

Pedestrian Quick Facts



- Florida has twice the national average of pedestrian fatalities
- Pedestrian crashes account for 3% of all traffic crashes but result in 20% of traffic fatalities
- 1 in 5 traffic fatalities is a pedestrian
- 7% of pedestrian crashes result in fatalities, whereas only 1% of all traffic crashes result in fatalities
- 1.3 pedestrians are killed every day, almost 10 pedestrians are killed every week
- 17 pedestrians are injured every day, almost 120 pedestrians are injured every week

Bicyclist Quick Facts



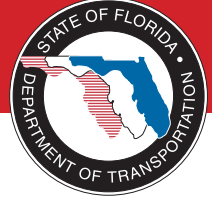
- 1 in 20 traffic fatalities is a bicyclist
- 92% of bicycle crashes result in injuries, whereas 52% of all traffic crashes result in injuries
- Bicycle crashes account for 2.2% of all traffic crashes and result in 4% of all injuries
- 2.3 bicyclists are killed every week
- 88 bicyclists are injured every week

SAFETY DOESN'T HAPPEN BY ACCIDENT.



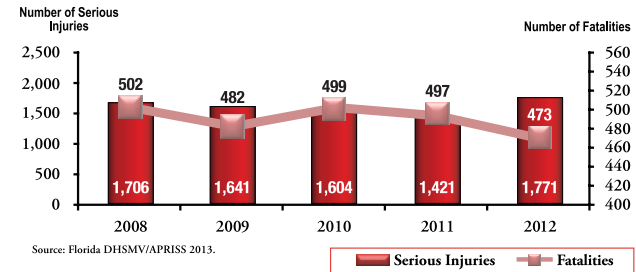
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Florida's Pedestrian and Bicycle Focused Initiative



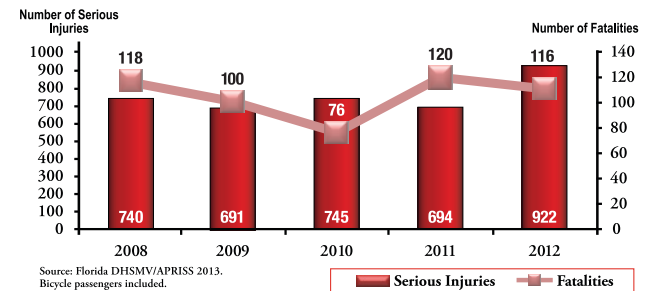
Pedestrians

Between 2008 and 2012, 2,453 pedestrians died in traffic crashes on Florida roads and highways, and 8,143 were seriously injured. Pedestrian fatalities and serious injuries increased from 2,208 in 2008 to 2,244 in 2012.



Bicyclists

Between 2008 and 2012, 530 bicyclists died in traffic crashes on Florida roads and highways, and 3,792 were seriously injured. Bicycle fatalities and serious injuries have increased from 858 in 2008 to 1,038 in 2012.



Florida's Bicycle/Pedestrian Focused Initiative

In November 2011, FDOT Secretary Ananth Prasad charged District One Secretary Billy Hattaway with the task of championing Florida's Bicycle/Pedestrian Focused Initiative. Secretary Hattaway quickly formed a team and began working towards the goal of increasing awareness and decreasing fatalities of bicyclists and pedestrians in Florida.

The purpose of Florida's Pedestrian and Bicycle Strategic Safety Plan (PBSSP) is to focus funding and resources on the areas that have the greatest opportunity to reduce pedestrian and bicycle fatalities, injuries, and crashes. The PBSSP is designed to provide a comprehensive strategy to address pedestrian and bicycle safety issues by identifying goals, objectives, strategies, tasks, and performance measures for key program areas including:

- Data, Analysis, and Evaluation
- Driver Education and Licensing
- Highway and Traffic Engineering
- Law Enforcement and Emergency Services
- Communication Program
- Outreach Program
- Legislation, Regulation, and Policy

Many agencies, organizations, and groups have responsibilities and interests in pedestrian and bicycle safety issues. Florida's Pedestrian and Bicycle Safety Coalition was formed to prioritize and implement the strategies identified in the PBSSP. This diverse group represents many agencies and organizations that have a vested interest in pedestrian and bicycle safety in Florida.

For more information visit:
www.AlertTodayFlorida.com

Significant Accomplishments

Florida's Bicycle/Pedestrian Focused Initiative Leadership Team

- Conducted an Assessment of Pedestrian Safety in Florida. (January 2012)
- Partnered with the National Highway Traffic Safety Administration to conduct "Pedestrian 101" training for all focused initiative team members. (May 2012)
- Partnered with the Center for Urban Transportation Research at the University of South Florida to establish the baseline and to analyze and prioritize high impact areas for initial implementation. (May-June 2012)
- Conducted "Round Table" meetings across the state to gain input and support from stakeholders. (August 2012)
- Participated in the update of Florida's Strategic Highway Safety Plan by leading the Vulnerable Road Users Emphasis Area for Pedestrians and Bicyclists. (2012)
- Recipient of 2013 GHSA Peter K. O'Rourke Special Achievement Award (May 2013)

Outreach & Media Campaigns

- Developed and piloted the "Alert Today Alive Tomorrow" media campaign in Miami-Dade and Hillsborough counties. (June-August 2012)
- Created (www.AlertTodayFlorida.com), a one-stop website to provide easy access to Florida laws and safety tips pertaining to pedestrians and bicyclists. (July 2012)
- Completed roll out of the "Alert Today Alive Tomorrow" media campaign in the top ten Counties with the highest number of pedestrian fatalities and injuries. (January-May 2013)
- Developed and deployed the "One Foolish Act" media campaign targeting impaired drivers impacting pedestrians and bicyclists. (February-July 2013)

- Sponsored a car and promotional events with the "Alert Today Alive Tomorrow" message during the Daytona 500 NASCAR race. (February 2013)
- Supported National Bicycle Safety Rally with US DOT Secretary Ray LaHood, Tampa (April 2013)
- Contracted with a media company to do statewide radio advertising of the "Alert Today Alive Tomorrow" spot. (April-June 2013).
- Sponsored the Citrus Series baseball games between the Tampa Bay Rays and Miami Marlins (May 2013)
- Developed and deployed "National Stop on Red Week" media campaign events (August 2013)

PBSSP Implementation

- Completed Florida's first Pedestrian/Bicycle Strategic Safety Plan (PBSSP). (February 2013)
- Established Florida's first Pedestrian and Bicycle Safety Coalition. (December 2012-January 2013)
- Conducted Pedestrian and Bicycle Safety Coalition meetings including development of a business plan to detail and track the Coalition's efforts to implement the PBSSP. (February, April, and July 2013)
- Conducted Roadway Safety Audit trainings for FDOT and local agency staff across the state (Jacksonville, Orlando, and Miami. March-April 2013)
- Completed cue card of abbreviated bicycle and pedestrian laws for law enforcement use (May 2013)

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