

# FDOT DISTRICT 7 CAMPAIGN RECOMMENDATIONS

ZERO FATALITIES  
& SERIOUS INJURIES  
ON FL ROADWAYS



# Target Zero – A Local Approach



## Mission and Vision:

- ✓ Committed to fostering a culture of safety and reducing preventable crashes.
- ✓ Promoting behavioral changes through education and outreach.

## Data-Driven Strategies

Utilizing GIS analysis and Signal 4 crash data to identify crash patterns and high-risk areas.

## County-by-County Campaign Recommendations

Key components include primary and secondary audience profiles, messages aligned with crash data, tactics, partner opportunities, and public awareness strategies.

## Impactful Safety Public Awareness Strategies

A holistic, data-informed approach empowers communities, addresses critical safety concerns, and reduces crashes through actionable campaigns.



## Collaborative Approach

Partnering with local governments, community leaders, transit authorities, and law enforcement.

## Crash Insights

Analyzing where and why crashes occur, identifying high-crash days, times, and seasons, and developing tailored strategies to effectively reach specific audiences.

# Important Definitions

**Lane Departures**-crashes that are not at an intersection where at least one vehicle involved has left its lane of travel. Every person in the crash is counted.

**Occupant Protection**-people in seatbelt-equipped vehicles who were not using their seatbelts at the time of the crash. Only the individual unbelted people are counted.

**Aging Road Users**-crashes in which at least one of the drivers involved was 65 years old or older at the time of the crash. Every person in the crash is counted.

**Motorcycles**-vehicle body type 11. Only motorcycle riders are counted.

**Motor Scooters**-vehicle body type 12 (moped). Only moped riders are counted.

**Pedestrians**-walkers/runners not using a vehicle. Only pedestrians are counted.

**Bicyclists**-people using nonmotorized or human-powered vehicles, including eBikes/eScooters. Only the bicyclist is counted.

**Impaired Driving**-crashes in which at least one driver involved has either tested positive for drugs or alcohol or has refused to submit to a drug or alcohol test. Every person in the crash is counted.

**Distracted Driving**-crashes occurring while the driver is engaged in a behavior that takes the driver's attention away from the vital task of driving.

