District One Safety Strategic Plan

Promoting a Traffic Safety Culture

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District Safety Administrator

FDOT

TARGET ZERO FATALITIES & SERIOUS INJURIES

What Concerns You Most When Driving?

When asked what concerns you most when driving?

(252 respondents)



90% said other drivers' behaviors

30% Other Drivers

22% Aggressive Drivers

22% Distracted Drivers

Are YOU the OTHER DRIVER?

Traffic Safety Impacts on Society

Crashes kill more than 38,000 people annually (more than 100 people a day)

Crashes injure more than 2 million people annually

Crashes are the leading cause of death of U.S. young adults (18 to 25)

U.S. crash rate is TWICE that of other high-income countries

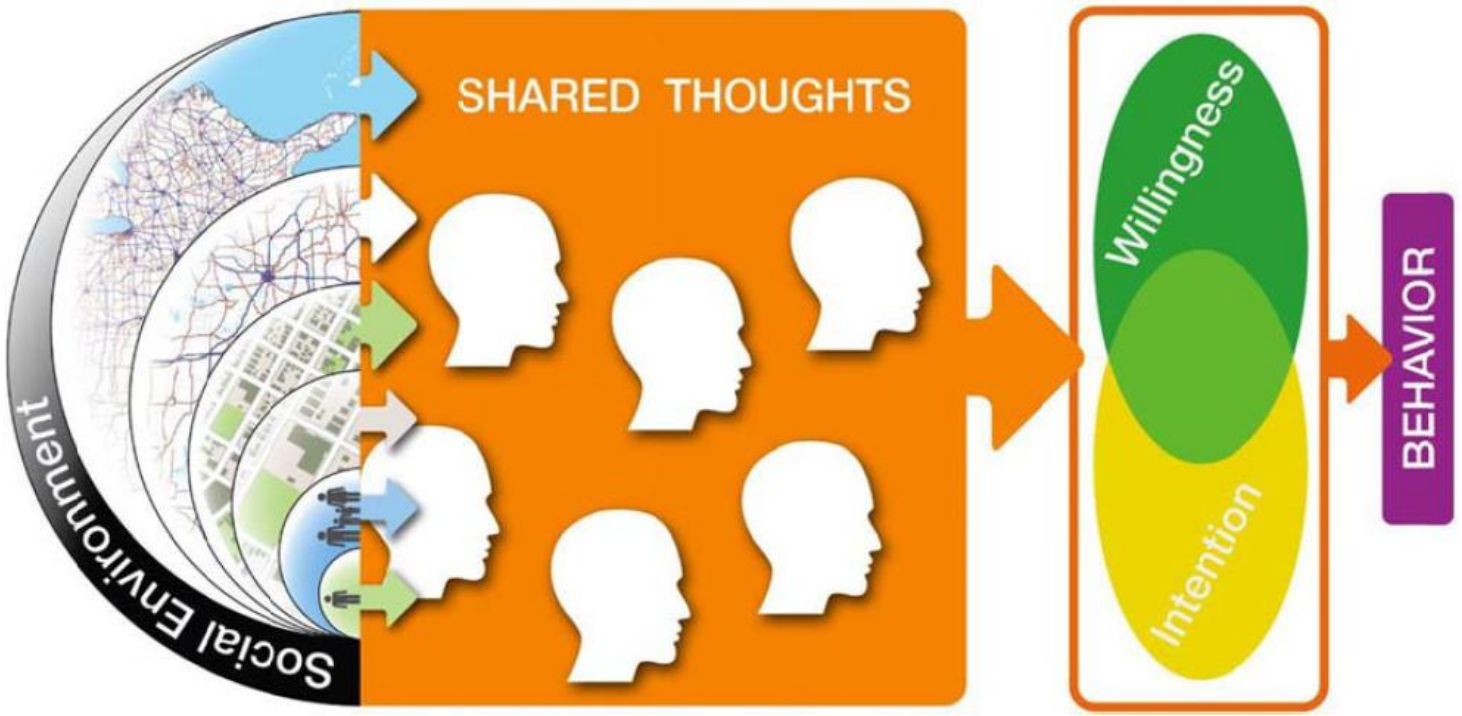
Cost over $871 billion annually in economic and societal impact

Given its moral and economic significance, the reduction of fatal and serious injury crashes should be a national public health priority.

Source: CDC, https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html

Culture defines what is proper behavior

How do behavior choices affect us?



Speeding

Aggressive Driving

Impaired Driving

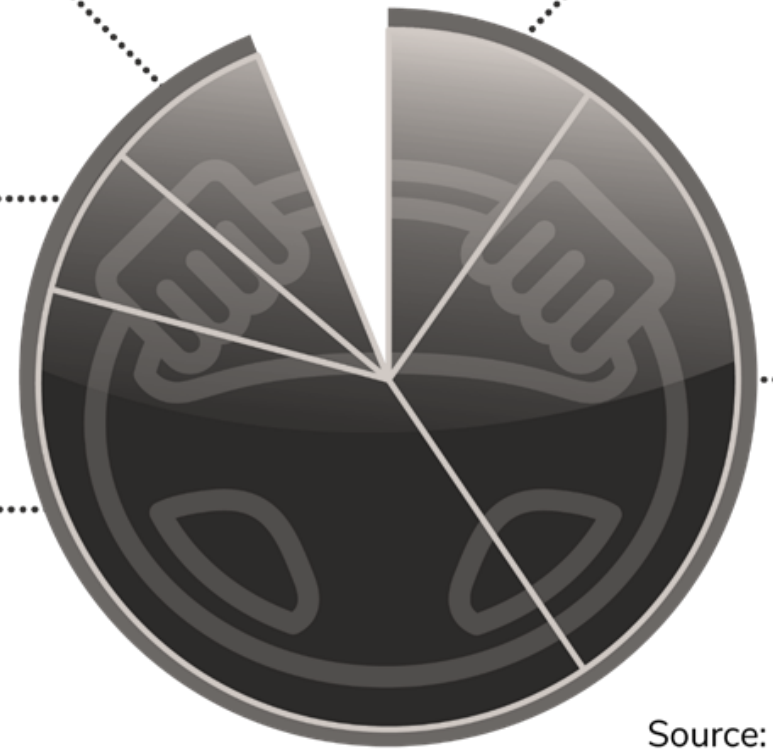
Unrestrained Occupants

Distracted Driving

Disregard for laws

How do we affect change?

