

Florida's Bicycle/Pedestrian Focused Initiative

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Florida Pedestrian Fatalities

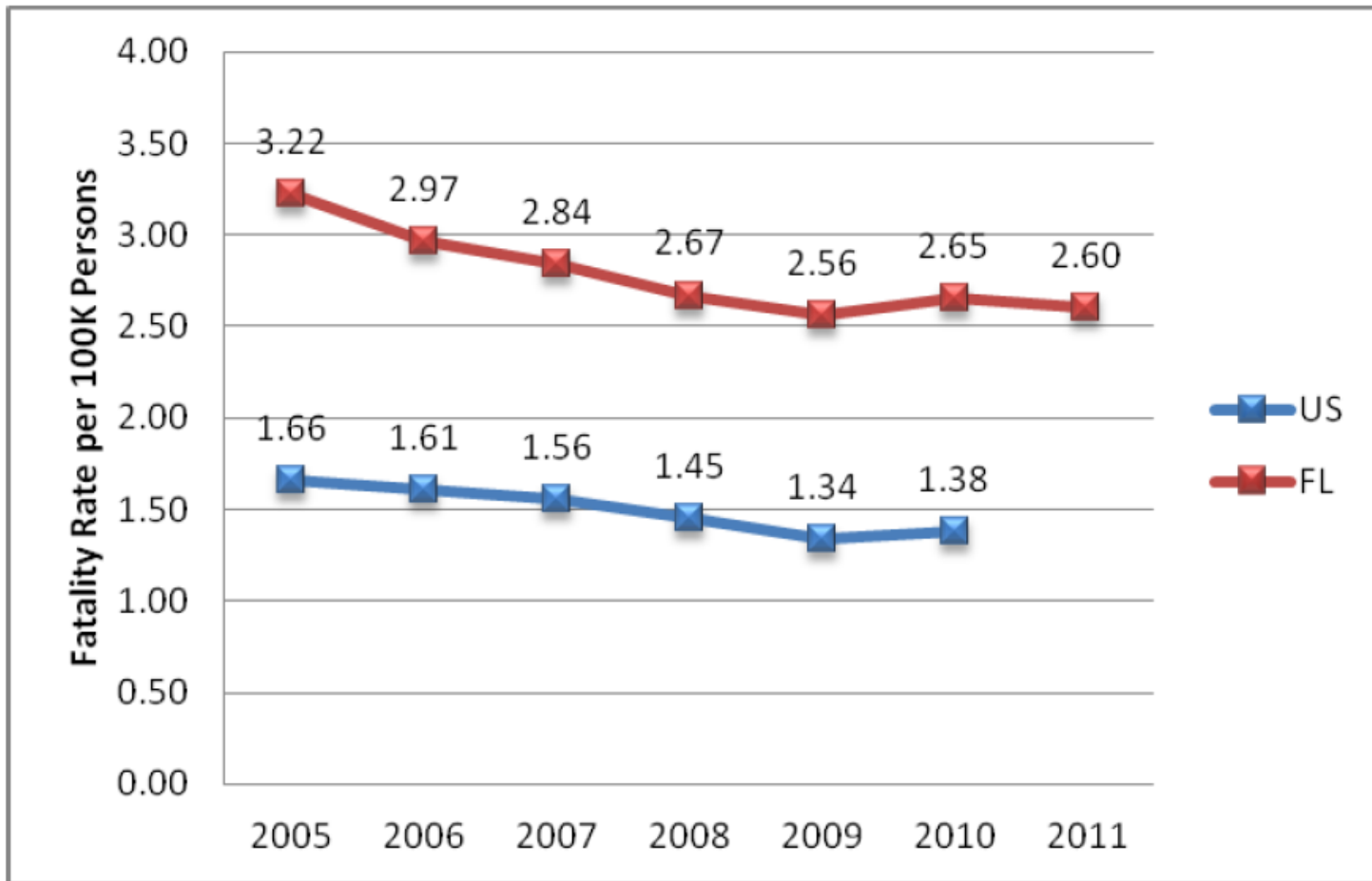


Figure 1-1. Pedestrian fatality rates per 100K population.

