

# District One Safety Strategic Plan

*Promoting a Traffic Safety Culture*

Florida Department of  
Transportation

April 2026



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# LETTER FROM THE DISTRICT ONE SAFETY ADMINISTRATOR

As the Safety Administrator for Florida Department of Transportation (FDOT) District One, I am proud to introduce the Safety Strategic Plan for Southwest Florida. This strategic plan serves as a roadmap to guide District One and our partners in our quest to achieve safer roadways for all users and demonstrate our unwavering commitment to Target Zero: zero fatalities and serious injuries on our roadways. At the heart of this plan are three principal goals that reflect our commitment to reducing fatal and serious injury crashes on our roadways: Advancing a Traffic Safety Culture, Strengthening Partner Engagement, and Reinforcing Safety Successes.



Engaging with our stakeholders and pursuing the many action items discussed in this plan will provide opportunities for us to work together toward Target Zero. It is our shared purpose that by staying on the path toward these goals we can foster a traffic safety culture among all users of our transportation system. Together, through intentional action and collaborative leadership, we can build safer roads and stronger communities. This strategic plan reflects our belief that every life matters and that reaching Target Zero is not only possible, but necessary. FDOT District One is moving boldly toward a collective vision for the future, where every journey – whether by car, bike or on foot – is a safe one.

A handwritten signature in black ink that reads "Keith Robbins". The signature is fluid and cursive.

Keith Robbins, PhD

District Safety Administrator, PMP

**Advancing a  
Traffic Safety  
Culture**

**Strengthening  
Partner  
Engagement**

**Reinforcing  
Safety  
Successes**



# Introduction



# WHAT IS A SAFETY STRATEGIC PLAN?

## Roadmap to Safer Roads

A Safety Strategic Plan is a roadmap that guides how District One identifies safety challenges, sets priorities, and implements targeted actions to reduce serious injuries and fatalities on our roads. It connects data-driven analysis with coordinated strategies, ensuring our efforts are focused, measurable, and aligned with statewide goals.

This plan supports and builds upon the Florida Strategic Highway Safety Plan (SHSP), which provides the statewide framework for improving safety across all modes and for all road users. By aligning District One's priorities with the SHSP, we ensure that local actions contribute to Florida's broader vision of a transportation system where zero is the only acceptable number of serious injuries and deaths.

A Safety Strategic Plan identifies key safety needs and helps identify short-term, mid-term, and long-term solutions and improvements that reduce fatalities and serious injuries on all public roads. The process of creating this plan should be cooperative, data driven, and integrate the Safe System approach.

Creates an **action-oriented** 5-year plan with **1-year, 3-year** and **5-year goals** to facilitate advancements in getting to zero across District One.



Uses the **Safe System Approach** as a guide to build upon the excellent **Vision Zero** work being done by **our partners** throughout District One.



### Safety Strategic Plan

A plan that fosters a **traffic safety culture**, focuses on **changing behaviors**, and **prioritizes** getting to **zero fatalities and serious injuries**.



Identifies **internal and external** opportunities for **collaboration** and **partnership** in meeting District One's goal of getting to zero.



The final result of this process will be a comprehensive plan that guides safety initiatives through a set of established Goals, Objectives, and Action Items.

# WHAT IS TARGET ZERO?

Target Zero, a statewide safety initiative, is a proactive, bold, and systematic approach toward eliminating all fatalities and serious injuries across Florida's transportation system.

Target Zero includes educating and encouraging safe behaviors among all road users and designing roads that minimize risks and enhance safety. We are incorporating a performance driven approach in all our programs and measuring our effectiveness with outcome-based measures for our efforts in engineering, campaigns, and community outreach. An essential component in this endeavor is coordinating with local governments, Metropolitan Planning Organizations, transportation agencies, and the public.

District One's safety program strives to fully integrate a Target Zero focus into all aspects of our mission including planning, project development, design, construction, operations, and maintenance. Target Zero is the driving force of the District One Safety Office for all our engineering, public outreach, engagement, education, and collaboration efforts. Together we can make a positive difference in our efforts to reach zero fatalities and serious injuries across our transportation system.



# WHY DO WE NEED A SAFETY STRATEGIC PLAN?

Getting to zero fatalities and serious injuries is the highest priority of FDOT District One. Achieving this critical goal will not be an easy task. It will require commitment, collaboration, and innovation. This may involve critical review of existing policies, procedures, and practices. Making systemic changes may be needed to achieve meaningful progress. The Safety Strategic Plan will guide District One in this collaborative process towards our shared goal of Zero.

**2 people die**

and

**7 people are seriously injured**

on roads in District One **each day.**



To get to **zero fatalities and serious injuries**, it is going to take all of us in District One working together to improve safety on all streets (state and local) to meet our goal of zero.

**EVERY  
LIFE  
COUNTS**

# KEY COMPONENTS OF A SAFETY STRATEGIC PLAN

1

**Collaboration** with various stakeholders including local, state and federal agencies, the private sector, and the public

2

**Gathering Data** and statistics about crash history and patterns to inform future decision making

3

**Using the Safe System Approach**, which recognizes that the human body is vulnerable, and our facilities should be designed and operated in a way that minimizes human injury

4

A program of **projects or strategies** to reduce or eliminate safety hazards

5

A plan to address the 5 “E”s of Traffic Safety: **Education, Enforcement, Engineering, Emergency Services, Encouragement**

6

A plan for **implementation and evaluation**



# TRAFFIC SAFETY CULTURE

**Traffic Safety Culture** is the **shared belief system** of a group of people, which influences road user behaviors and stakeholder actions that impact traffic safety. Our shared beliefs, values and assumptions influence our decision-making process, which in turn influences our behaviors. These behaviors can impact traffic safety both positively and negatively.

## Behavior is influenced by beliefs

including behavioral, normative, control, values, and assumptions

## Traffic safety culture

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

## Traffic safety is a public health issue

with significant impact on health and with high economic costs

## We develop beliefs in many ways

including through experiences and people in different settings

## Traffic Safety Culture Strategies

increase actions by stakeholders across the social environment to improve traffic safety culture among various groups

Positive Traffic Safety Culture strategies focus on growing beliefs that increase protective behavior, rather than focus on reducing risky behavior. They are proactive in nature by encouraging road users to choose safe behaviors. They encourage partnerships resulting in the integration of strategies to form a safe system and a positive traffic safety culture.

# EMBRACING THE SAFE SYSTEM APPROACH

Zero is our goal.

A Safe System is how we will get there.