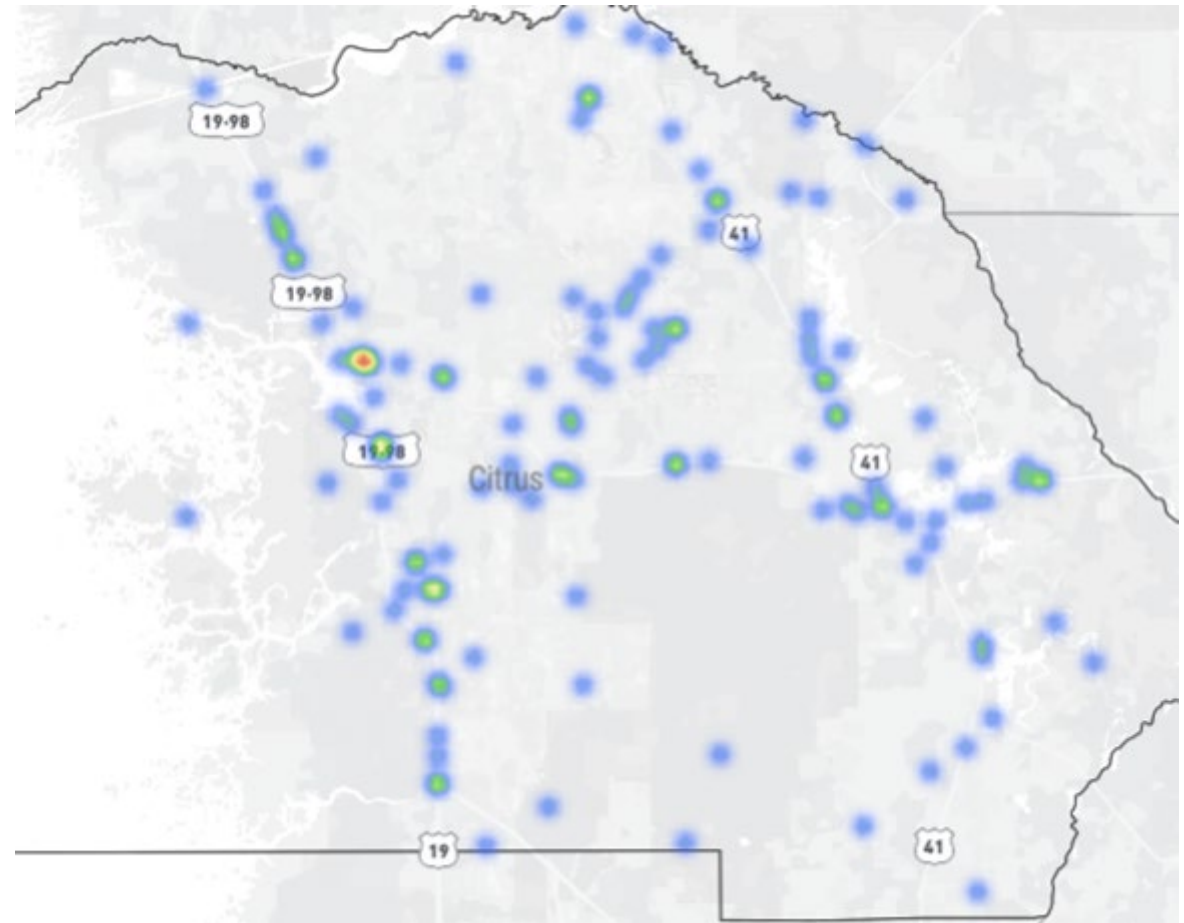
# CITRUS COUNTY

The image features a dark purple background with several overlapping teal-colored circles of varying sizes on the right side. A horizontal orange line is positioned below the text.

# Where have crashes happened?

## High Crash Areas

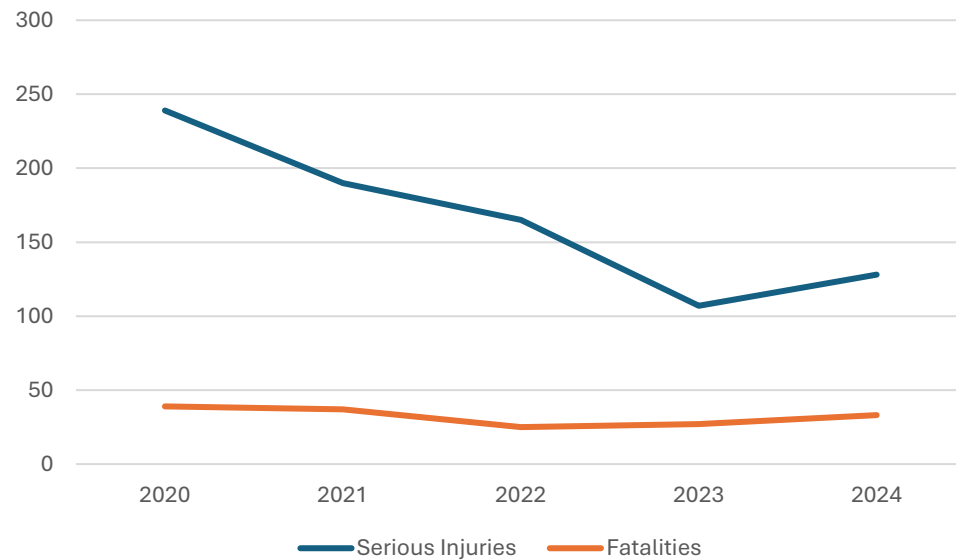
- Inverness
- Major Roadways
  - US 98/US 19
  - US 41
  - SR 44
- Major Intersections/Interchanges



