

SAFETY IS EVERYBODY'S BUSINESS

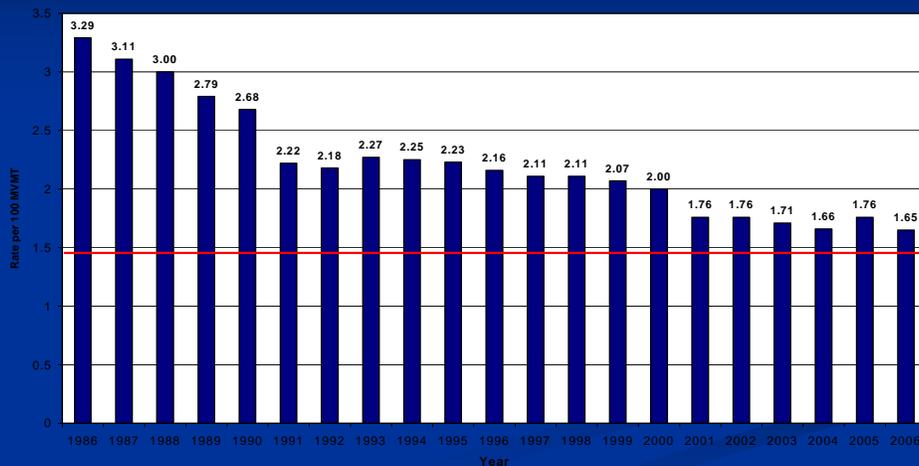
Marianne A. Trussell
Chief Safety Officer
Florida DOT

Presented to:
Florida's Design Conference
July 27-30, 2008



Florida's Challenge

Florida's Mileage Death Rate



1.45 is the National Fatality Rate for 2005



A Few of Florida's Many Challenges



Why so many Challenges?

Because both on
the job and off,
we do things in
an unsafe manner









**This could be your
unbelted child**









ROADWAY SAFETY CHALLENGES and SOLUTIONS





SAFETY
is a Choice



SAFETY
is a Choice



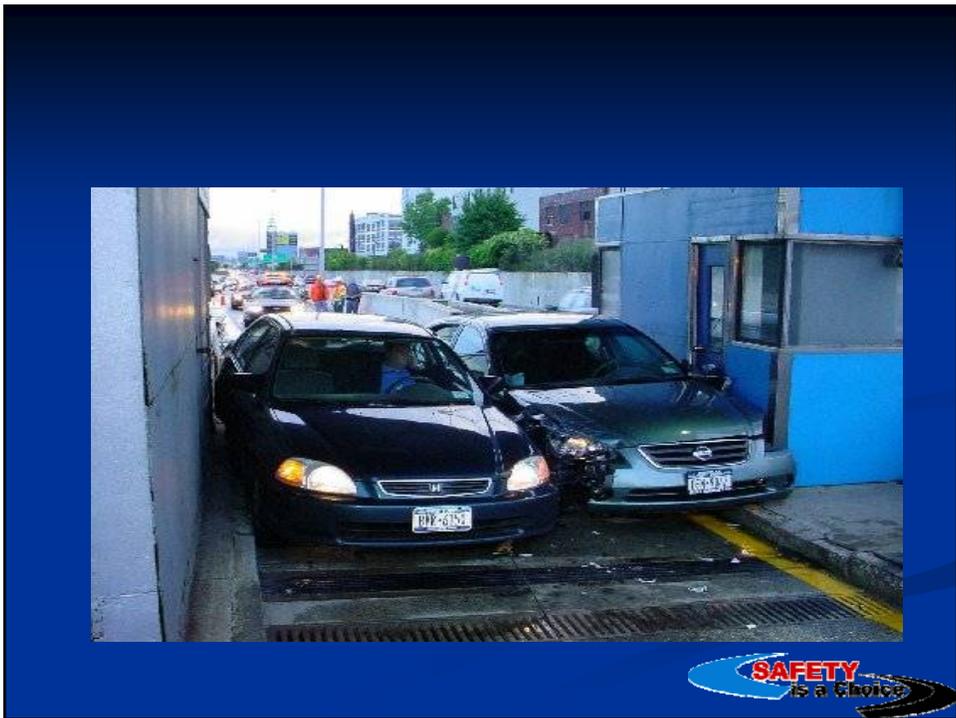


SAFETY
is a Choice



SAFETY
is a Choice





10 Ton Truck 5 Ton Bridge



JUN 22 2007









Gotta Watch Those Slippery Pedestrians



Naval Safety Center
www.safetycenter.navy.mil



I-70 near Hays, Kansas



I-70 near Hays, Kansas



FLORIDA'S STRATEGIC HIGHWAY SAFETY PLAN



It Takes All of Us

In 2005 Congress (SAFETEA-LU) required every state to have a Strategic Highway Safety Plan developed and implemented with these partners:

