

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.

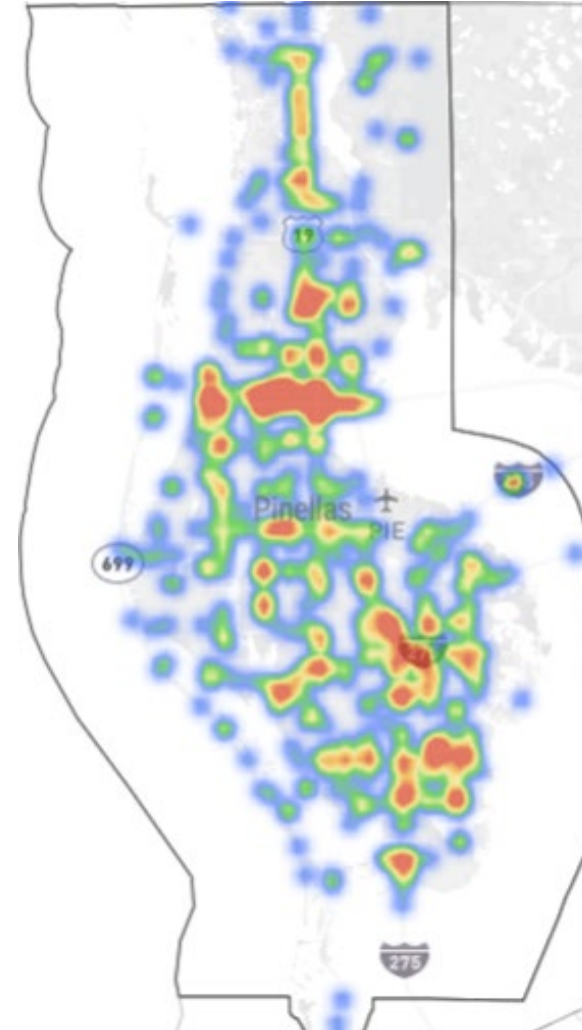
Distracted Driving-crashes occurring while the driver is engaged in a behavior that takes the driver's attention away from the vital task of driving.

PINELLAS COUNTY

Where are crashes happening?

High Injury Areas

- St. Petersburg
- Clearwater
- Major Roadways
 - I-275
 - SR 60/Gulf to Bay
 - US 19
- Major Intersections/Interchanges

