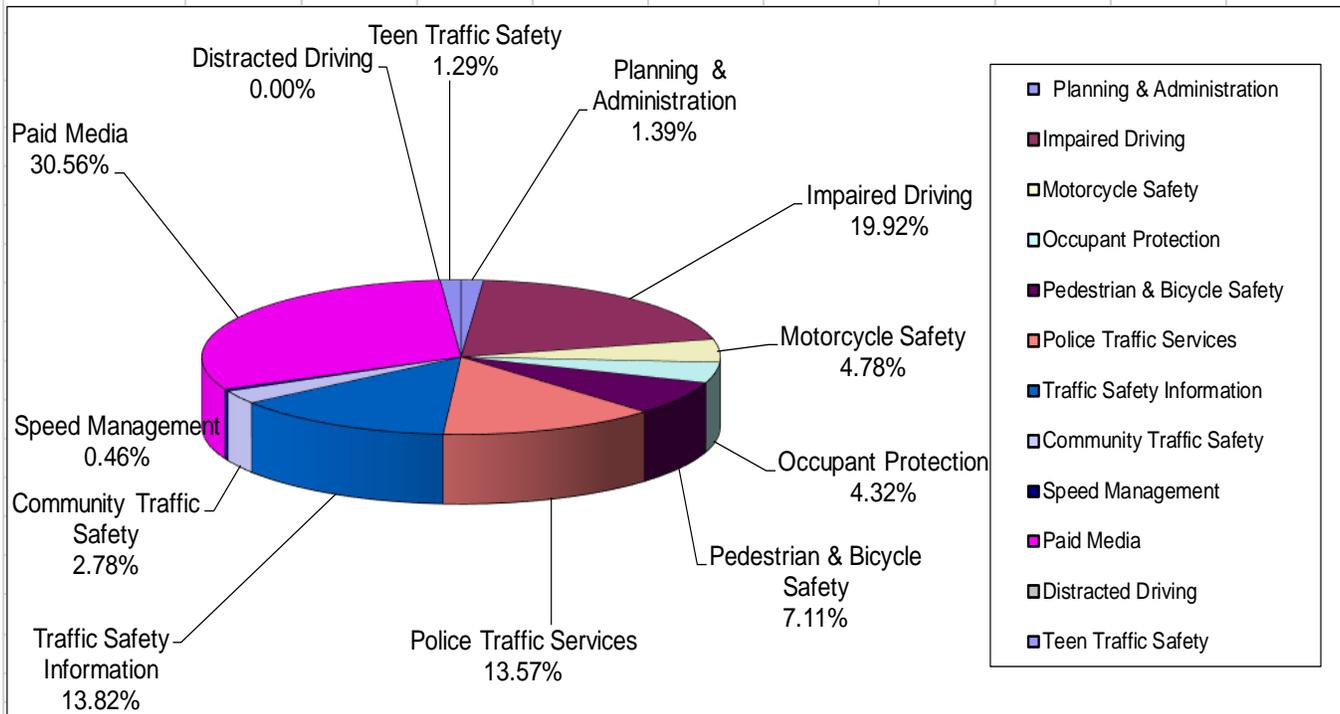
⁴ Serious injuries are those injuries listed as 'Incapacitating Injuries' by the DHSMV in its annual report of crash statistics.

Fiscal Overview



FY 2015 Expenditures

NHTSA Program Area	402	405 OP	410	2010	405 (b)	405 (c)	405 (d)	405 (f)	Grand Total	% of Total
	Traffic Safety	Occupant Protection	Alcohol	Motorcycle	Occupant Protection	Traffic Data	Impaired Driving	Motorcycle Safety		
Planning & Administration	\$276,119.23								\$276,119.23	1.39%
Impaired Driving	\$454,461.45		\$960,556.15				\$2,541,877.92		\$3,956,895.52	19.92%
Motorcycle Safety	\$918,590.39			\$31,489.02					\$950,079.41	4.78%
Occupant Protection	\$859,235.22								\$859,235.22	4.32%
Pedestrian & Bicycle Safety	\$1,413,101.42								\$1,413,101.42	7.11%
Police Traffic Services	\$2,697,039.47								\$2,697,039.47	13.57%
Traffic Safety Information	\$745,878.04					\$1,999,700.17			\$2,745,578.21	13.82%
Community Traffic Safety	\$551,881.90								\$551,881.90	2.78%
Speed Management	\$90,730.34								\$90,730.34	0.46%
Paid Media	\$198,825.00	\$127,623.60	\$1,132,582.21		\$2,188,942.86		\$2,269,040.74	\$155,241.56	\$6,072,255.97	30.56%
Distracted Driving	\$0.00								\$0.00	0.00%
Teen Traffic Safety	\$255,505.99								\$255,505.99	1.29%
Grand Total	\$8,461,368.45	\$127,623.60	\$2,093,138.36		\$2,188,942.86	\$1,999,700.17	\$4,810,918.66	\$155,241.56	\$19,868,422.68	100.00%



Program Area Reports



Community Traffic Safety



Due to the delayed release of NHTSA funding, the projects under the Community Traffic Safety Teams (CTST) program were not awarded as planned. However, some Florida Department of Transportation (FDOT) Districts were able to leverage limited State funds to support CTST efforts in 2015.

COMMUNITY SUPPORT & OUTREACH

The Florida Department of Transportation contracted with the Center for Urban Transportation Research (CUTR) to order and distribute 5,000 *Move It* tip cards which remind motorists involved in minor crashes to move their vehicles out of traffic to a place of safety such as a Florida rest area or Turnpike Service Plaza.

These tip cards were produced to help reduce the incidence of secondary crashes by educating motorists about Florida's Move It Law.

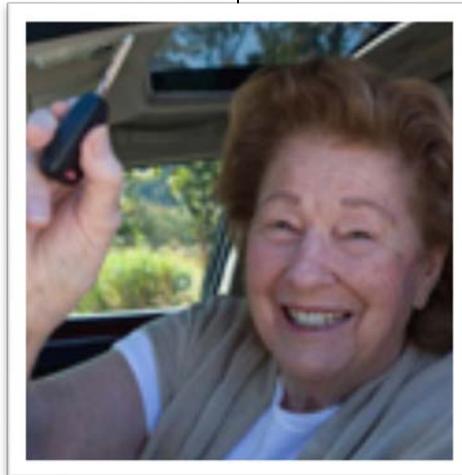
CUTR also ordered 5,000 copies of the *2015 Quick Reference Guide for Florida Traffic Laws* to law enforcement agencies conducting traffic enforcement throughout the state of Florida.

This subgrant also funded FDOT's *Drive Sober or Get Pulled Over* campaign held in conjunction with two Tampa Bay Rays baseball games in June in St. Petersburg. Each event attracted over 15,000 attendees where

public information and education items were distributed.

CUTR also facilitated a subcontract with the Governors Highway Safety Association (GHSA) to assist FDOT in updating and designing Florida's 2016 Highway Safety Plan.

FLORIDA'S OLDER DRIVER PROGRAM



Florida's Older Driver Program is administered by the Florida Department of Transportation's State Safety Office. There were five older driver subgrants awarded in FY2015 using Section 402 grant program funding.

According to NHTSA's 2013 Older Driver Traffic Safety Facts data, 17 percent of all traffic fatalities in the U.S. involved people 65 years of age and older. There were 5,671 older people killed in crashes in 2013. Older drivers made up 17 percent of all licensed drivers in 2013, compared with 15 percent in 2004. From 2004 to 2013, older male driver fatalities declined by 3 percent compared with a 20 percent decrease in older female driver fatalities. The population of people 65 years of age and older increased by 23 percent from 2004 through 2013. However, driver fatalities in crashes involving older drivers declined by 9 percent during this same time period.

Florida continues to lead the nation in the percentage of its population being 65 years of age or older (18 percent). Twenty-seven percent of Florida's licensed drivers are 65 years of age or older. In 2013, Florida's older drivers were underrepresented in the percentage of all crashes (10.7 percent) and injury crashes (11.6 percent); however, they were involved in 18.6 percent of all fatal crash events.

Older drivers will continue to be a focus for safety interventions as Florida's Aging Road User Strategic Safety Plan documents a steady increase from 2006 through 2010 in the percentage of Florida licensed drivers who are 50 through 85 plus years of age.

FLORIDA'S CAR FIT PROGRAM

CarFit is a national education program created by the American Society on Aging in collaboration with AAA, AARP, and the American

Occupational Therapy Association. CarFit offers older adults the opportunity to assess how well their personal vehicles fit them as well as receive information about community-specific resources and activities to help make their vehicles fit better, enhance their safety as drivers, and/or increase their mobility. The program, which was modified to address Florida's older road users, utilizes a team of trained event coordinators and health professionals who work with participants in their local community to conduct events to enhance the safety of Florida's driver population who are 65 and older.

Twenty-one CarFit events were held during FY2015, as well as six event coordinator trainings. Each FDOT District conducted at least one event, and 19 counties held one or more CarFit events.

On April 8 and 9, 2015, a major training event was held in conjunction with the University of West Florida's Center on Aging's Safety Week. This event coincided with the 50,000 national CarFit driver assessment. The event drew 24 trainees from the Florida Panhandle and States as far away as New Mexico and the District of Columbia. Representatives from two of the national parent organizations, AARP and AAA, were

present for the occasion at which 36 drivers were assessed. Additionally, Florida Governor Scott marked the occasion with a proclamation recognizing the 50,000 CarFit Check Celebration.



FLORIDA'S COMPREHENSIVE OLDER DRIVER PROGRAM & AGING ROAD USER COALITION

Florida's Aging Road User Strategic Safety Plan was developed, printed, and distributed in 2011. In FY2015, the Strategic Highway Safety Plan Aging Road Users Emphasis Area team leaders continued working with their members to implement key plan strategies and tactics with a goal of reducing fatal crashes and injuries involving older drivers. Despite this effort, Florida's fatal crashes involving drivers 65 years of age and older increased 13 percent from 438 in 2012 to 495 in 2013. Driver fatalities for the same age group also jumped by 16 percent from 224 in 2012 to 260 in 2013.

The Coalition's major accomplishment in 2015 included hiring a statewide Community Champion Coordinator to train 10 champions in Florida's rural and urban counties who will identify local individuals in 10 high-priority counties who can act as community liaisons, facilitate the distribution of safety information to those communities through the liaisons, and solicit community feedback to provide to the Coalition. The Coalition also aired an older driver-focused safety message in 41 of Florida's 67 counties (Alachua, Baker, Bay, Brevard, Broward, Charlotte, Collier, Columbia, DeSoto, Dixie, Duval, Escambia, Flagler, Franklin, Hardee, Hernando, Highlands, Hillsborough, Indian River, Jackson, Lake, Lee, Leon, Levy, Martin, Madison, Manatee, Marion, Miami-Dade, Monroe, Okaloosa, Okeechobee, Orange, Palm Beach, Polk, Putnam, Sarasota, St. Johns, St. Lucie, Volusia, Walton).

The Coalition received positive feedback from individuals who attended the 15 outreach events it sponsored around the State. A total of 341 older drivers attended these events and the Coalition distributed several different resources to Florida's aging road users and other interested stakeholders. The Resource Center distributed 2,858 copies of *Florida's Guide for Aging Drivers*, including 302 in Spanish, 643 *Aging in Place* checklists, and 110 *Family and Caregiver* brochures.

A comparison of Google Analytics reports for the Coalition's website,



www.Flsams.org, show a 39 percent increase in total sessions between 2013 and 2014. There was a slight decrease in the number of return visitors but an increase in the number of new visitors, suggesting that outreach efforts to new audiences and stakeholders are working. The Coalition also has 425 Twitter followers, 204 Facebook Likes, 796 subscribers to its ListServ, and 1,132 stakeholders in its database. The overall trend has been a continual and visible growth of traffic to the one-stop transportation safety and mobility resource for Florida's older drivers.

ELDER ROAD USER INFORMATION SYSTEM

In 2015, the *Find A Ride* database was updated to meet the goals of sustainability of service, clarity, and increased knowledge and use of alternative transportation services. This database supports Florida's Comprehensive Older Driver Program and mobility management across the State. Its primary focus is to offer safe transportation alternatives to Florida citizens when driving is no longer a safe option.

A special analysis of Alachua County was completed in collaboration with FDOT and the University of Florida's Institute for Mobility, Activity, and Participation as it represents one of the priority counties identified by the Safe Mobility for Life

Coalition in accordance with the Aging Road User Strategic Plan. A GIS-based methodology calculated a transportation supply index that takes into account three mobility options: public transportation, on-demand transportation services, and/or special transportation services.

The GIS results revealed geographic areas where transportation disadvantaged individuals are not adequately served by alternative transportation options. The outcomes are beneficial because the visual maps are conducive to making decisions that foster equitable provisions of transportation for policy makers.

Website revisions were also completed in FY2015 to improve layout and search functions. Additionally, efforts were undertaken to market the Elder Road User Information System resources to older drivers through service providers and other interested parties.

BROWARD & LEE COUNTY SHERIFF'S OFFICES

Both the Broward and Lee County Sheriffs' Offices were awarded subgrants to conduct local older driver programs in FY2015. Between the two agencies, 34 CarFit events were conducted at which 370 drivers ages 65 years of age and older were educated, Additionally, 267 CarFit public service announcements were aired to educate the older residents of Broward and Lee Counties.



STATEWIDE TEEN TRAFFIC SAFETY PROGRAM

Through the hard work of the FDOT Safety Office's public and private partners, Florida is leading the way in reducing teen driver-related traffic crashes, injuries, and fatalities by developing innovative programs that target young drivers. These programs focus on helping teens recognize their increased crash risk and take action to protect themselves whether behind the wheel or in the passenger seat.

FLORIDA STUDENT TRAFFIC SAFETY PROGRAM

Tallahassee College was awarded a subgrant to support the Florida Students Against Destructive Decisions (SADD) program. Through this subgrant, support was provided to 153 registered Florida SADD chapters at elementary, middle, and high school campuses throughout Florida. The SADD State Coordinator conducted 43 outreach events at 22 schools, providing training and educational activities to approximately 26,000 youth statewide.

Peer-to-peer education is a proven countermeasure for reaching and influencing teens about safe driving practices. Parents continue to be the number one influencer of teens, but peer-to-peer education is key. SADD chapters provide students opportunities to support and educate each other about making positive choices, as well as access to adults who can guide them, and tools that aid in their success.