Common Errors That Lead to Crashes



OTHER DRIVER ERRORS

NON-PERFORMANCE ERROR
- Sleep
- Medical

RECOGNITION ERROR
- Driver's inattention
- Internal and external distractions (includes use of mobile device)
- Non-vigilance to surroundings

PERFORMANCE ERROR
- Overcompensation
- Loss of directional control

DECISION ERROR
- Driving too fast for conditions
- Driving too fast for curve
- False assumption of others' actions
- Illegal maneuver
- Misjudgment of gaps or others' speed

Source: NHTSA

What Causes Fatal/Serious Injuries?

Kinetic Energy of Crash

KE = ½ mv^2 *(effects of velocity are squared)*

Energy of a crash on a roadway traveling at 45 mph:

2,500 lb vehicle traveling 45 mph = 229 kJ

This is the equivalent effect on the human body as being dropped from the top of a 6-story building. Seatbelts, airbags, and crumple-zones are designed to help absorb energy.

Energy of a crash on an interstate, comparing 70 mph to 80 mph:

2,500 lb vehicle traveling 70 mph = 555 kJ

2,500 lb vehicle traveling 80 mph = 727 kJ

That 10-mph increase from 70 mph to 80 mph adds almost the same energy as the entire crash at about 45 mph!



Traffic Safety Culture

Traffic safety is a public health issue with significant impact on health and with high economic costs.

Behavior is influenced by beliefs including behavioral, normative, control, values, and assumptions.

We develop beliefs in many ways including through experiences and people in different settings.

Traffic safety culture is the shared beliefs of a group which affect behaviors related to traffic safety.

Traffic Safety Culture Strategies increase actions by stakeholders across the social environment to improve traffic safety culture among various groups.

FDOT Target Zero Policy

Engineering, Education & Engagement

Establish goals and targeted solutions with measured and reported outcomes

Apply behavioral science, innovative technology, and research to prioritize strategies

Fully integrated into all aspects of the project development process

Coordinate with traffic safety coalitions, local governments, MPOs, transportation agencies, and the public for implementation of Target Zero priorities

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FDOT

Florida Department of Transportation

RON DESANTIS
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

JARED W. PERDUE, P.E.
SECRETARY

POLICY

Effective: March 19, 2026
Office: State Safety Office
Topic No.: 000-500-015

ACHIEVING TARGET ZERO

It is the policy of the Department of Transportation to implement Target Zero, a performance driven statewide safety initiative. Target Zero is a proactive, bold, and systematic approach toward eliminating all fatalities and serious injuries across Florida's transportation system.

The Department will support the Target Zero goal by:

- Implementing engineering solutions
- Developing education campaign strategies
- Engaging the community at outreach events

The Department will, for each of these strategies, have established goals and targeted solutions with measured and reported outcomes, such as:

- Engineering solutions will be evaluated by measuring reductions in fatalities and serious injuries
- Education campaigns will be evaluated by measuring outcomes with engagement principles
- Community outreach events will be evaluated by tracking safety commitments

The Department will apply behavioral science, innovative technology, and research in a data-driven approach, considering roadway characteristics and crash types on the state highway system to prioritize strategies:

- Engineering: Installing safety improvements where severe crashes occur, investing in proactive statewide systemic infrastructure initiatives, and enhancing and expanding engineering criteria to prescribe Target Zero priority infrastructure
- Education campaigns: Advertising to promote safe practices and laws, tailored messages for influencing specific regions, audiences, and behaviors, and proactively addressing emerging needs
- Community outreach events: One-on-one interactions to address current, ongoing, and expected safety challenges that are strategically focused on specific regions, audiences, and behaviors based on data and community needs, messaging to support education campaigns, and gathering community feedback

Target Zero will be fully integrated into all aspects of the project development process, including planning, design, construction, operations, and maintenance manuals, guidelines, and related documents governing the transportation facilities managed by the Department.

The Department will coordinate with Florida's traffic safety coalitions, local governments, Metropolitan Planning Organizations, transportation agencies, and the public to implement Target Zero priorities.

The Department will analyze trending contributing factors that influence safety outcomes in Florida and isolate and track the strategies that significantly impact progress toward zero.

