

Pinellas CTST – July 17, 2025

Meeting started at 10:03am

I. General Meeting

Welcome and introductions were given. The June meeting minutes were approved.

II. Committee Reports

Enforcement

Troy Harper (St. Pete PD): St. Pete PD just completed their unit wide traffic operation yesterday, which focused on US 19 South and the Pinellas Bayway. They wrote 154 tickets. They are still actively participating in the Enhanced Law Enforcement Engagement (ELEE) operation. They are also participating in the motorcycle safety High Visibility Enforcement (HVE) operations. They are hoping to pick up their HVE operations in November; it is scheduled to go before the City Council in October.

Daniel Negersmith (City of Clearwater PD): Sgt. Negersmith mentioned that they are currently waiting for the HVE grant paperwork to be approved by the City Council, with the project potentially starting in September. His team has recently returned to full strength with six officers. They conducted an electric bicycle detail at the end of last month, issuing many warnings and explaining the laws, especially concerning straight pegged electric motorcycles. Another detail is planned for July 28th. Additionally, he noted that there has been racing activity on the Bayside Bridge, which they will address. The City of Clearwater PD is still working on the ELEE grants.

Mark Eastty (PCSO): Mark mentioned that he attended the media kickoff meeting for Operation Southern Slowdown at the FHP station on McKinley Drive in Tampa. They have been running extra DUI details at night and recently made their first arrest under the new excessive speeding statute on US 19. During the day and late afternoons, they have been focusing on US 19, particularly during rush hour, to address careless and reckless driving. Additionally, they have been working on the ELEE grants. Mark also noted that from July 28th to August 1st, they will be hosting IPTM's DUI instructor course at their North District station. The Drive Sober Get Pulled Over campaign will start over the Labor Day holiday. It is a nationwide initiative for DUI details. The Florida Law Enforcement Challenge Awards will be on July 30th and July 31st.

Engineering and Bike/Pedestrian

Eric Henry (FDOT): FDOT just did a helmet fitting training with Pinellas County Sheriff's Office and St. Pete PD.

Brentin Mosher (CUTR): For ELEE, Brentin is asking agencies to add in the comment box if they perform an arrest under the new dangerous and excessive speeding law.

John Rieman (Pinellas County): The overpass canal opened up. John brought up a discussion from last week about fatalities at Ulmerton Road, specifically west of US 19 or possibly near Roosevelt Boulevard. He inquired if any time had been spent in that area to locate a homeless camp, as he is looking to canvas the area with safety devices. Mark Eastty confirmed the location and mentioned that the homeless individuals typically traverse between Raytheon and the gas station, which is where most crashes occur,

especially at night. Mark will coordinate with deputies once the safety devices are ready. John also mentioned a potential augmentation to the intersection of the Pinellas Trail and Keystone Road at the tri-county trail, which is still in the early stages.

Mahshid Arasteh (American Quality Consultants): Mahshid added that Pinellas County has applied for an HSIP application to reconfigure the trail crossing at Keystone Road, aiming to include a pedestrian refuge and reconfigure the intersection for safety. There is an RRFB there right now that was put in 2018. There was a fatality there as well. John confirmed that a presentation on this topic would be provided in the future once more concrete information is available.

Valerie Brookens (Forward Pinellas): Valerie shared that they have been contacted by Dr. Lee from USF CUTR to partner on an e-bike study. The study aims to understand stand-alone crashes involving e-bikes, which are not typically included in crash reports unless an automobile is involved. They are currently developing the scope of the study and hope to present it to their board in September. The plan includes setting up observational surveys to compare bike versus e-bike usage, analyzing crash data, and reaching out to trauma centers and bicycle shops. Mark Eastty agreed that trauma centers and law enforcement interviews would be valuable, as single incidents where someone falls off an e-bike and gets hurt are not required to be reported on state crash reports unless a vehicle is involved. He emphasized the importance of trauma centers and law enforcement in understanding the volume of unreported crashes. Sgt. Negersmith mentioned that he has documented reports on various public accidents and offered to share this information with Valerie.

Education

None.

III. Old Business

Problem Locations

1. **Passing School Busses:** No update. School starts on August 11th.
2. **Signal @ Starkey Road north at Willow Road:** No update. John Rieman will look into this location.
3. **5th Avenue North (Alt. 19) and 8th Street North:** No update. There has not been any uptick of crashes. This will stay on the problem locations sheet for one more meeting. If there aren't any more crashes, it will be removed from the problem locations sheet.

