

# 2006 Best Practices

Florida's Community Traffic Safety Teams



Members include Local City,  
County, and State Agencies,  
Private Industries, and Citizens



Funded by the Florida  
Department of Transportation

# Heads Up for Safety!



This report was prepared for the State Safety Office, Department of Transportation, State of Florida, in cooperation with the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation.

The conclusions and opinions expressed in these reports are those of the subgrantee and do not necessarily represent those of the State of Florida, Department of Transportation, State Safety Office, the U.S. Department of Transportation, or any other agency of the State or Federal Government.

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### What is a Community Traffic Safety Team?

Florida's Community Traffic Safety Teams (CTSTs) are locally-based groups of highway safety advocates who are committed to solving traffic safety problems through a comprehensive, multi-jurisdictional, multi-disciplinary approach. Members include city, county, state and occasionally federal agencies, as well as private industry representatives and local citizens. The CTST boundaries are up to the individuals comprising the team. They may be a city, an entire county, a portion of a county, multiple counties, or any other jurisdictional arrangement.

Multi-jurisdictional means several agencies (cities, county and state) plus other groups and organizations working together toward a common goal of improving traffic safety in their community. Multi-disciplinary means integrating the efforts of the 4 "E" disciplines that work in highway safety, including Engineering, Enforcement, Education (public information), and Emergency services. By working together with interested citizens and other traffic safety advocates within their communities, the CTSTs help to solve local traffic safety problems related to the driver, pedestrian, the vehicle and the roadway. The common goal of each Community Traffic Safety Team is to reduce the number and severity of traffic crashes within their community.



The Florida Department of Transportation (FDOT) has been active in the support of Community Traffic Safety Teams. Each FDOT District has a CTST Coordinator who works closely with the teams in their geographic area, and the Central FDOT Safety Office acts as a liaison to the District Coordinators.

### History of the Community Traffic Safety Team Coalition

The idea for the CTST Coalition came to fruition during the latter part of 1994, when approximately 15 teams were functioning independently in the state. As the number of CTSTs began to grow, and various safety activities and events were being conducted, the Chairpersons acknowledged a need of some forum in which to coordinate efforts, to learn from one another, to

share successful program ideas, and to reduce duplication among the teams. The idea of forming a coalition of all Community Traffic Safety Teams was discussed informally, and a date was set for the initial meeting of CTST Chairpersons. On April 4, 1995, the inaugural meeting was held, with the first election of officers. In the past 11 years since their first meeting in 1995, the Coalition has grown to represent 60 teams and has matured in its ability to affect positive outcomes by initiating statewide safety campaigns. Probably the greatest accomplishment of the Community Traffic Safety Team Coalition has been the ability to bring together such a diverse group of local community safety partners to facilitate the sharing of safety programs, ideas and materials to a statewide audience through the individual Community Traffic Safety Teams in Florida. On average, each CTST has about 20 regular members who represent agencies from an enforcement, engineering, education or emergency services discipline. With the combined statewide resources of over 1,200 volunteers working together as a united front on comprehensive traffic safety issues, the CTST Coalition has helped to put names with faces, opened up new avenues of communication throughout the state, and has fostered a feeling of cooperation that did not exist prior to the Coalition's establishment.

It is this broad-based partnership of CTST members across the state that has made the CTST Coalition such a valuable part of Florida's Safety Programs. The continued growth and attendance at Coalition meetings is indicative of the importance the CTSTs give to traffic safety in Florida, and the trust they place in the Coalition to speak for those volunteers who are actively working toward safer communities.

The purpose of this booklet is to provide a resource for the CTSTs to showcase the many innovative and successful programs and ideas that have come from the various CTSTs throughout the state. The manual further provides a means for the exchange of information and ideas on different educational and enforcement programs.

Many dedicated traffic safety advocates donated time, effort and resources to compile this best practices booklet. CTST Coalition members came up with the idea for the initial booklet, which was published in June 2002. This booklet reflects some of the newest programs that are being conducted around Florida, and is dedicated to all those who serve to keep the traveling public safe.

## CTST Best Practices - Bike Safety

**Name of Community Traffic Safety Team:** Hillsborough County

**Name of Project:** More Health Inc., Bicycle and Pedestrian Safety Lesson – (first grade students) and Trauma Is No Accident – (high school students - Drivers Ed)

**Area of Concern:** Bicycle and pedestrian safety, trauma education including drinking and driving, distracted driving and speeding.

**Jurisdiction:** Hillsborough County

**Targeted Population:** Elementary and high school students and parents

**Funding Sources and Amount:** Tampa General Hospital, Hillsborough County Sheriff's Office, Hillsborough County School District.

**Problem Statement:** Students of all ages are at risk for injuries in relation to bicycle, pedestrian, and automobiles.

**Project Goal(s):** MORE HEALTH will decrease the number of injuries and deaths related to trauma in children ages 6-18.

**Proposed Solution:** MORE HEALTH, Inc. will provide health and safety education lessons to children and parents in the school setting free of charge.

**Results:** MORE HEALTH will track the number of injuries and deaths of children as reported at Tampa General Hospital, other local hospitals, and statewide reported data.

**Program Contact:**

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**Name of Community Traffic Safety Team:** Hillsborough County

**Name of Project:** Train-the-Teen-Trainer Bike Rodeo Program

**Area of Concern:** Bicycle Safety/Helmet Use

**Jurisdiction:** Hillsborough County

**Targeted Population:** Low Income and minority students (Boys and Girls Clubs of Tampa Bay & Hillsborough County Parks and Recreation sites)

**Funding Sources and Amount:** Florida Department of Transportation and St. Joseph's Children's Hospital Safe Kids Tampa - Approximately \$195,000 over 3 years

**Problem Statement:** According to the National SAFE KIDS Campaign, bicycles are associated with more childhood injuries than any other consumer product except the automobile. Head injury is the leading cause of death in bicycles. Universal bike helmet use by children ages 4 to 15 would prevent 39,000 to 45,000 head injuries and 18,000 to 55,000 scalp and face injuries annually.

**Project Goal(s):**

1. Train approximately 225 teen trainers from the Boys and Girls Clubs to become bicycle safety leaders.
2. Conduct approximately 75 bicycle safety education programs at the Boys and Girls Clubs and Hillsborough County Parks and Recreation Department sites. Conduct approximately 5 community-based bicycle rodeos throughout the year.
3. Distribute, educate and properly fit 9,300 bicycle safety helmets to Boys and Girls Clubs, Hillsborough County Parks and Recreation Department youth members, and other community-based events and organizations.