DocuSigned by:

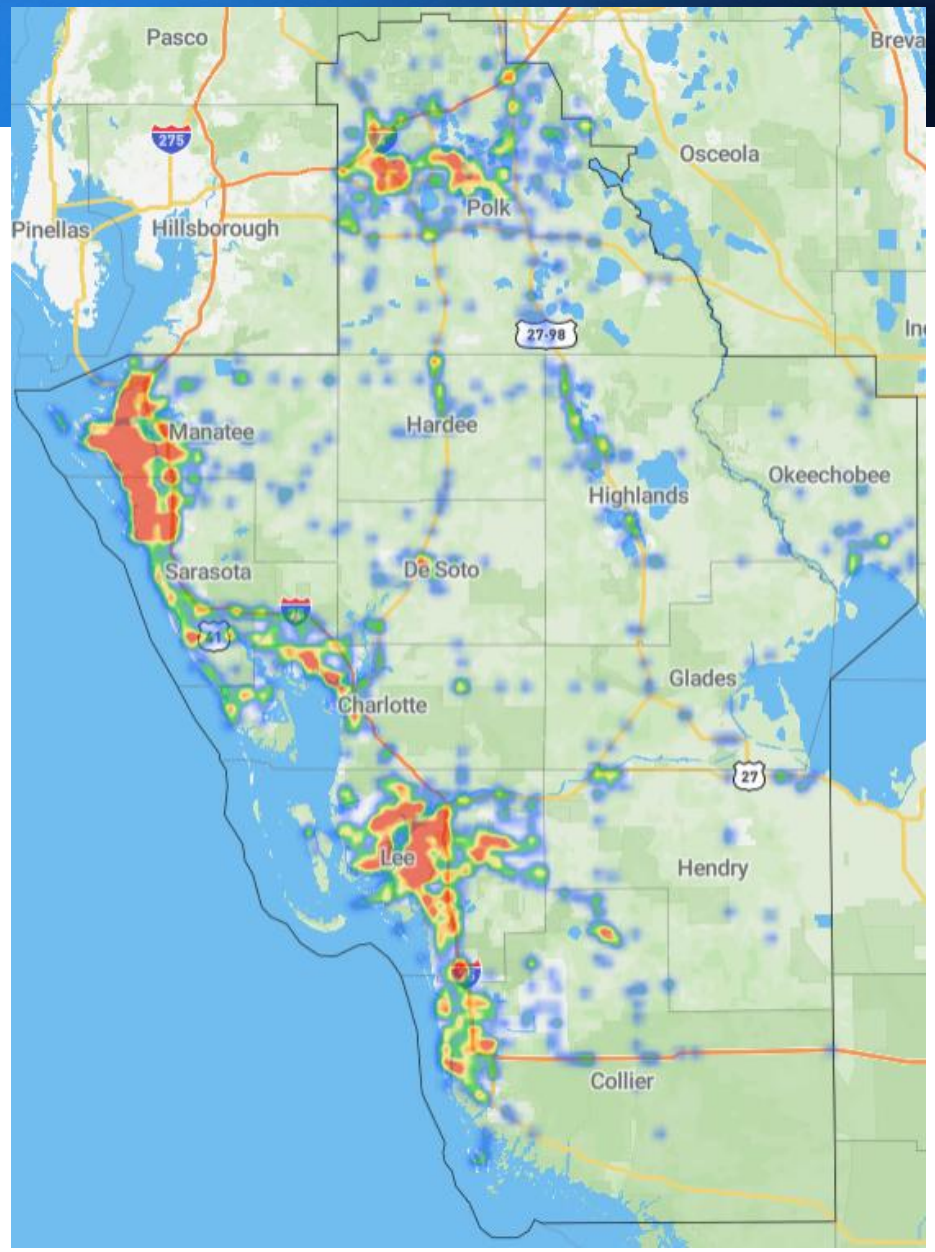
Jared W. Perdue, P.E.
Secretary

District One – 12 Counties

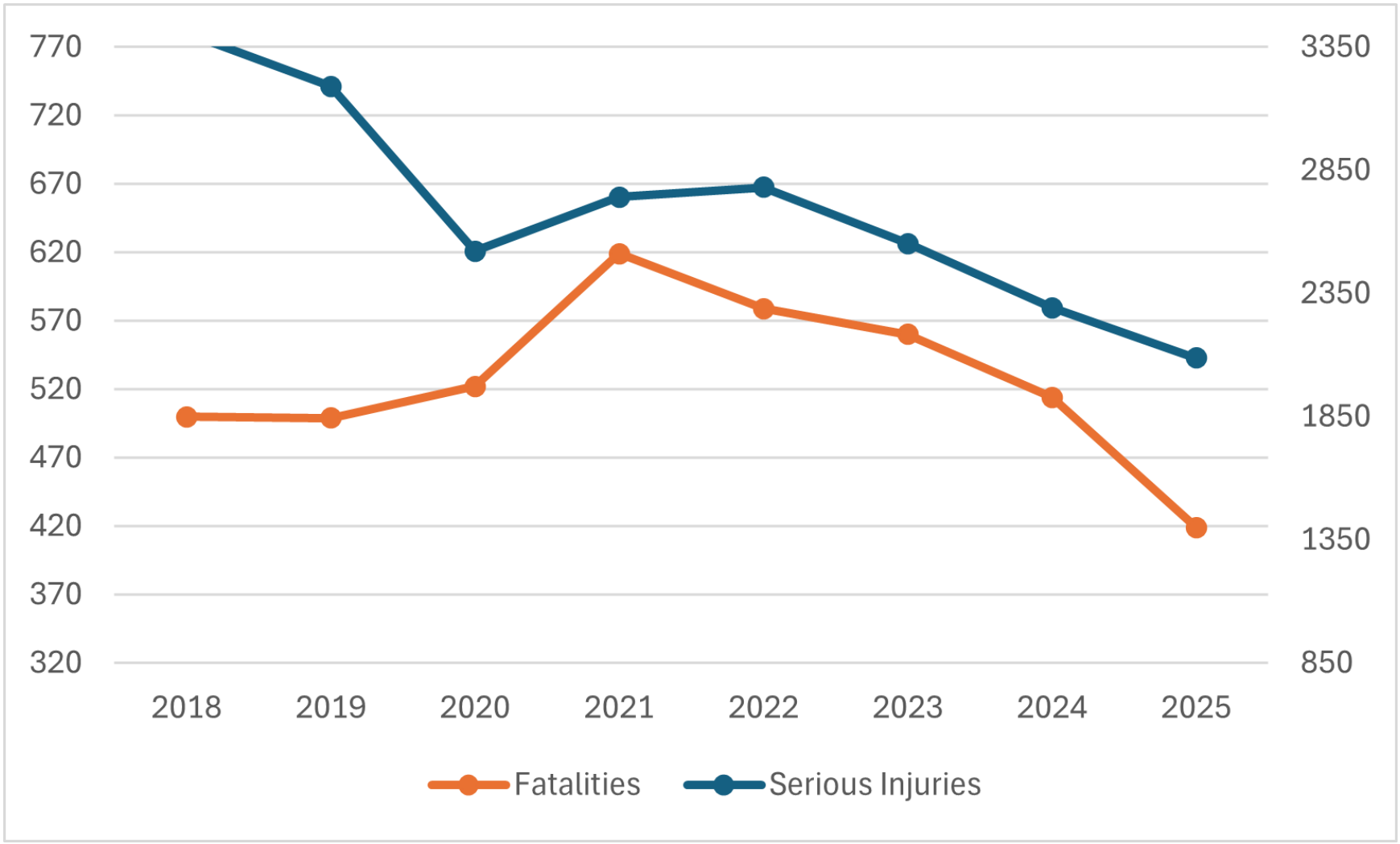
In the current 5-Year Work Program (FY2026 - 2030):