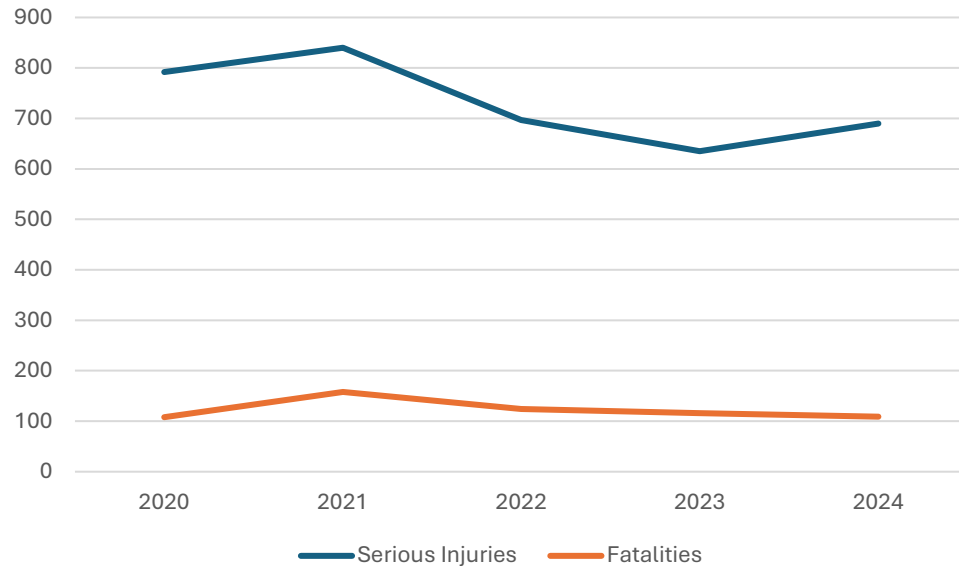


Source:
Signal4analytics.com,
2024 crash data

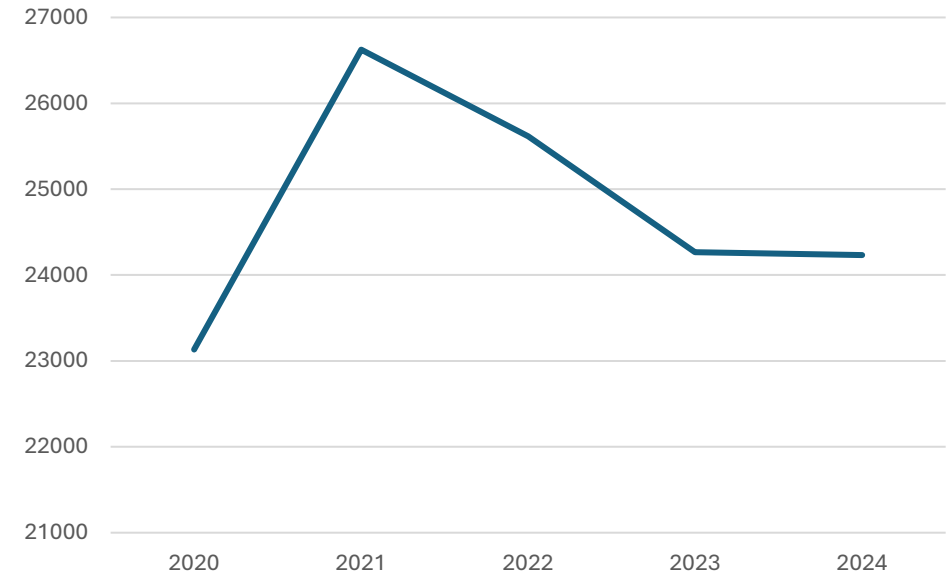
Overall Crash Trends

2020-2024 Data

Pinellas County Serious Injuries and Fatalities



Total Crashes



	2020	2021	2022	2023	2024
Serious Injuries	792	840	697	635	690
Fatalities	108	158	124	116	109
Total Crashes	23133	26625	25614	24267	24233

Top Crash Classifications

*Signal 4 Emphasis Areas (2024 Data)

Serious Injuries

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

Fatalities

1. Intersections
2. Pedestrians and Bicyclists
3. Speeding and Aggressive Driving
4. Motorcyclists/Motor Scooter Riders
5. Aging (65+) Road Users

When have crashes happened? 2020-2024 Data

Days of week

- Tuesdays and Wednesdays worst for serious injuries
- Tuesdays and Saturdays among worst days for fatalities

Times of day

- Sharp rise in morning commute hours
- Afternoon hours typically worst for serious injuries
- Evening hours worst for fatalities

Months/Seasons

- January through May worst months for serious injuries and fatalities

Who is most at risk?

2020-2024 Data

Serious Injuries

- 65+ age group
- 25-34 age group
- Motorcyclists
- Pedestrians and Bicyclists

Fatalities

- 65+ age group
- Pedestrians and Bicyclists
- Motorcyclists

Campaign Recommendation

Campaign Name

“We All Share the Road”

Target Zero Initiative

Let’s Get Everyone Home Safely

Primary/Secondary Audience

Primary: Roadway users aged 65+, male and female

Secondary: Drivers aged 25-44, male and female

Key Messages

“Stop for People, Not Just Cars”

“Cross With Care, Drive With Respect”

"Intersection Safety is Everyone's Job"

Tactics

- Targeted & Pop-Up Events
- Social Media Campaigns
- Signage
- Educational Materials
- Media Engagement
- Geo-Targeted Ads

Partner Opportunities

- Chamber of Commerce
- Event Venues and Local Businesses
- Tourism and Hospitality Organizations
- Transit Agencies
- Schools

Campaign Recommendation

Our Approach

- ✓ Encourage awareness and caution at intersections by targeting common crash risks such as distracted turning, failure to yield, and high vehicle speeds near crosswalks.
- ✓ Conduct outreach to youth clubs, community centers, local gyms, schools and employer commuter programs.
- ✓ Push messages through social media channels, local businesses, chamber of commerce, and tourism locations such as hotels.
- ✓ Elevate local stories and testimonials to humanize crosswalks and intersections, reminding drivers that the people they pass are their neighbors.



THANK YOU!

FOR YOUR EFFORTS AS WE CONTINUE HELPING
FLORIDA GET TO ZERO

