

# 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.

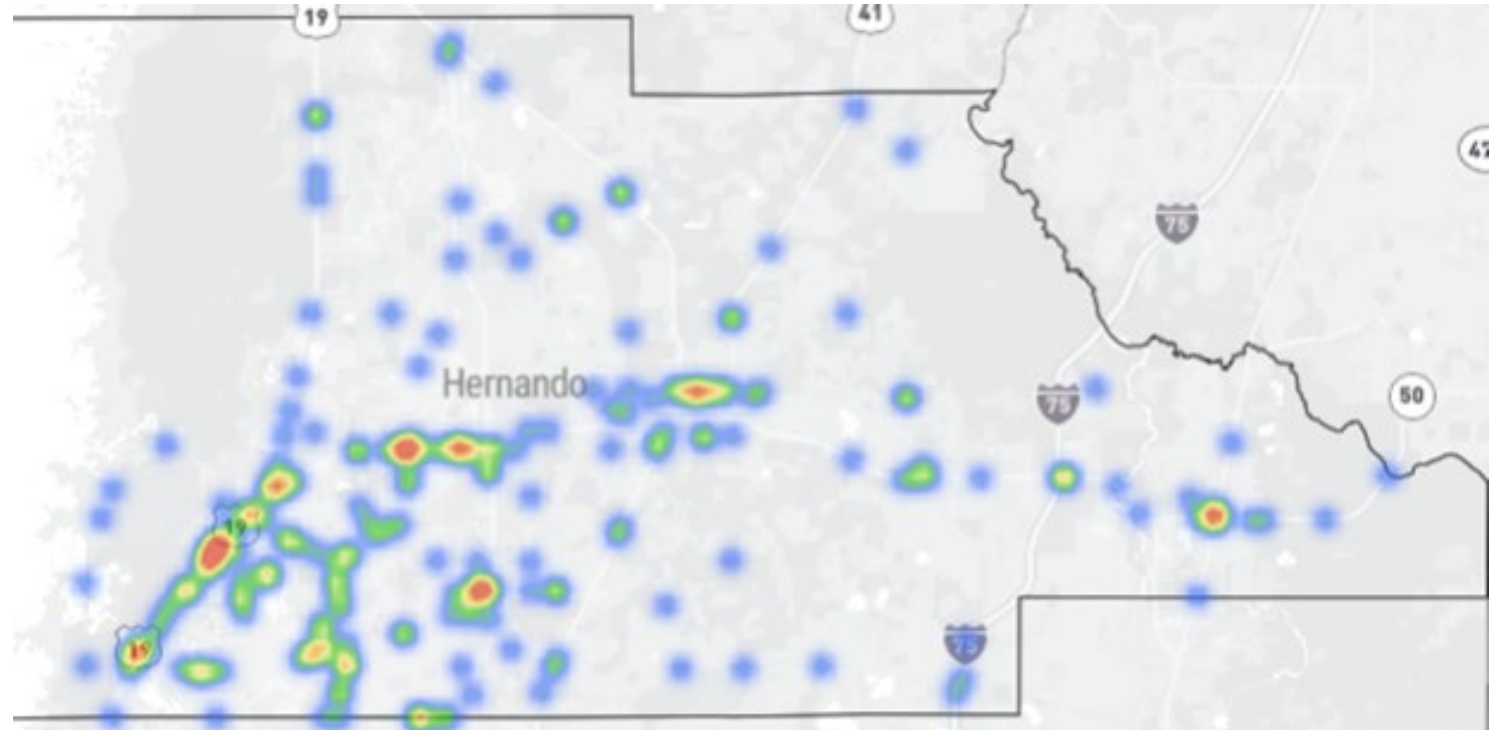
# HERNANDO COUNTY

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# Where have crashes happened?

## High Crash Areas

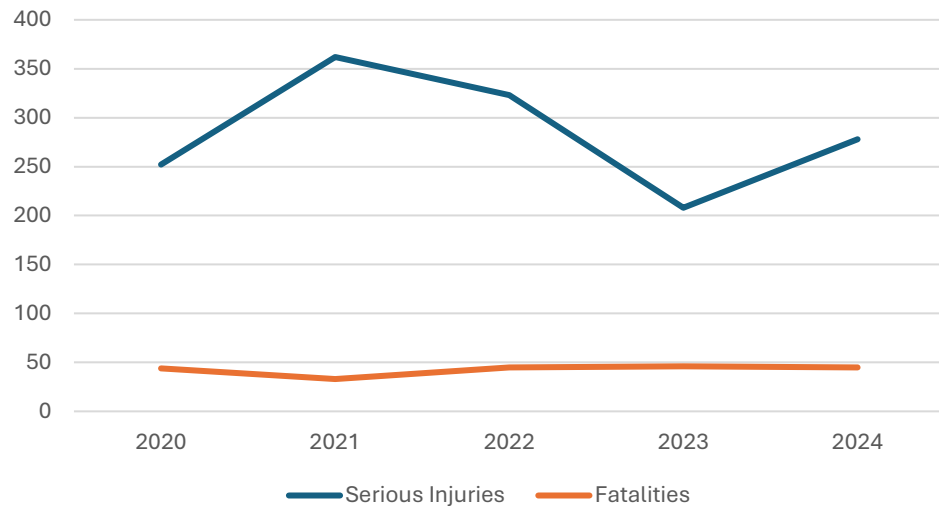
- Brooksville
- Spring Hill
- Major Roadways
  - US 19
  - SR 50
  - SR 589/Suncoast Expy.
  - US 301
- Major Intersections/Interchanges