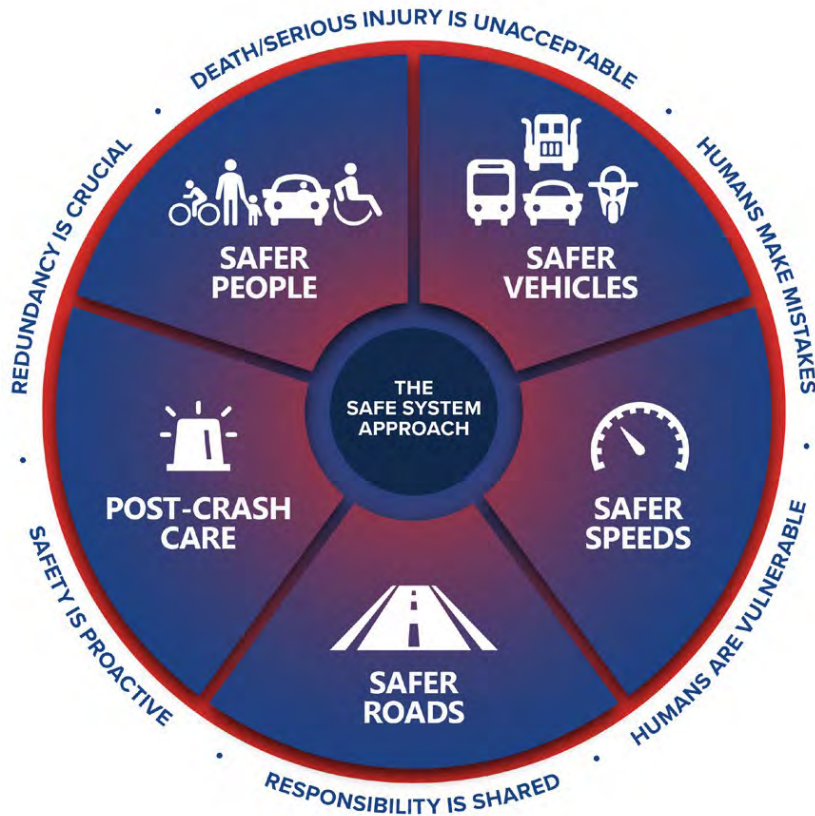
**The Safe System Approach** has been adopted by the U.S. Department of Transportation as the guiding paradigm to address roadway safety.

The Safe System Approach recognizes that people will make mistakes, but those mistakes should not result in serious injuries or deaths. It focuses on building multiple layers of protection across the transportation system. This includes safer roads, safer speeds, safer vehicles, safer road users, and better post-crash care.

Instead of placing responsibility solely on drivers, the Safe System Approach emphasizes shared responsibility among engineers, planners, enforcement, educators, and the community. The goal is simple and ambitious: eliminate fatal and serious injury crashes and move toward Target Zero.



# EMBRACING THE SAFE SYSTEM APPROACH



Keeping people safe on our roads takes more than signs and rules—it takes a system designed to protect everyone. That’s the idea behind the **Safe System Approach**, the framework used by the U.S. Department of Transportation to prevent serious injuries and save lives.

The Safe System Approach recognizes that people make mistakes. Instead of placing blame, it focuses on designing roads, vehicles, and speeds so those mistakes don’t result in tragedy. This approach is the foundation of the Safety Strategic Plan. By using data to identify high-risk areas and focusing investments where they can have the greatest impact, the plan helps communities reduce serious crashes and protect all road users including pedestrians and bicyclists.

The plan development process and in particular the development of action steps should be informed by the Safe System Approach.

The bottom line is simple: no loss of life on our roadways is acceptable. The Safe System Approach keeps the focus on people—creating safer roads, safer speeds, and safer communities so everyone can get where they’re going and make it home safely.

# EMBRACING THE SAFE SYSTEM APPROACH

## Safe System Elements

**Making a commitment to zero deaths means addressing every aspect of crash risks through the five elements of a Safe System.**

These layers of protection and shared responsibility promote a holistic approach to safety across the entire transportation system. The key focus of the Safe System approach is to reduce death and serious injuries through design that accommodates human mistakes and injury tolerances.



### Safer People

Advocate safe and responsible driving by creating conditions and setting personal and societal expectations that prioritize the safety and ability of everyone to reach their destinations unharmed.



### Safer Vehicles

Expand the availability of vehicle features that help prevent crashes and reduce their impact on people inside and outside the vehicle.



### Safer Speeds

Promote safer speeds on all roads through thoughtful design, appropriate speed limits, targeted education, outreach campaigns, and enforcement.



### Safer Roads

Design roadways to reduce human errors, consider injury tolerances, promote safer behaviors, and support safe travel for pedestrians and cyclists.



### Post-Crash Care

Improve crash survivability by providing better and faster access to emergency medical care, ensuring a safe working environment for first responders, and quickly clearing crash scenes to prevent further crashes.

# IMPORTANCE OF TRAFFIC SAFETY

Florida's transportation system is complex, and roadway safety is shaped by population growth, economic activity, tourism, and how people travel. More residents, visitors, and freight activity increase roadway demand, leading to more conflicts and crashes. At the same time, travel behavior is evolving, with more people walking, biking, ridesharing, and using micromobility options.

Target Zero takes a broader view of what it means to make our transportation system safe. The objectives in this plan are structured around the Safe System Approach, which has proven effective in countries worldwide and is a driving force behind influencing safe driving behaviors and eliminating fatalities globally. It builds and reinforces multiple layers of protection to prevent crashes from happening and minimizes the harm caused to those involved when crashes do occur.

Reaching zero fatalities requires a coordinated effort. The District One Safety Strategic Plan builds upon the Florida Strategic Highway Safety Plan by striving to maximize collaboration and partnership opportunities with our stakeholders. FDOT District One works alongside federal, state, and local partners, supported by coalitions, law enforcement, and community teams. In doing so, District One seeks to focus our investments on improvements that will provide the greatest return on our physical and financial investments to save the most lives on and off the state highway system.

However, success ultimately depends on everyone recognizing their role in keeping Florida's roads safe.



# SAFETY FOCUS AREAS

What do we do to make our transportation system safe? We must address the problem from different angles. We know people make mistakes, so our engineers design our transportation system to anticipate mistakes. It also means using education, enforcement, and encouragement to reduce the behaviors that cause crashes in the first place. We must continue to strengthen coordination with emergency services. A multi-prong approach is needed to achieve the vision and goal of Target Zero.

