Alert Today Florida
Florida’s Comprehensive Pedestrian and Bicycle Safety Program

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Alert Today Florida

- Comprehensive Pedestrian and Bicycle Safety Program
- Outreach, Education, and Communications
- Campaigns
- Best Practices
More pedestrians ages 45-54 were fatally injured in pedestrian crashes than any other group, followed by pedestrians ages 35-44 and 55-64.

The largest overall increase in pedestrian fatalities was among pedestrians ages 65-74 which increased three percent from 2008 to 2011.

The largest overall decrease in pedestrian fatalities was among pedestrians ages 35-44 which decreased three percent from 2008 to 2011.
Florida’s Ped/Bike Safety Coalition

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

- Fun, Interactive, and Memorable
- Safety Champions
- Seven of FDOT Districts
- Exhibits and Local Partners
- Public Opinion Surveys
- Safety Pledges
- Safety Items
- Safety Information Cards
Safety Outreach

- Priority Counties
- Public Opinion Surveys
- Local Partners
- Exhibit Activities
- Safety Theme
Education: Safety Information Cards

- Safety Information Cards
- Tested and Revised
- Bicycle, Pedestrian, Infrastructure, and Safe Behaviors
- Specific to Audience and Events
- Orders for Ped/Bike Related Events and High Visibility Enforcement Programs
In Florida, bicycles are considered "motor-powered vehicles." When you ride on the road, you must obey the same traffic laws as drivers.

You may not ride a bicycle that does not have a permanent and regular seat.

You may not carry more people on your bicycle than it was designed for (e.g., passengers are children, etc.).

Everyone under age 16, bicycle riders and any passengers are required to wear a bicycle helmet.

You may not attach another vehicle, snowboard, or other object to a bicycle that was not designed to be attached to a bicycle. A bicycle rider or an example of an object designed to be attached to a bicycle.

Always ride on the sidewalk or a bicycle lane. Free sidewalks or bicycle lane safely, if it is blocked, ride as close to the right shoulder of the road as safely possible and always ride in the same direction as traffic.

All bicycles are required to have reflectors.

No more than two bicycles are allowed to ride side by side on the road. It is safest to ride in the bicycle lane, single file, whenever possible.

You are required to use a white light in the front of your bicycle and a red light and reflector on the back of your bicycle when riding during sunset and sunrise. It is safer to use lights every time you ride as drivers can see you.

When riding past the sidewalk, or crossing a crosswalk to cross the street, you must follow the same rules as pedestrians.

When riding on the sidewalk, you are required to move over and pass pedestrians safely. Alert the pedestrian that you are approaching and are going to pass. Exercise "yielded to the left".

Riders, skaters, skateboarders, and other types of users are not allowed to be used on the road. You may use them in the crosswalks, or on the sidewalk.

You are required to use hand signals when riding on the road to let drivers know you are planning to turn.

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Communications

- Mass Media Promotion
- Brand and Messaging
- Radio
- Commercials
- Events
- Sponsorships (Bike/Ped)
- Social Media
Social Media

- Messaging
  - Consistent
  - Florida Images
  - Links
  - Information Cards
  - Campaign Driven
Public Service Announcements

- Pedestrian Safety
- One Foolish Act
  - Dangers of Impaired Walk and Biking
- Every Life Counts
- Alert Tonight Florida
- RRFB
- Crossing Guard Safety
- Discover Your Role
Safety Campaigns

Alert Tonight Florida
One Foolish Act
Walk to School Day
Bike to School Day
Bicycle Safety Month in May
Florida Bike Month in March
Stop on Red Week
School Bus Safety Week
Speed Safety
White Cane Day
Bicycle Safety 365 Challenge
Best Practices

High Visibility Enforcement
Rectangular Rapid Flashing Beacons
HAWK Beacons
Safety Educational Messaging
Bicycle Infrastructure
Pedestrian Infrastructure
2019 Roadway Safety Foundation Award

WINNER (PPDE) FLORIDA — 2019 NOTEWORTHY PRACTICES GUIDE

WINNER (PPDE): “Alert Today Florida” Bicycle/Pedestrian Initiative


The Solution: Development of a comprehensive Bicycle/Pedestrian Focused Initiative branded “Alert Today Florida”.

The Result: 18 lives saved, 324 injuries prevented, and more than a $200 million savings for the state.

Based on crash data from the National Highway Traffic Safety Administration (NHTSA), Florida had the highest pedestrian and bicyclist fatality rates in the US from 2008-2011. Pedestrian and bicycle safety is a major concern and has been elevated to one of the highest priorities in Florida.

To develop and implement effective and sustainable solutions to improve pedestrian and bicycle safety in Florida, the Florida Department of Transportation (FDOT) developed Florida’s Bicycle/Pedestrian Focused Initiative in 2011 to lead all efforts to improve pedestrian and bicycle safety in the state. The campaign was branded “Alert Today Florida” in 2012. In 2013, FDOT developed Florida’s Pedestrian and Bicycle Strategic Safety Plan (PBSSP) and formed the Florida Pedestrian and Bicycle Safety Coalition to vigorously implement the plan. Alert Today Florida adopted a data-driven approach to use available resources to achieve the most tangible results, focusing on engineering, education, enforcement, and emergency medical services, while prioritizing areas with the highest representation of traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists.

From 2013 to the present, under Alert Today Florida, major pedestrian and bicycle safety-related engineering projects, educational outreach events, paid media advertisements, and High Visibility Enforcement (HVE) activities have been implemented statewide, especially in priority areas. Based on available official crash data between 2016–2017 and 2015–2016, there was a 5.14 percent reduction in pedestrian and bicyclist fatalities, a 4.60 percent reduction in injuries, and a 3.88 percent reduction in crashes on selected high-crash corridors in the top 15 high priority counties where HVE operations and educational activities took place. A total of 18 lives were saved, and 324 injuries and 339 pedestrian and bicycle crashes were avoided. The estimated cost savings for Florida was more than $209 million.

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Thank you!

Every bicyclist & pedestrian is important to someone.

Motorists:
Slow Down and Share the Road Safely.

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