Stakeholder Group Meeting

May 12, 2022
Introductions

HELLO

My Name Is
Questions

Has someone you know ever been seriously injured or killed in a traffic-related crash?

If you could, would you try to prevent that crash from happening?
Today’s Agenda

- Commitment to Zero Overview
- Commitment to Zero Approach
- Role of Stakeholder Group
- Action Plan Development
- Actionable Strategies/Discussion
- Engagement Opportunities and Next Steps
Terminology

• **KSI Crash**
  A crash where an individual was Killed or Seriously Injured.

• **Fatal Crash**
  A crash that resulted in any injury that results in death within a 30-day period after the crash occurred.

• **Serious Injury Crash**
  A crash that resulted in any injury that results in one or more of the following:
  • Severe laceration resulting in exposure of underlying tissues/muscle/organs or resulting in significant loss of blood
  • Broken or distorted extremity (arm or leg)
  • Crush injuries
  • Suspected skull, chest, or abdominal injury other than bruises or minor lacerations
  • Significant burns (2nd and 3rd degree burns over 10% or more of the body)
  • Unconsciousness when taken from the crash scene
  • Paralysis
Terminology

CRASH
NOT ACCIDENT

Traffic Crashes are not accidents, they are the result of preventable human error and systemic design decisions, they are fixable problems, and we should expect answers and solutions.
Crash, Not Accident

https://www.youtube.com/watch?v=A4rUtnEYPZU

When a driver is speeding, seen swerving and estimated to have not been paying attention to the road for 9 seconds and they hit your Mom full speed at 70MPH, it’s not an accident, it’s a preventable crash.

Laurie Hevner
Questions

How many people do you think died in traffic-related crashes in Marion County from 2011 – 2020?

739

How many people do you think died in traffic-related crashes last year (2021)?

92

How many people do you think have died in traffic-related crashes so far this year (through May 10, 2022)?

33
Questions

What would be an acceptable goal for the number of traffic related deaths this year? Next year? In 5 years?
There’s No One Someone Won’t Miss

https://www.youtube.com/watch?v=Uzz0C96Eav0
Crash Overview

Two Victims of Fatal SR 40 Crash Identified

Source: ocala.com
Serious Injuries and Fatalities

In the last decade there were 3,698 serious injuries and 739 fatalities.

We haven’t done much better since…

- 2021 – 262 Serious Injuries, 92 Fatalities
- 2022 – 136 Serious Injuries, 33 Fatalities (1/1/22 – 5/10/22)
Rate of Fatalities

Deaths are becoming more common

![Graph showing the rate of fatalities from 2011 to 2020]

- Marion Co. Fatality Rate: 2.33
- FL Fatality Rate: 1.60
- U.S. Fatality Rate: 1.37

- 46% higher than FL
- 70% higher than U.S
Mangled Cars and One Dead After Fatal Crash
Crash Types

- **Run Off Road**
  - 23% of Fatal
  - 17% of KSI Crashes

- **Pedestrian/Bicycle**
  - 20% of Fatal
  - 11% of KSI Crashes

- **Angle/Left Turn**
  - 17% of Fatal
  - 25% of KSI Crashes
Fatal Accident Involving Semi and SUV on SR 200
Crash Factors – Roadway

<table>
<thead>
<tr>
<th>Road Type</th>
<th>Total KSI Crashes</th>
<th>Fatal Crashes</th>
<th>% of Streets</th>
<th>% of Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highway (I-75)</td>
<td>5.3%</td>
<td>9.6%</td>
<td>1.0%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Arterial</td>
<td>55.3%</td>
<td>46.4%</td>
<td>7.8%</td>
<td>37.1%</td>
</tr>
<tr>
<td>Collector</td>
<td>25.7%</td>
<td>31.4%</td>
<td>14.7%</td>
<td>20.5%</td>
</tr>
<tr>
<td>Local</td>
<td>12.1%</td>
<td>12.4%</td>
<td>76.6%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Other</td>
<td>1.8%</td>
<td>0.2%</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