**Source: NHTSA Fatality Analysis Reporting System (Fars) Encyclopedia*

**2011 National data not available.*

Florida Bicyclist Fatalities

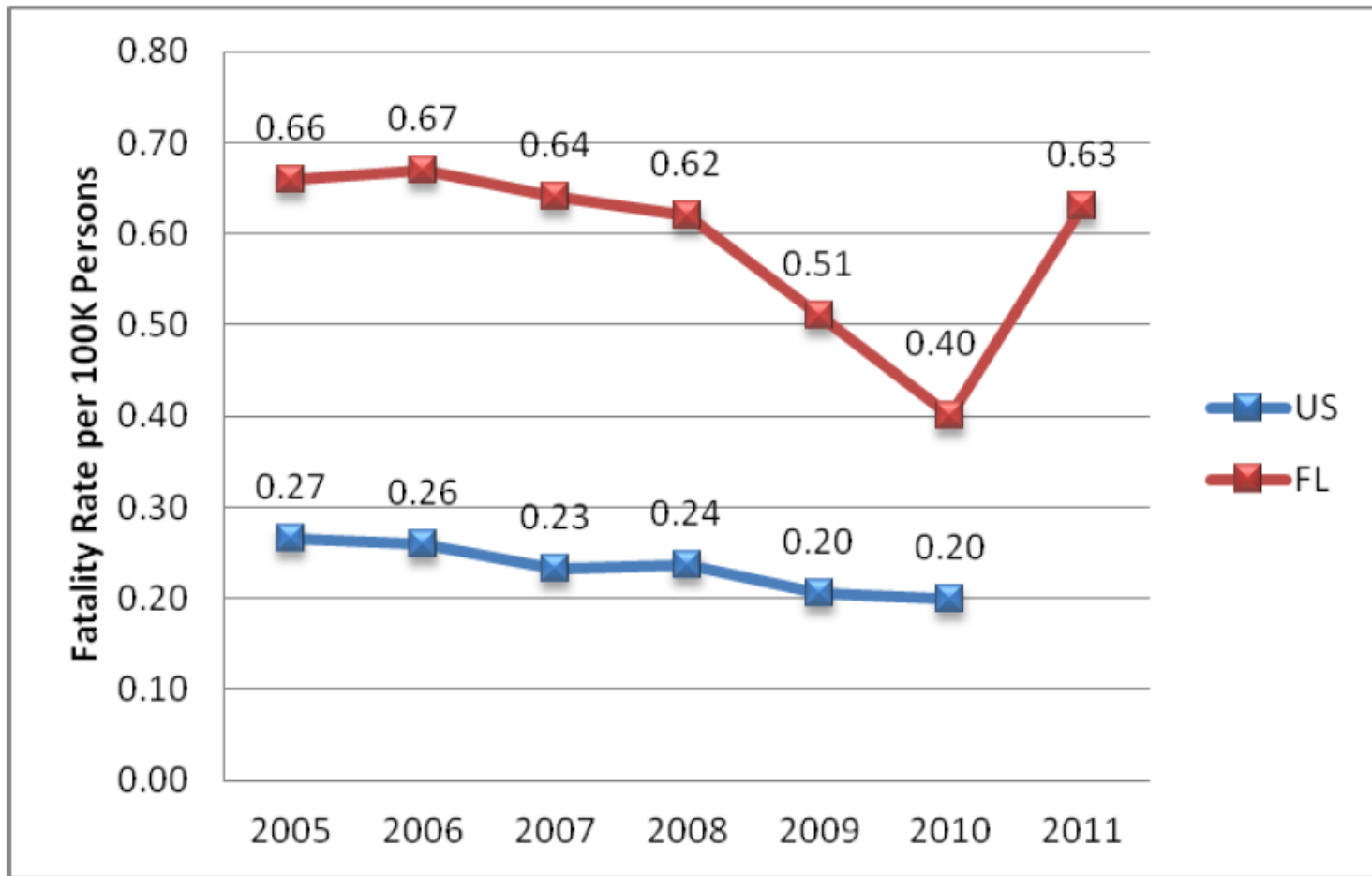


Figure 1-2. Bicycle fatality rates per 100K population.