**Proposed Solution:** With the creation of the Safe Kids Tampa Bicycle Safety Program, low-income children will be targeted to receive bicycle helmets and bicycle safety education through the use of peer teaching. At risk youth, ages 13 to 17, will be trained in bicycle safety to teach other youth who participate in the Boys and Girls Clubs and Hillsborough County Parks and Recreation summer programs.

**Results:**

**2003-2004 Grant Year:**

Pre-instruction observation of 321 children: only 41 children (13%) wore helmets; most of these helmets were worn incorrectly.

Post-instruction observation of 441 children: 361 (82%) were seen wearing helmets; most of these helmets appeared to be worn correctly; 69% increase.

Parent surveys were also conducted.

**Program Contact:**

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Alternative Transportation Education Program (ATE)

**Area of Concern:** Reduce fatalities for pedestrians and bicyclists that have suspended licenses

**Jurisdiction:** Countywide

**Targeted Population:** Individuals with driver licenses suspended due to repeat offenses, including DUI.

**Funding Sources and Amount:** Individuals will pay for the ATE course. Materials being used are existing materials from the local agencies that handle the specific portions of the course.

**Problem Statement:** The Seminole County CTST Fatality Reduction subcommittee learned from analyzing crash reports that those who were killed as pedestrians or bicyclists had their licenses suspended and/or revoked, and had multiple infractions prior to the suspension/revocation.

**Project Goal(s):** Partner with local agencies to offer a course educating individuals with suspended or revoked licenses of alternative travel modes.

**Proposed Solution:** Offer a course with information covering Basic Bicycle Safety (using the Florida Bicycling Street Smarts “FBSS”); provide pedestrian guidelines on the different intersection walk indicators, what they mean and how to use them; demo how to put a bike on a bus and how to read the bus guides and to learn how a combination of walk/bike/bus can get them safely to most any place they need to go without driving a motorized vehicle.

**Results:** One of the judges is 100% on board with this program and has already mandated attendees. The course is being taught at the Florida Safety Council location in Seminole County by a League of American Bicyclists certified “League Cycling Instructor.”

**NOTE\*** The program is a partnership among: Metroplan Orlando, LYNX, the Seminole CTST, and the Florida Bicycle Association. Florida Safety Council will be the host agency and the course paperwork, payment, classroom and records will be handled through them. Florida programs will need to partner with Florida Bicycle Association.

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**Name of Project:** Florida Traffic and Bicycle Safety Education Program

**Area of Concern:** Pedestrian, School Bus, and Bicycle Safety

**Jurisdiction:** State of Florida - statewide Florida Department of Transportation project

**Targeted Population:** Elementary and middle school students in Florida

**Funding Sources and Amount:** FDOT (Florida Traffic and Bicycle Safety Education Program), Bike Florida mini-grants, FDOT 402 safety grants, and local funding sources.

**Problem Statement:** Elementary and middle school students in Florida must be educated on the skills and knowledge of school bus, bicycle and pedestrian safety in order to interact with vehicular traffic and other obstacles to safe travel patterns.

**Project Goal:** The program mission is to prevent injuries to children from bicycle and pedestrian crashes by training them with the knowledge and skills needed to be competent and safe in traffic.

**Proposed Solution:** The Florida Traffic and Bicycle Safety Education Program (FTBSEP) is a statewide comprehensive school-based program designed to teach elementary and middle school students traffic safety through classroom instruction and on-bike skills. The program administers traffic education by conducting training workshops and certifications for Florida elementary and middle school teachers, community volunteers, law enforcement officers, and community safety recreation leaders.

**Results:** Communities have creatively implemented the Florida Traffic and Bicycle Safety Education Program through partnering with many organizations that deliver bicycle and pedestrian traffic education to a diverse population statewide.

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**Name of Community Traffic Safety Team:** Hillsborough County

**Name of Project:** Bicycle and Pedestrian Safety Program

**Area of Concern:** Bicycle and Pedestrian Safety

**Jurisdiction:** County roads and State roads in unincorporated Hillsborough County

**Targeted Population:** All ages

**Funding Source:** Hillsborough County



**Problem Statement:** The Hillsborough County Public Works Department, Traffic Services Division, recognizes that Florida in general and Hillsborough County in particular have a high incidence of bicycle and pedestrian crashes.

**Project Goals:**

- Perform an analytical baseline study of bicycle and pedestrian crash issues in Hillsborough County, including specific recommendations for improvements to bicycle and pedestrian crash hot spots.
- Define common countywide casual factors and trends.
- Identify concentrations of bicycle and pedestrian crashes.
- Define methodologies to evaluate individual locations, corridors, and intersections.

**Proposed Solution:** Create a Hillsborough County Crash Geodatabase Geographic Information System (GIS) that will allow County staff to map crash data and perform analysis necessary to best allocate engineering resources.

**Results:** Working jointly with the Hillsborough County Sheriff’s Office, the Public Works Department has developed a Hillsborough County Geographic Information System Crash Geodatabase. Staff can now produce GIS maps of bicycle and pedestrian crash locations, as well as charts and graphs of factors and trends.

**Program Contact:**

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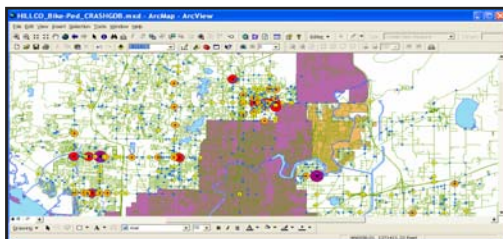
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# CTST Best Practices - Child Passenger Safety

**Name of Community Traffic Safety Team:** Brevard County

**Name of Project:** Gift of Love

**Area of Concern:** Elementary schools

**Jurisdiction:** City of Titusville

**Targeted Population:** Elementary school children under 4'9" and less than 80 lbs.

**Funding Sources and Amount:** Titusville FD and PD

**Problem Statement:** Children are riding to and from school improperly restrained. Students being picked up are being directed to the front seat by school safety patrols assisting in the parent pick-up line.