65 safety projects of over $107M in safety funds allocated across all 12 counties and several that are districtwide projects.

- Median Modifications
- Intersection Improvements
- Signing/Pavement Markings
- Resurfacing
- Traffic Signal Updates
- Lighting

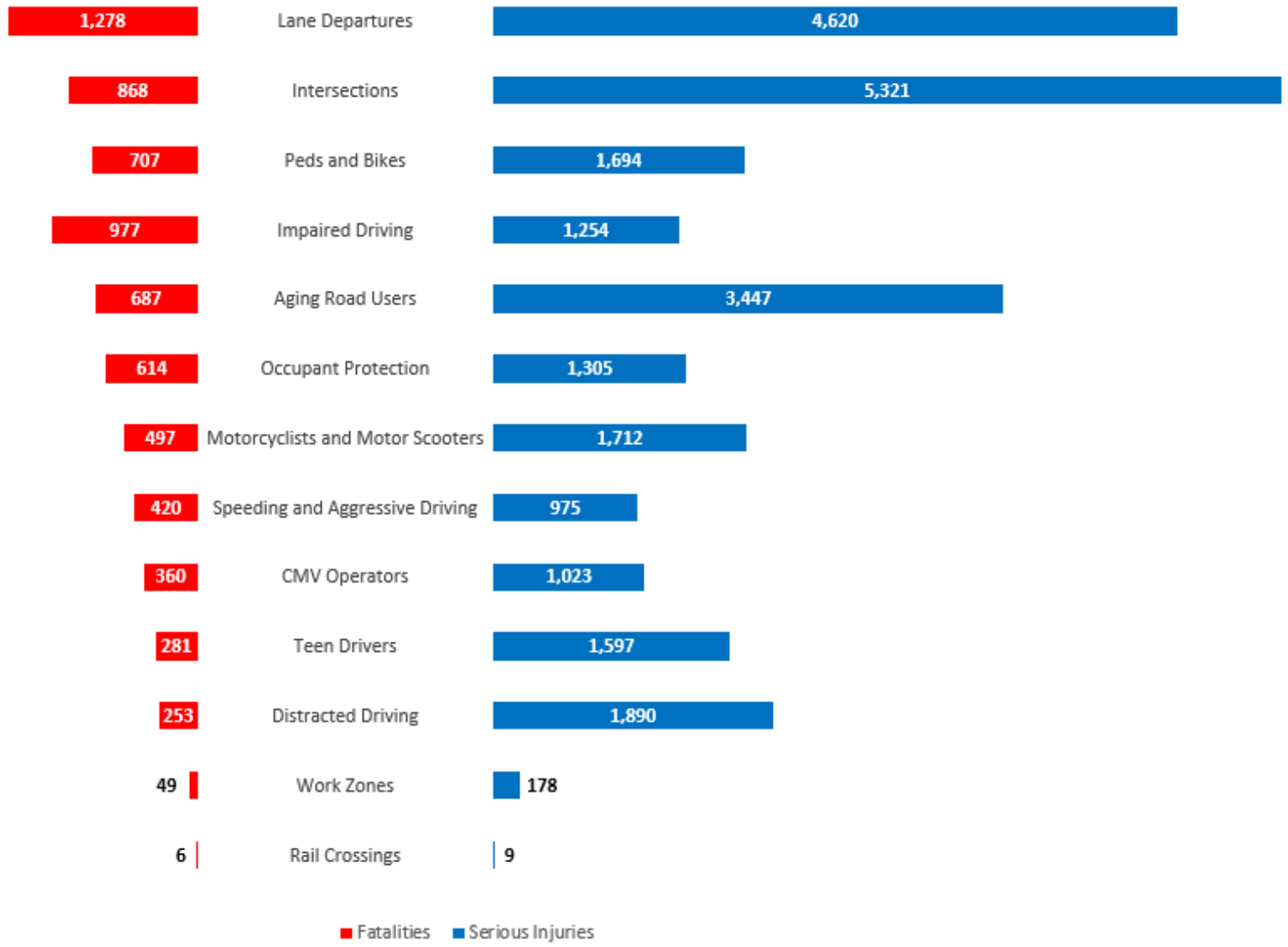