DOT, DHSMV, FHP, DOH, DOE, Operation Lifesaver, DOT MCCO, MPOAC, FPCA, FSA, FHWA, Federal Motor Carrier, NHTSA



Safety Partners at Work

13 Member Executive Committee

20 Member Steering Committee

Goal: develop a comprehensive plan to strategically address roadway safety issues to reduce deaths and serious injuries



Emphasis Area and Strategy Selection

AASHTO Provided 22 Areas

Statewide Summits Reduced to 9

Steering Committee Recommended 6

Executive Committee Approved 4:

- Aggressive Driving
- Intersection Crashes
- Vulnerable Road Users
- Lane Departure Crashes



THE PLAN

Four Emphasis Areas:

- Aggressive Driving
- Intersection Crashes
- Vulnerable Road Users
(bicyclists, pedestrians, motorcyclists)
- Lane Departures



Aggressive Driving



Goal

Reduce the rate of fatalities and serious injuries involving aggressive driving

Strategies

Enhance effective law enforcement

Identify and mitigate roadway features that trigger aggressive driving

Increase training and education



Aggressive Driving



Enforcement:

Implementation

42+ details (e.g., 4 on 4 along I-4)

Joint FHP and MCCO CMV details

Grant funded unconventional vehicles and positions

Law Enforcement Challenge



Aggressive Driving

Engineering:



Implementation

Intersection improvements

Provide free white confirmation lights



Aggressive Driving

Education:

Implementation

Training for law enforcement to properly identify aggressive driving

Safely Ride or Die campaign developed by FAMU students

Holiday radio talk show by FHP



Intersection Crashes



Goal

Reduce the rate of fatalities and serious injuries involving intersections

Strategies

Strengthen enforcement at intersections

Improve intersection design and operation from minimum to optimal standards

Increase educational efforts



Intersection Crashes



Enforcement:

Implementation

Numerous red light running enforcement details

Operation "Combined Accident Reduction Effort" (CARE)

Joint FHP/MCCO big rig safety inspections and enforcement detail



Intersection Crashes



Engineering:

Implementation

Install high friction surface treatment at approach queues and ramps

Construct offset left turn lanes and extend/add turn lanes

Quick Kurb installation to address problematic median openings



Intersection Crashes



Education:

Implementation

See the Lights - Save a Life - multi-media safety campaign

Safe Crossings for Elderly Pedestrians - Univ. of Miami

Updated Guide to Florida Traffic Laws



Vulnerable Road Users



Goal

Reduce the rate of fatalities and serious injuries involving vulnerable road users

Strategies

Provide support to law enforcement for more focused enforcement efforts

Mitigate adverse effects of mobility enhancements on vulnerable road users

Educate all users on shared responsibility



Vulnerable Road Users

Engineering:

Implementation

Numerous sidewalk construction and re-construction projects

HAWK project in Miami

Installed numerous countdown pedestrian signals



Vulnerable Road Users

Enforcement:



Implementation

Motorcycle safety enforcement at Thunder Beach in P. City Beach



Vulnerable Road Users

Education:



Implementation

Volusia MPO helmet fitting and give away

Miami Dade "3-foot law" bumper sticker

White Cane Safety Day and Tip Cards

Share the Road and Look Twice-Save a Life public awareness campaigns



Lane Departure Crashes



Goal

Reduce the rate of fatalities and serious injuries on limited access and rural two-lane roadways

Strategies

Improve law enforcement practices

Assess and evaluate current engineering conditions for effective countermeasures

Develop and implement public information and education campaigns



Lane Departure Crashes

Enforcement:

Implementation

Enforcement details for "Move Over Law"



Lane Departure Crashes

Engineering:

Implementation

Audible and vibratory edgeline and centerline markings – new DOT policy

Turnpike 187 mile mainline success – (from 56 crossover fatalities in 2004 to 5 in 2006 and 4 in 2007)

Increased use of RPMs and wider pavement markings



But . . .