74% of KSI and 81% of Fatal crashes occurred on streets with a posted speed limit of 45 MPH or higher.
Crash Factors – Speed

https://www.youtube.com/watch?v=Ol9KYAu8zJk
## Speed and Stopping Distance

<table>
<thead>
<tr>
<th>Speed (mph)</th>
<th>Thinking Distance</th>
<th>Braking Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>20’</td>
<td>40’ (3 car lengths)</td>
</tr>
<tr>
<td>30</td>
<td>30’</td>
<td>75’ (6 car lengths)</td>
</tr>
<tr>
<td>40</td>
<td>39’</td>
<td>118’ (9 car lengths)</td>
</tr>
<tr>
<td>50</td>
<td>50’</td>
<td>175’ (13 car lengths)</td>
</tr>
<tr>
<td>60</td>
<td>60’</td>
<td>240’ (18 car lengths)</td>
</tr>
<tr>
<td>70</td>
<td>69’</td>
<td>315’ (24 car lengths)</td>
</tr>
</tbody>
</table>

*Thinking Distance* and *Braking Distance* as per the Decision Sight Distance Model.
Speed and Fatality Risk

Collision Speed

Fatality Risk, %

Pedestrian or Cyclist
Side Collision
Head-on or Fixed Object

Crash Location Data

Urban vs. Rural

- Urban: 73%
- Rural: 27%

Geographic Location

<table>
<thead>
<tr>
<th>Geographic Location</th>
<th>% of Fatal</th>
<th>% of Serious Injury</th>
<th>% KSI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unincorporated</td>
<td>81.4%</td>
<td>61.0%</td>
<td>65.2%</td>
</tr>
<tr>
<td>Ocala</td>
<td>16.7%</td>
<td>36.5%</td>
<td>32.4%</td>
</tr>
<tr>
<td>Belleview</td>
<td>1.5%</td>
<td>1.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Dunnellon</td>
<td>0.4%</td>
<td>1.0%</td>
<td>0.9%</td>
</tr>
<tr>
<td>McIntosh</td>
<td>0.0%</td>
<td>0.1%</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Maintaining Agency

<table>
<thead>
<tr>
<th>Maintaining Jurisdiction</th>
<th>% of Fatal</th>
<th>% of Serious Injury</th>
<th>% KSI</th>
</tr>
</thead>
<tbody>
<tr>
<td>State (FDOT)</td>
<td>49.6%</td>
<td>49.9%</td>
<td>49.8%</td>
</tr>
<tr>
<td>County</td>
<td>43.8%</td>
<td>34.9%</td>
<td>36.8%</td>
</tr>
<tr>
<td>Ocala</td>
<td>3.2%</td>
<td>10.1%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Private</td>
<td>0.4%</td>
<td>2.7%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Unknown/Other</td>
<td>1.7%</td>
<td>1.8%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Belleview</td>
<td>0.6%</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Forestry</td>
<td>0.6%</td>
<td>0.2%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>
Crash Location Data – Equity

<table>
<thead>
<tr>
<th>Equity Area</th>
<th>% of Fatal</th>
<th>% of Serious Injury</th>
<th>% KSI</th>
<th>% Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 Disadvantaged Populations</td>
<td>26.1%</td>
<td>20.1%</td>
<td>21.3%</td>
<td>50.5%</td>
</tr>
<tr>
<td>1 Disadvantaged Populations</td>
<td>41.2%</td>
<td>38.5%</td>
<td>39.1%</td>
<td>34.6%</td>
</tr>
<tr>
<td>2 Disadvantaged Populations</td>
<td>25.2%</td>
<td>32.3%</td>
<td>30.8%</td>
<td>12.6%</td>
</tr>
<tr>
<td>3 Disadvantaged Populations</td>
<td>7.5%</td>
<td>9.2%</td>
<td>8.8%</td>
<td>2.3%</td>
</tr>
</tbody>
</table>
Two People Cut From Vehicle Following 484 Crash
High Injury Network

42% of KSI Crashes Occurred on 2.5% of the Roadway Network

- 87% of the HIN are Arterials
- 70% have 4+ travel lanes
- 81% have 45+ mph posted speed limit
- 68% are within the Urban area
- 73% are on State roads
- 65% don’t have roadway lighting
- 51% are located near a school or park
- 32% have complete sidewalks
Ocala Teen Dies in Fatal Crash, One Critical

Source: cflwire.com
Crash Factors - Conditions

Weather Conditions (KSI)
- Clear: 68%
- Cloudy: 25%
- Inclement or Other Weather: 8%