District One Fatalities and Serious Injuries



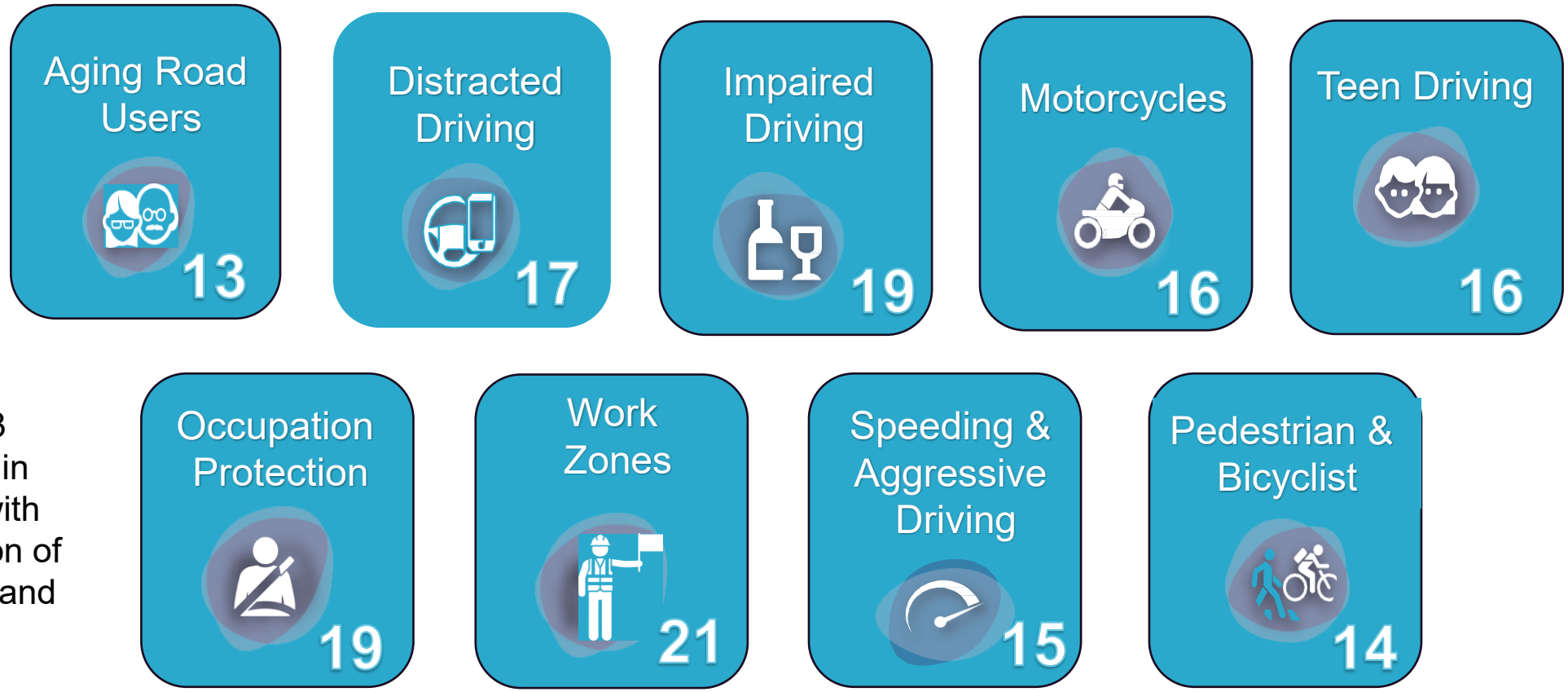
District One Fatalities and Serious Injuries

By Emphasis Area (2020-2024)



Sarasota County Traffic Safety Concerns

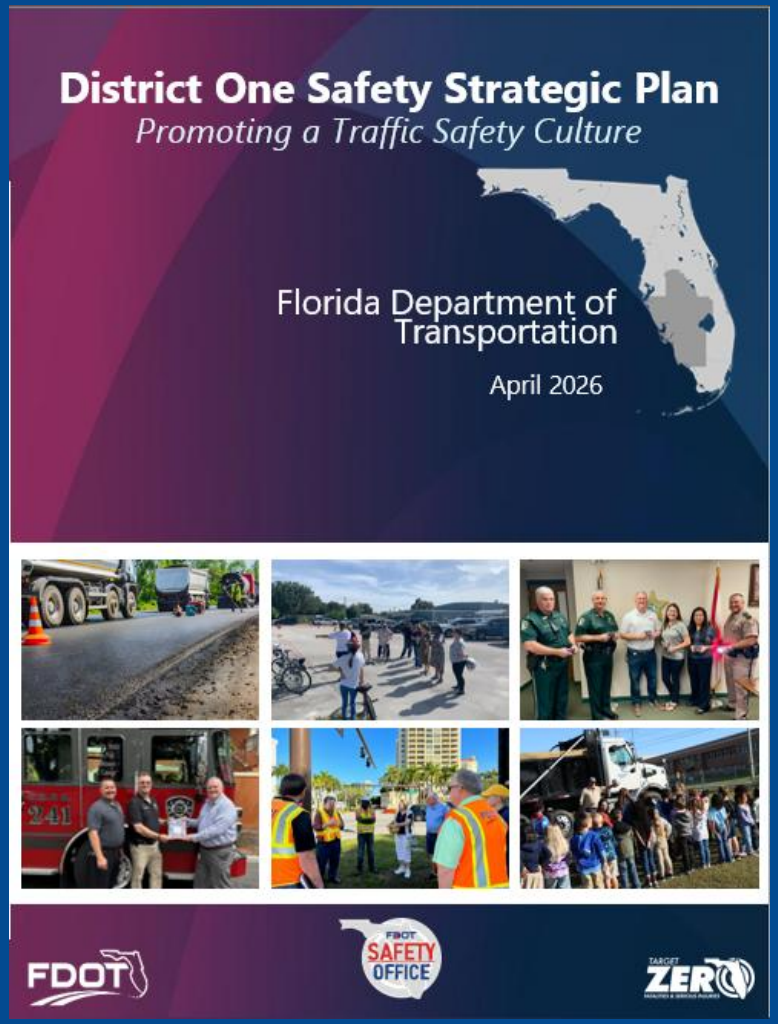
Strategic Highway Safety Plan Emphasis Areas

