

# 2009

## COMMUNITY TRAFFIC SAFETY TEAM

### CHALLENGE

We all know that we can achieve greater goals by pooling our resources and working together in partnerships. We also know that there is no single answer to making our roadways safer. That's why Florida's Community Traffic Safety Teams (CTSTs) are so important. By bringing groups together in a multi-disciplinary approach to solve traffic issues, CTSTs have unprecedented opportunities to prevent traffic crashes, reduce the number of fatalities and serious injuries, and positively impact the spiraling emergency services and health care costs to society. CTSTs are in a truly unique position to mobilize communities and to save lives.

The Community Traffic Safety Team Challenge will recognize outstanding CSTSs for their innovative ideas, education and enforcement programs, effectiveness, and leadership in making Florida's roadways safer.



# JUDGING CRITERIA

Each application will be judged by a panel of traffic safety experts. Judges will concentrate on the following program areas:

## ***Goals and Objectives***

Planning and direction are important to keeping a group focused and on track. Describe the traffic safety problem areas identified through data analysis and addressed by your CTST. Then, list the goals and objectives established by your CTST to focus and solve these traffic safety issues.

## ***Public Information and Education***

Briefly describe your CTST's educational activities toward the statewide priorities of impaired driving, speeding/aggressive driving, occupant protection, and vulnerable road users. Also, describe the activities conducted surrounding any other problem areas identified by the CTST. You might include information regarding:

- number and type of CTST events held
- community partnerships developed and involved
- special materials produced and distributed
- outreach through the media
  - media campaigns implemented
  - population targeted
  - length of campaigns and estimated audience reached
- activities in support of state and national enforcement waves and traffic campaigns

## ***Enforcement***

Enforcement is a key motivator in gaining voluntary compliance with traffic laws. Highlight your CTST's involvement in law enforcement's traffic safety efforts focused on the CTST's identified problem areas. You may wish to include:

- targeted or multi-jurisdictional efforts hosted, coordinated and/or sponsored by the CTST
- enforcement activities directed towards the CTST's identified problem areas
- special operations or other coordinated efforts sponsored by the CTST which were held in conjunction with the state or national enforcement campaigns
- other activities conducted to support and promote law enforcement's traffic safety efforts

You should also include the enforcement statistics achieved during those activities.

## ***Innovative Approaches***

Many unique and innovative ideas have been fostered through CTSTs. This is your chance to showcase your programs. Describe any innovative campaigns or initiatives implemented by your CTST. Be sure to give complete details of the lengths, target audiences, participants, results, etc.

## ***Effectiveness***

Effectiveness is the most important part of any traffic safety effort. It isn't enough to simply conduct a variety of activities. The activities must have results. Did you reach those sections of the community that needed reaching the most? Did you actually make a difference?

Explain how your CTST measures the effectiveness of its efforts and then briefly list those achievements during 2009. Also, describe the CTST's success in meeting the goals and objectives you established. You may wish to show the change in statistics within the CTST's area of responsibility from year to year. These statistics may include:

- change in safety belt usage rate
- change in overall crashes, injuries, and fatalities
- change in alcohol-related and speed-related crashes, injuries, and fatalities
- impact upon problem areas identified by the CTST

# AWARD SELECTION

Competing Teams will be separated into three categories based upon the size of the community(ies) they serve.

<i>Category</i>	<i>Community(ies) Size</i>
1	50,000 or less
2	50,001 to 200,000
3	200,001+

One winning CTST will be selected in each of the three categories above. The overall winner will be selected from the three category winners.

## SUBMISSION REQUIREMENTS

Applications for the Community Traffic Safety Team Challenge should be submitted in a one-inch three ring binder with narrative information covering each of the categories listed in the Judging Criteria. You may also include other items to help document and support the information contained in the narrative, such as:

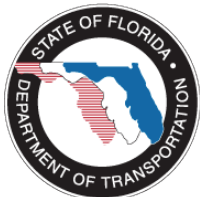
- media releases
- scripts of public services announcements developed and produced
- newspaper articles concerning Team programs
- photographs of education and enforcement events
- proclamations in support of Team activities
- newsletters and other printed materials

You must limit your application to only those activities conducted during the 2009 calendar year. However, effectiveness measurements may include data from three years for comparison purposes.

Submissions are limited to one single, one-inch three ring binder. Please include a copy of the application form in your packet. No video, audio, faxed, e-mailed, or computer-based presentations will be accepted.

**The application deadline is April 30, 2010**

**Funding provided by the Florida Department of Transportation**



**2009**

**COMMUNITY TRAFFIC SAFETY TEAM**

**Challenge Application**

CTST Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Counties/Area Covered: \_\_\_\_\_

\_\_\_\_\_

Population Covered: \_\_\_\_\_

Number of Active Members: \_\_\_\_\_

Number of Educational Agencies/Organizations Involved: \_\_\_\_\_

Number of Enforcement Agencies/Organizations Involved: \_\_\_\_\_

Number of Engineering Agencies/Organizations Involved: \_\_\_\_\_

Number of Emergency Services Agencies/Organizations Involved: \_\_\_\_\_

Number of Other Agencies/Organizations Involved: \_\_\_\_\_

**The application deadline is April 30, 2010**

Mail to: Randall G. Smith, Traffic Safety Administrator  
Attn: CTST Challenge  
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