HSIP and SRTS Projects

Mahshid Arasteh (American Quality Consultants): Mahshid provided updates on the HSIP, mentioning that several RRFBs, speed feedback signs, and LED stop signs have been approved. Mahshid reminded everyone to check if requested materials are on the approved product list of FDOT. She also emphasized the importance of Build America Buy America (BABA). She shared details about a meeting with the City of Clearwater, where they discussed traffic calming measures and a speed study for the bridge on Fairwood Avenue. The guardrail before the bridge frequently gets hit, so the City of Clearwater is conducting a speed study to determine how fast traffic is traveling before the bridge. They are considering implementing traffic

calming measures, such as a speed table. The speed limit is 30 mph. The road has significant curvature, making it unusual for people to speed there. However, traffic tends to slow down near a roundabout north of the location but speeds up before the bridge. Daniel Negersmith mentioned that if vehicles hit the railroad crossing, they could go airborne into the guardrail. Mahshid added that speed study started last Friday and will run for a week to gather data. Lori Palaio mentioned a non-incapacitating off-road crash at the bridge, which is close to a golf course with many golf carts traveling the road. Lori asked if this should be added to the problem locations sheet or just monitored. Mark suggested monitoring it and waiting for the speed study results before deciding if further action is needed.

High Crash Intersections and Fatal Map

Mark Eastty (PCSO): Mark mentioned that he has not received the updated fatal crash list yet and does not have any new information. However, he noted that from last month's in-person meeting, the number of fatalities is down from last year, and it looks like they are on track to be under 100 fatalities for the year, which has been a goal for the past few years, except for 2020.

IV. New Business

Alex Burns (EXP): Alex Burns presented on FDOT D7 Crash Data Analysis and Campaign Recommendations. The focus of the presentation was on using GIS analysis and Signal 4 Analytics data to develop county-specific recommendations aimed at achieving the Target Zero goal, which aims to eliminate traffic fatalities and serious injuries. Alex provided definitions for key terms such as lane departures, occupant protection, aging road users, motorcycles, pedestrians, bicyclists, impaired driving, and distracted driving. The presentation included a heat map for 2024 crashes, showing high crash areas like State Road 60, US 19, St. Pete, and areas along I-275.

Key data points included:

- Crash Trends (2020-2024): Fatalities remained relatively flat with a slight bump in 2021. Serious injuries decreased since 2020 but rose slightly from 2023 to 2024. Overall crashes showed a bump in 2021, likely due to the aftermath of 2020.
- Top Crash Classifications for 2024: For serious injuries, the top areas were intersections, aging road users, pedestrians and bicyclists, lane departures, and motorcyclists/motor scooter riders. For fatalities, the top areas were intersections, pedestrians and bicyclists, speeding and aggressive driving, motorcyclists/motor scooter riders, and aging road users.
- Crash Timing: Serious injuries were most common on Tuesdays and Wednesdays, while fatalities were highest on Tuesdays and Saturdays. Serious injuries peaked during morning and afternoon commute hours, while fatalities were highest in the evening. January through May were generally the worst months for serious injuries and fatalities.
- At-Risk Groups: The 65+ age group and the 25-34 age group were the most at risk for serious injuries. Motorcyclists, pedestrians, and bicyclists were also frequently involved in serious injuries and fatalities.

The campaign recommendations focused on the "We All Share the Road" initiative, targeting the 65+ age group and the 25-34 age group. Key messages included stopping for people, crossing with care, driving with respect, and emphasizing intersection safety. The approach involved raising awareness and caution at intersections, targeting common crash risks, conducting outreach through various community channels, and humanizing crosswalk and intersection safety through local stories and testimonials.