**Project Goal(s):** Educate elementary school staff of possible liabilities associated with improper placement and restraint of children by speaking to every PTO in the schools. Impress upon school safety patrols to open the back door for all children getting into cars in the parent pick-up line. Educate children on the importance of being properly restrained.

**Proposed Solution:** Make booster seats available to schools for distribution through programs similar to their existing donut sales and/or holiday card sale.

**Results:** Initial surveys have shown an improvement in the seating position and use of proper restraint for children.

**Program Contact:**

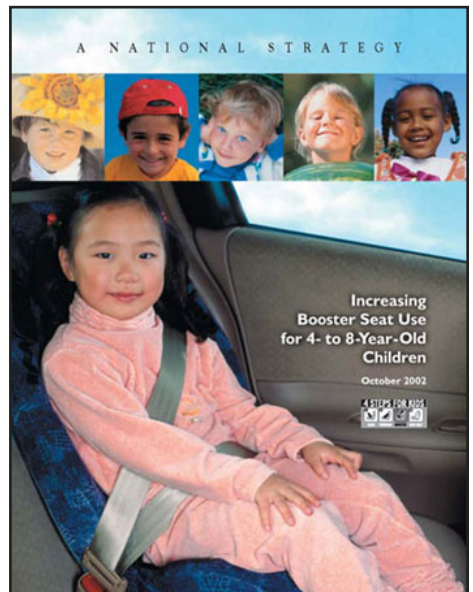
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**Name of Community Traffic Safety Team:** Northeast Florida Area

**Name of Project:** WHALE (We Have A Little Emergency) Program

**Area of Concern:** Car and booster seat safety

**Jurisdiction:** Northeast Florida Area

**Targeted Population:** Parents, grandparents or guardians with children in cars or booster seats.

**Funding Sources and Amount:** FDOT District II Traffic Operations, Shands Jacksonville, and business partnerships (private donations).

**Problem Statement:** WHALE Check is a “peace of mind” program that teaches proper booster and car seat use and installation through education and concern regarding what would happen to children in the event of a traffic crash.

**Project Goal(s):** WHALE Check is an identification and information program for parents who have children in car seats. As a result of the WHALE Check program, parents are using car/booster seats, focusing on proper installation and ensuring that, in the case of a crash, emergency service personnel have the vital information needed including contacts and special medical needs of a child.

**Proposed Solution:** Provide parents with WHALE Package that includes information explaining proper car seat installation and use, brochure, one information label and two logo stickers for the car seat, and a static label for the inside rear window.

**Results:** Through interviews, public service announcements and radio promotions, the WHALE Check message is communicated regularly to our motoring public. Since the launch of our WHALE Check Program, we have distributed over 75,000 WHALE Check packages throughout Northeast Florida.

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Comprehensive Child Passenger Safety (CPS)

**Area of Concern:** Child passenger safety

**Jurisdiction:** Seminole County

**Targeted Population:** Parents and caregivers of children under 4'9" tall and 80 lbs.

**Funding Sources and Amount:** Grants, partnerships, private donations and in-kind services

**Problem Statement:** Four out of five children are riding in incorrectly installed child safety seats or without proper restraint.

**Project Goal(s):** To offer a countywide, comprehensive CPS program. Conduct a minimum of two 32-hour CPS Technician Certification courses per year, two 8-hour CPS Certification Renewal courses, maintain partnership with SAFEKIDS Worldwide, retain a minimum of four CPS Technician Instructors on the Seminole County CTST.

**Proposed Solution:** Coordinate countywide locations for CPS fitting stations, CPS educational classes, and CPS check-up events offering various days of the week and time of day as alternatives for parents and caretakers to receive appropriate instruction of correct installation and use of CPS devices.

**Results:** Traffic crash analysis for the past three years in Seminole County has shown no fatalities or serious injuries to children in traffic related incidents.

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**Name of Community Traffic Safety Team:** West Central Florida CTST

**Name of Project:** Child Passenger Safety Program

**Area of Concern:** Child passenger safety

**Jurisdiction:** Citrus County, FL

**Targeted Population:** Children, parents, other caregivers, and professionals working with children in Citrus County.

**Funding Sources and Amount:** Citrus County provides the funding for the program coordinator through the Health Department. This position is part-time, 24 hours weekly. Four hundred safety seats and boosters are provided through a car seat distribution grant from the Florida Department of Transportation on a yearly basis for a three-year period. A partnership with the Gulf to Lakes Pilot Club helps purchase additional safety seats, along with client fees and additional community donations.

**Problem Statement:** Eight out of 10 safety seats are used incorrectly or installed improperly, and only 15% of children who should ride in booster seats actually do use them.

**Project Goal(s):** To increase correct use and secure installation of child restraints. To provide additional certified technicians who are able to assist and educate families regarding safe transportation of their children.

**Proposed Solution:** This program provides education through child passenger safety classes and car seat check-ups for parents and other caregivers at the Citrus County Health Department. Car seat inspections are also provided at day care and Head Start facilities, as well as community check up events at local businesses. The coordinator also teaches a car seat safety class for both hospitals during their childbirth classes. The program also provides low cost safety seats and boosters for financially-eligible families who attend a car seat safety class. 32-hour CPS certification classes are provided for personnel from community agencies. The Citrus CPS team is composed of members from the Crystal River Police Department, the Citrus County Sheriff's office, the Citrus County Health Department coordinator, Childhood Development Services, and the School Transportation Department. CPS activities are well-advertised in the local newspapers, as well as through local TV and radio. We recently produced a half hour TV program on correct use and installation of child safety seats with our local TV station, WYKE.

**Results:** Last year (2004-2005), over 400 people attended CPS classes, and 245 safety seats and boosters were provided; 130 car seats and boosters were inspected. Proper use rates have improved to an average of 88%. The fitting station at the Citrus County Health Department has seen an increase in participants since the CPS classes started at both hospitals. Many of the expectant parents now bring their car seats for a check-up prior to the birth of their child.

**Program Contact:**

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**Name of Community Traffic Safety Team:** Duval County

**Name of Project:** The Comprehensive Child Care Injury Prevention Project

**Area of Concern:** Occupant protection; bicycle, pedestrian, and child Passenger Safety; fire, poison, and drowning Prevention

**Jurisdiction:** Child care centers, churches

**Targeted Population:** Children ,teachers, and parents

**Funding Sources and Amount:** \$20,000 of Educational Curriculum from Department of Children and Families Child Care Licensure/Child Welfare and In-Kind Staff Time from Duval County Health Department's Injury Prevention Program of between \$5 - 15,000 per year.