**Source: NHTSA Fatality Analysis Reporting System (Fars) Encyclopedia*

**2011 National data not available.*



Florida worst in Nation for Pedestrian and Bicycle crashes

- 600+ pedestrian & cyclists killed per year
- 10,000 pedestrians & cyclists injured per year
- Ft Lauderdale, Miami, Orlando, Palm Beach and Tampa interchange the worst 5 slots each year

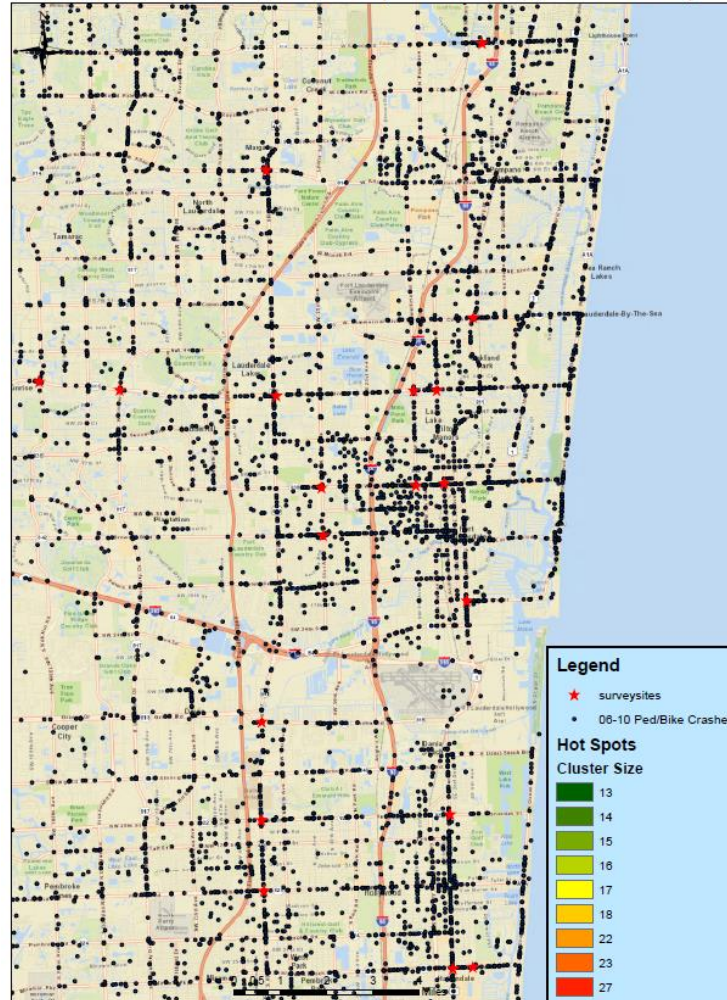
Most prevalent characteristics:

- Mid-block crossings
- Vehicles turning into crosswalks
- Light conditions, dusk, dawn
- Alcohol – both driver and pedestrian/cyclist

