

Florida Strategic Highway Safety Plan



Vision

A fatality-free roadway system.

Overarching Strategies

Safety coalitions oversee many emphasis areas and develop detailed strategic plans that identify how, where, when, and who will implement the strategies. Like the SHSP, each coalition’s strategic plan is data driven, increasing the importance of high quality traffic records and information systems. Florida relies on the “4 Es” – engineering, education, enforcement, and emergency response. The “4 Es” were used to help identify and organize overarching strategies that help guide the safety coalitions in reducing fatalities and serious injuries on Florida’s roadway system. Overarching strategies were identified for traffic records and information systems even though it is not considered as one of the “4 Es.”

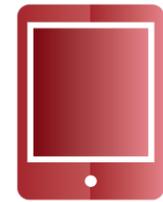
Engineering

- Identify, develop, and deploy engineering solutions and best practices that encourage safe driving behavior and reduce roadway fatalities and serious injuries.
- Incorporate policies and practices into roadway design, traffic control, construction, operation, and maintenance that make Florida’s transportation system safer for all users.
- Ensure infrastructure design allows for efficient access of first responders.



Education

- Educate all road users on sharing the road.
- Develop and implement communication strategies for all road users and improve public awareness of highway safety needs.
- Increase training and educational opportunities for first responders and other safety professionals focused on reducing roadway-related fatalities and serious injuries.
- Increase motorists’ understanding of engineering solutions and best practices, and vehicle technologies that can reduce the number and injury severity of crashes.



Enforcement

- Increase targeted enforcement activities in high-crash locations.
- Increase enforcement of high-risk driving behaviors.
- Coordinate with prosecutors and the courts to improve prosecution and adjudication of traffic safety-related cases.



Emergency Response

- Improve emergency response time.
- Provide training to first responders to improve trauma management.
- Facilitate the quick clearance of traffic crashes.



Key Strategies Related to Each Emphasis Area

Lane Departure Crashes

- Use the Highway Safety Manual and other tools to identify the most prevalent crash types and contributing factors, and match the most effective countermeasure to reduce crashes where lane departures are a current problem and where there is future crash potential.
- Investigate and implement new and innovative countermeasures including best practices used by other jurisdictions.
- Focus enforcement and education efforts on driver risk factors that can cause a lane departure crash such as speeding, distracted, or impaired driving.
- Support efforts by MPOs and local governments to address the safety of local and regional roads.



Intersection Crashes

- Reduce the frequency and severity of crashes at intersections by limiting conflicts through geometric, traffic control, and lighting improvements.
- Institute and promote Highway Safety Manual analyses and road safety audits/assessments using multi-disciplinary teams to review the operations and safety for all intersection users.
- Use traditional and alternative designs and technologies to reduce conflict risks such as innovative interchange designs, access management, and roundabouts.
- Improve the awareness and visibility of traffic control devices so all users can safely navigate an intersection.



Impaired Driving Crashes

- Combine high-visibility enforcement with increased public awareness of the dangers, costs, and consequences of impaired driving, with emphasis on high-risk populations and locations.
- Reduce repeat impaired driving behavior through targeted enforcement, effective and efficient prosecution, enhanced penalties for subsequent offenses, and improved evaluation, intervention, and treatment of substance abuse.
- Identify opportunities to prevent or counteract impaired driving through training of law enforcement, court, and substance abuse treatment personnel, recognition of emerging trends and new best practices, and use of tools such as ignition interlock devices, and revision of laws and rules.



Pedestrians and Bicyclists

- Increase awareness and understanding of safety issues and compliance with traffic laws and regulations related to pedestrians and bicyclists.



- Develop and use a systematic approach to identify locations and behaviors prone to pedestrian and bicycle crashes and implement multidisciplinary countermeasures.
- Create urban and rural built environments to support and encourage safe bicycling and walking.
- Support national, state, and local initiatives and policies that promote bicycle and pedestrian safety.

Unrestrained Occupants

- Enforce occupant protection use laws, regulations, and policies to provide clear guidance to the public concerning motor vehicle occupant protection systems including those aimed at children.
- Determine which population groups are at highest risk for not wearing safety belts, and develop culturally relevant public education and outreach to increase awareness of the benefits of safety belt use among these groups.
- Develop and implement programs that use the media, including social media, to improve public awareness of the importance of safety belts.



Aging Road Users

- Promote and educate on comprehensive driving evaluations and safety strategies to prevent crashes.
- Expand transportation choices and promote community design features to meet the mobility needs of an aging population.
- Develop and distribute resources and tools to support safe driving skills and encourage early planning to safely transition from driving.