Richard Hartman suggested including senior-oriented outreach in the campaign, specifically targeting senior centers, gathering spaces, and events for the 60+ age range. Eric Henry then explained that the presentation is being shared with various CTST groups to gather input on the campaigns based on existing crash data. He emphasized the importance of feedback to ensure the campaigns are on the right track and address any areas the data might not highlight. Richard Hartman expressed interest in collaborating on senior outreach, noting his previous experience with CUTR and the relevance of this concern in Clearwater. Eric Henry agreed, stating that they would work closely with CTST groups to push the final messaging once the campaigns start rolling out. Daniel Negersmith raised a point about encouraging drivers to have patience, as it could help address issues like road rage and aggressive driving. Alex Burns agreed, noting that Amy's recommendation to use local stories and testimonials aims to humanize the message and encourage drivers to slow down.

Jennifer Hall (Nations Traffic Safety School): Jennifer Hall suggested leveraging the Carfit program and a coalition through FDOT for potential partnerships. She mentioned that there are resources available for the 55 and older age group, including a mature driver defensive driving course that offers insurance reductions as a monetary incentive. She noted that discussing the motivations for speeding can lead to better understanding and behavior change.

A copy of the presentation will be added in the appendix of the meeting minutes.

Jennifer Hall (Nations Traffic Safety School): Jennifer mentioned that they recently updated the new model driver education curriculum and submitted it to the Department of Education for approval. The updated curriculum is available on their website. The next step is to create resources for teachers, and anyone interested in the curriculum. Jennifer invited suggestions for resources and links that could be useful for the driver's education curriculum. She also discussed the coalition's concerns about the new six-hour driver education class being worked on by the DHSMV. The goal of the law was to upgrade driver education, which typically requires a semester-long class of around 67 hours. The six-hour class falls short of this standard, especially when compared to the average of 30 classroom hours and six behind-the-wheel hours in most states. This discrepancy is problematic for addressing issues related to tickets, teens, and new drivers. She introduced the American Driver and Traffic Safety Educators Association, a national organization focused on traffic safety education. She explained the need for traffic safety professionals to collaborate with school boards and driving schools. The goal in Florida is to ensure that driver's education teachers receive appropriate credits for their teaching certificates. They aim to provide resources to reinforce driver education from the beginning, including bike and pedestrian safety. Jennifer also shared her experience witnessing a demonstration by Lifesavers, a company producing interlock devices for DUI programs. Lifesavers are developing a speeding version of the device, which limits the vehicle's speed to the set limit. This technology could be used for fleet vehicles and potentially for individuals under the super speeder law. The demonstration showed that the vehicle could not exceed the speed limit, even when the driver floored the pedal.

Richard Hartman (City of Clearwater): Richard Hartman announced that they are moving forward with Forward Pinellas to conduct a traffic study on Clearwater Beach South. The study will focus on traffic flow and potential improvements, especially considering the interactions between heavy vehicle and pedestrian traffic. This study is expected to kick off in the next couple of months. He mentioned that the active

transportation plan has been updated with the council and is moving into the second phase, which involves prioritizing projects with the goal of presenting the plan to the council by the end of the year.

Rick Adams (Nations Traffic Safety School): Rick brought up the defensive driver course that Jennifer Hall mentioned earlier. He noted that in 2024, only about 6,400 seniors out of roughly eight million in Florida took the course, which is a very low percentage. Rick suggested finding ways to better inform seniors about the availability of this course, possibly through DHSMV or FDOT. He mentioned exploring the possibility of posting information at tax collectors' offices. He noted that outside schools do not allow the course to be published.

Valerie Brookens (Forward Pinellas): Valerie suggested reaching out to HOAs in 55 and older communities, as well as using resources from organizations like AARP, to inform seniors about the course. Rick added that while AARP advertises the course, most insurance companies do not.

Upcoming Meeting: August 7, 2025 – Virtual Meeting, 10:00am

Meeting adjourned at 10:51am

Attendees: Rick Adams (Nations Traffic Safety School), Mahshid Arasteh (American Quality Consultants), Matthew Belmonte (Gresham Smith), Darby Bryant (Pinellas County Public Works), Alex Burns (EXP), Emmeth Duran (FDOT), Mark Eastty (PCSO), Kathy Gademer (City of Dunedin), Jennifer Hall (Nations Traffic Safety School), Richard Hartman (City of Clearwater), Troy Harper (St. Pete PD), Jim Hartwell (Element Engineering Group), Eric Henry (FDOT), Sgt. Zachary Huff (Pinellas Park PD), Blaine Loring (PCSO), Brentin Mosher (CUTR), Daniel Negersmith (City of Clearwater PD), Lori Palaio (JMT), John Rieman (Pinellas County), Liz Willi (Palm Harbor Fire)