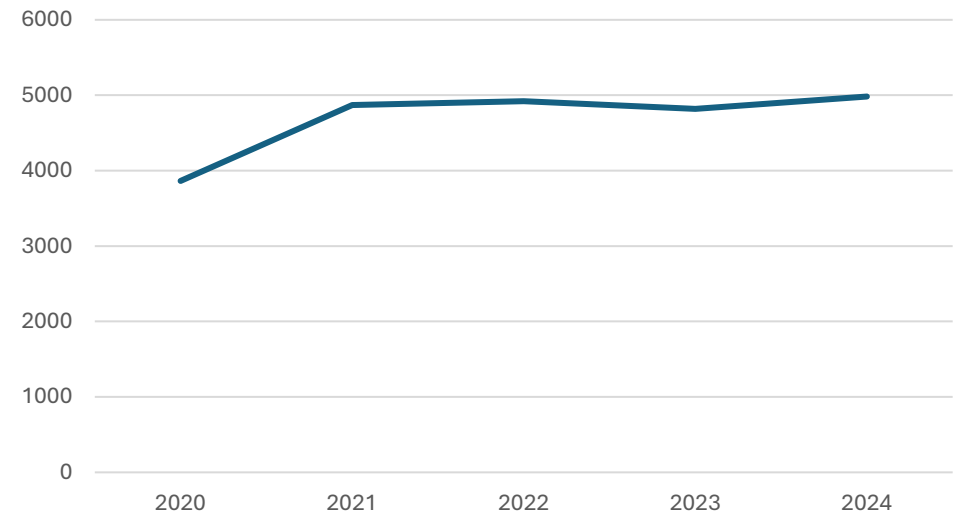
Source: Signal4analytics.com, 2024 crash data

# Overall Crash Trends (2020 to 2024 Data)

Total Serious Injuries and Fatalities



Total Crashes



	2020	2021	2022	2023	2024
Serious Injuries	252	362	323	208	278
Fatalities	44	33	45	46	45
Total Crashes	3864	4870	4922	4819	4983

# Top Crash Classifications

\*Signal 4 Emphasis Areas (2024 Data)

## Serious Injuries

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

## Fatalities

1. Lane Departures
2. Aging (65+) Road Users
3. Occupant Protection
4. Intersections
5. Impaired Driving

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

## Days of week

- No reliable trends

## Times of day

- Late afternoon/early evening time worst for serious injuries
- Evening hours worst for fatalities

## Months/Seasons

- No reliable trends



# Who is most at risk?

## 2020-2024 Data

### Serious Injuries

- 65+ age group
- 25–34-year-olds
- Motorcyclists

### Fatalities

- 65+ age group (highest every year since 2022)
- 25-34-year-olds
- Motorcyclists

# Campaign Recommendation

## Campaign Name

Motorcyclist's Safety is Everyone's Safety

## Target Zero Initiative

Let's Get Everyone Home Safely

## Primary/Secondary Audience

Primary: Aging (65+) roadway drivers, 55-64 and 65+ age groups

Secondary: Roadway users 25-34

## Key Messages

"Look Twice for Motorcycles"

"Ride Responsibly"

"Safety For Generations"

## Tactics

- Event Presence
- Social Media Campaigns
- Community Signage
- Collaborations
- Educational Resources
- Media Engagement

## Partner Opportunities

- AAA
- Harley Davidson Dealers
- Local MPO's
- Fire Departments/Law Enforcement

# Campaign Recommendation

## Our Approach

- ✓ Enforce motorcycle rider safety through strategic outreach and partner collaborations.
- ✓ Expand our reach through local community events, businesses, and social media, emphasizing ways motorcycle riders can further increase their safety when riding throughout Hernando County.
- ✓ Target drivers to remind them to share the road with motorcycle riders.



# THANK YOU!

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FOR YOUR EFFORTS AS WE CONTINUE HELPING  
FLORIDA GET TO ZERO