Motorcyclists

- Improve the skill levels of motorcyclists through increased participation in rider education programs and proper license endorsements.
- Promote the safe operation of motorcycles, including sharing the road, responsible riding, and the use of personal safety gear.
- Consider the unique vulnerabilities and characteristics of motorcyclists when designing and improving transportation infrastructure.



Commercial Vehicle Crashes

- Conduct targeted enforcement for violations in high crash locations associated with commercial vehicles.
- Use public awareness program, outreach efforts, and social media to increase motorist awareness of safe driving around commercial vehicles.
- Collaborate with the trucking and bus industry on programs and initiatives to improve safety and reduce crashes.



Speeding and Aggressive Driving Crashes

- Enforce speeding and aggressive driving laws by focusing on high-risk locations.
- Incorporate technology and other innovations including speed cameras at high risk locations.
- Evaluate crash hotspots and implement appropriate engineering countermeasures to control speed and reduce aggressive driving behavior.
- Conduct community-based public awareness and education regarding speeding and aggressive driving.



Teen Driver Crashes

- Educate stakeholders about the potential safety benefits of improving Florida's Graduated Driver Licensing Law to include passenger and cell phone restrictions.
- Educate parents, caregivers, and role models on the dangers of impaired driving for teen drivers including the prohibition on providing alcohol or drugs to anyone under the age of 21.
- Work with law enforcement agencies to increase enforcement of GDL and other traffic safety laws including seat belt use and impaired driving.



Distracted Driving Crashes

- Implement effective roadway design and operation practices such as rumble strips and stripes and flashing beacons with warning signs to mitigate lane departures, speeding, and other symptoms of distracted driving and to reduce congestion and improve mobility.
- Change societal attitudes about distracted driving through intensive public education activities.
- Collaborate with other public and private organizations to offer innovative solutions, such as public and private sector policies that prohibit distracted driving when using company or organization vehicles.



Work Zone Crashes

- Apply advanced technology to improve work zone safety such as automated work zone information systems, simplified dynamic lane merge systems, portable changeable message signs, and queue warning systems.
- Educate road users about work zone safety and provide timely and accurate information regarding active work zones.
- Determine the feasibility and effectiveness of other improvements including installing reflectors on barrier walls, spacing on curves, changes in the penalties and fines to contractors for getting out of the roadway late, using of crash cushions, and correcting pavement marking errors.



- Work with law enforcement, contractors, and DOT personnel to reduce speeds in and around work zones with reduced speed limits through a comprehensive approach of increased fines and increased law enforcement contacts.

Traffic Records and Information Systems

- Develop and maintain complete, accurate, uniform, and timely traffic records data.
- Promote the use of traffic records data for decision-making purposes and ensure its accessibility.
- Facilitate collaboration of multiagency initiatives and projects that improve traffic records information systems.
- Create the same key data fields and definitions among Florida's six data systems to allow end users to link traffic records data.



Transition to Implementation

The SHSP is an overarching plan that provides direction to state, regional, and local transportation, law enforcement, education, emergency management, and other entities. The SHSP will be implemented through multiple activities. The SHSP will:

- Provide a framework for the updates of Florida's Highway Safety Improvement Plan (HSIP) and Highway Safety Plan (HSP), which identify specific projects as priorities for use of dedicated safety improvement funding available through the Federal Highway Administration and the National Highway Transportation Safety Administration, respectively, along with the Commercial Vehicle Safety Plan through funding from the Federal Motor Carrier Safety Administration.
- Inform the updates of strategic or action plans developed and maintained by established or new coalitions of safety professionals focused on specific emphasis areas.
- Guide FDOT in incorporating safety improvement strategies as appropriate into the full range of maintenance, operations, and capacity projects in its work program and future plans, recognizing that every transportation investment also represents an opportunity to improve the safety of travelers. A key focus will be on improving the safety of travel on Florida's Strategic Intermodal System, the state's high priority network of facilities important for statewide and interregional travel.
- Guide Florida's 27 metropolitan planning organizations (MPO), 67 counties, and 411 cities in updating safety action plans and safety elements of their long-range transportation plans, as well as implementing specific projects.