Road Surface Conditions (KSI)
- Dry: 88%
- Wet: 11%
- Other: 1%
Crash Factors – Lighting and Time of Day

Lighting Conditions (KSI)
- 59% Daylight
- 35% Dark
- 7% Dawn / Dusk / Other

Lighting Conditions (Fatal)
- 43% Daylight
- 51% Dark
- 7% Dawn / Dusk / Other

Time of Day

Series
- Serious
- Fatal

Daylight
- Dark
- Dawn / Dusk / Other
Crash Factors - Impairment

Impairment (Alcohol/Drug Use)

51% of the Fatal crashes and 17% of the Serious Injury crashes were impairment (Alcohol/Drug) related.

- **KSI Crashes**: 17% Yes, 83% No
- **Fatal Crashes**: 49% Yes, 51% No
Passenger Restraint

39.4% of the Fatal crashes and 13.5% of the Serious Injury crashes involved people not wearing a seatbelt (properly restrained).
Seatbelt Use
Distracted Driving

Any activity that takes the driver’s attention away from the task of driving.

• Eating and drinking
• An outside person, object or event; animal, crash scene, road construction
• Adjusting radio or air temperature
• Another occupant; talking or assisting a child
• A moving object in vehicle; a pet, an insect, object falling from a seat
• Smoking related, reaching for, lighting, smoking, or dropping a cigarette
• Cell phone related
• Object in vehicle; reaching for a water bottle, sunglasses, bag/purse
• Adjusting mirrors or lights in vehicle
• Other distractions; medial issues, looking at road signs, sleepy, fatigued, inattentive, or lost in thought/daydreaming
What behavior has the biggest impact on driver reaction time?

- Impairment (Alcohol/Drugs)
- Texting
- Talking on the Phone Hands Free
- Talking on a Handheld Phone
- Using In-Car Touchscreen
Effects on Reaction Times

- **57%** Using In-Car Touchscreen
- **46%** Speaking on Handheld Phone
- **35%** Texting
- **27%** Hands Free Phone
- **21%** Using Cannabis
- **12%** Alcohol

Percent increase in distracted drivers’ response times.

Source: IAM RoadSmart Study (England)
Distracted Driving
Three Hospitalized Following Crash in Ocala
Remember...

Each number is a person, the next number could be a family member, friend, neighbor, co-worker, classmate, etc.
COMMITMENT TO ZERO

An Action Plan for Safer Streets in Ocala Marion
Commitment to Zero is structured around four key areas/cornerstones:

<table>
<thead>
<tr>
<th>Education and Awareness</th>
<th>Public and Partner Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Analysis</td>
<td>Action Planning</td>
</tr>
</tbody>
</table>
What is Commitment to Zero?

**Actionable**
- The TPO’s effort to improve the safety of our transportation system by working to eliminate fatal and serious injury traffic crashes.

**Collaborative**
- Collective data driven process involving citizens, elected officials, stakeholders, and public and private sector partners.

**Lasting**
- An ongoing effort that will need to be monitored and updated; it will be a marathon, not a sprint.
Partner Efforts – State Commitment

**Florida Strategic Highway Safety Plan (SHSP)**

- Establishes “Target Zero,” a safety vision of zero transportation-related deaths or serious injuries
  - Safe System Approach
  - Recognizes complexity of crashes
  - Includes multidisciplinary approach to crash safety
  - Expands the 4Es: Information Intelligence, Innovation, Insight into Communities, and Investments/Policies

- TPO’s must consider SHSP in updating Long Range Transportation Plans and Capital Improvement Programs
Partner Efforts – Federal Commitment

Road to Zero

• The primary safety goal of FHWA is to reduce transportation-related fatalities and serious injuries across the transportation system, and for this reason it fully supports the vision of zero deaths.

Bipartisan Infrastructure Law (BIL)

• New and first of its kind $6 billion Safe Streets and Roads for All program will fund local efforts to reduce roadway crashes and fatalities through grants for planning and projects.
Safe Streets and Roads for All

• The new Safe Streets and Roads for All (SS4A) discretionary grant program will provide $5-6 billion in grants over the next 5 years. Funding supports regional and local initiatives through grants to prevent roadway deaths and serious injuries.