During the 2015 grant year, a Florida SADD student was selected to serve on the SADD

National Student Advisory Board, and an advisor placed third in the SADD National Advisor of the Year competition. The Allstate Foundation also selected two Florida schools to attend a special training at the SADD National Conference in Nashville, TN and to host a parent education program in their communities. Florida SADD advisors and teens conducted hundreds of traffic safety programs in their communities, and are tremendous mentors and role models for youth across Florida.

STATEWIDE TEEN DRIVE WITH COURTESY ATTENTION RESPONSIBILITY and EXPERIENCE (CARE)

The Florida Department of Highway Safety and Motor Vehicles was awarded a subgrant to continue the Statewide Teen Drive with Courtesy Attention Responsibility and Experience (CARE) project. This multicultural, interactive outreach project educates teens about Florida's driving laws, licensing restrictions, and the importance of developing safe driving skills and behaviors. The Drive with CARE program also includes a parent component to educate parents about the critical role they play in teaching and coaching their novice driver and their responsibility to enforce

traffic safety laws with their teen. In FY2015, 296 presentations and outreach events were conducted, reaching approximately 13,000 students and adults across Florida.

TEENS REACHING TEENS

FL SPARK, a component of the Florida Teen Safe Driving Coalition, was awarded a subgrant for the continuation of Florida's Teen Leadership Academy. With a goal of cultivating future traffic safety leaders and proponents from within the teen community and teen peer advocacy groups in Florida, teens were educated about the proven provisions and benefits of the State's Graduated Driver License (GDL) law, the importance of safety belt use, the hazards of distracted driving and texting, and how to educate their peers and community leaders about these issues. Florida's Leadership Academy has been recognized by the National Safety Council and the Governors Highway Safety Association as a model for other states. The Leadership Academy is a positive example of a collaborative effort between public and private sector traffic safety organizations that are committed to a single goal of saving lives.



Impaired Driving



In FY2015, the Florida Department of Transportation's Safety Office awarded and administered 34 impaired driving subgrants using three sources of funding. Four subgrants were awarded using Section 402 program funds, one and a half using Section 410 program funds, and 28 ½ using Section 405 (d) program funds.

FARS data for 2014 confirms that 685 persons lost their lives in traffic crashes on Florida roadways where at least one driver had a BAC of 0.08 or greater, a 1.6 percent increase over the previous year. Impaired driving or riding-related deaths comprised 27.5 percent of all Florida fatalities in 2014.



Statewide grant-funded impaired driving enforcement activities included 45 driving under the influence (DUI) checkpoints resulting in 74 DUI arrests and 641 saturation patrols yielding 986 DUI arrests. Additionally, roving patrols conducted by the Florida Highway Patrol resulted in the arrest of 72 impaired drivers. In addition to on-the-road enforcement activities, impaired driving subgrants funded DUI enforcement and detection training for 1,012 Florida law enforcement officials.

THE FLORIDA PUBLIC SAFETY INSTITUTE

The Florida Public Safety Institute (FPSI) provides specialized training courses in impaired driving countermeasures and detection techniques for law enforcement,

prosecutors, civilian employees of law enforcement agencies, and other Florida traffic safety professionals.

FPSI conducted multiple DUI training courses across the state during FY2015. A total of 765 students successfully completed the course requirements. All students completed a post-instruction evaluation which measured the quality and effectiveness of the instruction. Ninety-nine percent of participants who completed the survey gave the training high marks. They also completed an evaluation 60 days after the end of the course to assess the current usage and impact of the training. Of those completing the survey, 96 percent indicated they had applied the training and found it beneficial.

INSTITUTE FOR POLICE TECHNOLOGY & MANAGEMENT

Grant funds were awarded to the Institute of Police Technology and Management (IPTM) to implement Florida's Drug Recognition Expert (DRE) program. At the beginning of FY2014, Florida had 214 certified DREs, but due to reassignments, retirements, and other mitigating factors, that number fell to 197. To address the decline, the Florida Safety Office provided funding to recruit and maintain the DRE cadre throughout the State. At the end of FY2015, Florida had successfully certified 23 new DREs, bringing the total to 220, a nearly 3 percent increase.

FLORIDA IMPAIRED DRIVING COALITION

In May 2015, the Florida State Safety Office partnered with NHTSA to conduct an Impaired Driving Assessment. The Florida Impaired Driving Coalition, composed of public, non-profit, and private sector entities working to address the State's impaired driving problem, reviewed the report generated as a result of that assessment and subsequently updated its Action Plan to address challenges and opportunities identified by the Assessment Team. It is important to note, that while Florida continues to have work to do to ensure impaired drivers are detected and removed from the State's roadways and that DUI offenses are properly adjudicated, the report also lauded the progress that has been made since the last assessment was conducted in 2008.

DUI CHECKPOINTS & SATURATION PATROLS

Nineteen Section 405(d) subgrants were awarded to law enforcement agencies to address alcohol-related crashes within their communities and statewide. This funding was specifically allocated to fund personnel overtime for DUI checkpoints and saturation patrols and the purchase of breath test instruments and DUI enforcement vehicles to aid in their enforcement efforts.



LOCAL LAW ENFORCEMENT AGENCY SUCCESS

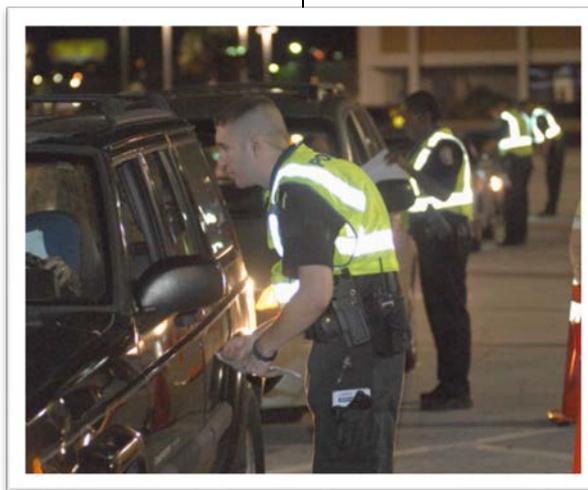
Law enforcement agencies also saw their share of success in FY2015, as demonstrated by the Miami-Dade and Palm Springs Police Departments and

Hillsborough County Sheriff's Office (HCSO). The Miami Dade Police Department (MDPD) experienced significant success in its first year of funding. MDPD arrested 458 impaired drivers during 53 saturation patrols and another 12 impaired drivers during 3 DUI checkpoints. The Department continues to utilize Intoxilyzer-equipped vehicles to allow for faster processing which puts the officer back in service sooner allowing for the apprehension of other impaired drivers.

The Palm Springs Police Department, which covers just 1.7 square miles, arrested 60 impaired drivers in

their first year of subgrant funding. Utilizing an Intoxilyzer-equipped vehicle, officers aggressively patrolled the community to ensure the safety of all roadway users. The HCSO recorded 150 DUI arrests during 29 saturation patrols. HCSO also conducted 1,298 compliance

checks at local bars to discourage the sale of alcohol to minors and continued to educate high school students about the dangers of driving impaired.



DUI COURT

Florida remained focused on eradicating the number of repeat DUI offenders in Volusia County by continuing funding for that county's DUI Court. This program consists of on-going judicial supervision, intensive supervision, treatment, alcohol screenings, and community involvement that includes possible employment of offenders. The program is not a diversion program since participants still face criminal charges, but the DUI Court offers an additional support mechanism for offenders who struggle with alcohol abuse.

TRAFFIC SAFETY RESOURCE PROSECUTOR PROGRAM

Tallahassee Community College was awarded a subgrant to continue funding the Traffic Safety Resource Prosecutors (TSRPs) and their work with law enforcement agencies and prosecutors to address the complex issues associated with the prosecution and adjudication of motorists arrested for DUI. The TSRP program trains prosecutors and law enforcement officers as well as provides technical support to prosecutors. The two TSRPs provided training to Florida DUI prosecutors in the legal, scientific, and tactical aspects of DUI prosecution including vehicular manslaughter. In addition to classes aimed at prosecutors, the TSRPs also provided lectures at seminars throughout the State for assistant state attorneys and served on the Florida Impaired Driving Coalition.

As often as possible, TSRPs taught alcohol and drug-impaired classes for law

enforcement relating to prosecution and adjudication and participated in ride-alongs and DUI checkpoints throughout the State. The TSRPs trained 183 prosecutors and 70 law enforcement officers during the 2015 grant cycle. They also attended many summits, meetings, workshops, and trials during the fiscal year.

STATEWIDE DUI PROSECUTION SUPPORT

Tallahassee Community College was awarded a subgrant to continue funding a Statewide DUI Prosecution Support program to assist the Florida Department of Law Enforcement with complex DUI cases involving offender breath testing. In FY2015, the representative of the Statewide DUI Prosecution Support program assisted Florida Assistant State Attorneys with 132 cases and attended 52 court hearings, depositions, and trials to

ensure that DUI cases were not dismissed, pled down, or postponed due to lack of expert prosecution assistance associated with the Intoxilyzer 8000 breath testing instrument.



DUI PROSECUTORS

The Sixth and Eleventh Judicial Circuits received grant funding to employ three DUI Prosecutors. Based in Miami-Dade and Pasco Counties, these circuits have made significant progress in garnering impaired driving convictions based upon decreases in motions to dismiss, challenges to evidentiary issues, and reclassification of DUI charges to reckless

driving. This has been accomplished by having experienced prosecutors aggressively counter defense tactics often used by offenders' legal representatives.

MOTHERS AGAINST DRUNK DRIVING

The non-profit organization Mothers Against Drunk Driving (MADD) received funding to continue statewide projects focused on impaired driving and underage drinking prevention, training courtroom monitors and law enforcement officers on the impact of impaired driving, and expanding victim impact panels. MADD, through a network of volunteers and professionals, partners with community members, criminal justice agencies, and the judicial branch of government with a goal of



eradicating impaired driving from the State's roadways through education, grassroots public outreach, and advocacy.

THE MEGAN NAPIER FOUNDATION

The Meagan Napier Foundation conducted school-based outreach and educational presentations on the dangers of impaired driving across Florida. The Foundation honors Meagan Napier and Lisa Dickson, victims of a 2002 impaired driving crash. Meagan's mother Renee, and Eric Smallridge, the impaired driver involved in the crash that killed her daughter, delivered a powerful

message about the risks, consequences, and alternatives to driving while impaired during 30 presentations that reached 7,557 teenagers throughout Florida.

Motorcycle Safety



The Motorcycle Safety Program is administered by the Florida Department of Transportation's State Safety Office. Eight motorcycle safety subgrants were awarded to various motorcycle safety stakeholders in FY2015 using Section 402 and 403 grant program funds.

For nearly ten years before the establishment of the Florida Motorcycle Safety Coalition, Florida experienced significant increases in Motorcycle registrations, endorsements, crashes, fatalities, and injuries. In 2007 and 2008, there was a slight reduction in motorcyclist fatalities (less than 2 percent). Since the inception of the Motorcycle Safety Coalition in 2009, motorcycle crashes and fatalities decreased an average of 17 percent between 2008 and 2012. Motorcycle fatalities increased in 2013, but declined again in 2014 from 489 to 459, a 6 percent drop.

FLORIDA'S COMPREHENSIVE MOTORCYCLE SAFETY PROGRAM

Motorcycle crashes are a serious concern because of the health, economic, and safety issues posed by riders' inherent vulnerabilities. They are complex events that require comprehensive safety campaigns and strategies to address the contributing factors. Efforts to prevent these crashes are guided by Florida's Motorcycle Safety Strategic Plan (MSSP) which outlines the extent of the State's problem, establishes achievable

performance indicators, and identifies proven countermeasures for reducing motorcycle-involved crashes, deaths, and injuries. The University of South Florida Center for Urban Transportation and Research (CUTR) is responsible for the implementation of Florida's MSSP and the support functions of the State's Motorcycle Safety Coalition.

As follow-up to the motorcycle safety program technical assessment completed in May 2014, four Motorcycle Coalition meetings were held during the 2015 grant cycle

(November 2014, January 2015, May 2015, and August 2015). At these meetings, the MSSP business plan was updated based upon assessment findings and meeting discussions. CUTR assisted the Coalition in effectively implementing eight

strategies/action steps identified in the MSSP Business Plan that included coordinating and attending many outreach events promoting motorcycle safety across Florida (e.g., Biketoberfest, Bikeweek, Leesburg, annual Hog Rally).

PROGRAM EVALUATION & DATA COLLECTION

CUTR is responsible for conducting motorcycle-related surveys, data collection, and analysis for the FDOT State Safety Office. Under the subgrant, two comprehensive surveys – FDOT Motorcyclists and FDOT Florida Rider Training Program



(FRTP) – were undertaken to measure the effectiveness of Florida’s motorcycle safety program.

The online survey tool Qualtrics was selected as the new platform for conducting Florida’s online motorcycle survey projects due to its mobile-friendly interface. The software facilitates online data collection and analysis, market research, customer satisfaction and loyalty polling, product and concept testing, employee evaluations, and the solicitation of website feedback.

The Florida Motorcyclist Survey was completed in the fourth quarter of FY2015. According to the survey findings, 61.6 percent of respondents have been

riding for more than 10 years, while approximately 3 percent report riding for less than one year. More than three-quarters of respondents (77.3 percent) own a motorcycle and ride regularly and 11.7 percent own a motorcycle but do not ride on a regular basis. More than half (55.9 percent) of survey respondents reported riding less than 5,000 miles during the past 12-months, while two out of three respondents (64.3 percent) ride a motorcycle more than once a week and 30.8 percent ride almost every day. Sixteen percent of respondents (517) said they did not ride actively in the past year because they are “busy (work, family, etc.),” “do not own a motorcycle” or due to “health (injury, age, surgery, etc.)” reasons. Most survey respondents (66.7 percent) cited

“recreation” as their primary purpose for riding while almost a quarter (23.3 percent) said their primary purpose is for commuting.

According to the survey, 63.6 percent of respondents attended the Daytona Bike Week event in 2015, which is the largest annual bike event in the state. The second most attended major bike event is Biketoberfest (49.7 percent), which also is held annually in Daytona Beach. Volusia County, where

Daytona Beach is located, is a hotspot for motorcycle crashes in Florida. Many respondents attended Leesburg Bike Fest (39.3 percent),

an event that has been growing over the past few years. The Florida Motorcycle Safety Coalition representatives attended these three major bike events to promote motorcycle safety and increase motorist awareness.

A Florida Rider Training Program (FRTP) survey was completed in the fourth quarter of FY2015. Twelve FRTP schools with facilities in several cities agreed to administer the survey to students attending rider training courses from August through September 5.