**Problem Statement:** To educate preschool children, teachers, and parents on how to reduce preventable injuries, such as the importance of seatbelt and helmet use.

**Project Goal(s):** Develop and implement a curriculum that would aid in reducing the number of deaths and disabilities suffered by preschool aged children caused by preventable injuries.

**Proposed Solution:** To educate day care facilities on safety habits that could save the life of the children attending their child care facility.



**Results:** Loan of age appropriate pre-school safety curriculum, providing lessons on various preventable injury subjects. Providing 10-hour continuing education credit for all preschool childcare teachers and staff on the usage of safety curriculum and injury prevention strategies. The program has been well received by the children and childcare community.

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**Name of Community Traffic Safety Team:** FDOT District Four (Broward, Palm Beach, Martin, St. Lucie and Indian River counties)

**Name of Project:** Safety Angel

**Area of Concern:** Traffic safety for children

**Jurisdiction:** Districtwide

**Targeted Population:** Children ages three and up

**Funding Sources and Amount:** Highway Safety Grant

**Problem Statement:** The District 4 CTST's needed a way to teach pre-school and school age children about the importance of bicycle helmet and seat belt use and other traffic safety issues.

**Project Goal(s):** Reach as many children as possible.

**Proposed Solution:** Use the Safety Angel to speak to as many adults and children as possible about traffic safety topics and to demonstrate the proper use of seat belts and bicycle helmets.

**Results:** This program receives multiple requests for presentations and positive community feedback. There is actually a safety angel song, and the words to that are available on the inside back cover of this booklet.

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## CTST Best Practices - DUI

**Name of Community Traffic Safety Team:** Orange County CTST

**Name of Project:** “If You Don’t Die”

**Area of Concern:** Impaired driving

**Jurisdiction:** Orange County

**Targeted Population:** High school students and other appropriate groups

**Funding Sources and Amount:** Cost of video duplication

**Problem Statement:** Few individuals recognize the long-term consequences of impaired driving and related crashes.

**Project Goal(s):** To extend the anti-DUI message beyond the scene of a crash and provide students (and others) with an accurate depiction of what happens as a long-term result of impaired driving.

**Proposed Solution:** Using scenes of an actual Mock DUI for the opening, our video picks up where the Mock DUI leaves off, following the critically injured individual through the emergency room, intensive care, physical rehabilitation and ultimately into a nursing home as a quadriplegic. The video also notes the impact her injuries have on her friends and loved ones. The DUI offender is followed through the arrest, booking process, into jail, and through the judicial system where he is sentenced to a lengthy prison sentence. And finally, months after the crash, we check in on the family of the DUI fatality and gain some understanding of the long-term grief and suffering they continue to endure.

The video is divided into 5 short segments for better reception in busy school systems and allows the impaired driving message to be spread out over an extended period. The video can be used as a follow-up to a Mock DUI or as a stand-alone program.

**Results:** This video has been extremely well received throughout the state and across the country by students, parents, educators, and traffic safety professionals. It has been adopted into many existing programs in both the public and private sector for younger and older audiences.

**Program Contact:**

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Mock DUI

**Area of Concern:** Alcohol, speed & safety restraints

**Jurisdiction:** Countywide

**Targeted Population:** Junior and senior high school students

**Funding Sources and Amount:** Donated time and resources such as law enforcement, EMS, school and private citizens

**Problem Statement:** There is no formal driver education in high schools to expose teenage drivers to the hazards of drinking and driving, speeding, lack of seat belt use and responsible driving.

**Project Goal(s):** Educate high school students about the dangers of alcohol, speeding, lack of restraint use, etc.



**Proposed Solution:** Present the Mock DUI program to all junior and senior high school students. The “real life” event uses students from the high school to portray the consequences of drinking and driving. The audience sees the “couple” prepare to leave for their date while promising the parents to be safe. After the party, there is a terrible “crash” and the scene, broadcast on a sound system, includes 911 dispatchers, emergency responders using the Jaws of Life to extract a victim, law enforcement

investigating the crash and conducting sobriety test, and a helicopter airlifting injured passengers. A hearse is used to carry the body of the fatally injured. Students watch as officers tell parents about the death of their child and witness their reaction first hand.

**Results:** The Seminole County CTST has presented the Mock DUI program to each of the 7 public high schools as well as one private school for the past 7 years to approximately 35,000 students. About 98% of the students have responded positively, stating that the program has been a tremendous eye opener for them. The students have suggested that this program be shared with all levels of high school and middle school as well.

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**Name of Community Traffic Safety Team:** Orange County CTST

**Name of Project:** Good Sport

**Area of Concern:** Impaired driving

**Jurisdiction:** Orange County, FL

**Targeted Population:** University of Central Florida college students

**Funding Sources and Amount:** UCF Peer Outreach Program, private sponsorship from City Beverages (local Anheuser-Busch distributor), CTST promotional items were donated

**Problem Statement:** UCF Football utilizes the Citrus Bowl in downtown Orlando (as opposed to an on-campus stadium). Students are traveling approximately 15 miles through multiple jurisdictions to and from the stadium. Pre-game parties and tailgating create great concern for impaired driving to and from the game.

**Project Goal(s):** To encourage responsible fan behavior and create a safe, fun environment where good sportsmanship is encouraged and to provide safe travel on the roads between the UCF area and downtown.

**Proposed Solution:** Recognizing that, in this environment, students would be drinking, the goal is to encourage responsible behavior with positive reinforcement. Citations are issued to students exhibiting positive behavior such as having a designated driver, no common-source containers, having alternate beverages and food, etc. Citation recipients tried the “prize door” for big items such as stadium blankets, folding chairs, and coolers. Those who did not win exchanged their citations for smaller items such as key chains, backpacks, koozies, and water bottles. Citations were collected at each game and a drawing was held for the grand prize “Ultimate Tailgating Package,” which included a collapsible tent, 4 folding chairs, a large cooler, grill/smoker, BBQ utensils, and lunch provided by our team.

**Results:** The program was well received among students, faculty, and the general public. With an audience of 3,000-4,000 students each game, we cited approximately 500 students and educated many more. Good Sport received extensive media coverage.