Emphasis area coalitions are charged with implementing the strategies of the SHSP. These coalitions represent a variety of federal, state, regional, local, and advocacy organizations whose expertise and interests include multiple modes of transportation, as well as engineering, education, enforcement, and emergency response. The coalitions meet regularly, and develop and track progress on detailed data-driven strategic plans (review plans at <http://www.dot.state.fl.us/safety>) that focus on proven strategies and activities to drive down fatalities and serious injuries. Florida's Highway Safety Coalitions include:

- Florida's Highway Safety Coalitions
- Engineering and Operations Coalition
- Florida Impaired Driving Coalition
- Florida Pedestrian and Bicycle Safety Coalition
- Teen Safe Driving Coalition
- Safe Mobility for Life Coalition
- Florida Motorcycle Safety Coalition
- Florida Traffic Records Coordinating Committee
- Florida Work Zone Safety Coalition

The Florida Transportation Plan identifies implementation guiding principles related to collaboration, innovation, customer service, and data and performance. The transition of the SHSP from planning to implementation will require a focus on these same areas.

How do we collaborate across jurisdictions, modes, and disciplines?

- Continue to support Florida's existing safety coalitions to coordinate with stakeholders to drive down fatalities in specific emphasis areas.

- Establish ad hoc committees or additional coalitions for the commercial motor vehicle, distracted driving, occupant protection, and speeding/aggressive driving emphasis areas that do not presently have established coalitions.
- Coordinate with Florida's MPOs and local governments on SHSP emphasis area implementation and future updates of their safety plans and programs.
- Continue to encourage multi-disciplinary approaches to safety improvements that consider engineering, education, enforcement, and emergency response solutions.
- Coordinate with land use, public health, and other partners to ensure safety considerations are a top priority in planning decisions related to transportation.

How do we embrace innovation in all aspects of highway safety?

- Invest in research and evaluation of new technologies and practices that can reduce highway fatalities and serious injuries.
- Plan to use technology to improve communication across modes and design "smart streets" that provide information to all travelers to reduce conflicts.
- Monitor and evaluate innovations that may change travel behavior and demand for potential impact to safety.
- Update state and local safety plans and regulations to consider technologies and innovation that may reduce fatalities and serious injuries.

How do we better serve our customers?

- Communicate clear and consistent safety messages using a variety of mediums and venues that engage roadway users in their role in Driving Down Fatalities.
- Create transportation environments that are accommodating and safe for all roadway users.
- Educate roadway users on how to use new infrastructure and technologies, such as roundabouts and signalized crosswalks.
- Understand how changes in travel demand, preferences, and options impact highway safety.

How do we improve data and performance?

- Commit to ongoing improvements in the quality, integration, and analysis of various traffic records data, including innovative uses of new and emerging data sources.
- Create a long-term strategy for managing traffic records data as a critical resource for highway safety agencies' and partners' decision-making and research, including data storage, sharing, privacy, and quality issues.
- Commit to ongoing highway safety research to identify proven strategies, programs, and initiatives that can be replicated across the state to realize further reductions in highway fatalities and serious injuries.
- Expand the use of or create additional performance measures to monitor progress, guide investment decisions, and demonstrate progress in achieving safety goals and objectives.
- Work with MPOs to coordinate target setting and performance measures between the state and local plans, consistent with federal requirements.

Call to Action

Improving safety on our roadways involves all of us working together to reduce fatalities and serious injuries. Implementing the SHSP strategies, through the efforts of decision-makers, engineering, education, enforcement, and emergency response, while increasing roadway users' awareness and understanding of their role improving safety on our roadways, is our best opportunity to Drive Down Fatalities.

To successfully implement the SHSP, all transportation stakeholders should commit to:

- Coordinate on updates of other safety plans, including other state, coalition, MPO, and local government plans, to reflect alignment with the FTP and SHSP zero fatality vision.
- Demonstrate support and promote the SHSP vision of zero fatalities by adding the Driving Down Fatalities logo and links to the SHSP on state, regional, and local transportation safety agency and organization websites.
- Promote initiatives that increase roadway users' understanding of the state's most significant traffic safety problems and their role in reducing fatalities and serious injuries.
- Document and report progress in each emphasis area toward achieving Florida's vision of zero roadway fatalities.
- Support national, state, and local initiatives and policies that promote highway safety.

Safety for Florida's residents and visitors is a top priority for the state that cannot be achieved without the help of safety partners. Florida's traffic safety community must continue to work together to identify and implement innovative solutions that help to reduce fatalities and serious injuries on Florida's roadway system. As we continue to work together, engage new partners, and follow through with the strategies outlined in the SHSP, we are confident that we can drive down roadway fatalities and serious