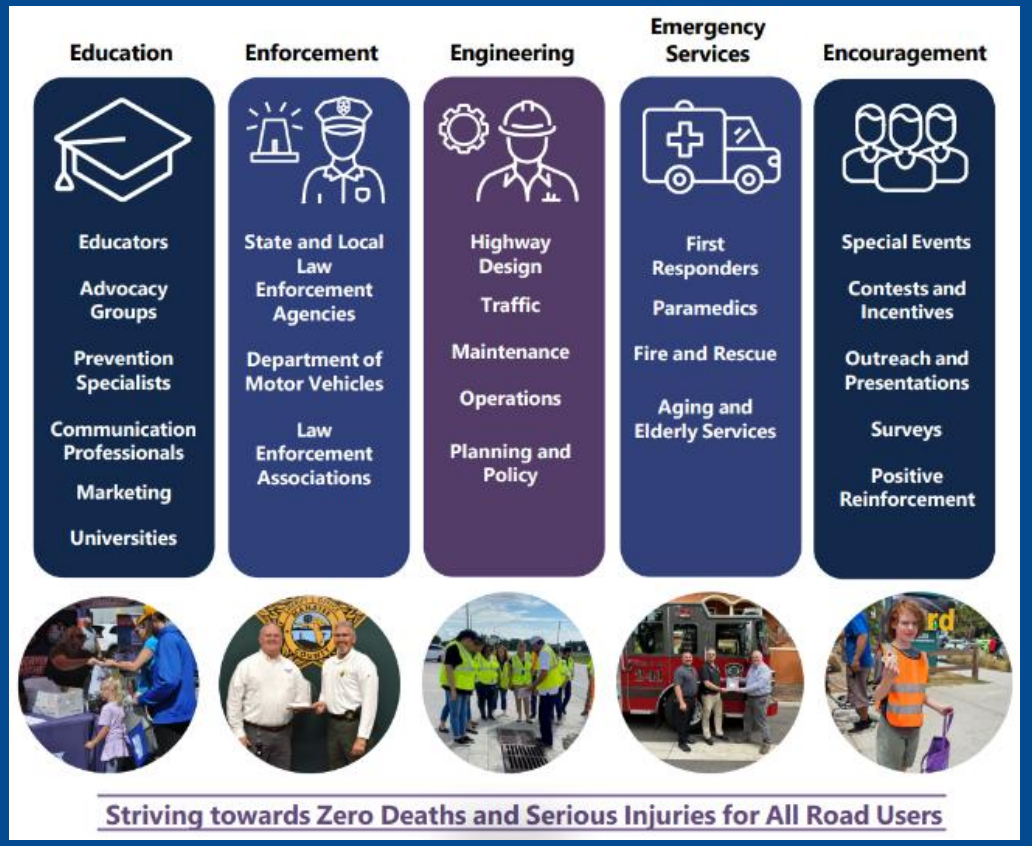


Out of 23 counties in Florida with population of 300,000 and above

Based on serious injuries and fatalities 2019-2023

District One Safety Strategic Plan





Strategic Plan Objectives

Advance a Traffic Safety Culture

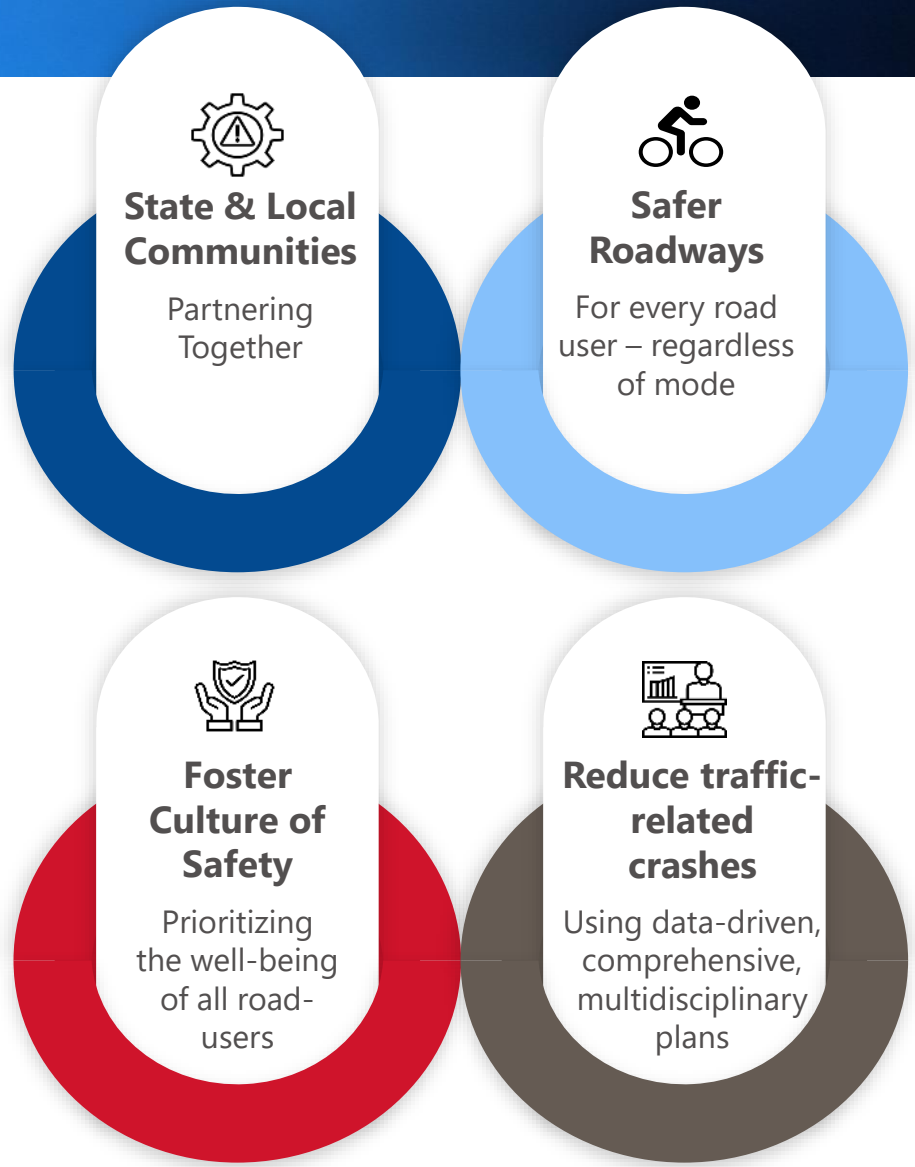
- Develop district-wide safety communication plan
- Elevate safety mindset district-wide (internal and external)

Strengthen Partner Engagement

- Engage with community and regional influencers
- Foster safety advocacy through a champion program

Reinforce Safety Successes

- Identify, evaluate, and monitor safety improvements
- Identify and evaluate opportunities for new safety improvements



Action Items – Advance a Traffic Safety Culture





No.	Actions Items	Timeframe	Objective 1.1	Objective 1.2	Objective 1.3
1	Integrate safety culture into staff meetings, training, and external meetings and presentations.	Ongoing		✓	✓
2	Recognize outstanding contributions by partners and team members through certificate of appreciation award and Lifesaver Awards.	Ongoing			✓
3	Promote safety messages through various methods including Safety website, social media posts, quarterly printed newsletter (Safety Shoutout), monthly email blast (Safety First), and printed materials.	Ongoing	✓	✓	✓
4	Promote Target Zero messaging and monthly safety campaigns by tailoring messaging and communication materials to promote a culture of traffic safety among different populations, using various languages to induce engagement with the public.	Ongoing	✓	✓	✓
5	Facilitate the Teen Safe Driving Course as part of the Street SAFE Program in Polk County Schools. The Street SAFE program provides traffic safety information to students in elementary and middle school and a driving program for high school students.	Ongoing		✓	✓
6	Identify partners in the community marketplace to help promote safety campaigns including restaurants, stores, bike repair businesses, and other business leaders.	Mid-Term	✓		✓
7	Collaborate with local agencies and partners to promote Target Zero messaging to all road-users.	Short-Term	✓		✓
8	Develop and coordinate a social media strategic plan with the goal of promoting traffic safety campaigns and traffic safety culture.	Mid-Term	✓		✓
9	Host a Southwest Florida Safety Summit with external partners.	Mid-Term		✓	
10	Expand Street SAFE Program (including the Teen Safe Driving component), to other counties in the District.	Mid-Term		✓	✓