- Audible and vibratory pavement markings are often disfavored by bicyclists and motorcyclists. Their concerns must be taken into consideration.
- DOT constructed a test section and took some bike/ped staff to try it out and get their feedback. They felt engaged and part of the process and had a voice in the selection process



Lane Departure Crashes

Education:



Implementation

Florida Sheriffs Association Teen Driver Challenge

Orlando PD Collision Avoidance Training for Teens

Multi-cultural teen outreach program in Miami-Dade County



Lane Departure Crashes

Education:

Implementation

FHP and First Coast News partnered on a story on the dangers of abandoning a car on the roadside

Teen driver improvement program - Levy County

Safe teen driver public awareness program



Three Continuing Priority Areas

Occupant Protection
Impaired Driving
Data



Occupant Protection

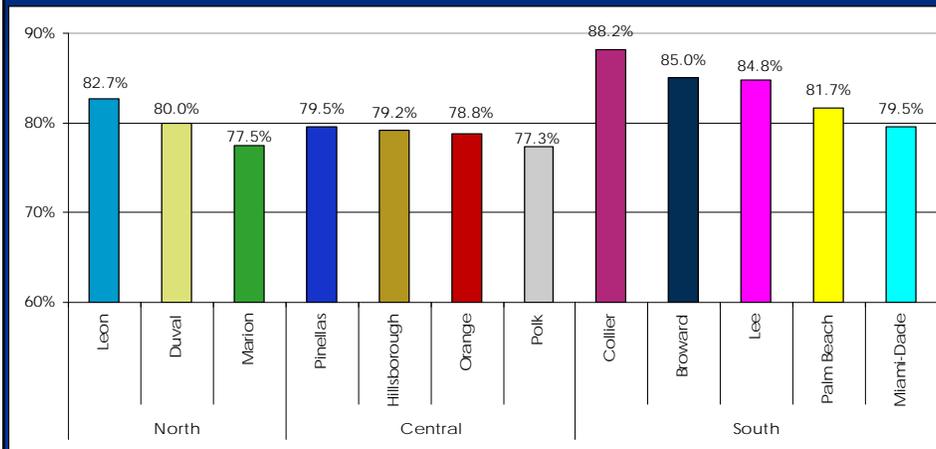


SAFETY BELT USAGE RATES 2003 - 2008

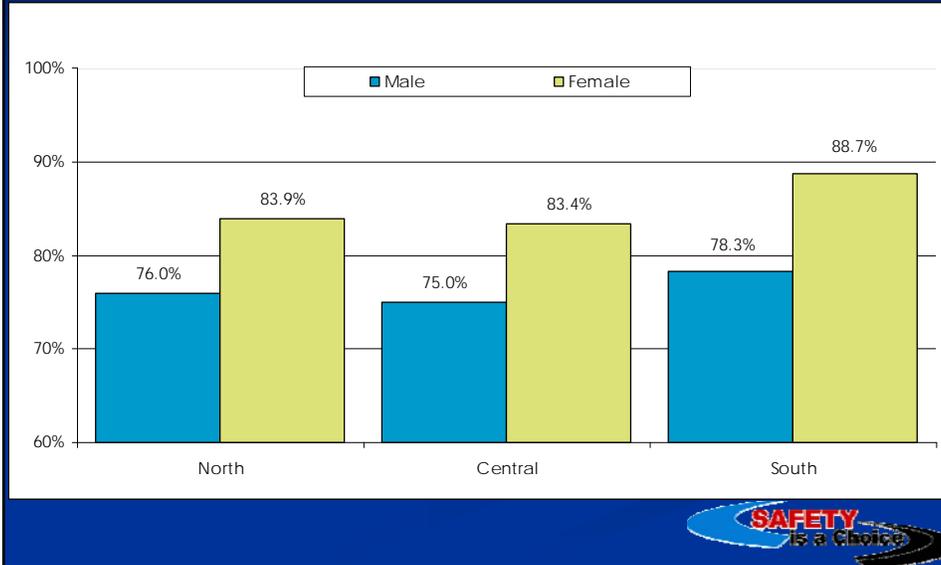
2003	72.6%
2004	76.3%
2005	73.9%
2006	80.7%
2007	79.1%
2008	81.7%