Overall, Basic Rider Course (BRC) graduates have a positive opinion of the course content and motorcycle riding instruction. Nearly every respondent (98.8



percent) rated the course as “excellent” or “good.” Approximately 65 percent of survey respondents indicated that they took the BRC because they are new riders and want a motorcycle endorsement. However, a majority of respondents (66.3 percent) also reported having some riding experience prior to completing the training.

MOTORCYCLE OBSERVATIONAL SURVEY

The Observational Survey of Motorcyclist Behaviors was awarded to CUTR in March 2015. The research team used 2014 crash data from the Florida Department of Transportation (FDOT) Crash Analysis Reporting System (CARS) to estimate the proportion of unendorsed motorcyclists in the State. While one key finding confirmed that fewer riders are obtaining a motorcycle endorsement, a preliminary analysis of the data revealed fewer motorcycle fatalities in 2014 (478) as compared to 2013 (485).

In May and June 2015, an observational survey to measure the use of Personal Protective Equipment (PPE) was conducted in twelve Florida counties, including the ten with the greatest number of motorcycle fatalities in 2014. One-hour field observations were conducted at 540 sites and at least one motorcycle was observed at 99 percent of these sites. A total of 7,938 motorcycle operators and 1,165 passengers were observed along with the following types of motorcycles: cruisers (33.7 percent), touring (26.2 percent), sport bikes (15.7 percent), standard (3.6 percent), trike (3.4 percent), custom (1.8 percent), and on/off road (1.3 percent).

The survey team collected the following motorcyclist information: helmet use, gender,

motorcycle type, use of other personal protection equipment (PPE) (e.g., jackets, long pants, shoes, gloves, eye protection, black helmets, operator and passenger high-visibility gear). The survey found that 44 percent of Florida motorcyclists wear a DOT-compliant helmet. Among helmeted motorcyclists, open-face helmets were observed more often than full-face helmets. No helmet was worn by 33.5 percent of observed motorcyclists, while 16.5 percent wore some sort of decorative headgear such as a bandana, hat, or other head covering. Less than one percent (0.4 percent) of riders were carrying a helmet and not wearing it, which is allowable by Florida law if the rider is 21 or over and has at least \$10,000 in medical insurance.

Usage of other PPE observed in the survey included motorcyclists wearing armor (1 percent), vests (5.8 percent), closed toe shoes (93.6 percent), long pants (69.6 percent), gloves (21 percent), jackets (7 percent), and eye protection (98.2 percent).

MOTORCYCLE EDUCATION & INJURY PREVENTION

During the 2015 grant cycle, the Survive the Ride: Motorcycle Education and Injury Prevention Program in Trauma Centers continued to train and educate pre-hospital (EMS) staff. This year, 449 pre-hospital staff were trained throughout the State of Florida,

increasing the number of persons trained in this critical protocol to 2,181 since the program’s inception in 2010.

Survive the Ride staff worked with the Gordon Center at the University of Miami to finalize the online format of the pre-hospital training. Available to pre-



hospital staff throughout the State, the program is an interactive online training course that includes pre- and post-surveys as well as an updated presentation and opportunities for program feedback. Program participants earn two continuing education credits and a certificate for successfully completing the course. The patient and EMS/paramedic education modules have been updated with the most recent crash data obtained via Motorcycle Safety Coalition meetings, the 2013 FDOT Florida Crash Report, and the 2013 Florida Crash Facts sheet.

Another facet of this program addresses patients who have been involved in motorcycle crashes. Since June 2011, 149 crash-involved patients have received training at the Ryder Trauma Center on ways they can ride more safely. During the 2015 grant year, 38 motorcycle and scooter crash patients were consented, surveyed, and educated. Of those patients who provided valid contact information, 10 participated in a follow-up call. Program staff prospectively analyzed all patients surveyed and retrospectively analyzed 3,666 patients.

SAFE MOTORCYCLE & RIDER TECHNIQUES COURSE

Funding was awarded to the Osceola Sheriff's Office for an innovative motorcycle training course that was offered by deputies to riders in Osceola County. Offered monthly at no charge to riders, the Safe Motorcycle and Rider Techniques (SMART) course consisted of training skills addressed in the Basic Police Motorcycle Operators course. The training focuses on improving the riding skills of average riders to help them avoid crashes.

The SMART course started in April 2015. Seven were conducted during the grant period at which 137 student riders were successfully trained.

BROWARD COUNTY MOTORCYCLE SAFETY ENFORCEMENT PROGRAM

Funds were awarded to the Broward County Sheriff's Office for additional enforcement efforts to deter aggressive and stunt-riding motorcyclists. The Sheriff's Office conducted 11 high visibility enforcement operations that resulted in two arrests and the issuance of 300 citations, including 211 for speeding.

PREVENTING STREET RACING THROUGH LEGAL ALTERNATIVES

A subgrant was awarded to the Florida State University (FSU) Police Department for a pilot project to educate sport bike riders about the dangers of illegal street racing. The training is offered to riders on a racetrack in a controlled environment at amateur-level sanctioned motorsports events, with the goal to decrease the number of motorcyclists stunt-riding and racing on Florida roadways.

Since this was the first year the training was offered, a significant amount of time was spent testing theories and identifying which strategies were effective in connecting with and spreading the safety message to the sport bike community. FSU participated in many events with their Motorsports Team including co-sponsored track-day events that have become the main focus of the program. FSU received positive feedback regarding the track-day program, with 14 riders graduating in FY2015. Several riders stated that they are no longer street racing or stunting on public roadways due to the training they received and are encouraging other sport bike enthusiasts to contact FSU about future sponsorship opportunities. This program has the potential to enhance the safety of sport

bike riders and all roadway users across the State.



Occupant Protection

The Occupant Protection Program is administered by the Florida Department of Transportation's State Safety Office (FDOT). In FY2015, FDOT awarded five Occupant Protection subgrants using Section 402 and 405 (b) program funds.

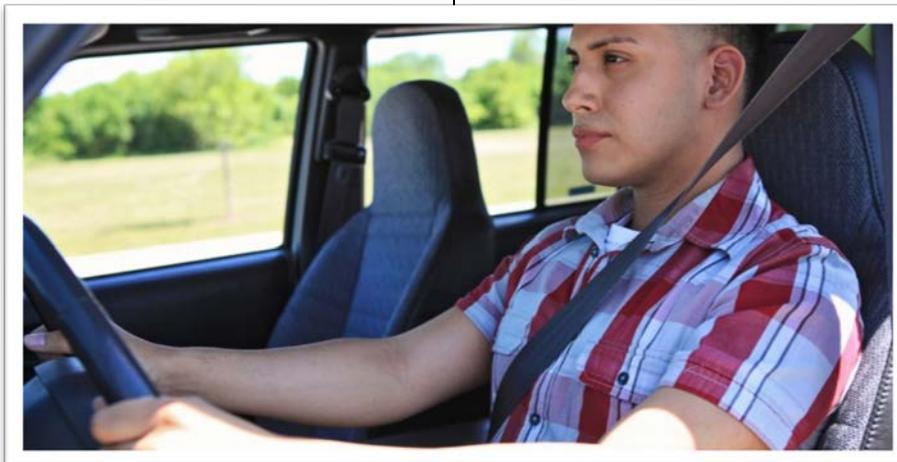
Florida has exceeded its performance goal of reducing the number of unrestrained occupant fatalities on State roadways by 2.6 percent. Data from 2014 Florida Traffic Crash Statistics indicates that 528 unrestrained motor vehicle occupants suffered fatal injuries, a 4.5 percent reduction from the 567 unrestrained fatalities reported in 2013.

Florida's high level of overall occupant protection use and helped to increase the public's knowledge about the proper use of child safety restraints, which is critical for ensuring the safety of the State's most vulnerable passengers.

FLORIDA STATEWIDE SAFETY BELT USE SURVEY

The University of North Florida's Institute of Police Technology and Management (IPTM) was awarded funding to conduct both the Florida Statewide Safety Belt Use Surveys and

the *Click It or Ticket* (CIOT) public opinion surveys.



Florida's safety belt survey is conducted annually in April and June. The June 2015 Florida survey data revealed a combined driver and passenger use rate of 89.4 percent. Although this usage rate fell short of Florida's goal of 90 percent, it represents the highest safety belt usage rate in State history.

The following FY2015 Occupant Protection Program projects contributed to

IPTM contracted with the Preusser Research Group, Inc. (PRG) to conduct Florida's statewide Seat belt surveys. While Florida has a total of 67 counties, the 35 counties accounted for 85.4 percent of Florida's passenger vehicle occupant fatalities in 2014. PRG utilized survey sites in 15 of these counties to meet the NHTSA 2012 design requirements for safety belt surveys.

PRG selected 11 observation sites in each of the 15 counties for a total of 165 survey sites. The sites were distributed across five roadway functional categories. The counties surveyed for safety belt use include: Alachua, Broward, Collier, Duval, Escambia, Hillsborough, Lake, Lee, Miami-Dade, Orange, Pasco, Palm Beach, Seminole, St. Johns, and Volusia.

PRG conducted a baseline statewide survey prior to CIOT enforcement in April 2015. Results from this survey and the survey conducted after completion of the CIOT enforcement period were compared to estimate the campaign's effects across the State. The post-CIOT results revealed a statistically significant increase in safety belt use from the baseline survey rate. Although all genders, ages, and races/ethnicities showed improvements after CIOT enforcement was completed, the largest increase in belt use occurred among Hispanics. Safety belt use among Hispanic males increased by 2.5 percentage points to 87.4 percent and Hispanic belt use in general improved by 2.2 percentage points.

An examination of occupant belt use by vehicle type also showed increases from baseline to post-CIOT enforcement among all categories, with occupants in pickup trucks demonstrating the greatest increase at 3.2 percent. It should be noted that pickup truck occupants also represent the greatest opportunity for increasing belt use since their usage rate continues to lag behind occupants of all other vehicle types. The increases measured in Florida's 2015 safety belt use rate



were also found in all regions of the State, in both urban and rural areas, regardless of baseline use rate levels. Belt use on local roads, first surveyed in Florida in 2012, was much lower than the larger road type

categories. If survey results from only the four higher-use roadway categories are used, Florida's statewide safety belt use would be 90.4 percent.

Restraint use in pickup trucks also has a negative and slightly larger effect on the overall safety belt use rate. The

statewide use rate without this vehicle category would be 90.8 percent, inclusive of all occupant usage on all roadway types.

Statewide safety belt surveys completed in 2015 show that the continued use of high visibility enforcement programs focused on safety belt use have the potential to bolster daytime belt usage among all occupant types. Most importantly, Florida's ever-improving safety belt use rate continues to exceed the national average, a positive trend that has saved many lives on the State's roadways over the last seven years.



FLORIDA STATEWIDE CIOT PUBLIC OPINION/ATTITUDE TELEPHONE SURVEY

IPTM contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct the CIOT public opinion/attitude telephone survey. Pre- and post- enforcement wave surveys of Floridians' safety belt use were conducted and revealed

several interesting findings. The pre-wave survey was conducted between March 26 and April 6, 2015, prior to the month-long, multi-pronged CIOT safety campaign. A total of 1,108 telephone interviews were completed with adult respondents across the State. From this sample, 341 respondents were determined to be between the ages of 18 and 34 and 186 respondents were pickup truck drivers. The post-wave survey, conducted from June 1 to June 17, 2015, yielded 1,103 completed surveys, of which 342 respondents were aged 18 to 34 and 207 were pickup truck drivers.

The survey found that Florida drivers claim to wear their safety belt “very frequently.” In the pre-wave survey, 96.4 percent of the total sample claimed to wear their safety belt at least “most of the time,” compared to 97.6 percent of drivers in the post-wave survey. Among pickup truck drivers in the pre-wave sample, 91 percent indicated they wear their safety belt at least most of the time, while 92.4 percent gave the same response in the post-wave sample. Drivers ages 18 to 34 who indicated they wore a safety belt at least most of the time increased from 92.2 percent in the pre-wave survey to 96 percent post-wave.

When asked if they require their passengers to wear safety belts, 93.6 percent of the pre-wave total sample responded “yes.” For 18 to 34-year-olds and pickup truck drivers, only 87.4 percent and 86.8 percent, respectively, require their passengers to buckle up. In the post-wave total sample, there was no difference from the pre-wave survey, however there was a 3.9 percent increase in 18 to 34-year-olds who require their passengers to buckle up and a 2.1 percent increase among

pickup truck drivers.

The vast majority of Florida drivers (87 percent) have never been stopped or ticketed by law enforcement for not wearing their safety belt. Both the pre- and post-wave surveys tell a similar story, although 18 to 34-year-olds are slightly more likely to report having been stopped or ticketed for not wearing a safety belt. Of this age, 16.2



percent in the pre-wave survey versus 13.6 percent in the post-wave survey indicated they had been stopped or cited for this offense.

For pickup truck drivers, even more said they had been stopped or ticketed for non-belt use – 18.2 percent in the pre-wave sample and 19.5 percent in the post-wave survey. This suggests that since pickup truck drivers wear their safety belts less frequently, they may be stopped more often because of their driving habits.



www.floridaoprc.ce.ufl.edu

Even though most survey respondents had not been stopped or ticketed for non-use of safety belts, 60.6 percent of the total sample in

the pre-wave survey believed that law enforcement agencies either “somewhat” or “very strictly” enforce safety belt laws. Similarly, 59.3 percent of pickup truck drivers think safety belt laws are somewhat or very strictly enforced. Of the 18 to 34-year-old respondents 64.2 percent were more likely to believe that safety belt laws were actively enforced.

FLORIDA OCCUPANT PROTECTION RESOURCE CENTER

The University of Florida was awarded a subgrant to continue the operation of Florida's Occupant Protection Resource Center (FOPRC). This web-based resource center provides occupant protection (OP) professionals statewide the ability to order materials to enhance their local OP traffic safety programs and/or campaigns. Items available include educational materials, printable materials, and guidance on how to install child safety seats, and links to other safety websites. The FOPRC also covers payments to Florida's certified child passenger safety (CPS) instructors to teach the 32-hour CPS technician training, along with paying CPS Technician certification/recertification fees.

During the 2015 grant cycle, the FOPRC distributed 9,612 child safety seats to low-income families in Florida. Certified CPS instructors and/or technicians use a variety of tools including videos, brochures, and one-on-one instruction to help parents and caregivers properly restrain children in the appropriate car or booster seat. This service is available to all State residents. However, since the grant provides seed money for local CPS programs, a \$20 donation is requested from parents and caregivers who are given a child safety seat. A child safety seat is still provided if a family is unable to pay.