## Education



- Educators
- Advocacy Groups
- Prevention Specialists
- Communication Professionals
- Marketing
- Universities

## Enforcement



- State and Local Law Enforcement Agencies
- Department of Motor Vehicles
- Law Enforcement Associations

## Engineering



- Highway Design
- Traffic
- Maintenance
- Operations
- Planning and Policy

## Emergency Services



- First Responders
- Paramedics
- Fire and Rescue
- Aging and Elderly Services

## Encouragement



- Special Events
- Contests and Incentives
- Outreach and Presentations
- Surveys
- Positive Reinforcement



**Striving towards Zero Deaths and Serious Injuries for All Road Users**

# PLAN DEVELOPMENT PROCESS



	Project Phase	Description	Timeline
1	Project Kick Off	Kick-off meeting held with the project team to discuss the vision for the strategic plan	September 2024
2	Vision	The project team developed a Vision for the plan with (3) three guiding goals and several objectives	October 2024
3	Internal Meetings	Several internal meetings were held with FDOT staff to solicit feedback and collaboration on drafting the action items	November 2024 – February 2025
4	Public Workshops	Several workshops were held throughout District One to solicit input from the public and partner agencies	February 2025 – April 2025
5	Draft Action Items	The project team created draft action items based on input collected from the FDOT internal meetings and public workshops	May 2025 – June 2025
6	Final Action Items	The project team met to discuss and refine action items	August 2025 – October 2025
7	Final Report	A final report was prepared containing the background, public outreach process, and final vision and action items	October 2025 – March 2026

# COLLABORATION & ENGAGEMENT

The stakeholder input process centered around (3) three main questions:

- How can we advance a traffic safety culture in District One?
- How can we strengthen partner engagement in District One?
- How can we reinforce safety successes throughout the District?



As part of the development process for the District One Safety Strategic plan, the Department conducted eight (8) meetings including five (5) internal meetings with FDOT staff and three (3) public workshops. The meetings consisted of a presentation about the vision for the plan, and interactive discussion about the best ways to achieve this vision. Attendees were invited to discuss their ideas and contribute to our interactive boards.

Internal FDOT Meetings: Internal meetings were held with District One leadership and the different operation centers within the District. FDOT Staff was invited to collaborate and contribute ideas. The meetings were held between November 18, 2024, and February 6, 2025.

- ✓ **District One Leadership**  
November 18, 2024
- ✓ **Fort Myers Operation Center**  
December 9, 2024
- ✓ **Heartland Operation Center**  
December 10, 2024
- ✓ **Bartow Operations Center**  
January 7, 2025
- ✓ **Manatee Operations Center**  
February 6, 2025



# COLLABORATION & ENGAGEMENT

**Public Workshops:** Public workshops were held in Bartow, Fort Myers and Sebring. Members of the public were invited to participate and contribute their ideas. The workshops were advertised in the following ways:

- Emails sent to various representatives of cities, counties, Metropolitan/ Transportation Planning Organizations (MPOs)/(TPOs), chambers of commerce, and CTST members located throughout District One
- Florida Administrative Register (FAR Ad)
- Social Media Outreach (through District One's Public Information Officer)



**JOIN US FOR A PUBLIC WORKSHOP REGARDING THE DISTRICT ONE SAFETY STRATEGIC PLAN**

THE FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT), DISTRICT ONE, WOULD LIKE YOUR INPUT TO HELP US ACHIEVE OUR TARGET ZERO GOALS!

HERE ARE TWO OPPORTUNITIES TO PARTICIPATE:

	<b>BARTOW</b>	OR	<b>FORT MYERS</b>
<b>DATE:</b>	Tuesday, February 11, 2025		Monday, March 17, 2025
<b>TIME:</b>	8:00 a.m. - 6:00 p.m.		9:00 a.m. - 3:00 p.m.
<b>IN-PERSON LOCATION:</b>	802 North Broadway Avenue TUCI Conference Center, Room 9102 Bartow, FL 33830		North Fort Myers Public Library 2021 N. Jenkins Road North Fort Myers, FL 33903

To learn more about the FDOT District One Safety Program, please scan the QR code or visit: [www.aardc.com/01112110](http://www.aardc.com/01112110)

**FDOT** FLORIDA DEPARTMENT OF TRANSPORTATION **TARGET ZERO** FATALITIES & SERIOUS INJURIES

Workshop attendees were provided with a copy of the formal presentation that was given by the FDOT D1 Safety Administrator during the workshop. Educational handouts were also displayed for viewing. Comment cards were made available for attendees to provide input, and the project team was on hand to answer questions about the Plan. In addition, interactive boards were displayed around the room for attendees to provide their input to help FDOT develop their Safety Strategic Plan.

- ✓ **City of Bartow**  
February 11, 2025
- ✓ **City of Fort Myers**  
March 17, 2025
- ✓ **City of Sebring**  
April 24, 2025





# Current Data Trends



# CURRENT DATA TRENDS

## Importance of Crash Data

Understanding where, how, and why crashes occur is the foundation of every effective safety strategy. Historical crash data provides a clear, evidence-based picture of District One's most pressing safety challenges—revealing patterns, identifying high-risk behaviors and locations, and guiding the selection of proven countermeasures. By analyzing multi-year trends, we can distinguish emerging issues from long-standing concerns, prioritize limited resources, and target solutions where they will make the greatest impact.

For District One, these insights shape our emphasis areas, including lane departures, intersections, impaired and distracted driving, speeding, motorcyclists, pedestrians, and bicyclists.

Crash data also highlights the geographic diversity of our district—rural corridors, rapidly growing suburban communities, and busy urban centers—all with unique safety needs. Together, this analysis becomes the backbone of our Safety Strategic Plan, ensuring that every action we take is data-driven, strategically targeted, and aligned with our mission of getting to zero fatalities and serious injuries.



# POPULATION AND VMT TRENDS

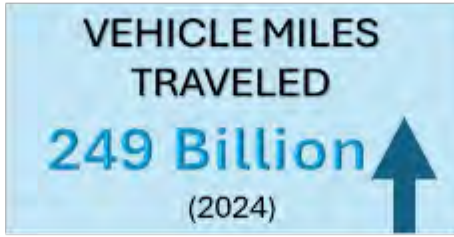
**Vehicle Miles Traveled** - The U.S. Department of Transportation (USDOT) Federal Highway Administration (FHWA) defines Vehicle Miles Traveled (VMT) as the total number of miles traveled by a vehicle within a specific time frame, helping to assess traffic patterns and resource allocation for infrastructure improvements.