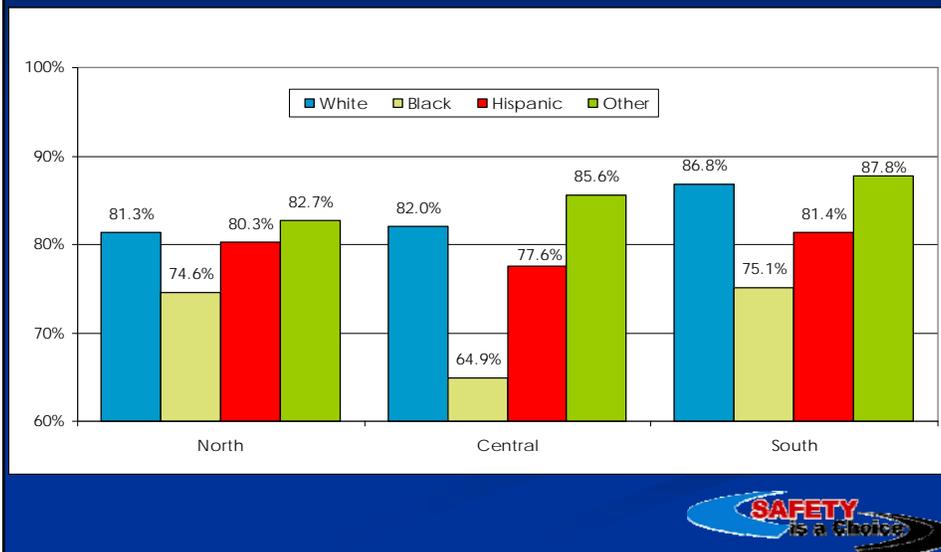
2006 Observed Safety Belt Use by County



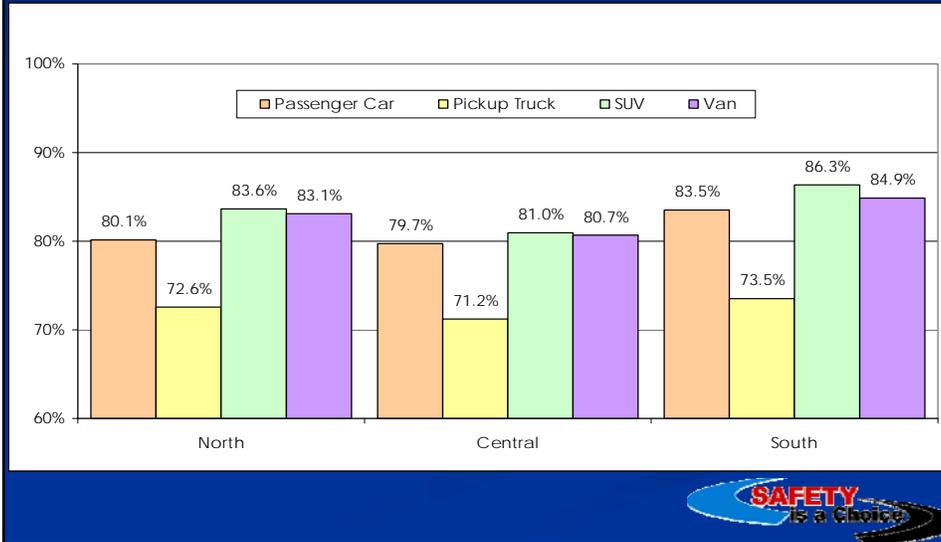
2006 Observed Safety Belt Use by Gender and Region