All agency personnel who distribute child safety seats are required to be a certified CPS instructor and/or technician. FOPRC personnel and law enforcement officers

providing services at child safety seat distribution sites must hold NHTSA Standardized CPS Technician Training certification. In FY 2015, FOPRC contracted with CPS instructors to sponsor 49 National Standardized CPS 32-hour technician classes that resulted in the certification of 697 new technicians. FOPRC also provided 251 CPS Technician Scholarships for certification and re-certification, a substantial increase from the 196 scholarships awarded during the previous grant cycle. Statewide, Florida has 98 certified CPS instructors and 1,321 certified CPS technicians.

Sixty-nine permanent child safety seat inspection stations are listed on the NHTSA and FOPRC websites. To increase awareness about occupant protection and child safety seat use, pamphlets, posters, and rack cards are available at each station. In support of National Child Passenger Safety Awareness Week in September, Governor Rick Scott signed a proclamation that commended the work of Florida's CPS community and called on parents and caregivers to have their child's safety seat checked by a certified CPS technician. Additionally, the FOPRC coordinated more than 69 CPS Week Events that involved the media at many locations.



FLORIDA SPECIAL NEEDS OCCUPANT PROTECTION PROGRAM

The University of Florida was awarded a subgrant for a Special Needs Transportation Coordinator who traveled across the state in FY2015 conducting on-site monitoring of hospitals participating in Florida's Special Needs Occupant Protection (FSNOP) program. This individual also provided training to hospital-based, certified CPS technicians who

loan special needs child restraints to families that have children with acute health care needs. These seats are also provided to families with children who have issues resulting from a motor vehicle crash. The FSNOP uses a curriculum developed for this program that provides training and guidelines for upkeep and distribution of the various special needs child restraints provided by the grant. In addition, the program functions as a child passenger safety restraint resource for children with chronic special health care transportation needs.

The program operates in 10 of Florida's 17 Children's Hospitals: Sacred Heart Children's Hospital in Pensacola, Miami Children's Hospital in Miami-Dade County, Winnie and Arnold Palmer Hospital for Women and Children in Orlando, Florida Hospital for Children in Orlando, Nemours Children's Hospital in Orlando, Golisano Children's Hospital of Southwest Florida in Ft. Myers, All Children's Hospital in St. Petersburg, Wolfson's Children's Hospital in Jacksonville, Joe DiMaggio Children's

Hospital in Hollywood, and St. Joseph's Hospital for Women and Children in Tampa.

During FY2015 the Tallahassee Memorial Hospital, a Level II Trauma Center, filled a programmatic void in the central Panhandle area of Florida. It completed the application process and was selected to be the eleventh Special Needs Site for the State and the first non-children's hospital in the program. Additionally, to help with the high



volume of pediatric hospital traffic in southeast Florida, a twelfth site was added at West Palm Beach Children's Hospital at St. Mary's Medical Center in the Palm Beach area.

The Special Needs Program Sites conducted 529 evaluations, resulting in the loan of 397 special needs restraints and the provision or fitting of 42 regular car seats for 439 children with special transportation needs. Since many of the special needs child restraints in the program were reaching their expiration date, it was necessary to take inventory at the sites and procure replacements to ensure availability of these critical resources.

NORTH MIAMI POLICE DEPARTMENT OCCUPANT PROTECTION PROGRAM

The North Miami Police Department (NMPD) was awarded a subgrant to continue their commitment to occupant protection. Through partnerships with local schools,

hospitals, fire departments, and faith-based organizations, the NMPD provided presentations on the importance of buckling up; distributed OP public information and education materials; saturated the media market with press events, articles, and announcements; and enforced the safety belt

and child restraint laws. NMPD also participated in fairs, community events, and school functions to promote safety belt use as well as utilized variable message boards to remind everyone in North Miami to buckle up.

Pedestrian & Bicycle Safety



Florida had the highest pedestrian fatality rate among all states in 2011. After a focused initiative in 2012 to improve that ranking, Florida's fatality rate dropped from first to fifth, but it rose again in 2013 to second highest in the nation. Between 2010 and 2014, data reflected a 14.7 percent increase in the pedestrian fatality rate and a 70 percent increase in the bicyclist fatality rate.

The Florida Department of Transportation's State Safety Office (FDOT) administers the State's Pedestrian/Bicycle Safety Program. In FY2015, six pedestrian and bicycle safety subgrants were awarded to Florida universities and non-profit organizations using Section 402 program funds.

Florida Crash Trends Compared to National Crash Trends 2010-2014



FLORIDA'S COMPREHENSIVE PEDESTRIAN SAFETY PROGRAM

The Comprehensive Pedestrian Safety Program subgrant is a continuation grant to the

University of South Florida Center for Urban Transportation Research (CUTR).

Funding was used for

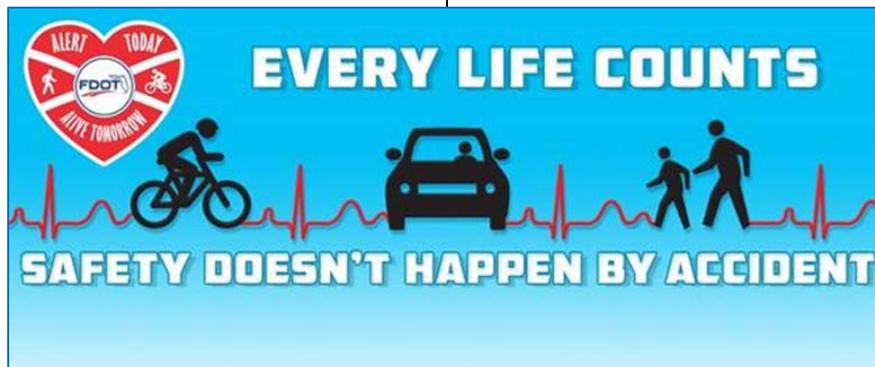
coordination and support of Florida's Pedestrian and Bicycle Safety Coalition and for furthering the implementation of Florida's Pedestrian and Bicycle Strategic Safety Plan. The subgrant also supported a coordinated public outreach, education, and enforcement campaign promoting pedestrian and bicycle safety. The goal of this project is to increase the public's awareness of Florida's pedestrian safety laws by 5 percent and to reduce pedestrian and bicyclist fatalities and serious injuries by 5 percent annually.

PEDESTRIAN PROGRAM EVALUATION & DATA COLLECTION

This subgrant was also awarded to the University of South Florida Center for Urban Transportation Research (CUTR) to evaluate the effectiveness of Florida's Focused Initiative for Pedestrian and Bicycle Safety, which included the Comprehensive Pedestrian Safety Program (described above). A total of 2,948 public opinion surveys and 10,670 observations of pedestrian and bicyclist behavior were collected in a one-year period. Both surveys were taken at intersections with the highest crash frequencies in the fifteen counties with the highest number of

pedestrian fatalities and injuries: Brevard, Broward, Duval, Escambia, Hillsborough, Lee, Marion, Miami-Dade, Orange, Palm, Pasco, Pinellas, Polk, Sarasota, and Volusia Counties. The evaluation indicated that based

upon survey responses and observed pedestrian, bicyclist, and driver behavior, the targeted sites made improvements in



safety over the previous year.

Project-related law enforcement activities resulted in 38,782 warnings to pedestrians (58 percent), bicyclists (15 percent) and motorists (27 percent). In addition, 14,792 citations were issued to pedestrians (26 percent), bicyclists (4 percent) and motorists (70 percent) who violated Florida laws at specific intersections or corridors in the top fifteen priority counties.

Project outcomes support using both opinion and observational surveys to establish the difference between what people know about these laws, and how that translates into their actual behavior. It can further pinpoint problematic geographic areas and the roadway users who may benefit most from additional safety education campaigns.

FLORIDA'S PEDESTRIAN/BICYCLING SAFETY RESOURCE CENTER

The distributing agency for Florida's Pedestrian/Bicycling Safety Resource Center (SRC) is the University of Florida's Transportation Technology Transfer Center. A web-based resource, the SRC provides

information to help Florida citizens obtain bicycle helmets, pedestrian/bicycle safety brochures, videos, educational materials, public information, and access to the lending library. The SRC also develops articles for inclusion in the T-Square quarterly newsletter.

During FY2015, the SRC distributed 18,938 bicycle helmets and filled 1,222 stakeholder requests for 603,450 educational items. These resources were available to the 15 focus counties (listed above) and others across the State. In addition, 430 helmet fitters were trained and six articles with a pedestrian and/or bike safety focus were published in the T-Square Newsletter.



WALKSAFE STATEWIDE PROGRAM

The University of Miami Miller School of Medicine serves as the lead agency for statewide implementation of the *WalkSafe* Program. Targeting young students, the goal of the *WalkSafe* curriculum is to improve

pedestrian safety and walkability for children, as well as increase their physical activity levels by encouraging them to walk to and from school. The program trained 42 teachers/administrators and seven local *WalkSafe* Coordinators. Thirty-one new schools implemented the

WalkSafe curriculum and 19,833 students were educated statewide during the 2015 grant year.

SAFE STEPS

As the lead agency for the Public Awareness Campaign to Reduce Elder Pedestrian Injuries/Fatalities in Miami subgrant, the non-profit Alliance for Aging,

Inc. implemented an education and awareness campaign for elder pedestrians in the largest metropolitan area in south Florida. The program funded 19 bilingual *Safe Steps-Pasos Seguros* educational workshops for 423 Florida residents who attended the pedestrian safety training classes during the 2015 grant year.



WALKWISE PROGRAM

The lead agency for this grant is the University of South Florida Center for Urban Transportation (CUTR). The *WalkWise* program was originally established to

increase awareness of safe pedestrian behavior in the Tampa Bay area, but has expanded its efforts to include Duval, Lee, Pinellas, and Polk Counties. *WalkWise* program staff conducted 141 pedestrian safety presentations for 2,352 attendees during the 2015 grant year.

Police Traffic Services



Seven subgrants were awarded for Police Traffic Services in FY2015. Five were funded out of the Section 402 grant program and two out of the Section 405 grant program.

LAW ENFORCEMENT LIAISON PROGRAM

Florida's Law Enforcement Liaison (LEL) program assists the FDOT State Safety Office by working to increase law enforcement participation in statewide traffic safety efforts.

The LELs also focus on generating greater public awareness of traffic safety as well as improving collaboration between law enforcement agencies, FDOT, and NHTSA. Florida LELs function as both a line of communication between these groups and as marketers of FDOT's traffic safety campaigns and initiatives.

The LEL program staff consists of one coordinator, one administrative assistant, and seven Law Enforcement Liaisons who are geographically positioned around the State. The LELs provide coordination and education of law enforcement agencies within their respective regions. Local area networks (LANs) exist in each LEL region to ensure that critical traffic safety information is disseminated effectively and efficiently. LELs are also law enforcement's source of region-specific information for traffic crash data and other highway safety-related issues. Additionally, the LELs provide information to law

enforcement agencies regarding FDOT's programs and initiatives such as DUI sustained enforcement, the DUI Challenge, Florida Motor Unit Challenge, the *Click It or Ticket* Challenge, Hands Across the Border, and law enforcement training opportunities available through the Florida Public Safety Institute (FPSI) and the Institute of Police Technology Management (IPTM). The seven LELs conducted a total of 89 LAN-based meetings during the year.

The Florida LEL Program is an effective

marketing arm for the State Safety Office. Their effectiveness is evidenced in the level of participation in FDOT's Challenge programs. In 2015, 220 agencies participated in the *Click It or Ticket* Challenge, 191 in the DUI Challenge, 227 in the Florida Law Enforcement

Challenge, and 120 in the Motor Unit Challenge. Another 183 Florida law enforcement agencies participated in Hands Across the Border events that brought together law enforcement agencies from Alabama, Florida, and Georgia.

THE FLORIDA LAW ENFORCEMENT CHALLENGE

The Florida Law Enforcement Challenge (FLEC) is open to all State, county, and municipal law enforcement agencies throughout the State. It is designed to encourage these agencies to not only conduct



high visibility enforcement initiatives that address the State's most pressing traffic safety problems, but also to take that involvement to a higher level. FLEC provides incentives and recognition to law enforcement agencies that consistently enforce traffic laws, particularly in the areas of impaired driving and occupant protection. When law enforcement officers step up their enforcement efforts, all Florida roadway users benefit by having safer roadways. Agencies recognized through the FLEC received equipment that enables them to better enforce Florida traffic laws. Due to economic limitations at all levels of government, the FLEC is the primary source of critical equipment for many Florida law enforcement organizations.

A total of 227 Florida agencies participated in the 2015 FLEC and used the streamlined online application process located on the LEL program website (www.floridalel.org) to apply for this and other Challenges. The 2015 awards ceremony was held July 17 in Orlando, Florida. Over 400 Law enforcement personnel were in attendance and had the opportunity to peruse all of the Challenge applications, which were submitted by agencies from across the State. Each enforcement agency earned Challenge reward points by placing in the Challenge competition, and could redeem these points for an assortment of traffic safety items available in the FLEC rewards catalog. The

Sunrise Police Department was this year's FLEC Grand Champion and the winner of a 2015 Dodge Charger enforcement vehicle for use in addressing in traffic safety.

THE FLORIDA MOTOR UNIT CHALLENGE



The Florida Motor Unit Challenge (MUC) is open to all State, county, and municipal law enforcement agencies throughout Florida that have police motor units. The MUC encourages these agencies to participate in a program that tests

their efforts in traffic safety enforcement. It provides incentives and recognition to law enforcement agencies that consistently utilize their motor units to enforce lifesaving traffic safety laws



In 2015, 120 agencies participated in MUC, up from 118 in 2014. The Palm Beach Sheriff's Office was the grand prize winner of a 2015 Harley Davidson Police Road King Motorcycle for traffic safety enforcement.

THE FLORIDA DUI CHALLENGE

The Florida Driving Under the Influence (DUI) Challenge is open to all State, county, and municipal law enforcement agencies throughout Florida. It allows these agencies to participate in a competition that measures

their efforts in six key areas: policy, DUI enforcement, DUI special operations, participation in both Florida and National impaired driving campaigns, law enforcement training, and public information. The Florida DUI Challenge provides incentives and recognition based upon an agency's performance within specific categories determined by organizational size.

In 2015, 191 agencies participated in the Florida DUI Challenge and made 41,040 DUI arrests, an increase of 16 agencies and 582 arrests over the previous year. The grand prize winner of the Florida DUI Challenge was the Hendry County Sheriff's Office, which was awarded a 2015 Chevy Tahoe for their efforts in removing impaired drivers from the County's roadways.