Broward County Crash Data Map



2006-2010 Ped/Bike Hot Spots and Sites for Survey



Florida's Pedestrian Assessment



Final Technical Report



∞ 3-year Strategic Plan for Pedestrian Safety

- Increase awareness by 5%
- Reduce fatalities and serious injuries by 20%



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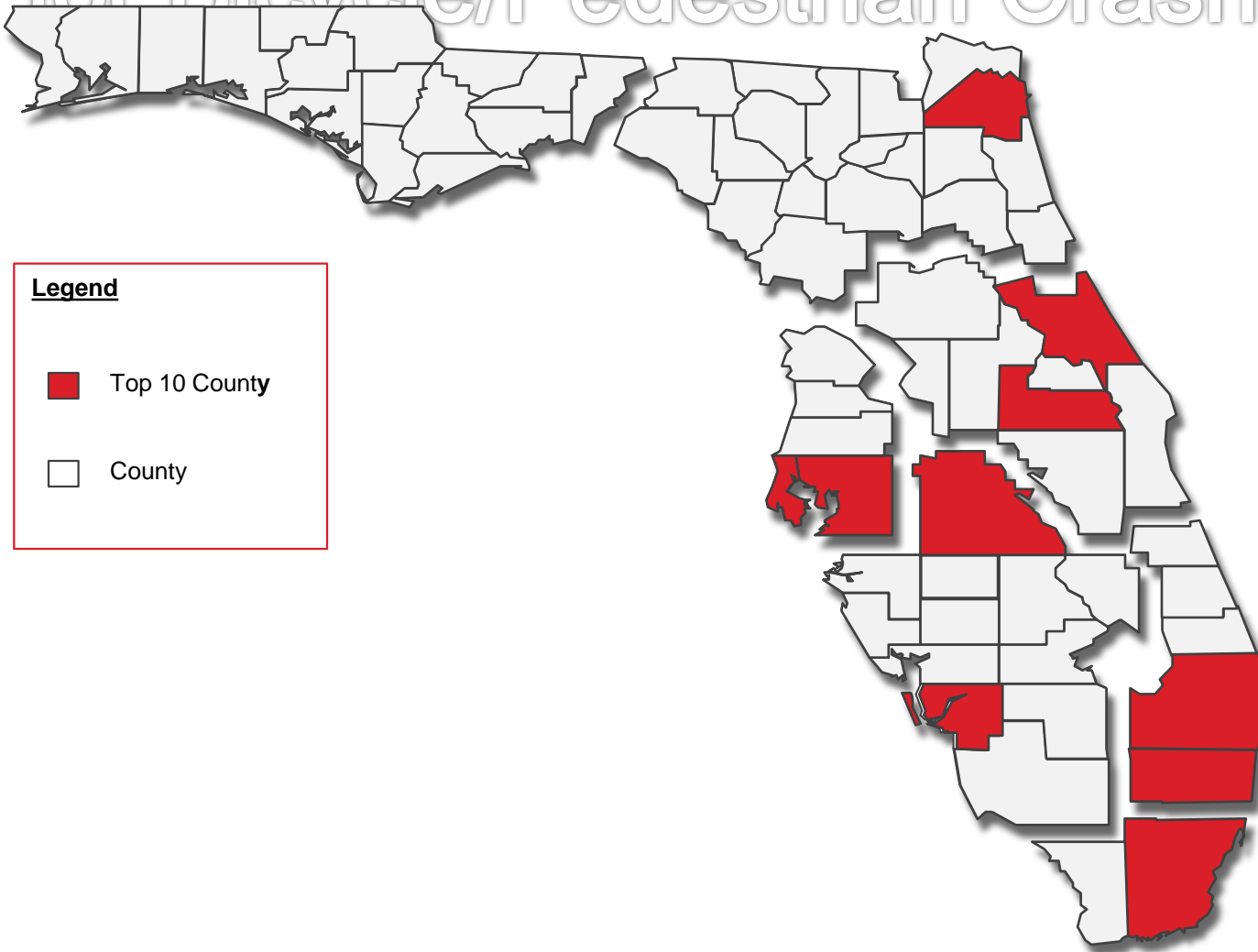


- ∞ **Focus on Ten Worst Areas of the State**
- ∞ **Collect Baseline data**
 - Alert?
 - Walking on the sidewalk?
 - Wearing a helmet?
 - Using lights on bike?
 - Riding against traffic?
 - Crossing in the crosswalk?
 - Crossing on red?
 - Vehicles yielding to users?
- ∞ **Public Awareness Campaign**
- ∞ **Enforcement**
- ∞ **Continue engineering solutions**
- ∞ **Monitor Baseline Data and Evaluate**
- ∞ **Drive down bike/pedestrian fatalities & serious injuries**

Florida Top 10 High Priority Counties



for Bicycle/Pedestrian Crashes



Alert Today Alive Tomorrow Brand



SAFETY DOESN'T HAPPEN BY ACCIDENT.



Funded by the Florida Department of Transportation

Media Buy



- ∞ **Billboards**
- ∞ **Outside buses**
- ∞ **Inside buses**
- ∞ **Tip cards, t-shirts, wristbands**
- ∞ **Bus shelters**
- ∞ **Website banners**
- ∞ **www.AlertTodayFlorida.com**

PSA - English



We Need Your Assistance



Grass roots campaign

- Editorial Boards
- Homeowners Association Newsletters
- School events
- Community events
- Email databases

Questions / Comments



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