The State of Florida has a population of approximately 23.4 million residents, and 200 million visitors are expected over the next 10 years. The population growth over the past 10 years has shown an increasing trend with single occupancy vehicles (SOVs) as the predominant mode of transportation in most areas. Given these circumstances, the VMTs in the state are quite large at 249 billion and are expected to continue to increase.

The VMT graph shows a sharp decline in 2020 due to the COVID 19 pandemic, followed by a sharp increase in 2021 and 2022. These trends of increased population along with increased vehicle miles traveled can result in a higher number of crashes, which may lead to more fatalities and serious injuries. Without intervention to increase safety on our roadways, fatalities and serious injuries could continue to increase.



Source: Florida Bureau of Economic and Business Research (BEBR), 2025

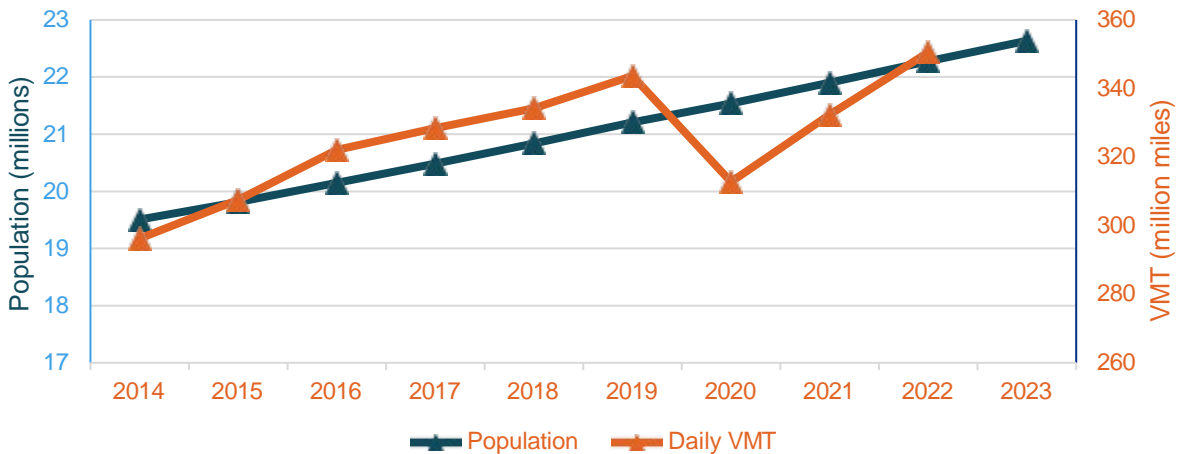


Source: FDOT, Reports of Highway Mileage and Travel (2025)



Source: Florida Bureau of Economic and Business Research (BEBR), 2025

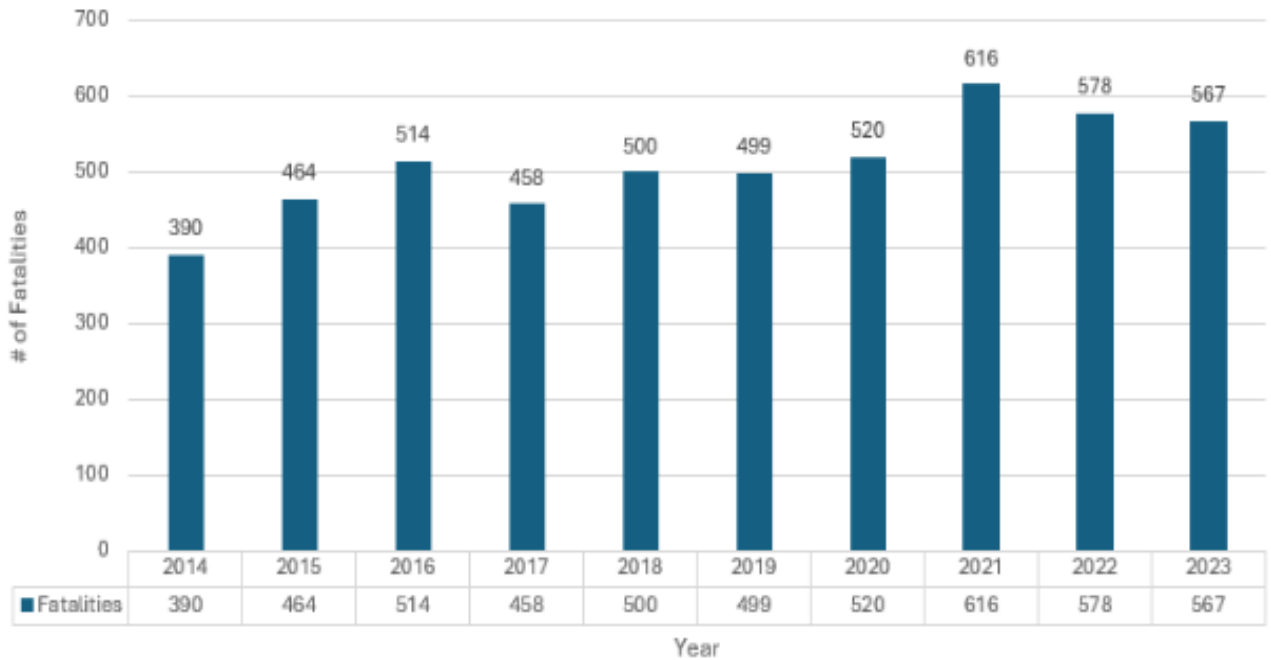
## Population Growth Trends & Daily VMT Trends over 10 years



