

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.

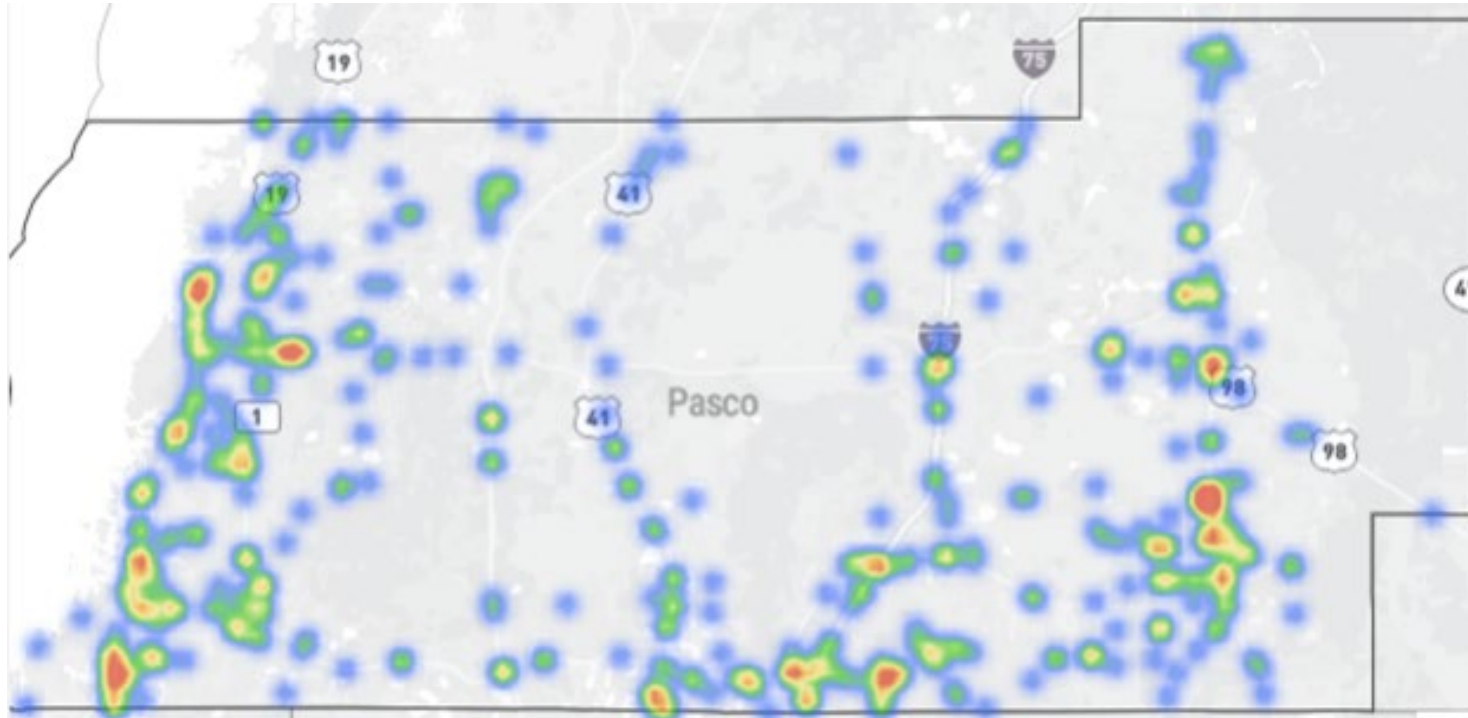
Bicyclists-people using nonmotorized or human-powered vehicles, including eBikes/eScooters. Only the bicyclist is counted.

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.

PASCO COUNTY

Where are crashes happening?