THE FLORIDA CLICK IT OR TICKET CHALLENGE

The Florida *Click It or Ticket* (CIOT) Challenge is open to all State, county, and municipal law enforcement agencies throughout Florida. This program allows Florida law enforcement to participate in a competition that challenges their efforts in



occupant protection enforcement and education. It provides incentives and recognition based upon an agency's performance within specific categories determined by organizational size.

During Florida's three high visibility enforcement occupant protection waves conducted over Thanksgiving, in March, and in conjunction with the national CIOT campaign, law enforcement agencies issued 68,082 safety belt and 2,052 child restraint citations. The Greenacres Police Department was the grand prize winner of the CIOT Challenge and was awarded a 2015 Chevy Caprice enforcement vehicle for their efforts to ensure motorists and their passengers are properly restrained.

THE FLORIDA PUBLIC SAFETY INSTITUTE

The Florida Public Safety Institute (FPSI), through its Police Traffic Training Program, provided specialized training courses in state-of-the-art investigation techniques and innovative enforcement strategies for police

and sheriffs' officers, prosecutors, civilian employees of law enforcement agencies, and other traffic safety professionals across the State.



During FY 2015, FPSI successfully trained 443 students. All students were asked to complete an evaluation immediately after completing their course of instruction as well as 60 days later. Of those participants who completed the survey, 98 percent indicated satisfaction with the training. Ninety-four percent of the students who completed the 60-day post-course survey indicated they were applying the training in their current position and found it to be beneficial.

The training courses offered included: Basic and Advanced Traffic Homicide Investigation, Computer-Aided Crash Diagramming with Crash Zone, Crash Scene Mapping with Speed Lasers, Interview and Interrogation for Crash Investigators, Pedestrian and Bicycle Crash Investigation, Photographic Techniques for Crash Investigation, Police Motorcycle Instructor, Police Motorcycle Instructor Update, Speed Measurement Instructor, Traffic Crash Reconstruction, Speed Measurement, Motorcycle Crash Investigation, Traffic Homicide Investigation Refresher, and Photogrammetry.

INSTITUTE FOR POLICE TECHNOLOGY AND MANAGEMENT

Funds were also awarded to the Institute of Police Technology and Management (IPTM) to conduct traffic training courses. The courses offered to law enforcement officials included: Developing Traffic Safety Programs, Digital Photography, Motorcycle Crash Investigation, Basic and Advanced Event Data Recorder for Traffic Crash Reconstruction, Occupant Kinematics, and Bicycle Pedestrian Crash Investigation. A total 423 students were trained.

Through the use of Section 402 grant program funds, these two highly regarded institutions provided critical training to approximately 900 traffic safety and law enforcement professionals across the State. This training will help law enforcement officials employ the latest techniques to conduct investigations to better understand why crashes are occurring and, working with traffic safety professionals, elected officials and community groups, identify the most appropriate and effective countermeasures to prevent them. This is a tremendous benefit to local communities.



Speed Management



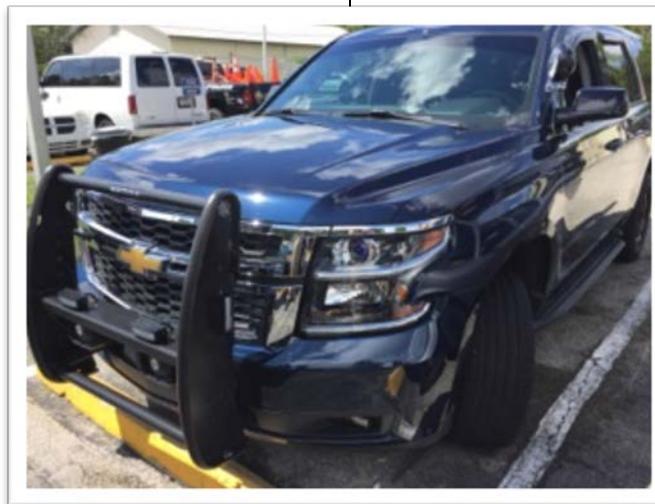
In FY2015, subgrants were awarded to two Florida law enforcement agencies to address speed and aggressive driving. Using Section 402 program funds, problems associated with speed and aggressive driving were targeted through overtime enforcement and the purchase of equipment to aid in this endeavor. In addition, officers from the Nassau County Sheriff's Office and the City of Fort Myers Police Department conducted local public awareness and community traffic safety education programs. As a part of their grant activities, these agencies also partnered with the Florida Law Enforcement Liaison Program and participated in the annual Law Enforcement Challenge.

The Nassau County Sheriff's Office

participated in 40 public awareness and education events and conducted 1,221 traffic stops over the FY2015 grant cycle. Those traffic stops resulted in the issuance of 418 citations for speeding and 21 for aggressive driving.



Subgrant funds awarded to the City of Fort Myers Police Department were used for overtime enforcement and to purchase a vehicle used exclusively for traffic enforcement. Due to funding and manufacturing delays, however, the Department took receipt of the vehicle on the second to last day of the grant cycle. The City of Fort Myers is committed to speed enforcement and will continue to conduct speed enforcement activities with the new vehicle beyond the FY 2015 grant cycle.



Traffic Records



The Traffic Records Program is administered by the Florida Department of Transportation's State Safety Office. A total of twenty-one traffic records subgrants were awarded to various organizations in FY2015. Three subgrants were made possible with Section 402 program funds and 18 with Section 405(c) program funds.

upgrades and users, and system developers exchanged feedback for system improvements to ensure the accuracy of data received from law enforcement.

TRAFFIC RECORDS COORDINATING COMMITTEE

TraCS

The Florida State University, College of Engineering was awarded a subgrant for the TraCS (Traffic and Criminal Software) Florida Program to provide Florida's free electronic solution for law enforcement agencies that use electronic crash forms and citations. At the end of 2015, 165 agencies were using TraCS. Of those agencies, 110 use the program to submit crash forms electronically, which comprises approximately 30 percent of the total crash forms submitted in Florida. Also, 44 agencies use the program to transmit electronic citations to their respective Clerks of Court.

TraCS staff attended developer training to further enhance the program and planned and held the second annual TraCS User Conference in Clearwater. At the conference, agencies were advised of system



Tallahassee Community College was awarded a subgrant for the support of the Traffic Records Coordinating Committee (TRCC). Cambridge Systematics was contracted to

support the TRCC meetings, maintain the group's website, and facilitate the receipt and processing of applications for traffic safety funding.



PANAMA CITY BEACH PHASE TWO OF ELECTRONIC PROCESSING

The City of Panama City Beach was awarded a subgrant to purchase laptop computers and driver license readers for electronic processing of crashes and citations. At the end of the subgrant cycle, all Panama City Beach crash reports were being electronically submitted to the Department of Highway Safety and Motor Vehicles

(DHSMV) and all citations were being electronically transmitted to the County Clerk.

TRAFFIC RECORDS COORDINATING COMMITTEE AWARDS

Florida's Section 405 (c) grant funded projects are selected by the Florida Traffic Records Coordinating Committee. A total of 18 subgrants were awarded to various agencies for traffic data improvements. Seven of the subgrants were for statewide projects and 11 for local benefit. The goal of the TRCC is to improve accessibility, accuracy, completeness, timeliness, and uniformity of Florida's traffic data.

CRASH DATA QUALITY OF DHSMV STAKEHOLDERS

The Florida DHSMV was awarded a subgrant to proactively coordinate the reconciliation of data among various providers of crash safety data and other analytic resources. To ensure that existing discrepancies among these resources are either resolved or adequately documented, efforts were directed at coordinating, analyzing, resolving, and tracking crash data load issues between DHSMV, the FDOT, and Signal Four Analytics.

The objectives of the project are to increase reconciliation accuracy between stakeholders, based upon 12 data elements, and document the identified data definitions/business rules. Based upon 2013 crash data, a baseline accuracy of the 12 crash data elements was established at 79.62 percent. The goal was to increase this accuracy rate by 12 percent. At the end of the grant period, FDOT showed an

accuracy rate of 99.93 percent, an increase of 25.5 percent, while Signal Four Analytics' accuracy rate was 98.96 percent, a 24.3 percent improvement. Thirty-five definitions/business rules were documented and published in the Traffic Crash Facts Annual Report - 2014 on September 11, 2015.

FLORIDA DEPARTMENT OF HEALTH

The Florida Department of Health (DOH) was awarded three subgrants. The first subgrant was for the continuation of the field data collection for NEMSIS Compliance, an Expanding Accessibility program which maintains the Emergency Medical Service (EMS) Tracking and Reporting System (EMSTARS). The grant continued to fund a portion of personnel costs for maintaining the system as well as annual hosting fees. In 2015, nine additional agencies began submitting EMS runs through EMSTARS for a total of 172 agencies. Those agencies successfully transmitted 88 percent of the 14,511,495 EMS runs statewide to the National EMS Information System (NEMSIS).

Two additional goals were to increase timeliness of EMS run submissions and to decrease the exclusion of two of the most common data elements: Social Security number and primary impression information. The proportion of EMS runs submitted within 30 days increased from 46.94 percent to 58.85 percent. EMS runs missing Social Security numbers decreased from 23.74 percent to 0.7 percent, and missing impressions decreased from 1.67 percent to 1.41 percent.

The focus of the second DOH subgrant was to provide funding to local EMS agencies to purchase equipment and software that allows for the transmission of EMS runs to EMSTARS. DOH



received 18 applications, which were reviewed and scored by a four-person panel. Twelve applications were recommended for funding. One agency chose not to accept the grant funds, while the other 11 agencies secured laptops, printers and the software necessary to submit data to EMSTARS. Nine of the 11 agencies successfully completed validation approval to submit runs before the end of the grant cycle. The last two were complete within the following week.

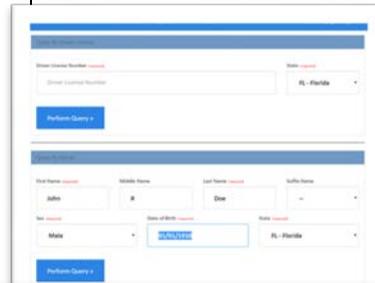
The third subgrant, entitled Web-Based Data Collection for Field Data Collection, funded annual DOH license fees for the web-based collection solution necessary for NEMSIS compliance.

ELECTRONIC VEHICLE & LICENSE INFORMATION SYSTEM

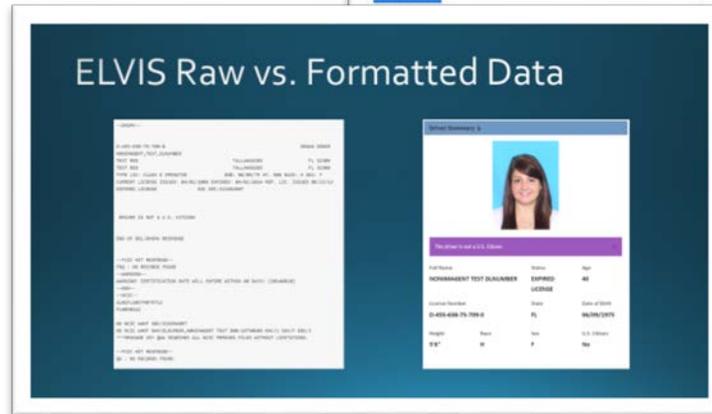
The Florida State University, College of Engineering was awarded a subgrant to launch the Electronic Vehicle and License Information System (ELVIS), a concept which evolved from discoveries made in the TraCS Florida Program. Many Florida law enforcement agencies could not afford the license fees for officers to run national and Florida crime information (NCIC/FCIC) at roadside, which is estimated to cost between \$2,000 and \$3,000 per officer. In most cases, an agency dispatch officer would access vehicle license plate and driver license information on the officer's behalf. ELVIS is a free web-based solution that gives an officer immediate access to Florida driver and vehicle history. This information can be transferred electronically into Florida crash and citation forms, saving time and reducing typographical errors related to personal and vehicle

information. At the end of 2015, 33 agencies were utilizing ELVIS, and an additional 33 were awaiting access. Because this is a new effort, agencies are being added gradually to ensure adequate system support.

UNIVERSITY OF FLORIDA



The University of Florida (UF) was awarded two traffic records-related subgrants. The first project was for the continuation of the Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics. The Signal Four Analytics system provides the geo-location of crashes that have been entered in



the Florida crash database. This allows for real-time analytics of crash data for law enforcement, engineers, and researchers. In FY2015, the Signal Four team worked with DHSMV to identify and reduce frequently encountered errors in the crash data downloads.

A total of 63 new agencies and 547 new users gained access to the system during this grant cycle. More than 300 agencies are now using the system.

The GIS base map used for mapping was updated to the Navteq 2015 Q1 version. The base map update process has now been automated and should require only minimal manual adjustments in the future.

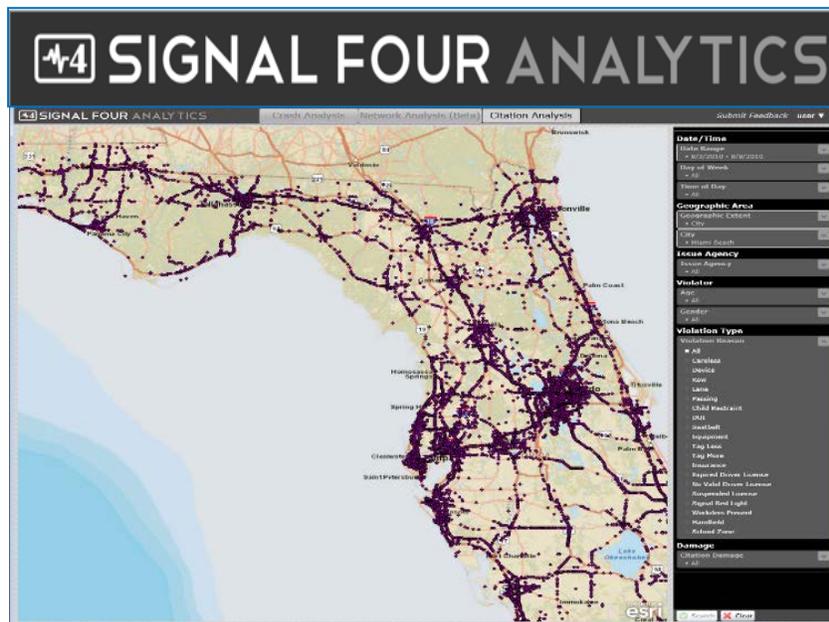
The second award was for the continued development and launch of a web-based geo-location tool. The location data fields are some of the most valuable data elements of a crash form but tend to have the most errors. To help reduce geo-location errors, the web-based geo-location tool utilizes the Google Maps visual interface to identify the actual location of a crash. The map focus can be limited to county, city or patrol area or be connected to a GPS device, so that an officer only has to double click the street map, select a point on the roadway and indicate if the crash or incident was at an intersection, ramp or off the roadway. The location is electronically matched with the State geographic information system (GIS) base map information and returns all 14 location data elements to the crash or citation form. This information can then be electronically transferred into an officer's crash or citation form writing software, providing accurate location data, along with the GIS location, behind the scenes, so that the data can now be submitted to the State repository.