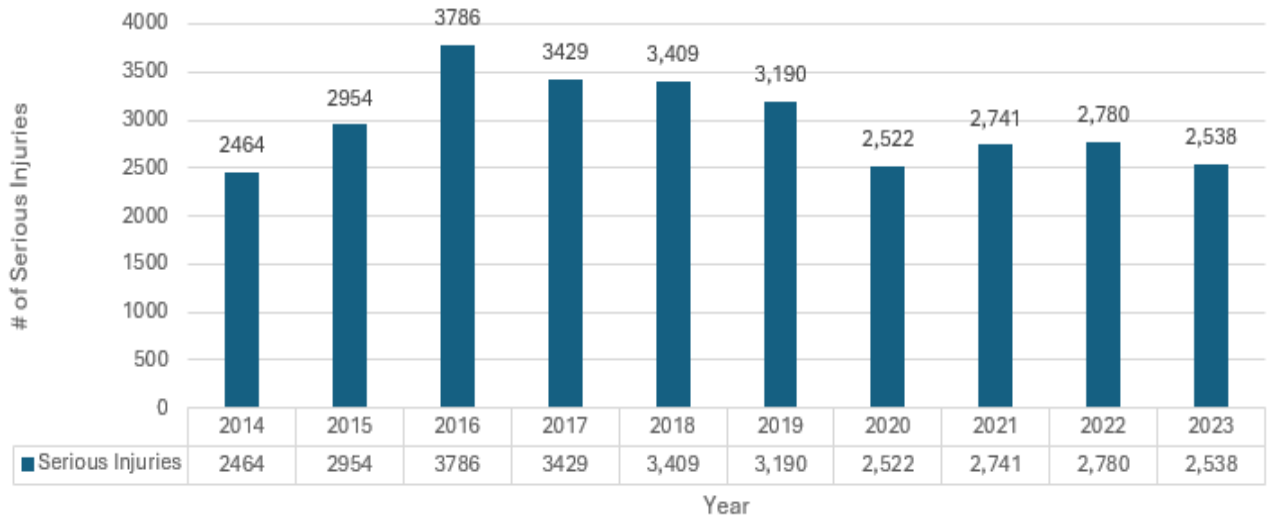
Source: FDOT (2024); U.S. Census Bureau

# FATALITIES & SERIOUS INJURIES CHARTS

### D1 Fatalities 2014-2023 (All Roads)



### D1 Serious Injuries 2014-2023 (All Roads)



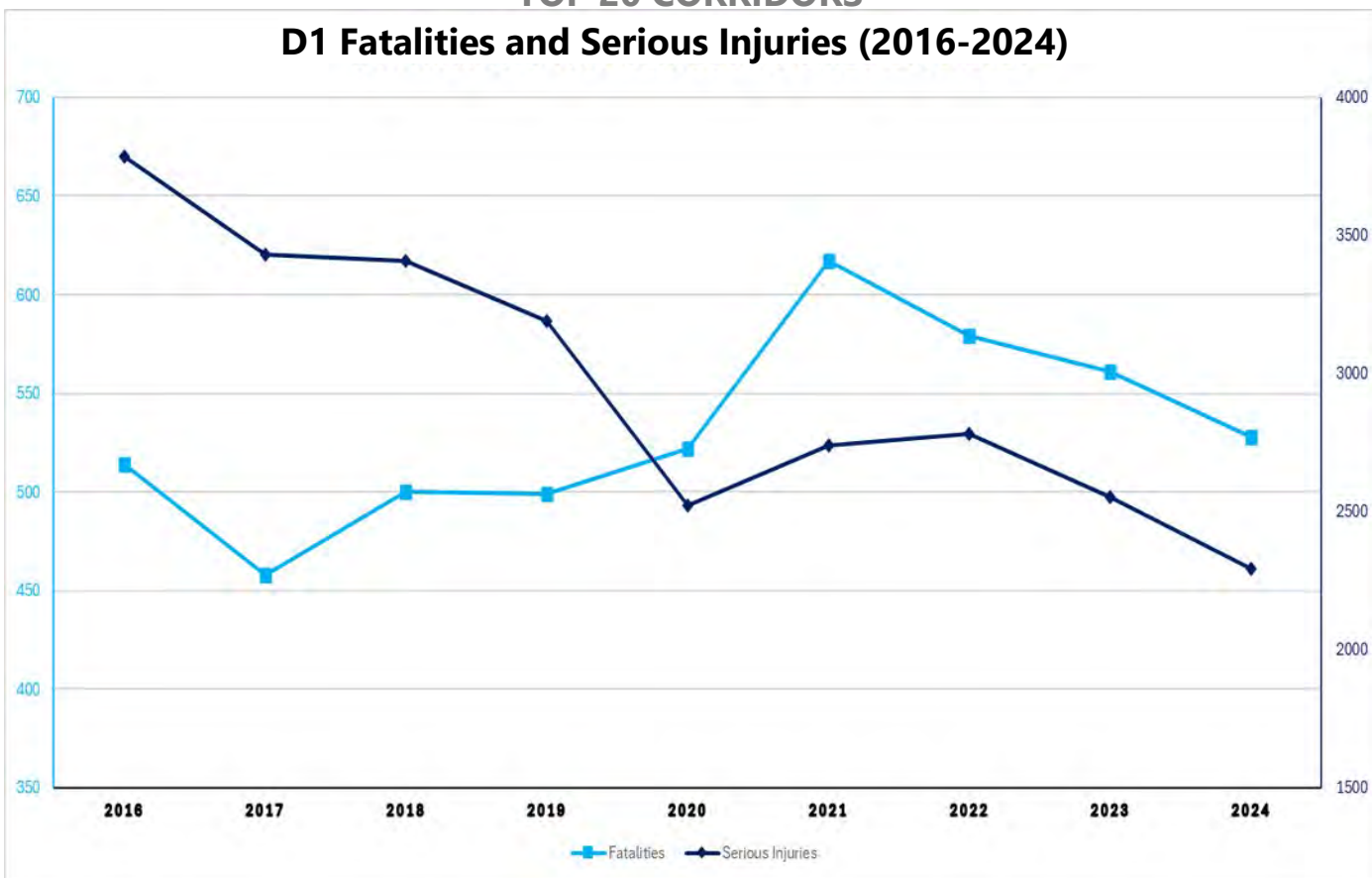
Source: Signal Four Analytics (2024)

# FATALITIES & SERIOUS INJURIES CHARTS

District One continues to make significant strides in reducing crashes, enhancing road conditions, and engaging with the community to promote safer roads. From innovative programs like sinusoidal rumble strips, median modifications, lighting, and critical infrastructure improvements and outreach efforts, there has been a significant reduction in fatal and serious injuries on the Top 20 corridors. As a result of focusing on high crash corridors, District One has 107 fewer fatal and serious injuries per year in the Top 20 corridors.