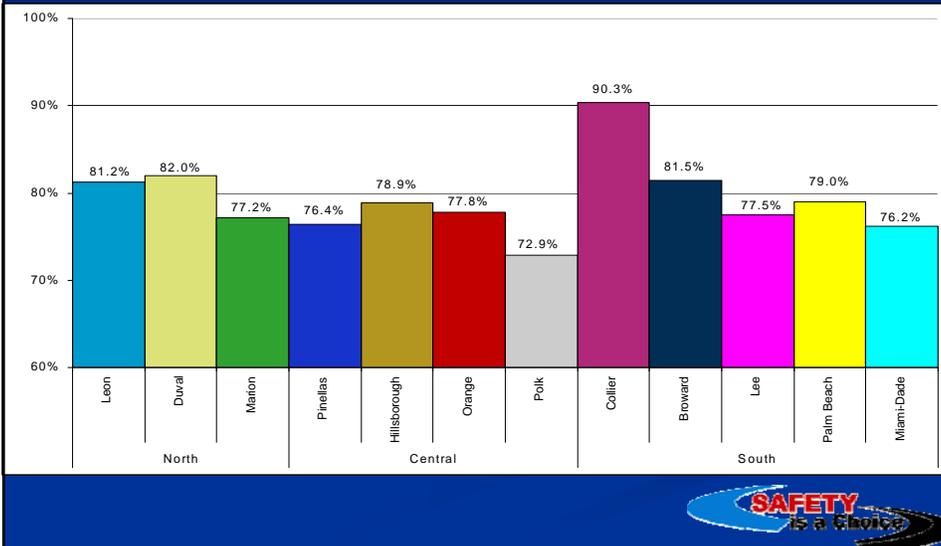
2006 Observed Safety Belt Use by Race



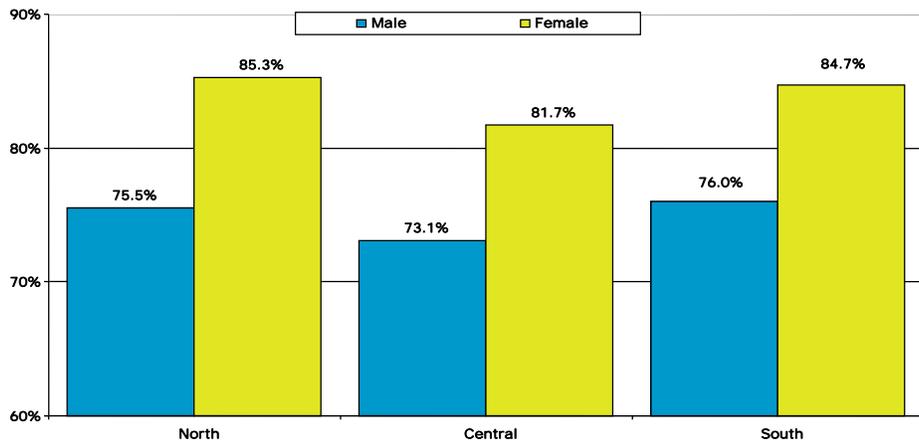
2006 Observed Safety Belt Use by Vehicle Type



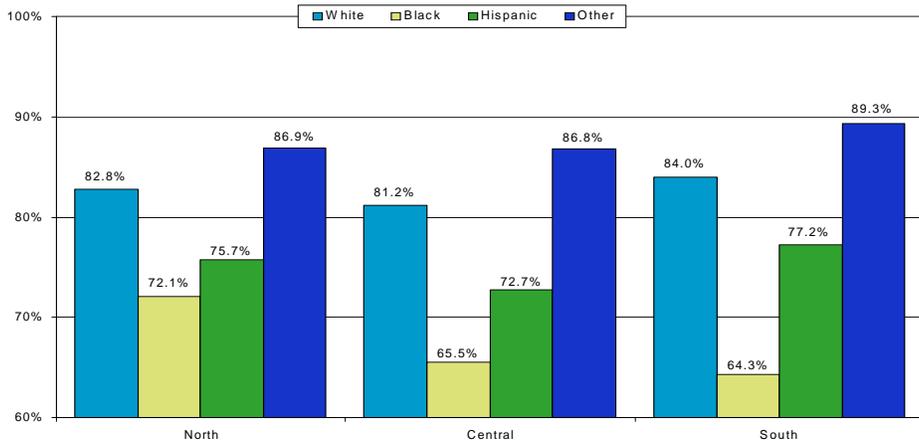
2007 Observed Safety Belt Use by County and Region