• Eligible SS4A Activities:
  • Develop or update a Comprehensive Safety Action Plan
  • Conduct planning, design, and development activities in support of an Action Plan
  • Carry out projects and strategies identified in an Action Plan
Why Commitment to Zero?

As national and state initiatives move towards ZERO, the TPO and local agencies must respond.

No traffic-related death or serious injury is acceptable, and we believe that we can do something to reduce the number of traffic-related deaths and serious injuries on our streets.
Approach
Commitment to Zero Approach

Safe System Approach

• The Safe System approach is a recognized international road safety best practice that is rapidly gaining awareness and application in the United States. Other countries have been able to achieve significant reductions in traffic-related deaths and serious injuries by adopting the Safe System approach. Working to create a Safe System requires strengthening all elements of the system and leveraging collaborative partnerships.
<table>
<thead>
<tr>
<th>Safe System Principles</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No Death of Serious Injury is Acceptable</strong></td>
</tr>
<tr>
<td>Traffic deaths and serious injuries are acknowledged to be preventable. While no crashes are desirable, the Safe System approach prioritizes eliminating crashes that result in death and serious injuries on the transportation system.</td>
</tr>
</tbody>
</table>

| **Responsibility is Shared** |
| Life saving changes happen when we elevate the collective, or societal, responsibility for safe mobility. Safe system acknowledges the responsibility that rests with system designers – transportation planners and engineers – as well as policymakers in designing and maintaining a safe system for people to function within. Individuals share the responsibility to abide by the system’s laws and policies set. If safety problems persist, then the responsibility comes back to the system designers and policymakers to take further measures to ensure that crashes don’t lead to death or serious injury. |

| **Humans Make Mistakes** |
| Recognizes that humans are human and that they will inevitably make mistakes that can lead to crashes. The transportation system should be designed and operated to accommodate these mistakes and avoid death and serious injury. |

| **Proactive vs. Reactive** |
| Proactive tools should be used to identify and mitigate latent risks in the transportation system, rather than waiting for crashes to occur and reacting afterwards. |

| **Humans Are Vulnerable to Injury** |
| People have limits for tolerating crash forces before death and serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates human vulnerabilities. |

| **Redundancy is Crucial** |
| Reducing risks requires that all parts of the transportation system are strengthened, so that if one part fails, the other parts still protect people. |
Safe System Approach – Redundancy
Safe System Differences

Traditional Road Safety Practices vs. Safe System Approach

• Whereas traditional road safety strives to modify human behavior and prevent all crashes, the Safe System approach refocuses transportation system design and operation on anticipated human mistakes and lessening impact forces to reduce crash severity and save lives.

<table>
<thead>
<tr>
<th>Traditional Approach</th>
<th>Safe System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prevent Crashes</td>
<td>Prevent Deaths and Serious Injuries</td>
</tr>
<tr>
<td>Improve Human Behavior</td>
<td>Design for Human Mistakes/Limitations</td>
</tr>
<tr>
<td>Control Speeding</td>
<td>Reduce System Kinetic Energy</td>
</tr>
<tr>
<td>Individuals are Responsible</td>
<td>Share Responsibility</td>
</tr>
<tr>
<td>React Based on Crash History</td>
<td>Proactively Identify and Address Risks</td>
</tr>
</tbody>
</table>
Stakeholder Group Role

Responsibility is Shared, We Cannot Do This Alone!

- Provide Insight, Feedback, and Local Knowledge
- Provide Input and Guidance on the Development and Prioritization of Actionable Strategies
- Assistance with Education and Engagement Campaigns
- Help Implement the Plan
Safety Action Plan
Safety Action Plan

What *won’t* the Commitment to Zero Safety Action Plan do?

- It will not have all the answers
- It will not be a prescriptive manual – it will be a guide for addressing a complex issue
- It won’t fix the problem overnight – this is a long-term commitment, it is a marathon, not a sprint
- It will not be a one-and-done effort, the plan will evolve over time and will need to be updated periodically
Safety Action Plan

What *will* the Commitment to Zero Safety Action Plan do?