At the end of the grant cycle, the TraCS program was successfully integrated

with the geo-location tools. CTS America is the electronic crash and citation vendor for the Florida Highway Patrol (FHP) and they have begun the process of incorporating the tool within the next year. Once CTS America is on board, approximately 80 percent of the total crashes submitted electronically (50 percent attributed to the FHP and 30 percent to other TraCS agencies) will have correct location data elements and statistical geo-location data within the State repository.

LOCAL AGENCIES

Eleven individual grant awards were made to various Florida law enforcement agencies and Clerk of Court offices for the purchase of equipment to facilitate the collection and receipt of electronic crash and citation data. These agencies were able to purchase and install laptops, printers and software and increase electronic processing of crashes to nearly 90 percent of all law enforcement agencies statewide.

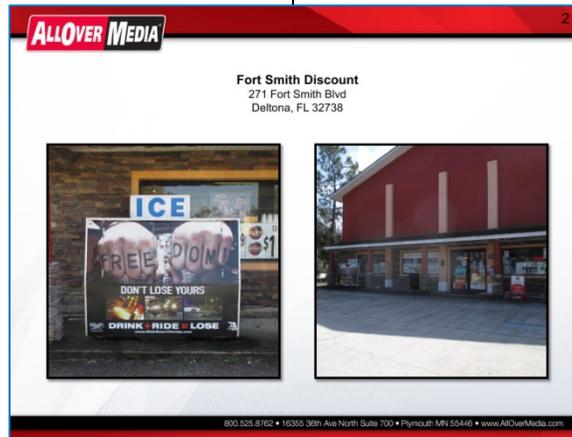


Paid Media



DRINK + RIDE = LOSE

The FDOT State Safety Office awarded the University of Florida Center for Urban Transportation Research (CUTR) a subgrant to implement the *Drink + Ride = Lose* impaired riding campaign through a subcontract with All Over Media. The *Drink + Ride = Lose* message was placed on billboards and truck sides and at gas stations, restaurants and bars in Daytona Beach and surrounding areas during Daytona Bike Week events held annually in March. Thanks to an in-kind match from the media vendor, public service announcements (PSAs) were posted in restaurant and bar restrooms and on table tents, coasters, and entrance posters.



machines and front door window clings (the latter were provided as a vendor match). Three Volusia County delivery trucks, working during day time hours and parked in high-traffic locations during the evening, were wrapped with the *Drink + Ride = Lose* message.

Full-page, 4-color ads with the *Drunk + Ride = Lose* message and a riding safety editorial ran in *Born to Ride*, *Go for a Ride*, *Full Throttle*, and *FL Hot Rods and Hogs* magazines in both May and September. These publications were chosen based on their ability to reach the target demographic in the ten Florida counties with the greatest number of registered motor-cycle owners.



Restaurant advertising also ran from July through September in Florida counties with the greatest number of registered motorcycle owners (Duval, Hillsborough, Lee, Pinellas, and Volusia Counties). Additionally, the impaired riding campaign message was advertised at gas stations via billboards on ice

SHARE THE ROAD: LOOK TWICE. SAVE A LIFE.

CUTR was also awarded a subgrant to implement the *Look Twice. Save a Life.*

motorcycle safety media campaign aimed at passenger vehicle drivers through a subcontract with All Over Media. The *Look Twice. Save a Life.* message was displayed at 40 gas stations throughout Volusia County during the Bike Week event. The gas stations were chosen based on their proximity to crash hot spots. Grant funds were used to place campaign ads on gas pumps at each location, while the media vendor provided counter graphics, billboards, and one-sheet posters as an in-kind match.

Approximately 3.96 million impressions were generated as a result of the one and a half month campaign.

CUTR conducted two Facebook advertising campaigns promoting the motorcycle awareness message from October through March. The first campaign targeted Volusia County residents over 18 years of age. The first ad ran from October 16-24, 2014 and generated 2.5 million impressions. From that ad, 262,797 people clicked on the Ride Smart Florida link for further safety information. The second ad ran one month later from November 21-30 and generated 1.39 million impressions, with 146,340 people clicking through to the webpage. The third ad ran from February 28-March 8, 2015 and generated 585,714 impressions and 244,660 clicks to the Ride Smart Florida webpage. The second campaign ran from April through July, 2015 and targeted Florida residents over 18 years of age. The ads ran for seven weeks, starting on May 1, generating 2 million impressions, a reach of 633,853 and



82,849 clicks to the campaign PSA. The Cost Per Click (CPC) was \$0.09.

A media buy to air a *Share the Road*-themed television spot during the month of May was negotiated on networks in the top ten counties with the highest motorcycle fatalities. Through a subcontract with Pyper Young, 1,656 paid and 547 free spots were aired for a total of 2,203 spots that were viewed in these high-risk markets. The average cost per spot was \$47.60.

Billboard placements advertising the *Look Twice. Save a Life.* message were negotiated with Lamar Advertising to run from January through March and coincide with the Daytona Bike Week event. Safety ads were placed on 21 billboards throughout Florida, primarily on major thoroughfares leading into Daytona Beach to remind passenger car and truck drivers to watch for motorcycles.

RIDE SMART

CUTR was awarded a subgrant to implement the *Ride Smart* campaign. CUTR contracted with the Jacksonville Jaguars professional football team to advertise the *Ride Smart* motorcycle safety campaign from October through December. *Ride Smart* messaging was placed on electronic signage at the Jaguars' home stadium EverBank Field, in the Fan Zone, and played on radio stations in the area. In addition, *Ride Smart* Florida was the official sponsor of the motorcycle lot at the stadium.



During the Jaguars' home games, *Ride Smart* messages were displayed on one of the main video boards above each end zone. The sign received approximately five minutes of actual time (not game time) of exposure per quarter. During each rotational message, a 30 to 60-second *Ride Smart* animated message or call to action was shown on the video boards. The *Ride Smart* logo was placed on all parking lot identifier banners at motorcycle lot entrances at EverBank Field. For two hours prior to the start of two Jaguars home games, a *Ride Smart* informational booth was open in the Fan Zone to promote the safe motorcycling message.

DUI COLLEGIATE SPORTS MARKETING

FDOT's State Safety Office awarded Tallahassee Community College a subgrant to conduct an impaired driving public education and awareness campaign using the NHTSA *Drive Sober or Get Pulled Over* safety message at major college sporting venues throughout Florida. Agreements were executed with the University of Florida, Florida State University, and the University of Miami for paid media placement during sporting events on their campuses. In addition, a vendor provided pre-game interactive activities in the designated tailgating areas during the college football season.



While most of the advertising occurred during football and men's basketball games, the impaired driving message also reached attendees of other sporting events including men's baseball and women's softball, basketball, soccer, and volleyball games. Through in-arena public address announcements, radio and television spots, and creative branding and messaging (event program ads, parking passes, scoreboards, marquees, as well as pre-game interactive activities), the *Drive Sober or Get Pulled Over* safety message reached an estimated 3 million collegiate sports fans.

DUI PROFESSIONAL SPORTS MARKETING

Tallahassee Community College (TCC) was also awarded a subgrant to fund an impaired driving public education and awareness campaign using the NHTSA *Drive Sober or Get Pulled Over* safety message at professional sporting venues in Florida. To raise awareness of impaired driving crashes, fatalities, and the preventable causes of these tragedies, TCC contracted with professional athletic teams to purchase media spots and in-arena signage. Pre-game interactive activities were also provided in the designated tailgating areas during the professional football season by a vendor.

Partnerships with the following sports venues and teams were formed: Tampa Bay Lightning and Florida Panthers (ice hockey),

Tampa Bay Rays (baseball), Miami Heat and Orlando Magic (basketball), and Miami Dolphins (football).

During the year, statewide impaired driving and the *Drive Sober or Get Pulled Over* safety message were seen by fans attending professional sporting events. This was achieved through various message and media delivery modes, including, but not limited to: English and Spanish television and radio spots; banners; graphics; rotating LED dasher boards; indoor and outdoor LED displays; marquees that were visible all day, every day along major roadways; public service announcements; internet banners; game schedule cards; on-ice Zamboni machines; and on-site game day activities (e.g., attendee use of impaired driving fatal vision goggles).

In 2015, an estimated 5.6 million professional sporting event attendees were reached with the *Drive Sober or Get Pulled Over* message delivered through in-arena public address announcements, radio and television spots, and creative branding and messaging (e.g., event program ads, parking passes, scoreboards, marquees).

IMPAIRED DRIVING STATEWIDE MEDIA CAMPAIGN

TCC was awarded funding to execute a comprehensive paid media campaign using the NHTSA *Drive Sober or Get Pulled Over* safety message for the New Year's Holiday period and the national Labor Day impaired driving crackdown. Through a subgrant with St. John & Partners, a paid media contractor,

the campaign raised public awareness about the dangers of and consequences of impaired driving during these high-risk times of the year.

The contractor was charged with developing a comprehensive media campaign that included cable and broadcast television and radio advertising in all of Florida's major media markets. In addition to traditional media, a major emphasis was placed on using online Internet banners to convey the *Drive Sober or Get Pulled Over* campaign message.



IMPAIRED DRIVING SPORTS CAMPAIGN

Tallahassee Community College was awarded a subgrant to conduct a DUI media campaign using the NHTSA *Drive Sober or Get Pulled Over* safety message with television ads broadcast during sporting events. Under this grant, television airtime was

purchased during sporting events, as well as run-of-schedule spots on the Fox Sports Florida television network. The airtime was used to convey impaired driving messages that targeted sports fans and encouraged sober and responsible motor vehicle operation while promoting the *Drive Sober or Get Pulled Over* message.

IMPAIRED DRIVING RADIO CAMPAIGN

The University of North Florida was awarded a subgrant to implement a DUI media campaign using the NHTSA *Drive Sober or Get Pulled Over* safety message with sports radio

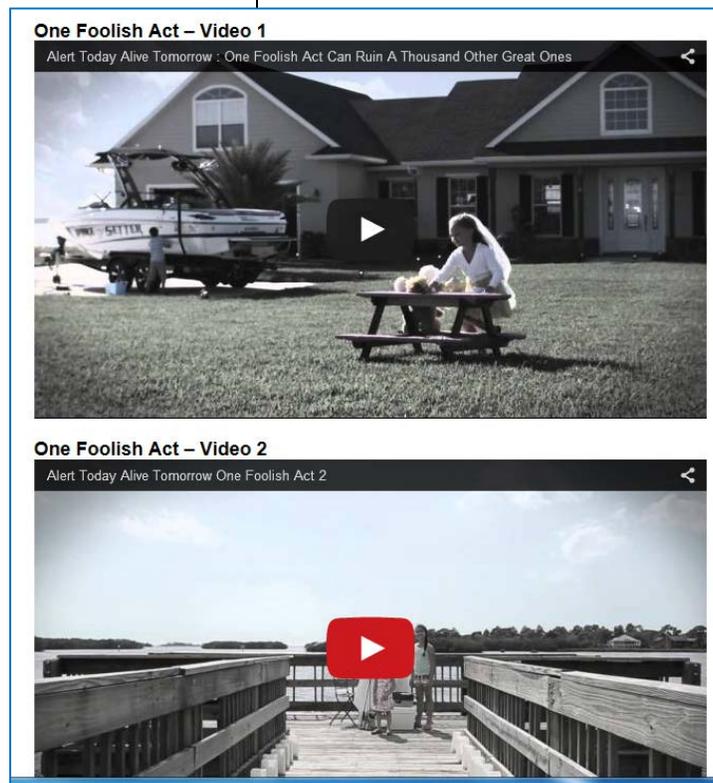
advertising. Under this grant, radio airtime was purchased on the ESPN radio network to advertise impaired driving messages, targeting sports fans and encouraging sober and responsible motor vehicle operation tagged with the *Drive Sober or Get Pulled Over* message.

CLICK IT OR TICKET

Tallahassee Community College (TCC) was awarded funding to conduct the statewide *Click it or Ticket* (CIOT) media campaign using the NHTSA message. TCC contracted with St. John & Partners to develop a comprehensive media effort to support Florida's *Click It or Ticket* safety belt enforcement initiatives. The primary target audience was men 18 to 34 years of age and pick-up truck drivers. Secondary targets were males 15 to 17 years of age and African American and newly arrived Latino men 18 to 34 years of age. This awareness campaign used a multi-platform approach that aligned with media consumption habits of the target audiences that included network and cable television, radio (including streaming audio), radio traffic sponsorships, outdoor and online digital displays, and paid social media.

FLORIDA BICYCLE & PEDESTRIAN SAFETY MEDIA CAMPAIGN

The FDOT State Safety Office awarded a subgrant to the University of South Florida Center for Urban Transportation Research (CUTR) to support statewide bicycle and pedestrian safety communications efforts. CUTR negotiated a contract with Bright House Networks to air the *One Foolish Act* public service announcement (PSA). The PSA aired from November through June in Hillsborough and Pinellas Counties and surrounding areas. These counties were chosen due to their high incidence of bicycle and pedestrian fatalities.



Paid Media Survey Findings



The FDOT State Safety Office funded media subgrants to increase public awareness of the following traffic safety priority areas: impaired driving, motorcycle safety, occupant protection, and pedestrian and bicycle safety. In FY2015, awareness surveys focused on the three major areas: motorcycle safety, occupant protection, and pedestrian and bicycle safety.

FLORIDA MOTORCYCLE CAMPAIGNS

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded two subgrants to support Florida's statewide motorcycle campaigns. They conducted the Florida Motorcyclist Survey

that was completed in the fourth quarter of 2015 using Qualtrics, a web-based survey platform that features a multi-method sampling approach. Two postcards were mailed over a two-week period to a random sample of 30,000 endorsed motorcyclists inviting them to complete a web-based survey. Facebook advertisements targeting motorcycle riders ages 18 and older were also used to bolster completion of the web survey.