**Program Contact:**

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**Name of Community Traffic Safety Team:** FDOT – District II

**Name of Project:** Celebrate Safely...Designate a Driver!

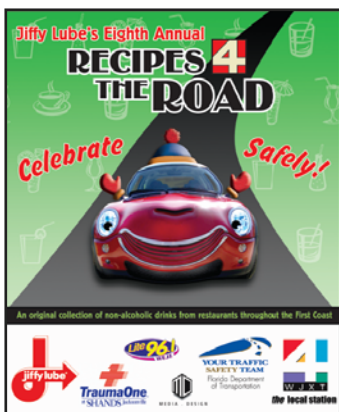
**Area of Concern:** Impaired driving

**Jurisdiction:** Northeast Florida counties

**Targeted Population:** Motoring public

**Funding Sources and Amount:** Private donations and 402 Grant funds

**Problem Statement:** Alcohol-related traffic fatalities during the holiday season increased from 33.6% to 44% of the total fatalities, according to crash statistics from the Department of Highway Safety and Motor Vehicles (DHSMV).



**Project Goal(s):** Raise awareness of alcohol-related fatalities and injuries during the holiday season and promote the use of a designated driver.

**Proposed Solution:** Celebrate Safely, Designate a Driver! is a community-based effort to stop impaired driving. This effort includes a designated driver program, targeted enforcement efforts, and a public education and awareness program. Celebrate Safely was introduced with several press conferences including an event with five local Sheriffs uniting in Northeast Florida. The 8<sup>th</sup> Annual Recipes for the Road was showcased at the press conferences. Local radio and television interviews and public service announcements ran throughout December. This free booklet includes new and creative non-alcoholic drink recipes that can be offered to designated drivers

and guests who are attending holiday parties. Restaurants owners and patrons display stickers and posters endorsing the designated driver concept. Law enforcement sets up saturation patrols and sobriety checkpoints.

**Results:** The Celebrate Safely Program is in its eighth year. The program's highly visible law enforcement, a designated driver program, and a public education campaign, give people the information they need to make informed choices and seek alternatives to driving while impaired. The repetitive and comprehensive message of Celebrate Safely throughout Northeast Florida is impacting our communities and setting a positive trend.

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## CTST Best Practices - General Traffic Safety

**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Demonstration of Pedestrian Crosswalk Flags

**Area of Concern:** Pedestrian safety on Fernwood Avenue between SR 17/92 and Oxford Avenue

**Jurisdiction:** City of Casselberry

**Targeted Population:** All pedestrian and motorists

**Funding Sources and Amount:** Approximately \$30

**Problem Statement:** Approximately 250 pedestrians and LYNX transit riders are crossing mid-block at opposing bus stop location on busy, 4-lane roadway. The crosswalk links two LYNX transit bus routes. The crosswalk is used by riders needing to transfer between the routes.

**Project Goal(s):** The objective of this demonstration is to make pedestrians more visible at the crosswalks, thus, potentially reducing their exposure to a crash with motorized vehicles.

**Proposed Solution:** At selected crosswalks, orange flag containers will be provided, each with an instruction sign and flags. A pedestrian takes a flag, holding it aloft while crossing the street, and places it in the flag holder on the opposite side of the street. The application of pedestrian crosswalk flags may be used at controlled or uncontrolled intersections and mid-block crossing locations.

**Results:** Prior to installing the pedestrian flags, staff performed an unscientific observation of pedestrian, motorists, and, to a lesser extent, cyclists' behavior while crossing near the crosswalk location. Seventy-one pedestrians crossed near the location of the proposed demonstration project. A total of 27% of the pedestrians used the entire crosswalk to cross; 8% used some part of the crosswalk; and 65 percent did not use the crosswalk.

A similar observation was conducted after installing the pedestrian crosswalk flags. Forty-nine pedestrians crossed near the location of the demonstration project. A total of 49% of the pedestrians used the entire crosswalk to cross; 2% used some part of the crosswalk; and 49% did not use the crosswalk. Only 8% of those observed using the crosswalk carried a flag. Additional observations will be conducted.

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Christmas Weekend Crash Reduction Program

**Area of Concern:** SR 436 from county line to county line

**Jurisdiction:** Seminole County

**Targeted Population:** Traveling public

**Funding Sources and Amount:** \$0

**Problem Statement:** The Christmas holiday brings a dramatic increase in the number of vehicles on the road. The additional traffic, combined with hectic schedules and driver inattention, is likely to boost the number of aggressive driving incidents. These combined circumstances are likely to be the leading cause of crashes, resulting in property damage, injuries, and even fatalities. This creates a major concern for law enforcement, thereby prompting the initiation of this program.

**Project Goal(s):** This program's main focus is to reduce motor vehicle crashes and promote traffic safety along SR 436 within Seminole County during the holiday season. Based on Florida crash statistics, during the holiday period, approximately 42 people will perish in traffic crashes, and countless others will be injured as a result of these crashes.

**Proposed Solution:** As part of a Seminole County CTST initiative, officers will establish a visible profile at every controlled intersection along SR 436. Officers are encouraged to limit enforcement action and instead, rely on their uniform presence to keep violations at a minimum. Whenever enforcement becomes necessary, officers should focus enforcement action on violations posing a substantial crash risk or safety concern, such as red light violations, blocking intersections, seatbelt violations, aggressive driving, child restraint violations and pedestrian violations.

**Results:** This annual project has received much positive attention from the media as well as the traveling public. Our incident rate at intersections along SR 436 has significantly decreased on this busiest Friday of the year.

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**Name of Community Traffic Safety Team:** Duval County Traffic Safety Team

**Name of Project:** Lowering Intersection Violations Effectively (L.I.V.E.)

**Area of Concern:** High Frequency Crash Locations (H.F.C.)

**Jurisdiction:** Citywide

**Targeted Population:** Motoring public

**Funding Source:** Jacksonville Sheriff's Office

**Problem Statement:** Several locations, primarily intersections, have been the scene of a large number of traffic crashes. Several of these crashes have resulted in serious injuries and/or fatalities. Although these incidents have also resulted in a large property loss, the loss of even one life is unacceptable.