• Align the TPO’s safety vision with Federal and State initiatives, vision, and goals.
• Utilize a data-driven approach.
• Establish a framework for coordination, education, and engagement.
• Focus efforts on proven mitigation strategies and performance measures to monitor progress.
• **Kick-Start Commitment to Zero**
Safety Action Plan Timeline

**FALL 2021**
- Begin Project (Nov. ’21)
- Data Collection and Analysis (Nov. – Dec. ’21)
- Communications Plan (Dec. ’21)
- Project Coordination (Throughout)

**SPRING 2022**
- Finalize High Injury Network (Mar. ’22)
- Begin Developing Actionable Strategies (Mar. ’22)
- Continue Online Engagement (Throughout)
- Committee & Board Presentations (Mar. ’22)
- Working Group Meeting #2 (Apr. ’22)
- Public Workshop (Apr. ’22)
- Stakeholder Group Meeting (May ’22)

**WINTER 2022**
- Project Kick-Off Meeting (Jan. 12, 2022)
- Crash Assessment Findings (Feb. ’22)
- Identify High Injury Network (Feb. ’22)
- Best Practice Review Findings (Feb. ’22)
- Launch Online Survey and Map (Jan. ’22)
- Working Group Meeting #1 (Feb. ’22)

**SUMMER 2022**
- Close Online Survey & Map (Jul. ’22)
- Working Group Meeting #3 (Jul. ’22)
- Draft Action Plan (Aug. ’22)
- Committee & Board Presentations (Sep. ’22)
- Final Action Plan (Sep. ’22)
Actionable Strategies
The Safe System approach addresses the safety of all road users, including those who walk, bike, drive, ride transit, and travel by other modes.

Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.

Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.

Designing to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space (e.g., left turn signals), and alerting users to hazards and other road users.

When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic incident management, and other activities.
Considerations

Things to consider when developing actionable strategies within the Safe System approach:

• Fatal and Serious Injury reduction strategy, not a total crash reduction strategy.
  • Safe Streets, Not Safer Streets

• Focus on “System-Wide” changes; site specific is part of the plan, but the goal is a safe “system.”

• Value human life above all other measures.

• Every failure is an opportunity to learn and improve.
Safe Road Users

The Safe System approach addresses the safety of all road users, including those who walk, bike, drive, ride transit, and travel by other modes.
Safe Road Users – Strategies

• Amplify Commitment to Zero to build a culture of safety and educate people about safe behaviors
• Empower Citizens to be Commitment to Zero Champions
• Develop Stronger Relationships with Community Groups and Neighborhoods
• Target younger audiences to impact generational change (e.g., Truth Campaign aimed at eliminating teen smoking)
• Expand access to quality traffic safety education and incorporate input from the public
• Strategically and equitably focus enforcement on the most dangerous behaviors
Safe Vehicles

Vehicles are designed and regulated to minimize the occurrence and severity of collisions using safety measures that incorporate the latest technology.
Safe Vehicles – Strategies

• Support transportation options that reduce driving
  • Enhance walking and bicycling facilities and connectivity
  • Support transit and the expansion of transit coverage, accessibility, and frequency

• Pursue the latest safety features in government fleets and Incorporate fleet vehicles into a Commitment to Zero media campaign, using vehicles as moving billboards

• Work with national partners to ensure that new innovative safety features become standard in new vehicles, i.e., seatbelts, air bags, ABS, collision warning systems, etc.
Safe Speeds

Humans are unlikely to survive high-speed crashes. Reducing speeds can accommodate human injury tolerances in three ways: reducing impact forces, providing additional time for drivers to stop, and improving visibility.
Safe Speeds – Strategies

• Update codes, manuals, and guidance to support speed reductions
  • Establishing target speeds
  • Support movement away from setting speed based on the 85th percentile

• Implement road designs to achieve desired vehicular target speeds

• Work with law enforcement to inform, implement, and enforce speed reduction efforts
  • Support automated speed enforcement efforts; consider as a pilot or cameras within school zones
    • Implement education campaign in advance of any program
Safe Roads

Designing to accommodate human mistakes and injury tolerances can greatly reduce the severity of crashes that do occur. Examples include physically separating people traveling at different speeds, providing dedicated times for different users to move through a space (e.g., left turn signals), and alerting users to hazards and other road users.
Safe Roads – Strategies

• Invest in projects that prioritize safety and contribute to Commitment to Zero
  • Update the High Injury Network with new crash data on a regular schedule and use it to prioritize safety interventions
  • Make cost-effective safety improvements systematically and rapidly on the HIN