2007 Observed Safety Belt Use by Gender and Region



2007 Observed Safety Belt Use by Race and Region



Occupant Protection

Implementation

FHP Child Passenger Seat Program

Click It or Ticket – 2008 campaign

Safety presentation to crew of USS Simpson at Mayport NAS

Safety belt use pledges, and movie theatre PSAs – Katie Marchetti Foundation

High school Battle of the Belts competitions





Impaired Driving



Making Progress

	<u>2004</u>	<u>2005</u>	<u>2006</u> **
Alcohol related fatalities:	1,093	1,239	1,099*
Alcohol related injuries:	17,580	17,783	16,319
Alcohol related crashes:	23,013	23,864	22,858
Alcohol related fatal crashes:	998	1,112	1,007

*Biggest drop in the nation
 **Preliminary numbers indicate a reduction in 2007



Impaired Driving

Implementation

DUI checkpoints: FHP, SOs in Hernando Manatee, Citrus, Leon, Monroe, Marion . .

Mock DUI Crashes at high schools

Effects of DUI on Family – FAMU video

Roaming saturation patrols

Operation Cinco de Mayo

Do the Math tip card



Traffic Data



2006 Traffic Records Assessment



Room for improvement needed in:

- Consistency
- Accuracy
- Timeliness
- Compatibility
- Accessibility



Federal Grants to Improve Data Systems

To benefit all data users.

2006 awarded \$1.8M

2007 awarded \$1.265M

2008 - pending

Traffic Records Coordinating Committee

DOT

DOH

DHSMV

AHCA

FHP

MCCO



Traffic Data

Implementation

DOT staffing and expertise to develop program to locate crashes on ALL roads

EMS providing laptops to providers to improve timeliness in reporting

Conducting Crash Form Reporting workshops for law enforcement

Providing no cost laptops and electronic reporting software to law enforcement



What's Next?

The 4Es of Enforcement,
Engineering, Education,
and Emergency Response
need the 5th E –

Everyone Else



We must all get involved

- promote the SHSP
- be aware of and involved in the SHSP and get others involved
- encourage and support projects that implement the SHSP
- when possible, provide funding for projects
- ensure projects are tracked so DOT can report annually to FHWA



Other SHSP Implementation- 2008

- Quarterly leadership meetings
- Presentations, presentations
- Emphasis area meetings
- CTST coalition meetings
- Increase exposure to tracking tool



Tracking Implementation Efforts



www2.dot.state.fl.us/safetyprogramtracking

This internet site was created for all agencies/entities to enter their programs/projects that promote the SHSP.

It looks like this:



Strategic Highway Safety Plan Tracking Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www2.dot.state.fl.us/safetyprogramtracking/Coordination/Listing.aspx>

Safety Program Tracking Friday, February 29, 2008

Home Add a Project Search / Reports Administration Help Log Out

Filter by: Status: **-- Disregard Status --** Agency: **-- All --** Emphasis Area: **-- All --** [Print Report](#)

Show Project Dates Show Contacts Show Agency Names **Show Approved Projects Only**

Records per page: **10 per page**

Entered On	Project Name	Agency	Primary Funding	Status	Approved	Emphasis Areas
2/28/08	421715-1_LAP_CR_2321@Kingswood intersection	Department of Transportation/FDOT DISTRICT 3	Federal Dollars	In Progress Note: Change status to Complete	Y	<input checked="" type="checkbox"/> Aggressive Driving <input checked="" type="checkbox"/> Intersection Crashes <input checked="" type="checkbox"/> Vulnerable Road Users <input checked="" type="checkbox"/> Lane Departure Crashes <input checked="" type="checkbox"/> Occupant Protection <input checked="" type="checkbox"/> Impaired Driving <input checked="" type="checkbox"/> Traffic Data
2/28/08	421630-1_LAP_SR_186_sidewalk	Department of Transportation/FDOT DISTRICT 3	Federal Dollars	In Progress Note: Change status to Complete	Y	<input checked="" type="checkbox"/> Aggressive Driving <input checked="" type="checkbox"/> Intersection Crashes <input checked="" type="checkbox"/> Vulnerable Road Users <input checked="" type="checkbox"/> Lane Departure Crashes <input checked="" type="checkbox"/> Occupant Protection <input checked="" type="checkbox"/> Impaired Driving <input checked="" type="checkbox"/> Traffic Data
2/28/08	418374-1_LAP_SR_77_sidewalk	Department of Transportation/FDOT DISTRICT 3	Federal Dollars	In Progress Note: Change status to Complete	Y	<input checked="" type="checkbox"/> Aggressive Driving <input checked="" type="checkbox"/> Intersection Crashes <input checked="" type="checkbox"/> Vulnerable Road Users <input checked="" type="checkbox"/> Lane Departure Crashes <input checked="" type="checkbox"/> Occupant Protection <input checked="" type="checkbox"/> Impaired Driving <input checked="" type="checkbox"/> Traffic Data

