FDOT DISTRICT 7 CAMPAIGN RECOMMENDATIONS

ZERO FATALITIES & SERIOUS INJURIES ON FL ROADWAYS

FDOT

TARGET ZERO
FATALITIES & SERIOUS INJURIES

Target Zero – A Local Approach

TARGET ZERO
FATALITIES & SERIOUS INJURIES

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.

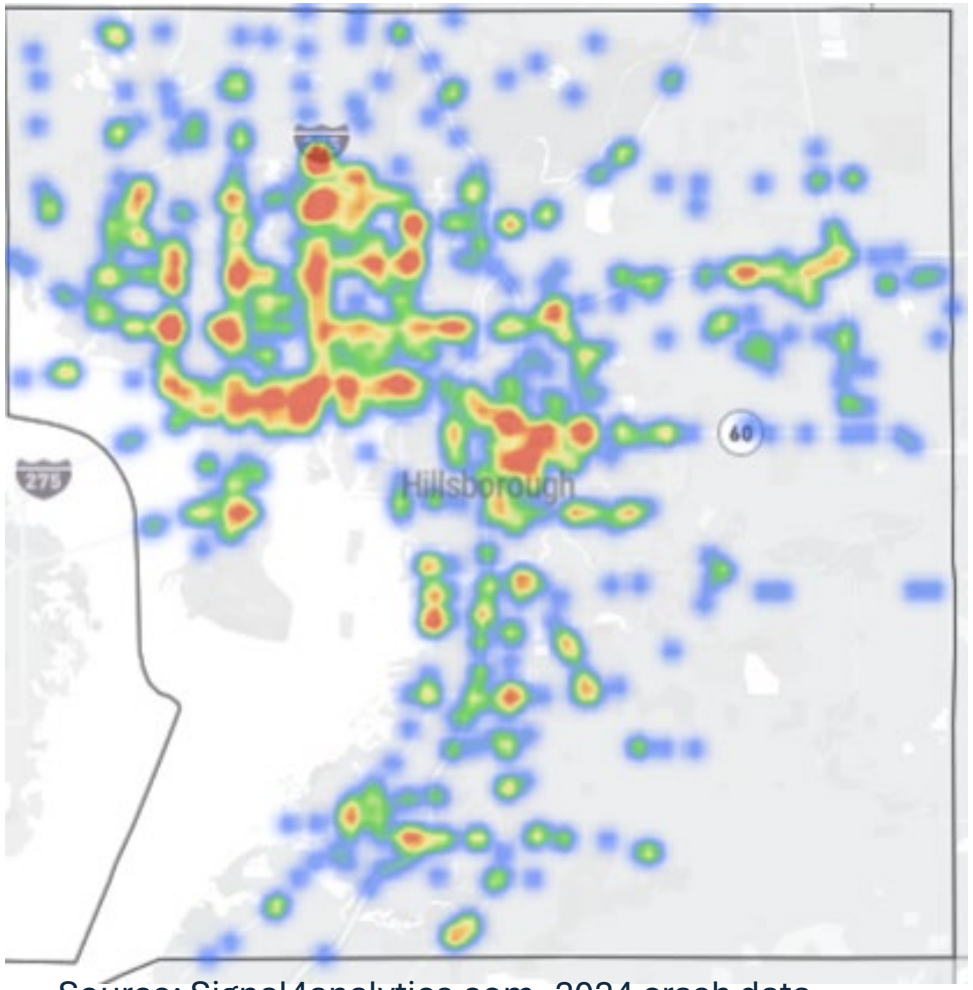
Bicyclists-people using nonmotorized or human-powered vehicles, including eBikes/eScooters. Only the bicyclist is counted.

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.

HILLSBOROUGH COUNTY

Where are crashes happening? (2024)