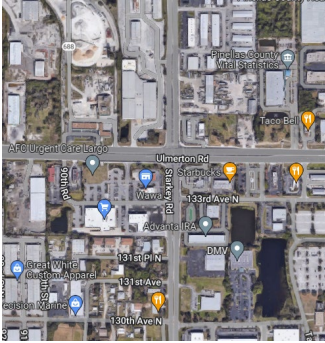
PROBLEM LOCATIONS - JULY 2025

Item	Date Reported	Description	Staff	Last Update	Date Resolved/ Withdrawn	Comments
1	11/4/21	Passing School Buses	Deputy Miller, Joe Camera	3/6/25		<p>The buses are not activating the red lights which activates the stop bars, only the yellow lights are on. People are passing with the yellow lights on. The deputies can't stop people unless the red lights are on, and the stop bars are out. He asked that the bus drivers be re-educated about this to help the situation. Everyone forgets and more education and enforcement is needed. They must identify their high problem areas, such as Gandy, 4th Street, 114th Avenue, etc. The City of St. Pete suggested a billboard campaign. The new school buses have lights that are a lot brighter, than previous buses. Deputy Loring and other agencies are working on passing school bus enforcement. Joe reached out to Sgt. Caseber, of Largo PD for assistance. Joe stated when parents have their kids getting on the bus in the morning near Belcher Rd and Lancaster Dr, the students jump in the middle of the median. Mark Easty will make sure there is directed patrol in the areas Joe mentioned. Tampa Road was discussed. Deputy Loring will be taking care of the issues at US 19 and Highland Acres. This area backs up traffic for six to eight miles. Joe spoke to the driver, and she is going to try to open the yellow a little bit further back to give them more warning. Deputy Loring created a directive patrol for that as well and he is trying to include some of the patrol deputies and make them aware of it and enforce it when Deputy Loring is unavailable. School buses will take a break soon once school ends. Vehicles are not paying attention to bus stop arms. Daniel Negersmith stated that on Belcher Road by Oak Grove Drive, vehicles are constantly running past the bus stop arms. It is a 40mph zone. There is a transfer where buses pick up other students from other schools at that school, so many buses are coming and going. Daniel Negersmith if there is any way they can make that a school zone to slow down people during those times. John Rieman will investigate this location. Discussion followed. Autumn will reach out to her drivers to ensure they are doing what they need to do. Mark will follow up on information on speed cameras in school zones. Autumn Westermann from Pinellas County Schools has a</p>


PROBLEM LOCATIONS - JULY 2025

Item	Date Reported	Description	Staff	Last Update	Date Resolved/ Withdrawn	Comments
						complaint at Oak Grove Middle School. Mark Eastty will get extra enforcement out there. Mark Eastty will look into Oak Grove Middle School. No update. School starts on August 11th.

PROBLEM LOCATIONS - JULY 2025

Item	Date Reported	Description	Staff	Last Update	Date Resolved/ Withdrawn	Comments
2	7/8/22	<p>Signal @ Starkey Road north at Willow Avenue</p>  <p>https://goo.gl/maps/mP4aTReBBao4HLwn6</p>	Joe Camera, PCSB	9/7/23		<p>At the intersection of Ulmerton Road and Starkey Road, a lot of people congregate. There are two left turn lanes, a right turn lane, and a forward lane. The townhomes are further north on Starkey Road on the east side. A lot of Southern Oaks Elementary School students are in the townhomes. People are not paying attention, and the kids want to go to Wawa or Walmart and cut across Starkey Road. He is worried that in the morning and afternoon, the kids are not being protected and aimlessly going across the roads. Drivers are speeding and not paying attention. Kids cannot evaluate the speed of a vehicle to cross the road. This will be added to the problem location sheet. Joan brought up that she needed to know the specifics of the location in question and Joe stated he get the number of students and where the exactly cross street is at. Putting lights further north may possibly fix issue. A lot of people are congregating there. The school nearby is Southern Oaks Elementary School. Kids come out from the apartment complexes. They will continue checking up on it throughout the school year. They will be putting a traffic light up at Willow. They will be putting a traffic light up at Willow Avenue and is currently going through design. This will stay on problem location sheet until traffic light is put up. There will be a signal at Willow. It is currently in the design phase. Joan Rice asked if Melissa could get rid of the RRFB comment on the problem locations sheet. It will not be an RRFB, it will be a full signal at Willow Avenue. The signal is in the design phase right now. There is a study for the traffic signal. This is for a signal at Starkey Road, north of Willow Avenue. Waiting on the new signal to be installed. Joan Rice, of Pinellas County, mentioned this is almost finished. The sidewalk is almost complete and then the signal will be installed after. The State is working with the County to offset the cost of lights and fixtures. This project is still in design. Joan Rice will find out more information. A traffic light will be put in at Starkey Road and Willow Road. It is currently in design now. No update. John Rieman will look into this location.</p>

