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**FLORIDA DEPARTMENT OF TRANSPORTATION**  
**Transit Bus Accident Study – Phase II**  
**Yield to Bus Campaign - Stakeholder Meetings**  
**District 2**

**Date:** October 25, 2005

**Time:** 2:00 PM – 3:00 PM

**Location:** 1109 South Marion Street  
Lake City, Florida

**Attendees:**

Amy Datz	FDOT Public Transit Office
Fred Mead	Dovetail Consulting
Nick Tsengas	Director of Operations
Larry Parks	Director of Production
Phil Worth	Public Transportation
James Bennett	Urban Planning (PTO)
Jim Scott	District Traffic OPS/ENG
Gina Busscher	Public Information Director
Jesus Gomez	Gainesville RTS
Shenley Neely	Gainesville RTS

**Annotated Agenda:**

- Overview
  - The 'Yield to Bus' campaign stems from a FDOT analysis of transit route accidents on the state and Federal highway system.
  - The current focus is the development of several safety related strategies and improvements.
- Public Awareness Strategy
  - The first objective is to inform motorists of the Florida law that requires drivers to yield to buses entering the travel lane from a bus bay, but the ultimate goal is to have the public gain awareness to yield to all buses as they enter the travel stream not just from bus bays.
  - To accomplish this objective we will use multiple communication channels: Radio, television, billboards and other signage; Driver education courses, license and tag renewals; Driver license test and driving improvement school.
- Target Audience
  - The target audience is the general driving public within the State of Florida.
  - We are seeking to find persons and organizations that would be willing to support or be champions for the safety and awareness/communications campaign.
- Our Goal
  - Our primary goal is to develop, seek funding for and implement an awareness campaign plan that will influence driver behavior and lead to increased bus transit safety.
- Main Tasks
  - Our initial task is to gather input and support from the FDOT District Offices of Public Transit, Safety, Traffic Operations and Public Information, along with local transit agencies.

- Our second task is to develop a public awareness action plan/concept paper to enhance bus safety.
- Our next task is to submit grant application to the FDOT Safety Office to implement our planned public awareness campaign.
- Schedule
  - Oct 2005 - Nov 2005           Gather stakeholder input and ideas
  - Feb 2006                        Complete public awareness action plan
  - May 2006                       Grant award notification
  - October 2006                 Funding allocation and program initiation

**Meeting Summary:**

1. Attendees were provided with a copy of "Accessing Transit", and the "Yield to Bus Public Awareness and Safety Campaign Fact Sheet". Amy Datz delivered an introduction to the project that included the following:
  - A review of the FDOT Safety Office accident data involving rear end collisions of motor vehicles with transit buses.
  - An overview and history of "Yield to Bus" campaign efforts.
  - An in-depth discussion of the existing Florida Statute (written 5 years ago) as it relates to yielding to transit buses exiting bus bays.
  - An update of recommendations, concerns and issues expressed by the districts visited thus far (Districts 1 and 7).
2. FDOT Rep suggested having affected transit agencies identify the locations of all its bus stops and classify as them as near-side, far-side, bus bays, turn-only lanes, etc. to better understand the problem. It was also suggested that bus accident data be reviewed to see if it can be determined if these type of accidents are occurring or concentrating in higher numbers at near-side stops versus far-side stops. If this were known, this might influence future recommendations on urban bus stops along congested roadway environments.
3. Ms. Datz briefly discussed the best design practices and diagramed a scenario described in a previous meeting. The scenario depicted was a bus stop located in an exclusive right turn lane, after stopping, the bus then had to merge left to reenter the traffic stream, a potentially very hazardous movement for a bus. Following the discussion, Ms. Datz was told that there were no bus stops with this configuration in Jacksonville, or as far as the group knew in their district.
4. Ms. Datz talked about potentially including school bus and transit buses as a potential funding source related to the Yield to Bus campaign.
5. A representative from Traffic Operations mentioned a TRB Report on yielding to buses and commented that the law as written conflicts with vehicle driver's expectancy and will always be a problem as the motor vehicle drivers are concentrating on their rear-view mirrors. The representative suggested use of "Advance Warning Signs", and possibly lowering speeds of buses and motor vehicles at these locations.
6. A representative from FDOT discussed employing a concept similar to the Motor Carrier Compliance "No Zone" sign on the side of semi trucks. He believes this particular sign captures the thought and

image in a graphic that has worked particularly well and could be used as a model for a public awareness campaign for bus safety.

7. A representative from RTS stated that a majority of its accidents are rear-ending collisions, but not accidents occurring when the bus is pulling into traffic from bus bays. RTS only has 15 to 20 bus bays. They also have an unusual roadway feature which they call "Half-Bus-Bays", half the bus pulls into a narrow bay so that half the bus is still in the traffic stream but other vehicle can maneuver around the bus to pass it.
8. Members of the group suggested narrowing the awareness campaign in order to focus on rear-end bus collisions occurring on State Roads only. The RTS representative stated that "Half-Bus-Bays" are now being discussed by some other agencies to prevent buses from having to pull back into traffic. A representative from FDOT recommended the awareness campaign concentrate on 1 or 2 counties initially, including Broward because it has the most bus bays and the most accidents. Mark Wilson of the Central Traffic Operations Office is interested in conducting a pilot program.
9. The following techniques were highly recommended:
  - Information Kits
  - Proclamation from Governor
  - Approach Signs on Road
  - Public Service Announcements
10. Ms. Datz thanked everyone for their comments and adjourned the meeting.

## **APPENDIX A**

### **PUBLIC INFORMATION & AWARENESS TECHNIQUES**

The following is a list of techniques under consideration for the Yield to Bus Campaign:

- Information Kits (distributed at driver education courses, license and tag renewals; driver license test and driving improvement school)
- Advertisements (30 and 60 second)
- Informational Videos
- Video library/clippings of bus transit safety television news coverage
- Press releases
- Media Advisories
- Newspaper articles
- Press conferences
- Newsletters
- Reports
- Brochures
- Posters
- Audiovisual presentations
- Websites
- Special Events
- Displays and exhibits with pockets for informational materials placed in public gathering places (grocery stores, banks, churches, shops)
- Public Service Announcements (radio and television)
- Billboards
- Speakers Bureau/Public speaking engagements
- Citizen Advisory Group
- Programs at Schools for Parents
- Theme/Logo/Brand Identity for Campaign
- Community Walk (i.e. "Walk for Safety")
- Buttons, magnets, other promotional items
- Contests
- Public workshops/meetings/open houses