• Prioritize vulnerable road users (people walking and riding bicycles)

• Updated planning, design, and operations manuals, codes, policies, and laws to support Commitment to Zero
  • Create safe streets for all road users, e.g., implementing complete streets

• Strategically and equitably focus enforcement on the most dangerous behaviors
Post Crash Care and Data

When a person is injured in a collision, they rely on emergency first responders to quickly locate them, stabilize their injury, and transport them to medical facilities. Post-crash care also includes forensic analysis at the crash site, traffic incident management, and other activities.
Post Crash Care and Data – Strategies

• Collaborate with first responders, law enforcement, and healthcare providers
  • Expand the role of the CTST to discuss recent KSI crash trends and collectively identify quick treatments and/or next steps
  • Evaluate hospital data for trauma patients to understand long-term health outcomes and economic impacts of crashes
  • Monitor crash response times and collectively work to identify opportunities to reduce them

• Collect, evaluate, manage, and share data
  • Create or utilize a public-facing crash dashboard (e.g., Signal Four)
  • Work with partners to improve the quality and timeliness of relevant traffic safety data
  • Conduct benchmarking and target setting exercises
Priority Actions
Priority Actions

Are there any issues, topics, or strategies that we should identify as priorities for implementing Commitment to Zero and to set the stage for other actions?

• Examples:
  • Speed Management
  • Vulnerable Users (Pedestrians and Bicyclists)
  • Improved Data Collection and Analysis
  • Improved Collaboration
  • Equity for All Transportation Users
  • Enforcement
  • Response Times
  • Culture of Safety
Discussion and Your Input
You’re Almost There
Next Steps

• Continued push for public input
• Actionable strategies development
  • Includes identification of performance measures
• Transportation Disadvantage Board Workshop (6/16)
• Working Group Meeting #3 (July)
• Draft Action Plan (August/September)
• Continue to think about how you and your organization can get involved in the implementation of the Action Plan
Achieving **ZERO** takes everyone working together. None of us can do this alone. We can all do something.

**If you are...**

**An individual** – choose daily to practice safe driving, riding, and walking behaviors, avoid unnecessary risks, and share the road safely with other road users.

**A family member or caregiver** – teach children from the youngest age about the importance of safety and monitor the driving skills of family members for signs of changes in vision, physical abilities, and cognition.

**A business or military base** – adopt policies requiring employees to practice safe driving behavior while on the clock, support additional transportation options, and encourage safe behavior 24/7.

**A school** – teach and promote traffic safety through interactions with children, parents, and caregivers.

**A local government** – adopt rules and policies that promote safety and make transportation and land use decisions to support safe communities for all residents.

**A law enforcement officer** – enforce traffic laws, demonstrate and encourage positive behavior, and work with local governments to identify and reduce risks.

**A prosecutor or part of the court system** – ensure penalties are applied for safety-related offenses.

**A transportation planner or engineer** – prioritize and advance proven practices for making our streets, roads, and intersections safer.

**FDOT, FLHSMV, and other state agency staff** – continue a strong commitment to improving roadway safety through resource allocation, policy support, and organizational leadership.

**An elected official** – make safety a high priority for our state through proactive and visible leadership.

**An insurance company** – provide strong financial incentives for safe driving practices.

**An emergency response or health professional** – continually enhance the timeliness of response to crashes and the quality of care for crash victims.

**A vehicle manufacturer or technology provider** – develop and refine vehicle and roadside systems to reduce driver or rider error and prevent crashes.

**A hospitality professional** – provide information to your visitors for traveling safely while visiting.

**A realtor or residential property manager** – provide information to new Florida residents to educate them on traffic safety in and around their new community.

*Source: Florida Strategic Highway Safety Plan*
Call to Action

The road ahead is not easy, but in the hands of those who care, we believe that we will see this commitment through. The TPO has made a Commitment to Zero, will you do the same?

Commitment to Zero Pledge…

I recognize that crashes are preventable, and my choices matter to my life and the lives of others.

I pledge to make safety a priority, to focus on driving, to slow down, be aware of my surroundings, walk, ride, or roll in a safe and predictable manner, and to set an example for those around me.
Thank You!

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