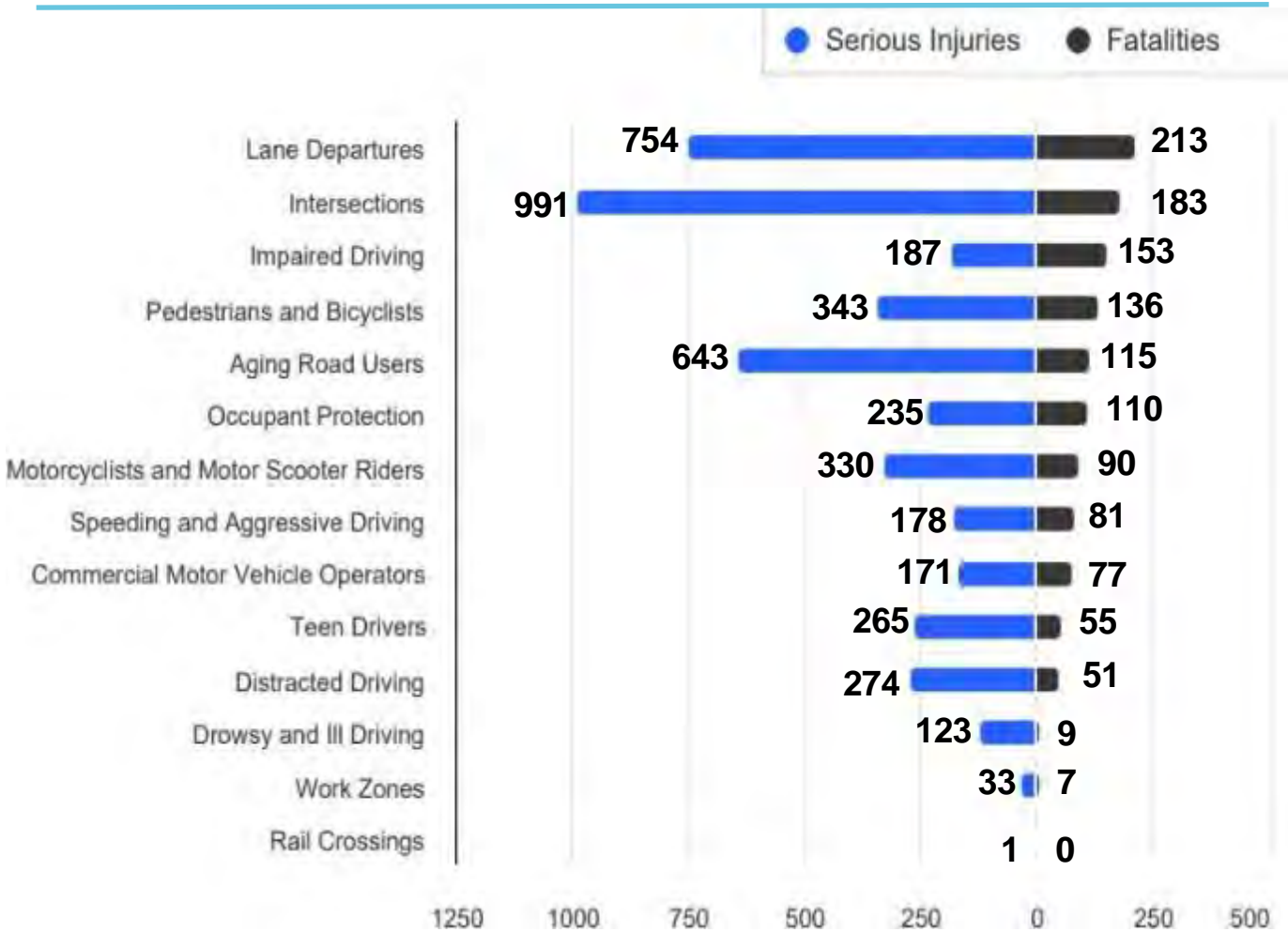
## TOP 20 CORRIDORS

### D1 Fatalities and Serious Injuries (2016-2024)



# EMPHASIS AREAS

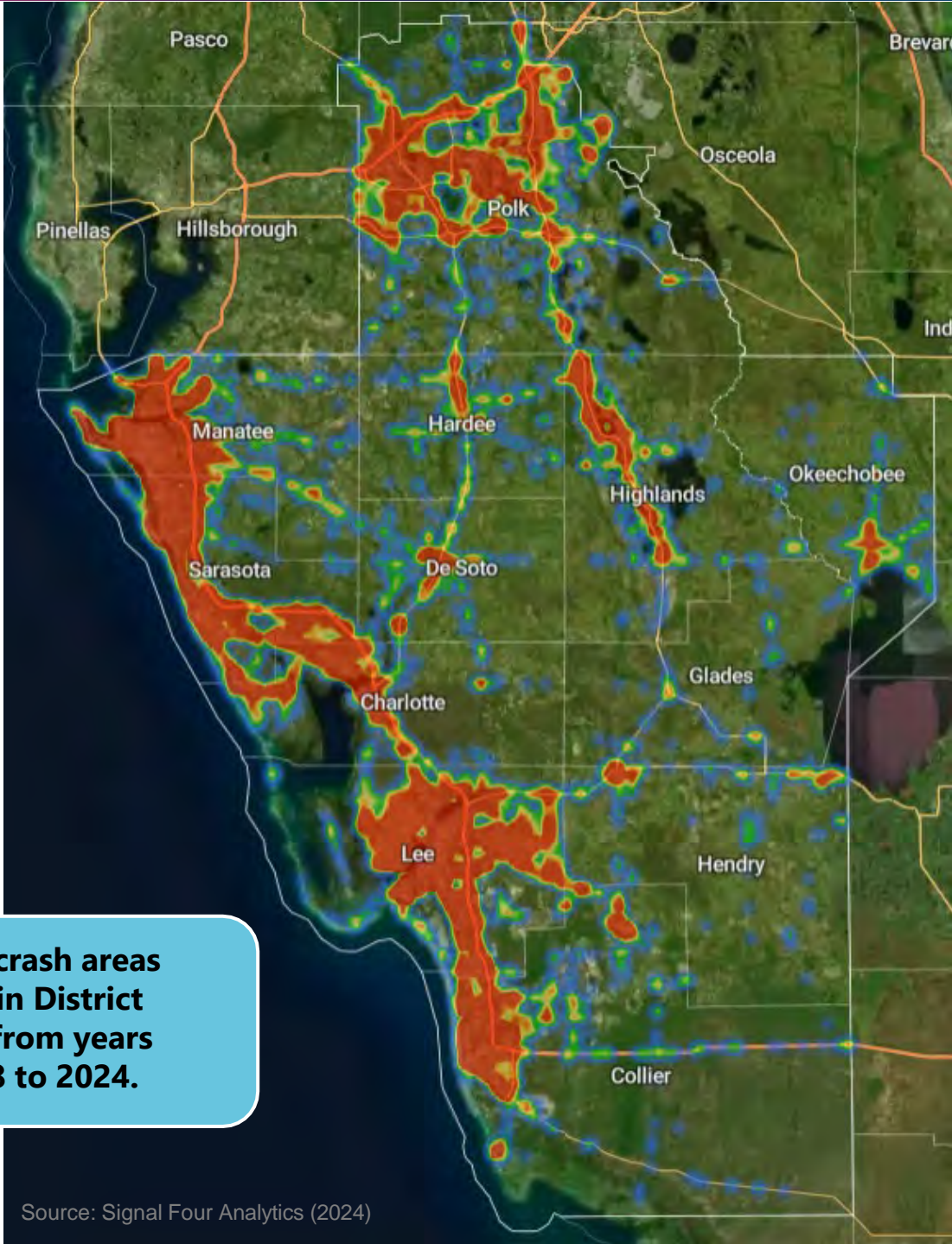
## Emphasis Area Fatalities & Serious Injuries (2024)