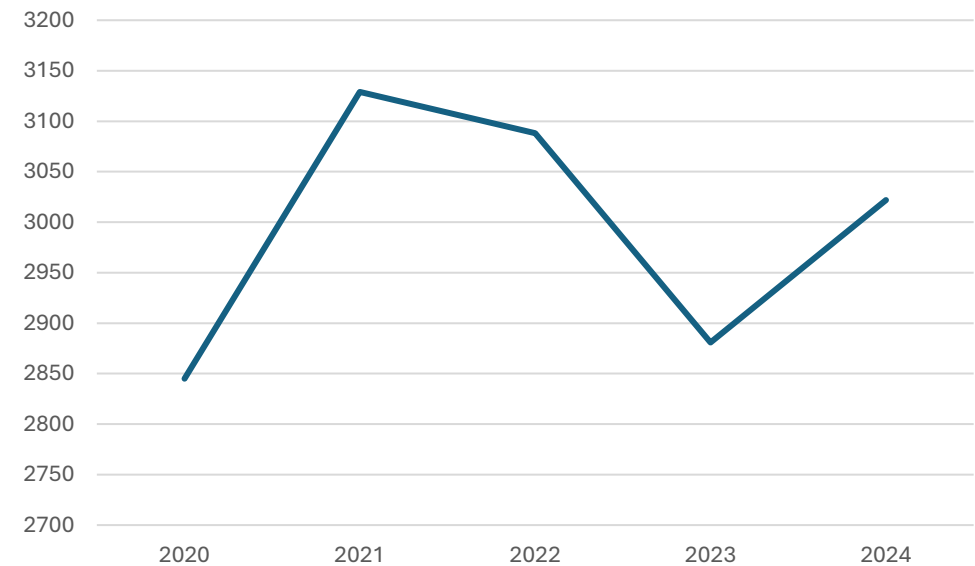
Source: Signal4analytics.com, 2024 crash data

# Overall Crash Trends (2020-2024 Data)

Total Fatalities and Serious Injuries



Total Crashes



	2020	2021	2022	2023	2024
Serious Injuries	239	190	165	107	128
Fatalities	39	37	25	27	33
Total Crashes	2845	3129	3088	2881	3022

# Top Crash Classifications

\*Signal 4 Emphasis Areas (2024 Data)

## Serious Injuries

1. Intersections
2. Lane Departures
3. Aging (65+) Road Users
4. Motorcyclists/Motor Scooter Riders
5. Distracted Driving

## Fatalities

1. Lane Departures
2. Aging (65+) Road Users
3. Impaired Driving
4. Intersections
5. Motorcyclists/Motor Scooter Riders

# When have crashes happened? (2020-2024 Data)

## Days of week

- Saturdays, and Sundays often among worst days

## Times of day

- Mid to late afternoon worst for serious injuries
- Evening hours worst for fatalities

## Months/Seasons

- No trends observed from 2022-2024



# Who is most at risk? (2020-2024 Data)

## Serious Injuries

- 65+ age group ranked 1 every year since 2020
- Pedestrians and Bicyclists
- Motorcyclists

## Fatalities

- 65+ age group ranked 1 every year since 2020 except 2021 when ranked 2

# Campaign Recommendation

## Campaign Name

“See Clearly, Drive Confidently, Get There Safely”

## Target Zero Initiative

Everyone Has Something To Get Home To

## Primary/Secondary Audience

Primary: Roadway users, male and female, aged 65+ retirees

Secondary: Adults aged 35-55, caregivers and family, middle-income working class

## Key Messages

"Clearer Vision, Safer Roadways"

“Healthy Eyes, Safer Rides.”

“Protect Your Sight, Protect Your Drive.”

## Tactics

- Community events
- Social media campaigns
- Local media partnerships
- Educational Workshops
- CarFit Events

## Partner Opportunities

- AARP
- Safe Mobility for Life
- Vision Centers
- Senior Organizations
- Local Shuffleboard and Bingo Halls
- Local Businesses

# Campaign Recommendation

## Our Approach

- ✓ Combine community engagement, targeted social media outreach, especially through Facebook, and hands-on educational activities.
- ✓ Focus on high-crash areas and key groups - seniors and their caregivers - with messAging (65+) that is accessible and impactful.
- ✓ Encourage and educate importance of Aging (65+) vision health and the safety implications on the road.
- ✓ Boost visibility with tailored messages and leveraging (65+) local events, specifically at senior and community centers.



# THANK YOU!

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FOR YOUR EFFORTS AS WE CONTINUE HELPING  
FLORIDA GET TO ZERO