We also need to

Both professionally and personally make a commitment to saving lives.

Those who might not listen to us in one capacity, may listen to us in another, such as a friend, mentor, athletic coach, church leader, etc.



WHY?



Because the numbers are staggering and where is the outrage

- 4,073 – the number of American military casualties in Iraq since inception (3/19/03)
- 2,974 - the number of people killed in the 9/11 attacks
- 3,533 – the number of people killed on Florida roadways in 2005
- 3,365 – the number of people killed on Florida roadways in 2006



Public Health Enemy #1 ?
(It's not the car that's the enemy)

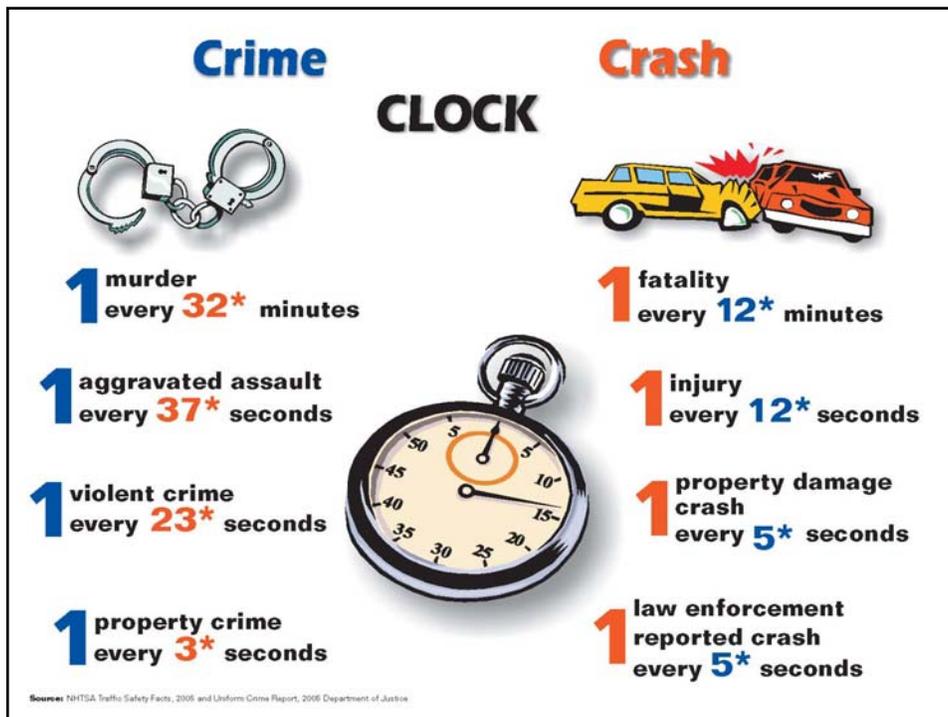


- Only about 3% of all crashes are coded that a feature of the roadway contributed to the cause
- That means 97% of all crashes are caused by improper driving behaviors
- It's not the car; it's not the roadway; it's the driver



- Males involved in motor vehicle crashes account for two-thirds (68%) of all motor vehicle fatalities between 1996 and 2005.
- Every day in the U.S., an average of 5 children age 14 and younger were killed and 58 were injured in motor vehicle crashes during 2006.





Challenges

- Budget cuts
- Spreading the word
- Getting people involved
- Keeping people motivated
- Making things difficult for ourselves
- Getting others to track programs/projects
 - A lot is being done
 - Less is being tracked

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