**Project Goal(s):** The Jacksonville Sheriff's Office will provide several means of reducing these incidents. Education will be provided via variable message boards cautioning the motoring public that they are entering a High Frequency Crash location. Enforcement will follow with citations being issued to violators. The initiative will utilize both marked as well as unmarked vehicles and will utilize in-car video cameras.

**Proposed Solution:** Reduce the number of traffic crashes at the top 10 locations, thus reducing injuries and fatalities. By combining educational practices and enforcement activities, the public will become more knowledgeable and safer drivers.

**Results:** The top 10 High Frequency Crash locations were targeted for a 12 month period. During this time, a total of 562 warnings were issued during the educational phase followed by 5,198 uniform traffic citations. The locations experienced a reduction in crashes, with the number one location moving from the list all together at times.

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Street Racing Educational Display

**Area of Concern:** Street racing/aggressive driving

**Jurisdiction:** Seminole County shared with Orange, Lake, and Volusia counties

**Targeted Population:** General public, large focus on high school drivers

**Funding Sources and Amount:** Community businesses and residents provided support through voluntary and in-kind services. A local towing company donated a crashed vehicle that was involved in a traffic fatality. A dual-axle trailer constructed with diamond-plated steel was donated to transport the crashed vehicle. The biography of the event is mounted to the trailer and is on a free standing display board in the shape of a stop sign. Approximate cost: \$6,000.

**Problem Statement:** In March 2004, two Sanford teenage males in a red 1991 Honda Civic were participating in a street race on US 17-92 in Sanford. The teenage driver lost control of the vehicle at a high rate of speed, struck a fire hydrant, and came to rest on a telephone pole after snapping it in two. The impact of this crash, and the fact that neither the driver nor the passenger was wearing their safety belts, resulted in their senseless and tragic death. The other vehicle fled the scene.

**Project Goal(s):** The primary focus is to save lives by reducing crashes through education and enforcement and to prevent street racing from becoming an epidemic within Seminole County.

**Proposed Solution:** To create community awareness by utilizing the crashed vehicle display at high school Mock DUI events, static displays at local shopping malls/super centers, and community events reminding motorists of the possible consequences of street racing and becoming an aggressive driver.

**Results:** We have seen through our crash statistics a reduction in street racing incidents. This display has received enhanced media coverage and positive public response.

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**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** Traffic Fatality Reduction

**Area of Concern:** Traffic fatalities

**Jurisdiction:** Altamonte Springs, Casselberry, Lake Mary, Longwood, Oviedo, Sanford, Winter Springs, and unincorporated Seminole County

**Targeted Population:** All drivers

**Funding Sources and Amount:** \$0

**Problem Statement:** Seminole County increased from 24 fatalities in 2003 to 64 fatalities in 2004

**Project Goal(s):** Reduce fatalities and coordinate efforts to reduce future incidents

**Proposed Solution:** Form committee to analyze each individual fatality report; obtain additional and/or missing information if necessary (i.e., BAC results); field review and document all findings (signing/sight distance; striping; road conditions). Review crashes in same area to look for patterns of crashes. Document and submit recommendations to appropriate agency/department for response.

**Results:** Fatalities were reduced 38 fatalities in 2005. Installation of two additional signals; modification of one intersection; funding for future annual analysis; implementation of mandatory Alternative Driver Education program for persons who have had their license suspended and/or revoked.

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**Name of Community Traffic Safety Team:** Duval County Traffic Safety Team

**Name of Project:** Interstate Corridor Enforcement (I.C.E.)

**Area of Concern:** Local high speed interstate systems

**Jurisdiction:** Citywide

**Targeted Population:** Motoring public and commercial vehicles

**Funding Source:** Jacksonville Sheriff's Office

**Problem Statement:** The interstates and highways of Jacksonville have been the scene of a large number of traffic crashes. Several of these crashes have involved commercial vehicles. Due to highway speeds coupled with the size of the commercial vehicles, resulting injuries have been substantial and often fatal.

**Project Goal(s):** The Jacksonville Sheriff's Office will provide several means of reducing these crashes. Education will be provided and enforcement will follow with citations being issued to violators. The initiative will utilize both marked as well as unmarked vehicles and will utilize laser, radar, and in-car video cameras.

**Proposed Solution:** Reduce the number of traffic crashes on the highways and interstates of Jacksonville thus reducing injuries and fatalities. By combining educational practices and enforcement activities, the public will become more knowledgeable and safer drivers. Variable message boards will be erected along the corridors in areas with a history of crashes. Following this educational phase, zero tolerance enforcement will follow.

**Results:** Efforts were concentrated on the highways and interstates. Hundreds of citations were issued during this initiative. The motoring public and commercial vehicle drivers were educated and the highways and interstates became safer roadways on which to travel.

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**Name of Community Traffic Safety Team:** Pinellas County

**Name of Project:** ITS Overhead Crosswalks

**Area of Concern:** Pedestrian safety at unprotected marked crosswalks

**Jurisdiction:** City of St. Petersburg

**Targeted Population:** Pedestrians

**Funding Sources and Amount:** Federal grants and local capital improvement funding.



**Problem Statement:** Motorists yielding compliance to pedestrians in a crosswalk has traditionally been very low. Standard crosswalks require only simple signs and markings, which are not well identified by motorists on wider, multi-lane facilities. Also, it is very difficult to meet the national warrant for a pedestrian signal which leaves no mid-level feature to provide adequate crossing protection for pedestrians.

**Project Goal(s):** To increase motorist yielding compliance at mid-block and unprotected intersection pedestrian crosswalks where ITS crosswalks are installed. To reduce mid-block pedestrian crossings at unmarked locations. To increase pedestrian safety and reduce injuries and fatalities

**Proposed Solution:** Design and implement an overhead ITS display that, when activated by a pedestrian, warns the motorist that a pedestrian crossing is in progress. Provide a clear and precise message that adheres to the State statute for motorist yielding requirements without giving the pedestrian the false sense of security. Obtain State and FHWA approval to experiment with the overhead crosswalk sign and provide analysis to support its approval in the MUTCD.

**Results:** During our preliminary investigations, the overall percentage of motorist yielding to pedestrians at two crosswalks resulted in an increase from 3% to 30% and 100%, respectively. This increase in compliance took place without any education or enforcement activities. Our final project includes a full "Courtesy Promotes Safety" - EEE implementation program, which is anticipated to increase compliance even more. A full evaluation is required as part of our "Permission to Experiment."