The survey questions addressed visibility and effectiveness of motorcycle safety messaging. A total of 3,817 survey responses were received with the vast majority of motorcyclists indicating awareness of the *Look Twice. Save a Life.* message (see chart).

Heard/Seen Safety Message, by Age Group

	18-34	35-54	55+	All Participants
<i>Drink + Ride = Lose</i>	46.2%	42.7%	48%	45.4%
<i>Look Twice. Save a Life.</i>	89.4%	84.0%	84%	85.3%
<i>Ride Smart</i>	49%	45.0%	47.6%	46.8%



FLORIDA STATEWIDE CIOT PUBLIC OPINION/ATTITUDE TELEPHONE SURVEY

The University of North Florida's Institute of Police Technology and Management (IPTM) was awarded a subgrant to conduct the *Click It or Ticket* (CIOT) and Florida Statewide Seat Belt Use Surveys.

IPTM contracted with the Public Opinion Research Laboratory at the University of North Florida to conduct CIOT public opinion/attitude telephone surveys. Both pre- and post-wave surveys were conducted in conjunction with Florida's month-long, multi-pronged CIOT safety campaign. The pre-wave survey included 1,108 completed telephone interviews with adult respondents with 341 of those representing motorists between 18 and 34 years of age and 186 pickup truck drivers. Following the enforcement period, there were 1,103 completed post-wave surveys, of which 342 included adults ages 18 to 34 and 207 pickup truck drivers.

CIOT campaign messaging had a high recognition rate during the pre-wave survey, with 75.3 percent of the total sample reporting that they have heard the safety slogan. Recognition of the occupant protection safety message was almost 8 percent higher among 18 to 34-year-olds (81.1 percent) and 3.5 percent higher for pickup truck drivers (77.9 percent). After the CIOT enforcement period, survey awareness of the seat belt message increased even further – up 10 percent for all respondents to 83.1 percent; a 7 percent increase for the 18 to 34-year-old

sample (86.8 percent) and an 11 percent improvement for pickup truck drivers (86.6 percent).

Of Florida drivers who were aware of the CIOT safety campaign in the pre-wave survey, most remembered it from seeing or hearing it on billboards (48.1 percent), television (31.1 percent), radio (4.7 percent), and the Internet (1.1 percent). During the post-wave survey, respondents indicating they saw or heard the message on billboards (49.2 percent) and television (33.9 percent)

remained consistent, but radio (9.1 percent) increased from the pre-wave survey. The patterns were similar in the pre-wave surveys for both 18 to 34-year-olds and pickup truck drivers. Radio had the largest post-survey increases as 16.5 percent of 18 to 34-year-olds indicated hearing about CIOT on the radio, while 12.1 percent of pickup truck drivers identified radio as well. These significant changes are likely attributable to the advertising campaign that used radio and television ads to reach these higher risk populations.

Overall, statewide observation surveys conducted before and after the 2015 CIOT campaign found that the program positively affected safety belt usage in Florida. The increases measured in 2015 were found in all regions, in both urban and rural areas, and across different occupant and vehicle characteristics, regardless of baseline use rate level. Statewide safety belt observation surveys and CIOT public opinion surveys completed in 2015 show that the continued use of paid media coupled with high visibility enforcement continues to have



an impact on Florida's safety belt usage among all occupant age groups and types.

FLORIDA BICYCLE & PEDESTRIAN SAFETY MEDIA CAMPAIGN

The University of South Florida Center for Urban Transportation Research (CUTR) was awarded a subgrant to support statewide bicycle and pedestrian communications efforts. CUTR negotiated a contract with Bright House Networks to air the *One Foolish Act* public service announcement (PSA), which targets the effects and consequences of impaired driving resulting in crashes with pedestrians and bicyclists. The PSA aired from November through June on traditional (television, radio, billboards, bus shelters, busses [inside and out]) and social media (Facebook) in Hillsborough and Pinellas Counties and surrounding areas.

To complement this public outreach, high visibility enforcement was conducted. This effort was not funded through the Highway Safety Grant Program, but it reinforced the federally funded media campaign. The participating agencies were instructed to employ a three-phase approach: educate first, warn second, and finally cite as necessary.

Public opinion surveys conducted in person indicated the majority of respondents knew the law and engaged in safe walking and cycling. Based upon the observational data, unsafe pedestrian and bicycling behavior still occurred, such as crossing a street with a Do Not Walk sign being displayed. This demonstrates the need for ongoing public outreach and enforcement addressing safe walking and bicycling practices.



The surveys show an 18 percent increase in campaign awareness and safe walking/bicycling practices over the previous year. The goal of the program is to increase awareness by 5 percent annually. A combination of targeted outreach and high visibility enforcement is important for changing the safety culture and

will continue next year for an even bigger impact. More law enforcement agencies will be contracted to conduct overtime enforcement in areas with the highest pedestrian and bicyclist crashes, injuries, and fatalities.

Project Funding



<u>Funding Source</u>	<u>Program Area</u>	<u>Project Number</u>	<u>Contract Number</u>	<u>Vendor</u>	<u>Project Title</u>	<u>HSP Amount</u>	<u>Total Amount Awarded</u>
402	Community Traffic - Aging	CP-15-04-10	ARM20	Area Agency on Aging	Elder Road User Program / Area Agency on Aging	\$225,936	\$156,484
402	Community Traffic - Aging	CP-15-04-11	ARM85	FSU	Comprehensive Older Driver Program / FSU Pepper Institute	\$275,000	\$192,280
402	Community Traffic - Aging	CP-15-04-12	ARM59	UF	Elder Road User Information System/ University of Florida	\$124,747	\$71,187
402	Community Traffic - Aging	CP-15-04-13	ARM62	Lee CSO	Senior Driving Program / Lee County SO	\$47,500	\$47,500
402	Community Traffic - Aging	CP-15-04-14	ARQ29	Broward CSO	Broward Grand Drivers / Broward County SO	\$31,446	\$31,446
402	Community Traffic - FDOT Admin	CP-15-04-08	ARM84	FDOT	Highway Safety Travel and Training Support	\$75,000	\$40,000
402	Community Traffic - FDOT Admin	CP-15-04-09	ARM49	USF CUTR	Community Traffic Safety Program Support / University of South Florida CUTR	\$150,000	\$77,800
402	Community Traffic Outreach	CP-15-04-01		FDOT	FDOT Public Information and Education Program – District One	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-02		FDOT	FDOT Public Information and Education Program – District Two	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-03		FDOT	FDOT Public Information and Education Program – District Three	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-04		FDOT	FDOT Public Information and Education Program – District Four	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-05		FDOT	FDOT Public Information and Education Program – District Five	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-06		FDOT	FDOT Public Information and Education Program – District Six	\$50,000	\$0
402	Community Traffic Outreach	CP-15-04-07		FDOT	FDOT Public Information and Education Program – District Seven	\$50,000	\$0
402	Distracted Driving	DD-15-04-01		FAMU	FAMU Campus Safety Program Distracted Driving / FAMU	\$67,365	\$0
410	Impaired Driving	K8-15-06-01	ARM81	UNF IPTM	Florida DUI Challenge / UNF IPTM	\$1,000,000	\$1,000,000
402	Impaired Driving	AL-15-05-02	ARM22	TCC FPSI	Statewide DUI Training / TCC	\$500,000	\$147,704
402	Impaired Driving	AL-15-05-03	ARM78	UNF IPTM	Drug Evaluation and Classification Program / UNF IPTM	\$250,000	\$250,000
402	Impaired Driving	AL-15-05-04	ARM17	TCC FPSI	Florida Impaired Driving Coalition / TCC	\$121,000	\$121,000
402	Impaired Driving	AL-15-05-05		UNF IPTM	DUI Symposium / UNF IPTM	\$70,000	\$0
402	Impaired Driving	AL-15-05-06	ARQ25	UNF IPTM	Florida 2015 Impaired Driving Assessment / UNF IPTM	\$55,000	\$55,000

<u>Funding Source</u>	<u>Program Area</u>	<u>Project Number</u>	<u>Contract Number</u>	<u>Vendor</u>	<u>Project Title</u>	<u>HSP Amount</u>	<u>Total Amount Awarded</u>
405(d)	Impaired Driving	M5CS-15-06-01	ARM38	TCC FPSI	Statewide DUI Prosecution Support / TCC	\$246,000	\$246,000
405(d)	Impaired Driving	M5CS-15-06-02	ARM39	TCC FPSI	Traffic Safety Prosecutor Program / TCC	\$500,000	\$500,000
405(d)	Impaired Driving	M5CS-15-06-03	ARM80	Eleventh Judicial Circuit	Office of the State Attorney, Eleventh Judicial Circuit	\$75,000	\$75,000
405(d)	Impaired Driving	M5CS-15-06-04	ARM76	Seventh Judicial Circuit	Volusia County DUI Court Program, Seventh Judicial Circuit	\$33,456	\$33,456
405(d)	Impaired Driving	M5CS-15-06-05	ARM75	Sixth Judicial Circuit	State Attorney's Office, Sixth Judicial Circuit	\$54,919	\$54,919
405(d)	Impaired Driving	M5HVE-15-06-01	ARR87	DHSMV	DUI Roving Patrol / DHSMV	\$200,000	\$150,000
405(d)	Impaired Driving	M5HVE-15-06-02	ARN61	Wakulla CSO	Impaired Driving Enforcement Program / Wakulla County SO	\$36,448	\$36,448
405(d)	Impaired Driving	M5HVE-15-06-03	ARS39	Winter Park PD	Operation No Buzz No Fuzz / Winter Park PD	\$61,430	\$47,342
405(d)	Impaired Driving	M5HVE-15-06-04	ARQ35	Gadsden CSO	DUI Reduction Program / Gadsden County SO	\$93,783	\$93,783
405(d)	Impaired Driving	M5HVE-15-06-05	ARN60	Gainesville PD	City of Gainesville's Safe Gator Program / Gainesville PD	\$101,162	\$101,162
405(d)	Impaired Driving	M5HVE-15-06-06	ARM63	Miami-Dade PD	Special Enforcement Operations Targeting Impaired Driving / Miami Dade PD	\$500,000	\$500,000
405(d)	Impaired Driving	M5HVE-15-06-07	ARN54	Palm Springs PD	Palm Springs Impaired Driving / Palm Springs PD	\$100,000	\$100,000
405(d)	Impaired Driving	M5HVE-15-06-08	ARP43	Pinellas CSO	Pinellas Proactive DUI Enforcement / Pinellas County SO	\$102,736	\$102,736
405(d)	Impaired Driving	M5HVE-15-06-09	ARN55	Tallahassee PD	DUI Enforcement Grant / Tallahassee PD	\$110,000	\$110,000
405(d)	Impaired Driving	M5HVE-15-06-10	ARR26	Bradford CSO	BCSO DUI Enforcement / Bradford County SO	\$50,000	\$50,000
405(d)	Impaired Driving	M5HVE-15-06-11	ARR24	Hendry CSO	Impaired Driving- Combating Violations Through Enforcing Regulations / Hendry County SO	\$15,000	\$15,000
405(d)	Impaired Driving	M5HVE-15-06-12	ARO58	Flagler CSO	Flagler County DUI Enforcement / Flagler County SO	\$100,000	\$100,000
405(d)	Impaired Driving	M5HVE-15-06-13	ARO57	Hillsborough CSO	HCSO Stop Impaired Driving Year 3 / Hillsborough County SO	\$157,000	\$157,000
405(d)	Impaired Driving	M5HVE-15-06-14	ARR60	Lake City PD	LCPD STEP Impaired Driving Enforcement / Lake City PD	\$34,350	\$34,350
405(d)	Impaired Driving	M5HVE-15-06-15	ARO60	Ocala PD	Ocala PD DUI Suppression Program / Ocala PD	\$69,935	\$69,935
405(d)	Impaired Driving	M5HVE-15-06-16	ARN53	Okaloosa CSO	Keep Driving Sober In Destin / Okaloosa County SO	\$75,000	\$75,000
405(d)	Impaired Driving	M5HVE-15-06-17	ARM97	Broward CSO	Broward DUI Enforcement Program / Broward County SO	\$43,348	\$43,348
405(d)	Impaired Driving	M5HVE-15-06-18	ARN62	Miami PD	Miami DUI Checkpoint and Sat Patrol / City of Miami PD	\$172,500	\$172,500

<u>Funding Source</u>	<u>Program Area</u>	<u>Project Number</u>	<u>Contract Number</u>	<u>Vendor</u>	<u>Project Title</u>	<u>HSP Amount</u>	<u>Total Amount Awarded</u>
405(d)	Impaired Driving	M5HVE-15-06-19	ARV71	Cape Coral PD	Cape Coral Impaired Driving Enforcement	\$45,000	\$45,000
405(d)	Impaired Driving	M5TR-15-06-01	ARM40	DHSMV	Legal Training for Hearing Officers / DHSMV	\$116,500	\$116,500
405(d)	Impaired Driving	M5TR-15-06-02	ARM37	TCC FPSI	Spanish Language Training for DUI Officers / TCC	\$114,000	\$114,000
405(d)	Impaired Driving	M5X-15-06-01	ARM77	MADD FL	MADD Florida Aware and Safe	\$325,000	\$325,000
405(d)	Impaired Driving	M5X-15-06-02	ARR28	Meagan Napier	The Meagan Napier Foundation	\$25,000	\$25,000
402	Motorcycle	MC-15-10-01	ARM10	USF CUTR	Comprehensive Motorcycle Safety Program/ University of South Florida CUTR	\$575,000	\$475,000
402	Motorcycle	MC-15-10-02	ARM51	USF CUTR	Progam Eval and Data/ University of South Florida CUTR	\$100,000	\$100,000
402	Motorcycle	MC-15-10-03	ARS84	USF CUTR	Motorcycle Observation Survey / University of South Florida CUTR	\$100,000	\$100,000
402	Motorcycle	MC-15-10-04		USF CUTR	Focus Group Testing PSA Analysis / University of South Florida CUTR	\$50,000	\$0
402	Motorcycle	MC-15-10-05	ARM50	UM	Motorcycle Education and Injury Prevention / University of Miami	\$200,000	\$200,000
402	Motorcycle	MC-15-10-06	ARQ26	Osceola PD	SMART / Osceola PD	\$20,000	\$20,000
402	Motorcycle	MC-15-10-07	ARP96	Broward CSO	Motorcycle Safety Enforcement Program/ Broward County SO	\$64,028	\$64,028
402	Motorcycle	MC-15-10-08		Ocala PD	Motorcycle Safety and Awareness / Ocala PD	\$19,190	\$0
402	Motorcycle	MC-15-10-09	ARP95	FSU	Preventing Street racing through Legal Alternatives / Florida State University PD	\$50,000	\$50,000
405(b)	Occupant Protection	M2HVE-15-02-02	--	DHSMV	DHSMV - FHP Targeted Occupant Restraint Enforcement with nighttime belt use emphasis	\$50,000	\$0
405(b)	Occupant Protection	M2PE-15-02-01	ARM27	UF	Occupant Protection Resource Center / University of Florida	\$770,000	\$897,623
402	Occupant Protection	OP-15-02-02	ARQ30	UNF IPTM	Click It or Ticket Challenge / UNF IPTM	\$450,000	\$443,701
402	Occupant Protection	OP-15-02-03	ARQ27	UNF IPTM	Statewide Safety Belt/Public Opinion Survey / UNF IPTM	\$324,000	\$324,000
402	Occupant Protection	OP-15-02-04	ARM65	UF	UF - Minority Task Force on Occupant Protection	\$150,000	\$80,000
402	Occupant Protection	OP-15-02-05	ARM18	TCC FPSI	TCC - Florida Occupant Protection Program Planner	\$55,000	\$55,000
402	Occupant Protection	OP-15-02-06	ARM58	North Miami PD	North Miami PD - NMPD Occupant Protection	\$50,000	\$50,000
402	Occupant Protection	OP-15-02-07		Ft Myers PD	Ft. Myers PD - OP and CPS Program	\$25,392	\$0