Source: Signal Four Analytics (2025)

It is important to note that while FLHSMV provides crash and citation reports to Signal4, the data in Signal4 may not always match what is officially reported by FLHSMV due to fluctuations in when the data is reported, finalized, and integrated into Signal4.

# DISTRICT ONE CRASH HEAT MAP



**High crash areas within District One from years 2018 to 2024.**

Source: Signal Four Analytics (2024)



# Goals & Objectives



# GOALS & OBJECTIVES

## Getting to Zero

The Safety Strategic Plan provides a clear roadmap for advancing Florida's commitment to zero fatal and serious injury crashes. It translates our long-term safety vision into practical, coordinated steps that guide daily decisions, strengthen partnerships, and support data-driven improvements across our transportation network.

This plan is built around three core goals: Advancing a Traffic Safety Culture, Strengthening Partner Engagement, and Reinforcing Safety Successes.

**Advancing a Safety Culture** ensures that safe behaviors, shared responsibility, and the Safe System Approach are embedded in every action we take.

**Strengthening Partner Engagement** enhances collaboration with local agencies, law enforcement, CTSTs, schools, and community organizations so we can respond to local needs and deliver stronger, more unified safety outcomes.

**Reinforcing Safety Successes** allows us to highlight effective strategies, share lessons learned, and build momentum by recognizing what works.

Together, these priorities create a focused, cohesive approach that supports meaningful reductions in fatal and serious injury crashes. Through strategic action and strong partnerships, we remain committed to our mission of ensuring every person can travel safely and return home each and every day.



# GOALS & OBJECTIVES

District One is committed to working toward our Target of Zero fatalities and serious injuries. Our vision for achieving this is guided by three principal goals and corresponding objectives.



## Foster Culture of Safety

Prioritizing the well-being of all road-users

**Advancing a Traffic Safety Culture** means making roadway safety a daily priority for everyone who designs, builds, maintains, and uses our roadways. It requires shifting mindsets so that safety becomes a shared value in our communities, policies, and personal choices. This cultural transformation is essential to sustain long-term progress toward zero fatal and serious injury crashes on our roadways.

- ✓ **Objective 1.1:** Develop a district-wide safety communication plan
- ✓ **Objective 1.2:** Enhance education and outreach programs
- ✓ **Objective 1.3:** Elevate safety mindset districtwide (all employees and consultants)



# GOALS & OBJECTIVES



## State & Local Communities

Partnering together

**Strengthening Partner Engagement** underscores that we cannot achieve our goal of zero fatalities and serious injuries alone. We must work hand-in-hand with our local agencies, law enforcement, emergency responders, schools, advocacy groups, and the public. Our safety efforts are more effective when they are unified. We can create a strong network of allies committed to a common goal: saving lives.

- ✓ **Objective 2.1:** Engage with community and regional influencers
- ✓ **Objective 2.2:** Maximize participation with local and regional partners
- ✓ **Objective 2.3:** Foster safety advocacy through a champion program

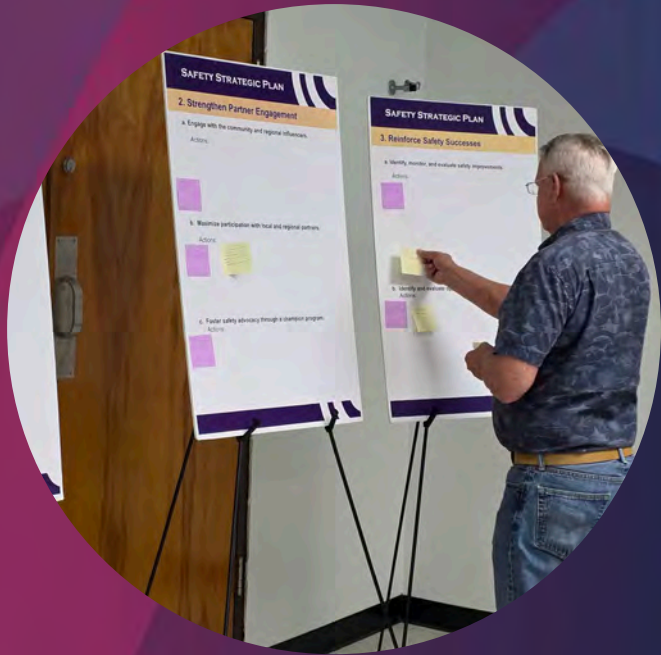


## Reinforce Successes

Build upon lessons learned

**Reinforcing Safety Successes** ensures that we celebrate progress, share best practices, and build momentum through data-driven achievements. Identifying and repeating what works enables us to replicate effective strategies and inspire continuous improvement in all areas of our transportation system.

- ✓ **Objective 3.1:** Identify, monitor, and evaluate safety improvements
- ✓ **Objective 3.2:** Identify and evaluate opportunities for new safety improvements



# Action Items



# ACTION ITEMS

## Building Safety Through Action

The Action Items outlined in this Safety Strategic Plan translate our vision and strategic goals into specific, measurable steps that drive real safety improvements across District One.

These actions focus on advancing a safety culture, strengthening collaboration with local partners, and reinforcing safety successes. By aligning our efforts with the Florida Strategic Highway Safety Plan and leveraging data-driven priorities, these Action Items provide a clear roadmap for coordinated implementation, continued progress monitoring, and meaningful results that help ensure everyone gets home safely.

The action items are organized into the following timeframes:

- ✓ **Ongoing:** Action already implemented and will continue or be improved upon in the future.
- ✓ **Short-Term:** The anticipated implementation is within the next year.
- ✓ **Mid-Term:** The anticipated implementation is within 1-3 years.