PROBLEM LOCATIONS - JULY 2025

Item	Date Reported	Description	Staff	Last Update	Date Resolved/ Withdrawn	Comments
3	11/7/2024	<p>5th Avenue North (Alt. 19) and 8th Street North</p>  <p>https://maps.app.goo.gl/jsXXckzZ4Xu2DTEj9</p>	David Hegarty (COSP)	2/6/25		<p>He stated that the City has one specific intersection with a high volume of red-light running crashes/collisions - 5th Avenue North (Alt. 19) and 8th Street North (two one-way streets). They had had 26 confirmed red-light running crashes in the westbound direction over the past five years. The City is looking at this to see if there is something that can be done to improve the intersection and bring the number of crashes down. This could be a line-of-sight issue. David Hegarty, from City of St. Petersburg, stated that they took some action to try and correct the high volume of red-light running collisions they were seeing. They have increased the length of the all red time as the signals change in both directions, but predominately on 5th Avenue North where they are seeing most of the collisions. They also coordinated with FDOT to make some signage improvements on 5th Avenue North approaching the light to warn drivers that the signal is there. The signage improvements should be completed in February in conjunction with another project that has been going on in that area. So once that is done, they will monitor the location over the next year to see if there are a reduction in crashes. David Hegarty, from City of St. Petersburg, stated that the signal timing to increase the all-red time to try and reduce those red-light running collisions is complete. FDOT will be implementing some signage improvements in February. This will be monitored. David Hegarty, from City of St. Petersburg, stated that the signal timing is complete. Warning signs will be installed within the next month or so. Mark will reach out to St. Pete PD to see if there is an update on if crashes have gone down or not. No update. There haven't been any uptick of crashes. This will stay on the problem locations sheet for one more meeting. If there aren't any more crashes, it will be removed from the problem locations sheet.</p>

FDOT DISTRICT 7 CAMPAIGN RECOMMENDATIONS



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.



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.

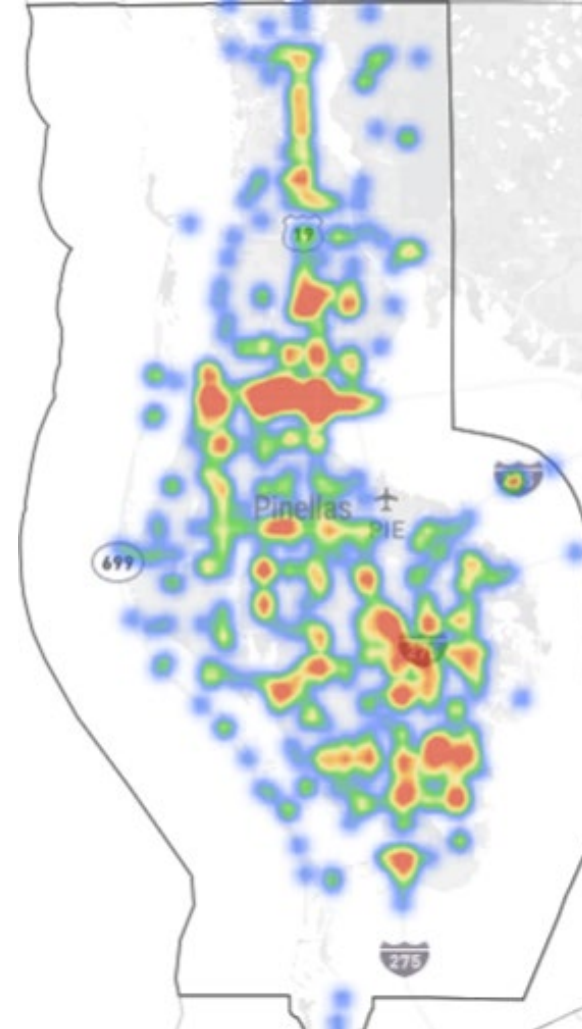
Distracted Driving-crashes occurring while the driver is engaged in a behavior that takes the driver's attention away from the vital task of driving.