Action Items – Strengthen Partner Engagement







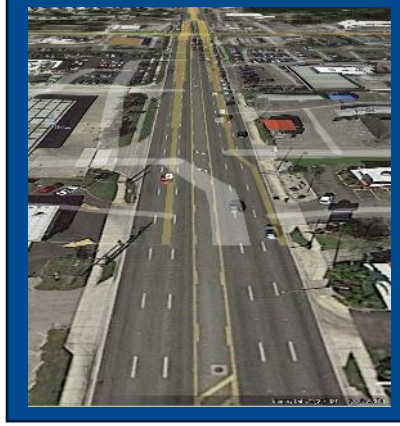




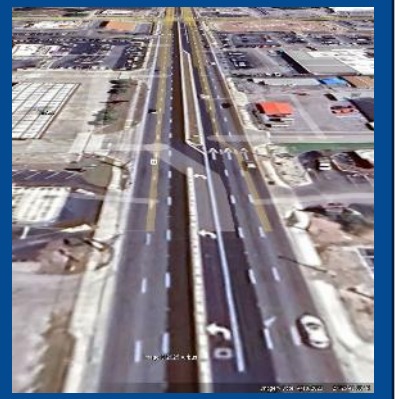
No.	Actions Items	Timeframe	Objective 2.1	Objective 2.2	Objective 2.3
1	Participate in Community Traffic Safety Team (CTST) meetings, MPO meetings, Traffic Safety Coalition meetings and other public meetings.	Ongoing	✓	✓	✓
2	Participate in community outreach activities such as Safety Jam, local safety expo and touch-a-truck events, bike rodeos, Great American Teach-In and other school presentations.	Ongoing	✓	✓	
3	Collaborate with law enforcement partners to promote traffic safety campaigns.	Ongoing	✓	✓	
4	Coordinate with law enforcement agencies to provide saturation patrols (a high-visibility traffic enforcement strategy to deter unsafe driving behaviors).	Ongoing		✓	
5	Provide safety equipment to support law enforcement efforts and other partnership opportunities.	Ongoing		✓	
6	Identify opportunities for community safety talks to maximize public engagement on local traffic safety issues.	Mid-Term	✓		
7	Collaborate with new partners in outreach efforts at community events with messages tailored for specific needs.	Mid-Term		✓	
8	Participate with statewide safety coalitions, local agencies, and elected officials to clarify, promote, enhance and modify rules, procedures, and regulations that support traffic safety culture.	Mid-Term		✓	
9	Research social media influencers who relate to the message and mission of Target Zero goals in future safety campaigns.	Mid-Term	✓		
10	Research the feasibility of establishing a coalition of public/private sector partners to meet regularly and discuss traffic safety issues and ideas in support of Target Zero goals.	Mid-Term		✓	✓
11	Identify opportunities to host training forums and summits with partners highlighting traffic safety issues, countermeasures, and programs in support of the Target Zero message.	Mid-Term		✓	
12	Create a program to recognize local traffic safety champions within the community through a public safety recognition program.	Mid-Term	✓		✓

Action Items – Reinforce Safety Success

#1 – 444049-1 : US 41 FROM 63RD AVE W TO 53RD AVE WCONSTRUCT A MEDIAN AND REPLACE THE EXISTING TWLTL



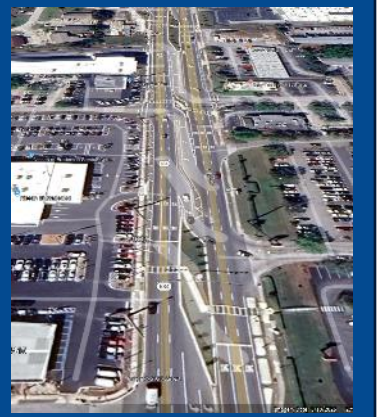
47% Less Fatal and Serous Injury Crashes



#5 – 446954-1 : SR 684 (CORTEZ RD W) FROM 26TH ST W TO 14TH ST W : Median Modification/Speed Management/PHBs



70% Less Fatal and Serous Injury Crashes



No.	Actions Items	Timeframe	Objective 3.1	Objective 3.2
1	Highlight success stories from completed safety improvements, monthly safety campaigns, and community-led initiatives in newsletters and presentations.	Ongoing	✓	
2	Monitor and report crash reductions due to safety improvements or countermeasures. Continue to develop presentations and foster discussions with local leaders using this information to garner local support.	Ongoing	✓	
3	Develop Top 20 High Crash Lists using crash data to identify high-risk behaviors and areas; continue to promote safety countermeasures based on proven effectiveness and utilize these materials to obtain local leadership support for safety efforts.	Ongoing	✓	✓
4	Collaborate with local partners to identify effective safety improvements and opportunities to reinforce safety success.	Short-Term	✓	✓
5	Highlight safety projects, success stories, before and after studies, and crash statistics in printed and digital materials to show progress towards Target Zero.	Mid-Term	✓	
6	Research and leverage new technology to identify new opportunities for safety improvements.	Mid-Term	✓	✓





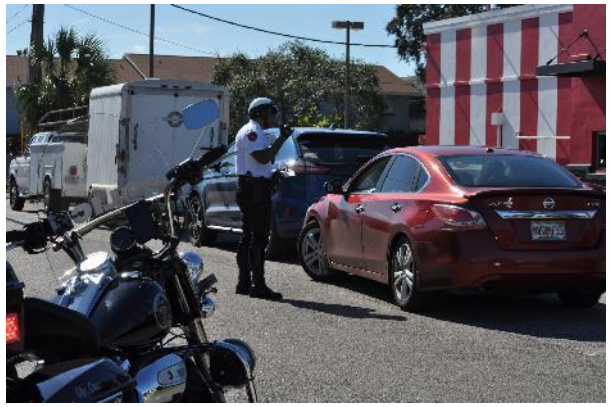
Outreach & Engagement











Teen Driver Education & Strategic Traffic Enforcement Program (STEP)

Street SAFE for Teens consists of two components:

- **Teen Driving Workshop** (90-min classroom instruction)
- **Driving Confidence Course**

2025-2026 School Year: **1,657 students**
13 high schools

Strategic Traffic Enforcement Program (STEP)

- High Visibility Enforcement focused on top FSI corridors
- Collaborative and rewarding partnerships with law enforcement
- 24-week reporting: 5,729 contacts = 2,482 warnings & 3,247 citations
- 671 warnings & 2,347 citations for speeding /aggressive driving

Meet Ruby

D1 Safety Ambassador



















Upcoming FDOT Public Meeting

US 41 from Bee Ridge to South of US 301

S.R. 45/U.S. 41 Project Limits
Resurfacing, Restoration, and Rehabilitation with Median Modifications



What?

RRR project that includes median modifications along US 41 from Bee Ridge Road to South of US 301

When?

Tuesday, November 17, 2026
5 PM to 6:30 PM

Where?

Sarasota County Selby Library,
Jack J. Geldbart Auditorium,
1331 1st St, Sarasota, FL 34236

Website?

https://www.swflroads.com/project/452784-1

All meeting materials including the project video will be available online November 16, 2026

FDOT Project Manager
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Safety in District One

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Safety website

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FDOT

TARGET ZERO
FATALITIES & SERIOUS INJURIES