# ACTION ITEMS

## Goal 1. 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

## Goal 2. 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

## Goal 3. Reinforce Safety Successes

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	✓	✓





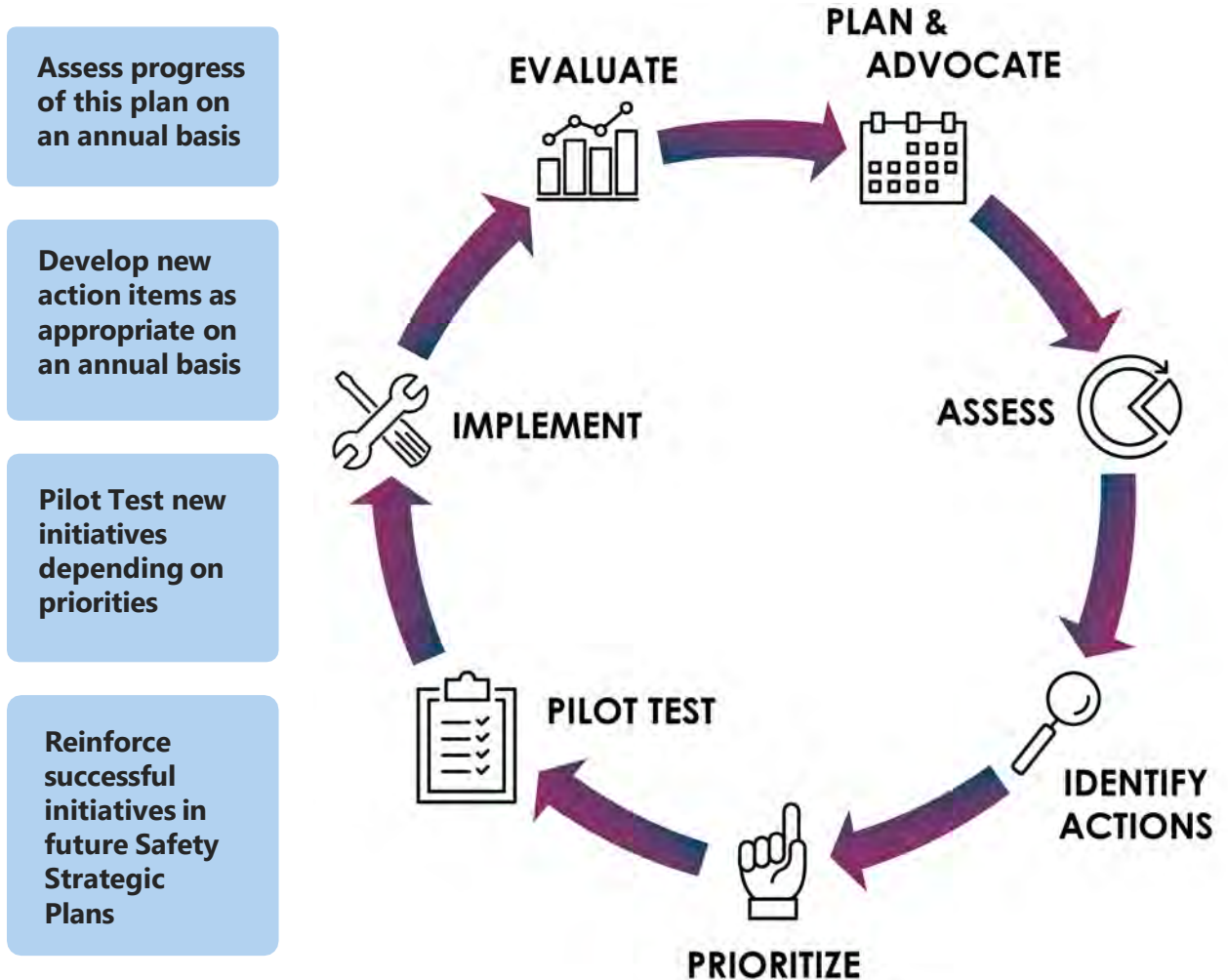
# Next Steps



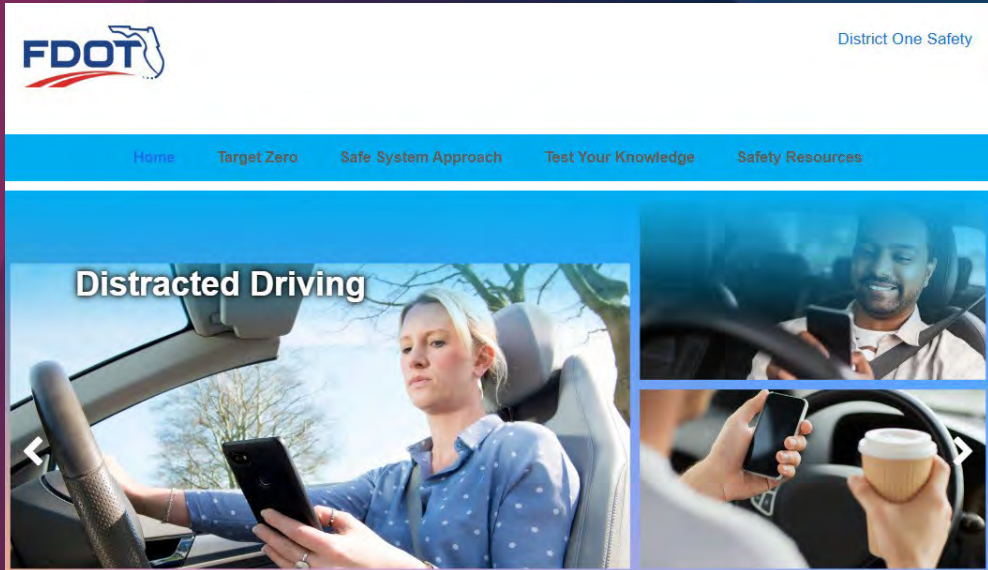
# NEXT STEPS

The next phase of this Safety Strategic Plan focuses on the importance of continued action and refining our current efforts. By measuring progress and reviewing performance data, District One can understand why certain strategies are working, why others need adjustment, and where the greatest safety needs remain.

Regular feedback from partners and CTST's helps pinpoint where new initiatives can make the biggest impact. These next steps guide us in refining current efforts, launching innovative programs and staying focused on achieving zero fatalities and serious injuries.



Visit **District One Safety's** website below for resources and to learn more about the ways you can contribute to our **Target of Zero Deaths and Serious Injuries for All Road Users!**



District One Safety website



[www.swflroads.com/d1safety](http://www.swflroads.com/d1safety)