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

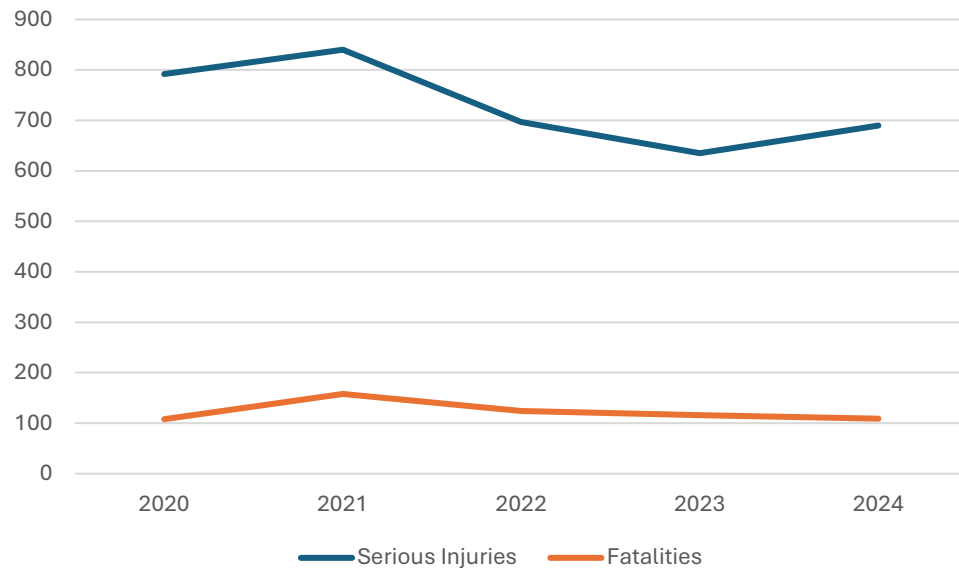


Source:
Signal4analytics.com,
2024 crash data

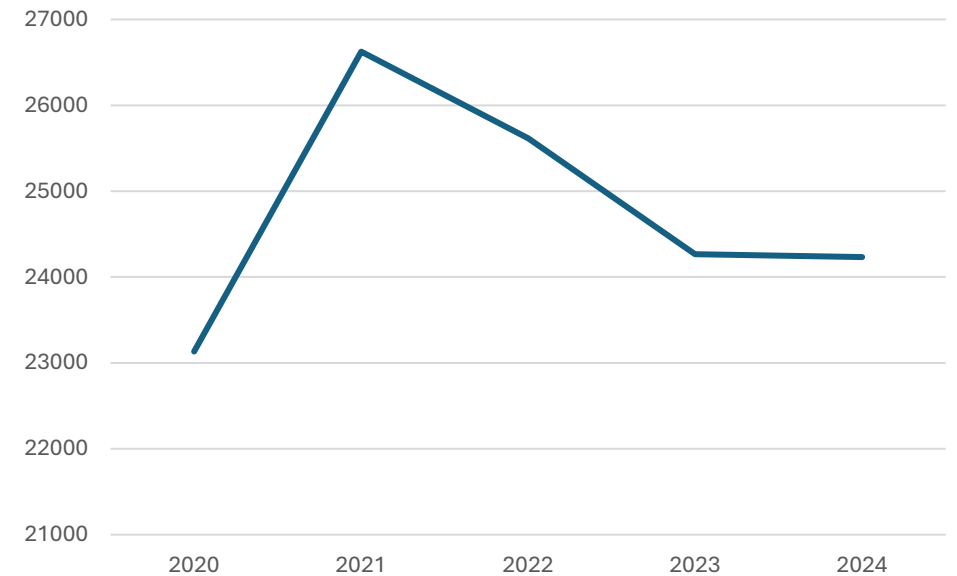
Overall Crash Trends

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