Funding Source	Program Area	Project Number	Contract Number	Vendor	Project Title	HSP Amount	Total Amount Awarded
402	Occupant Protection	OP-15-02-08		Putnam CSO	Putnam Co SO- Buckle Up Putnam Co	\$36,000	\$0
402	Occupant Protection	OP-15-02-09		Putnam Co Fire/EMS	Putnam Co Fire/EMS - CPS and OP Program	\$15,000	\$0
402	Occupant Protection	OP-15-02-10		UF	NHTSA Occupant Protection Program Assessment 2015	\$55,000	\$0
405(d)	Paid Media - DUI	M5PEM-15-16-01	ARM32	USF CUTR	Impaired Motorcycle Safety Campaign	\$300,000	\$300,000
405(d)	Paid Media - DUI	M5PEM-15-16-02	ARM36	TCC FPSI	DUI Statewide Media Campaign	\$700,000	\$700,000
405(d)	Paid Media - DUI	M5PEM-15-16-03	ARM35	TCC FPSI	DUI Professional Sports Marketing	\$1,900,000	\$1,910,800
405(d)	Paid Media - DUI	M5PEM-15-16-04	ARM34	TCC FPSI	DUI Collegiate Sports Marketing	\$432,000	\$432,000
405(d)	Paid Media - DUI	M5PEM-15-16-05	ARM33	TCC FPSI	Impaired Driving Sports Campaign	\$216,000	\$216,000
405(d)	Paid Media - DUI	M5PEM-15-16-06	G0280	UNF IPTM	Impaired Driving Radio Advertising	\$100,000	\$100,000
405(f)	Paid Media - MOT	M9MA-15-11-01	ARM25	USF CUTR	Share the Road PSA Campaign	\$210,000	\$241,000
402	Paid Media - MOT	PM-15-07-02	ARM09	USF CUTR	Ride Smart Media Campaign	\$400,000	\$103,740
405(b)	Paid Media - OP	M2PE-15-20-01	ARM26	TCC FPSI	Florida Click It or Ticket Paid Media Campaign	\$1,493,815	\$1,493,815
402	Paid Media - PED	PM-15-07-01	ARM11	USF CUTR	Florida's Bicycle / Pedestrian Focused Initiative: Communications	\$500,000	\$100,000
402	Ped/Bike	PS-15-08-01	ARM14	USF CUTR	Comprehensive Ped Bike Program/ University of South Florida CUTR	\$690,543	\$640,543
402	Ped/Bike	PS-15-08-03	ARM15	USF CUTR	Ped Program Eval and Data Collection / University of South Florida CUTR	\$200,000	\$200,000
402	Ped/Bike	PS-15-08-04	ARM13	UF	Ped Bike Safety Resource Center / University of Florida	\$600,000	\$400,000
402	Ped/Bike	PS-15-08-05	ARM43	UM	Walk Safe / University of Miami	\$163,000	\$163,000
402	Ped/Bike	PS-15-08-06	ARM44	Alliance for Aging	Safe Steps / Alliance for Aging	\$110,000	\$50,000
402	Ped/Bike	PS-15-08-07		Gainesville PD	Pedestrian High Visibility Enforcement Program / Gainesville PD	\$40,000	\$0
402	Ped/Bike	PS-15-08-08		Metroplan Orlando	Best Foot Forward / Metroplan Orlando	\$150,000	\$0
402	Ped/Bike	PS-15-08-09		Hillsborough CSO	Safety a Foot/ Hillsborough County SO	\$80,000	\$0
402	Ped/Bike	PS-15-08-10	ARM08	USF CUTR	Walk Wise Tampa/ University of South Florida	\$100,000	\$100,000
402	Ped/Bike	PS-15-08-11		Ft Myers PD	Ft Myers Pedestrian and Bicycle Safety Program / Ft. Myers PD	\$36,454	\$0

Funding Source	Program Area	Project Number	Contract Number	Vendor	Project Title	HSP Amount	Total Amount Awarded
402	Ped/Bike	PS-15-08-12		Miami-Dade PD	Miami-Dade Pedestrian and Bicycle Safety Program / Miami-Dade PD	\$150,000	\$0
402	Planning & Admin	PA-15-01-01		FDOT	Operation of the Traffic Safety Section	\$320,000	\$0
402	Police Traf Serv	PT-15-12-01	ARM12	UNF IPTM	Florida Law Enforcement Liaison (LEL) Program / UNF IPTM	\$1,200,000	\$1,200,000
402	Police Traf Serv	PT-15-12-02	ARM16	UNF IPTM	FL Law Enforcement Challenge (FLEC) / UNF IPTM	\$1,235,580	\$1,025,000
402	Police Traf Serv	PT-15-12-03	ARQ39	UNF IPTM	Motor Unit Challenge (MUC) / UNF IPTM	\$300,000	\$300,000
402	Police Traf Serv	PT-15-12-04	ARM23	TCC FPSI	Police Traffic Training - Tallahassee Community College	\$500,000	\$150,583
402	Police Traf Serv	PT-15-12-05	ARM83	UNF IPTM	Comprehensive Traffic Crash Investigation Training/ Workshop - University of North Florida	\$350,000	\$230,000
402	Police Traf Serv	PT-15-12-06		Panama City Beach PD	Panama City Beach PD - Comprehensive Traffic Enforcement Program (CTEP)	\$98,000	\$0
402	Police Traf Serv	PT-15-12-07		Bay CSO	Bay County SO - Comprehensive Traffic Enforcement Program (CTEP)	\$100,000	\$0
402	Police Traf Serv	PT-15-12-08		Ft Lauderdale PD	Ft. Lauderdale PD - Comprehensive Traffic Enforcement Program (CTEP)	\$60,845	\$0
402	Police Traf Serv	PT-15-12-09		Key West PD	Key West PD - Not One More Police Traffic Services Enforcement	\$80,000	\$0
402	Speed	SC-15-13-01	ARQ34	Nassau CSO	Nassau County SO Speed Enforcement	\$30,000	\$30,000
402	Speed	SC-15-13-02		Pasco CSO	Pasco County SO Speed & Aggressive Driving Enforcement	\$52,617	\$0
402	Speed	SC-15-13-03		Gainesville PD	Gainesville PD Speed & Aggressive Driving	\$40,000	\$0
402	Speed	SC-15-13-04		Boynton Beach PD	Boynton Beach PD Speed & Aggressive Driving Community	\$81,500	\$0
402	Speed	SC-15-13-05		St Lucie CSO	St. Lucie CO Aggressive Driving & Speed Reduction Program	\$47,440	\$0
402	Speed	SC-15-13-06	ARP40	Ft Myers PD	Ft. Myers PD Aggressive Driving and Education	\$142,243	\$66,269
402	Speed	SC-15-13-07		Hillsborough CSO	Hillsborough Sheriffs CO Speed Know your Limits, Speed Limits	\$75,000	\$0
402	Speed	SC-15-13-08		Orlando PD	Orlando PD Speed & Aggressive Driving Enforcement	\$40,820	\$0
402	Speed	SC-15-13-09		Palm Springs PD	Palm Springs PD Traffic Enforcement Project	\$85,000	\$0
402	Speed	SC-15-13-10		Broward CSO	Broward Aggressive & Speed Enforcement (BASE)	\$119,200	\$0
402	Speed	SC-15-13-11		Lake City PD	Lake City PD Strategic Traffic Enforcement Program	\$23,500	\$0

Funding Source	Program Area	Project Number	Contract Number	Vendor	Project Title	HSP Amount	Total Amount Awarded
402	Speed	SC-15-13-12		Panama City PD	Panama City PD Aggressive Driving, Speed, Traffic Crash Investigation Equipment	\$18,600	\$0
402	Speed	SC-15-13-13		Bradford CSO	Bradford County SO Aggressive Driving Program	\$80,000	\$0
402	Teen Driver Safety	TSP-15-04-01	ARM19	TCC FPSI	Florida Student Traffic Safety Program/Tallahassee Community College – FPSI	\$155,000	\$155,000
402	Teen Driver Safety	TSP-15-04-02	ARM24	DHSMV	Statewide Teen Drive with C.A.R.E.	\$110,000	\$110,000
402	Teen Driver Safety	TSP-15-04-03	ARM86	FL Spark Inc	Teens Teaching Teens – Matters of Life or Death / Florida SPARK	\$47,500	\$47,500
402	Teen Driver Safety	TSP-15-04-04		Capial Region TPO	Leon County Teen Driver Education and Outreach Program / Capital Region TPO	\$32,209	\$0
402	Teen Driver Safety	TSP-15-04-05		Calhoun CSO	Calhoun County Teen Driver Challenge / Calhoun County SO	\$16,000	\$0
405(c)	Traffic Records	M3DA-15-18-01	ARM30	DHSMV	Crash Data Quality of DHSMV Stakeholders	\$71,500	\$71,500
405(c)	Traffic Records	M3DA-15-18-02	ARM31	DOH	Field Data Collection for NEMSIS Compliance	\$344,820	\$344,820
405(c)	Traffic Records	M3DA-15-18-03	ARN10	FSU	Electronic License and Vehicle Information Systems (ELVIS)	\$322,022	\$322,022
405(c)	Traffic Records	M3DA-15-18-04	ARM61	UF	Expanding Accessibility, Utilization and Data Integration of Signal Four Analytics	\$156,354	\$156,354
405(c)	Traffic Records	M3DA-15-18-05	ARM60	UF	A Unified Sustainable Solution to Improve Crash Geo-location Timeliness, Accuracy and HSMV Crash Data	\$125,159	\$125,159
405(c)	Traffic Records	M3DA-15-18-06	ARM29	DOH	Local EMS Agency Subgrants	\$200,000	\$200,000
405(c)	Traffic Records	M3DA-15-18-07		St Lucie Clerk of Court	St. Lucie County Clerk of the Court- Electronic Citation Images	\$2,291	\$0
405(c)	Traffic Records	M3DA-15-18-08	ARO61	South Daytona PD	City of South Daytona PD - Printers for Police Vehicles	\$11,039	\$11,039
405(c)	Traffic Records	M3DA-15-18-09	G0031	Sweetwater PD	City of Sweetwater PD - Electronic System Acquisition Project	\$108,520	\$108,520
405(c)	Traffic Records	M3DA-15-18-10	ART86	Juno Beach PD	Juno Beach PD - Enhancement of eCrash and eCitation Reporting	\$40,493	\$40,493
405(c)	Traffic Records	M3DA-15-18-11		Lake Helen PD	Lake Helen PD - Computer Life	\$4,000	\$0
405(c)	Traffic Records	M3DA-15-18-12	ARS23	Okeechobee PD	Okeechobee PD - eCrash / eCitation Initiative	\$45,335	\$45,355
405(c)	Traffic Records	M3DA-15-18-13	ARM28	DOH	DOH - Web-Based Data Collection for Field Data Collection for NEMSIS Compliance	\$50,000	\$50,000
405(c)	Traffic Records	M3DA-15-18-14	G0034	Tampa PD	Tampa Police Department - Electronic Crash Reporting (Phase II)	\$316,250	\$316,250
405(c)	Traffic Records	M3DA-15-18-15	ARS11	UCF PD	University of Central Florida PD - eCitation	\$59,910	\$46,843

<u>Funding Source</u>	<u>Program Area</u>	<u>Project Number</u>	<u>Contract Number</u>	<u>Vendor</u>	<u>Project Title</u>	<u>HSP Amount</u>	<u>Total Amount Awarded</u>
405(c)	Traffic Records	M3DA-15-18-16	ARP42	Umatilla PD	Umatilla PD - IT Update	\$7,429	\$7,429
405(c)	Traffic Records	M3DA-15-18-17	ART04	Winter Park PD	Winter Park PD - Electronic Citation Reporting	\$193,598	\$162,660
405(c)	Traffic Records	M3DA-15-18-18	ARM89	Palm Beach County	Palm Beach County - eCitation Phase II	\$18,900	\$18,900
405(c)	Traffic Records	M3DA-15-18-19	ARO00	Indian River CSO	Indian River County Sheriff's Office - Electronic Citations & Traffic Records Implementation	\$77,745	\$77,745
405(c)	Traffic Records	M3DA-15-18-20	ARO59	Bartow PD	Bartow PD - E-Cite	\$30,081	\$30,081
405(c)	Traffic Records	M3DA-15-18-23	G0282	Cocoa Beach PD	Electronic Citation / Crash Submission	\$22,520	\$16,000
405(c)	Traffic Records	M3DA-15-18-24	ART85	Plant City PD	Plant City PD - E-Citation Equipment Upgrade	\$16,300	\$16,300
402	Traffic Records	TR-15-09-01	ARM87	FSU	FSU- TraCS Support, Enhancement and Training	\$480,000	\$480,000
402	Traffic Records	TR-15-09-02	ARM88	TCC FPSI	TCC- TRCC Coordinating Committee	\$95,000	\$180,000
402	Traffic Records	TR-15-09-03	G0033	Panama City Beach PD	Panama City Beach PD - Phase Two Electronic Processing	\$364,781	\$200,000
TOTALS						\$27,236,084	\$22,035,952