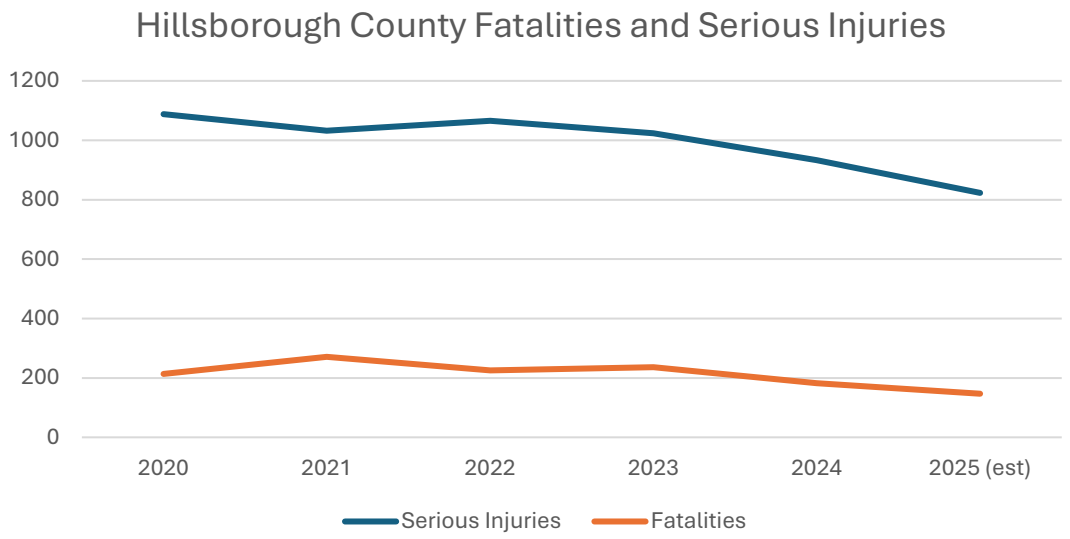


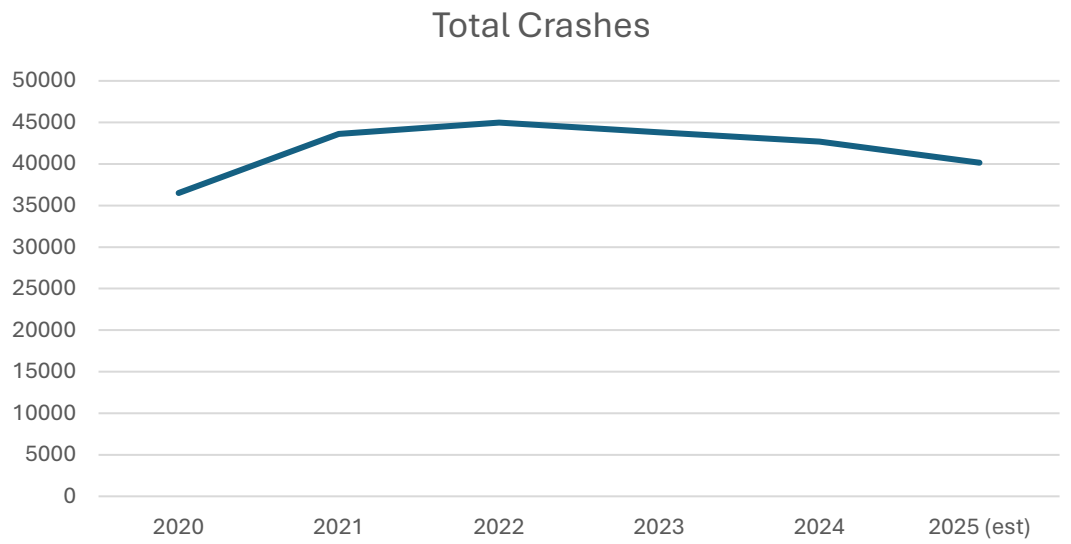
Source: Signal4analytics.com, 2024 crash data

High Injury Areas

- Central Tampa
- Brandon
- Major Roadways
  - I-75
  - I-275
  - I-4
  - SR 589/Suncoast Parkway
  - US 301
  - SR 60
  - US 41
  - US 92
- Major Intersections/Interchanges

Overall Crash Trends
2020-2025 Data





	2020	2021	2022	2023	2024	2025 (est)
Serious Injuries	1088	1032	1066	1024	933	823
Fatalities	214	271	225	236	182	147
Total Crashes	36505	43624	44981	43815	42709	40134

Top Crash Classifications

*Signal 4 Emphasis Areas (2024 Data)

Serious Injuries (2024)

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

Fatalities (2024)

1. Pedestrians and Bicyclists
2. Intersections
3. Lane Departures
4. Impaired Driving
5. Speeding and Aggressive Driving

Serious Injuries (2025 est.)

1. Intersections
2. Lane Departures
3. Pedestrians and Bicyclists
4. Aging (65+) Road Users
5. Distracted Driving

Fatalities (2025 est.)

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

When have crashes happened?
2020-2025 Data

Days of week

- Friday, Saturday, and Sunday worst days for serious injuries and fatalities

Times of day

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

Months/Seasons

- January, March, and October worst for serious injuries
- January and October worst for fatalities

Who is most at risk?
2020-2025 Data

Serious Injuries

- 25-34 and 35-44 age groups
- Pedestrians and Bicyclists
- Motorcyclists

Fatalities

- 25-34, 35-44, 65+ age groups
- Pedestrians and Bicyclists

Campaign Recommendation

Campaign Name

“Put the Phone Away or Pay!”

Target Zero Initiative

Drive time is you time. Ride with Do Not Disturb.

Primary/Secondary Audience

Primary: Aging (65+) road users 65+, both male and female, with slow reaction times

Secondary: Roadway users, aged 25-44, middle-income

Key Messages

“Keep Your Eyes Up and Mind Sharp”

“Safety First, Vision Matters”

“It Can Wait – Your Life Can't”

Tactics

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

Partner Opportunities

- AARP
- Gas Stations
- Signage on Major Highways
- Tourism Boards

Campaign Recommendation

Our Approach

- ✓ Target engagement, social media outreach, and strategic signage in high-crash areas, encourAging (65+) safe behaviors among young drivers.
- ✓ Emphasize safety for elderly drivers.
- ✓ Collaborate with influencers, ready-to-use toolkits for community organizations, and prominent signage to create a unified community commitment.

THANK YOU!

FOR YOUR EFFORTS AS WE CONTINUE HELPING FLORIDA GET TO ZERO

FDOT

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