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**Name of Community Traffic Safety Team:** Seminole CTST

**Name of Project:** School Bus Stop Arm Violations Project

**Area of Concern:** Traffic violating stopped school buses with stop arms and red lights deployed at student bus stops

**Jurisdiction:** Countywide

**Targeted Population:** Motoring public

**Funding Sources and Amount:** \$0

**Problem Statement:** Motorists are violating the stopped school bus with stop arms and lights activated.

**Project Goal(s):** Identify frequent locations where stop arm violations occur and improve communication from school bus drivers, Seminole County Public Schools Transportation management, and law enforcement agencies concerning this type of problem.

**Proposed Solution:** To identify locations where motorists are frequently violating stopped school buses through driver reports, and to continue to report these violations through the availability of expanding database summary to law enforcement agencies on a weekly basis.

**Results:** Law enforcement agencies have a detailed report of locations where motorists frequently pass stop school buses. The defined locations for targeted enforcement provide a strong presence of law enforcement not only to curb violations, but to send a clear message of zero tolerance.

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## CTST Best Practices - Grade Crossing Safety

**Name of Community Traffic Safety Team:** Florida CTST Coalition with Florida Operation Lifesaver

**Name of Project:** Train Safety Awareness Week

**Area of Concern:** Grade crossing safety

**Jurisdiction:** Statewide

**Targeted Population:** Motoring public and pedestrians

**Funding Sources and Amount:** Recognition awards for enforcement agency participation through Florida Operation Lifesaver

**Problem Statement:** While crashes and fatalities at rail grade crossings involving motorists have declined over the years, trespassing by pedestrians on railroad tracks and on railroad property is an ever-increasing problem in Florida. According to Federal Railroad Administration (FRA) statistics, Florida ranks fourth in the nation in regard to trespasser fatalities.

**Project Goal(s):** Reduce the number of collisions, deaths, and injuries at rail-highway intersections and on railroad rights-of-way through public awareness campaigns and programs emphasizing improved engineering, education, and enforcement.

**Proposed Solution:** Historically, the Governor of Florida has proclaimed the third week of April as Train Safety Awareness Week. In addition to Operation Lifesaver, CTST's statewide promote and sponsor a Train Safety Awareness Week. A major focus is increased enforcement of Florida traffic statutes regarding railroad crossings and public education about the laws and dangers involving railroads. Speakers give presentations to schools, community groups, bus drivers and law enforcement agencies generating program support among politicians and media.

**Results:** 2005 marked the eighth year of the program and, in combination with Florida Operation Lifesaver, the efforts have helped to decrease the number of grade crossing collisions and increase public awareness.

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# CTST Best Practices - Occupant Protection

**Name of Community Traffic Safety Team:** Orange County CTST

**Name of Project:** Ghost Out

**Area of Concern:** Safety belts and impaired driving

**Jurisdiction:** Orange County

**Targeted Population:** Middle school Students

**Funding Sources and Amount:** CTST State funds and/or private sponsorships

**Problem Statement:** Middle school teens often fail to wear safety belts when traveling in a vehicle. They are at an age where independence becomes key and they often spend time with older friends, neighbors, and family members.

**Project Goal(s):** To encourage students to wear safety belts at ALL times when traveling in a car and not to drive while impaired or ride with someone who is.

**Proposed Solution:** A day-long event, the Grim Reaper visits classrooms randomly tapping students to be removed. Typically, we tap one student every 15-18 minutes to symbolize the rate at which teenagers die every day across the U.S. The students are taken to another room, provided a black "Ghost Out" shirt and their faces are painted white. They are to remain silent for the remainder of the day, symbolic of their permanent absence from the lives of their peers. A coffin display is often set up in a common area with a mirror on the pillow and a sign that says, "The next person to die from impaired driving could be..." At lunch, a table is set up where Buckle Up Pledges are signed. At the end of the day, the "ghosts" file into the auditorium or gym behind the Grim Reaper and a presentation is made on the importance of safety belts, along with a power point presentation of a horrific DUI crash. (We use the story of Jacqui Saborido from Texas.)



**Results:** Teens (and pre-teens) get a very graphic illustration of the importance of making wise choices. Often, teaches will ask students to write a paper about their feelings on the topic afterwards. The responses are typically very moving and demonstrate an impact on these young individuals.

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**Name of Community Traffic Safety Team:** Nassau County CTST

**Name of Project:** Battle of the Belts

**Area of Concern:** To increase seat belt use among high school students in Nassau County, since four students from three high schools were killed in traffic crashes during the previous two years while not utilizing seat belts

**Jurisdiction:** Nassau County – West Nassau High School, Hilliard High School, and Fernandina Beach High School

**Targeted Population:** Approximately 4,000 students

**Funding Sources and Amount:** \$500 each from the three new car dealerships in Nassau County, for a total of \$1500

**Problem Statement:** A survey of seat belt use among high school students at three high schools in Nassau County at the beginning of the school year indicated that West Nassau High School had a 32% usage rate, Hilliard High School a 30% usage rate, and Fernandina Beach High School had a 36% usage rate. This after several students over the previous two years were killed in vehicle crashes not using seat belts. One student was killed just prior to the school year beginning.

**Project Goal(s):** To increase seat belt use among high school students

**Proposed Solution:** The three high schools in Nassau County are sports rivals throughout the year. Having them compete against each other in something such as having the highest seat belt usage rate was unique. The competition would take place for one month with random seat belt use survey's being taken throughout the month. The high school with the highest seat belt usage rate would be awarded \$1500 for use on student related activities. The premise is, if you can get the students to get in the habit of using seat belts for the competition, then they would continue to wear them after the program ends. Getting the support of the school superintendent and principals is key to the success of the program.

**Results:** Seatbelt usage rates were:  
Hilliard High School – 90%  
West Nassau High School – 86%  
Fernandina Beach High School – 82%

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## CTST Best Practices - Red Light Running

**Name of Community Traffic Safety Team:** Seminole County

**Name of Project:** STOP! Red Light Running

**Area of Concern:** Drivers running red lights at the major intersections within Seminole County, FL

**Jurisdiction:** Countywide

**Targeted Population:** All vehicular traffic driving on the roadways within Seminole County

**Funding Sources and Amount:** FDOT 402 Safety Grant Funding

**Problem Statement:** Drivers running red lights place the other commuting traffic, as well as themselves, at risk of being involved in a vehicle crash, being injured and being killed as a direct result of the violation. The State of Florida has recognized this and increased the traffic fines and penalties through the Angelica and Victoria Velez Memorial Traffic Safety Act, which was enacted on October 1, 2005.