Source: Signal4analytics.com, 2024 crash data

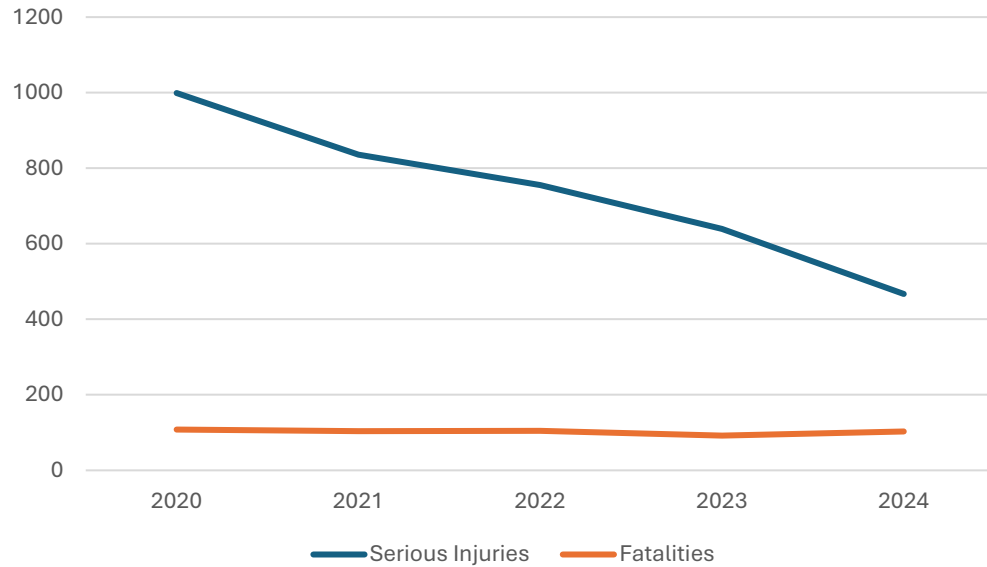
High Injury Areas

- New Port Richey
- Land O'Lakes
- Wesley Chapel
- Hudson
- Bayonet Point
- Major Roadways
 - I-75
 - US 19
 - US 301
 - SR 56/SR 54
 - SR 52
- Major Intersections/Interchanges

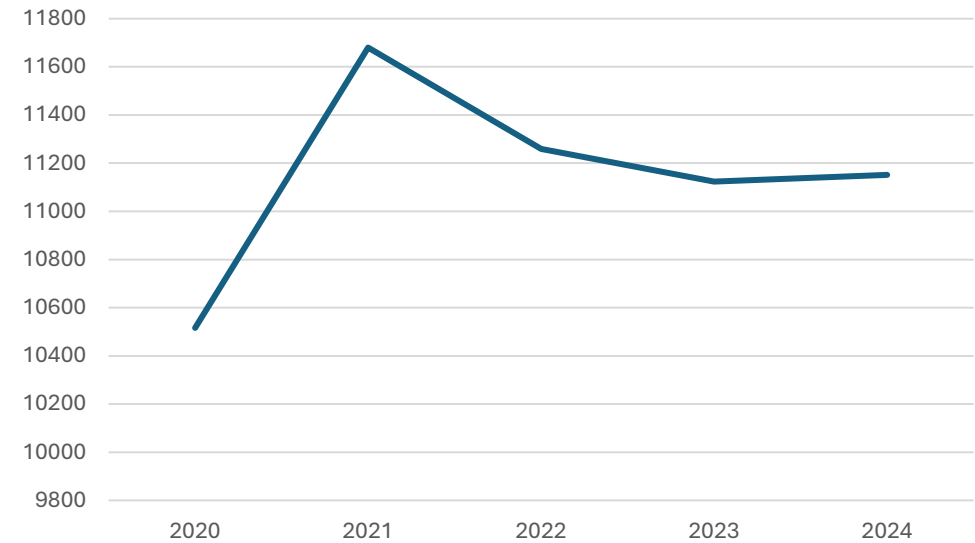
Overall Crash Trends

2020-2024 Data

Total Serious Injuries and Fatalities



Total Crashes



	2020	2021	2022	2023	2024
Serious Injuries	999	836	755	639	483
Fatalities	108	104	105	92	110
Total Crashes	10516	11680	11259	11124	11152

Top Crash Classifications

*Signal 4 Emphasis Areas (2024 Data)

Serious Injuries

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

Fatalities

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

When have crashes happened? 2020-2024 Data

Days of week

- Friday, Saturday, Sunday, Tuesday

Times of day

- Serious injuries: commute times
 - Sharp rise during morning commute hours
 - Peaks late afternoon/early evening
- Late evening worst for fatalities

Months/Seasons

- March and November worst months for serious injuries
- No trends for fatalities

Who is most at risk?

2020-2024 Data

Serious Injuries

- 25-34 age group (highest ranked every year since 2020)
- 65+ age group

Fatalities

- 65+ age group (highest ranked every year since 2021)
- Pedestrians & Bicyclists (top 5 fatality emphasis area since 2020)
- Motorcyclists (2nd ranked fatality emphasis area in 2024)

Campaign Recommendation

Campaign Name

“Alert Today, Alive Tomorrow”

Target Zero Initiative

Let’s Get Everyone Home Safely

Primary/Secondary Audience

Primary: Pedestrians and Bikers, male and female

Secondary: Drivers aged 25-44, male and female

Key Messages

“Share the Road”

“Walk Smart, Ride Safe”

“Your Attention Saves Lives”

Tactics

- Targeted & Pop-Up Events
- Social Media Campaigns
- Community Signage
- Educational Materials
- Programmatic Ads
- PSA Videos & Interviews

Partner Opportunities

- AAA
- Law Enforcement
- Local Recreational Centers
- Local Bike & Sports Shops
- Driving Schools

Campaign Recommendation

Our Approach

- ✓ Encourage safer behaviors among younger drivers while emphasizing safety for our alternate transportation community by reaching out to high schools, driving schools, and colleges.
- ✓ Collaborate with influencers, ready-to-use toolkits for community organizations.
- ✓ Develop prominent signage to create a unified community commitment to reducing fatal crashes and serious injuries of bicyclists and pedestrians.
- ✓ Build momentum through cross-sector partnerships and regular engagement with civic leaders. Partner with AAA, Law Enforcement, Local Recreational Centers, Local Bike and Sports Shops to expand reach.



THANK YOU!

FOR YOUR EFFORTS AS WE CONTINUE HELPING
FLORIDA GET TO ZERO