**Project Goal(s):** To decrease the numbers of traffic related crashes, injuries and fatalities through aggressive enforcement of red light violations.

**Proposed Solution:** A list of intersections was compiled by Seminole County Traffic Engineering with the assistance of the law enforcement agencies within Seminole County based on existing data to determine the appropriate intersections for installation of Red Light Confirmation lights. After installation, all of the agencies took a proactive approach to enforce red light violations both as individual agencies as well as a group through the Seminole County Inter-Local Voluntary Cooperation Operational Assistance Mutual Aid Agreement as the City/County/State Traffic Unit (CCSTU).

**Results:** There has been a noticeable decline in the number of citations issued at targeted intersections. The intersection of State Road 436/Red Bug Road/Winter Park Drive is an example. When these red light enforcement operations started in 2004, there was an average of 82 red light violations per operation at this intersection. In 2005, with increased enforcement and the use of confirmation lights, a sampling revealed that 60 red light violations were cited. In January of 2006, an operation had less than 60 red light violations.

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**Name of Community Traffic Safety Team:** State of Florida CTSTs

**Name of Project:** Enforcement Lights for Red Light Running

**Area of Concern:** Aggressive driving, specifically, red light running

**Jurisdiction:** Florida

**Targeted Population:** All motorists

**Funding Sources and Amount:** FDOT supplied materials; locals installed and maintained (approximate cost \$60 per light)

**Problem Statement:** Red light running is a leading cause of urban crashes resulting in many injuries and fatalities and has a dramatic economic impact to the citizens of Florida. Red light enforcement cameras are restricted from use in this state. The previous method of conducting a red light running enforcement detail required the manpower of at least two officers.

**Project Goal(s):** Purchase the equipment and provide the criteria to install enforcement lights to major intersections throughout the county, allowing enforcement personnel to monitor red light running from downstream of the signal. This increases the efficiency of the enforcement detail and the safety of the entire intersection, thereby reducing red light running crashes.

**Proposed Solution:** FDOT purchased the enforcement lights and, with the assistance of the local agencies, had them installed at major signalized intersections. Installation guidelines were also developed and a training booklet and compact disc to use at roll call meetings for all enforcement personnel.

**Results:** The enforcement lights save their manpower on an average of two hours per intersection. Enforcement lights have been installed at over 500 intersections in Florida.

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## CTST Best Practices - School Zone Safety

**Name of Community Traffic Safety Team:** Duval County

**Name of Project:** Walk To School Safely

**Area of Concern:** School zone safety

**Jurisdiction:** Expanded to several schools in the county

**Targeted Population:** Elementary school children, parents, community leaders and the media

**Funding Sources and Amount:** District 2 Community Traffic Community Traffic Safety Program for promotional and educational items

**Problem Statement:** Motor vehicle crashes account for approximately 80% of all pedestrian deaths among children. While traveling to and from school, children cross major streets with heavy traffic and several children have been seriously injured in traffic crashes.



**Project Goal(s):** Educate children about safely walking to and from school and remind motorists of their responsibility for the safety of children. The goals are to educate children and parents on how to walk to school safely, increase the use of crosswalks, and decrease pedestrian fatalities and injuries.

**Proposed Solution:** The Community Traffic Safety Team partnered with several elementary schools to support a week of events focusing on walk safe education, safety tips, essay and poster contests and other classroom activities. Students, staff, parents and community leaders walked together to school. Pre- and post-surveys were administered to students to evaluate how students travel to school and their knowledge of getting to school safely.

**Results:** Students learned safety practices for walking and riding to and from school in traffic. Parents were given educational materials and asked to practice with their children walking to school. Adults became more aware of hazards faced by children walking to school.

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**Name of Community Traffic Safety Team:** Hillsborough County

**Name of Project:** School Zone Safety Program

**Area of Concern:** All public and private schools located on County-maintained roads in Hillsborough County

**Jurisdiction:** County Roads

**Target Population:** Students walking and biking to and from school and the motoring public

**Funding Source:** Hillsborough County

**Problem Statement:** Motorists exceed posted speed limits in the area of schools during student arrival and departure times. Hillsborough County is a growing county and is currently the 9th largest public school district in the nation. There are no national warrants for when to use school flashers.

**Project Goals:** Provide a legal reduced speed limit in the areas of schools during student arrival and departure times. The posted speed limit shall be easy for motorists to see and understand.

**Proposed Solution:** Install solar-powered School Zone Flashers at every school in the county. The posted speed limit will be either 15 or 20 miles per hour. The school flashers will only operate on school days, during student arrival and departure times. School flashers will be installed to include the entire school property, not just crosswalk locations. Update existing school zone signing and markings.

**Results:** Motor vehicle speeds have been lowered making conditions safer for students walking and biking to and from schools. At certain schools, the line of parents' vehicles waiting to pick up students backs into through travel lanes. With school flashers posted, vehicles approach school driveways slower, reducing crashes and near crashes.

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Song from the Safety Angel  
Program, page 17.



### SAFETY ANGEL KID

Lyrics by: Angele Evans—FDOT/CTST District 4  
Sing to: “Brahms Lullaby”

I’m a Safety Angel Kid  
Angel Kid—Angel Kid  
I’m a Safety Angel Kid  
And I earned my wings today.

I will teach Mom and Dad  
Mom and Dad—Mom and Dad  
I will teach Mom and Dad  
How to buckle up too.

Then I’ll teach the Boys and Girls  
Boys and Girls—Boys and Girls  
Then I’ll teach Boys and Girls  
Just what they should do.

Then we’ll teach the Whole Wide World  
Whole Wide World—Whole Wide World  
Then we’ll teach the Whole Wide World  
They should buckle up too.

I’m a Safety Angel Kid  
Angel Kid—Angel Kid  
I’m a Safety Angel Kid  
Yes I earned my wings today

Now I’ll teach Mom and Dad  
Now I’ll teach Boys and Girls  
Now I’ll teach the Whole Wide World  
They can earn their wings too.



