Regional Strategic Safety Plan
Planning to save lives, time and money.
1,288 FATALITIES FROM CRASHES
$20 BILLION IN ECONOMIC LOSS

SITUATION

vs. 715 HOMICIDES
(2005-2010)
PURPOSE

• Align strategies and investments
• 5% reduction in crashes
• 5% reduction in fatalities
• Advance funding for safety projects
PRIORITIZED CORRIDORS
Severity Hotspots + Frequency
GOALS, OBJECTIVES, STRATEGIES, TACTICS AND PERFORMANCE MEASURES

- Education
- Enforcement
- Engineering
- Emergency Response

<table>
<thead>
<tr>
<th>Area of Improvement</th>
<th>Strategy</th>
<th>Objective</th>
<th>Performance Measures and Benchmarks</th>
<th>Current Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enforcement</td>
<td>Increase driving speed limits and fines for aggressive driving</td>
<td>Reduce the region-wide crash rate by 30% by 2025</td>
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<td>Coordination with enforcement is improved</td>
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<tr>
<td>Engineering</td>
<td>Implement new traffic signal systems in high-accident areas</td>
<td>Increase the number of rural traffic signals</td>
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<td>Coordination with local agencies is improved</td>
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<tr>
<td>Education</td>
<td>Enhance education for teenage drivers</td>
<td>Participation in TeenDriver Training by 20 drivers in 2019</td>
<td>Increase the number of rural traffic signals</td>
<td>Coordination with local agencies is improved</td>
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<td>Emergency Response</td>
<td>Increase response time to incidents</td>
<td>Increase the response time to incidents by 20%</td>
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EDUCATION: CAREMORE DRIVING ARGYLE

Seven square miles
500 crashes/year
RESEARCH

• Law enforcement interviews
• Accident reports
• Focus group
• Stakeholder group
CAMPAIGN TACTICS

• Radio traffic report PSA
• Television PSA during news broadcasts and targeted cable
• PSA at AMC 24 movie theatres with lobby poster
• Poster and handouts at area library
• Dynamic message signs
• www.caremoreargyle.com
  • PSA
  • Driving challenges/behaviors and laws
  • Facebook/Twitter
IMPLEMENTATION

In 2011 the North Florida TPO conducted a traffic study for the Argyle area which found that the crash rate for major roads here are well above the statewide average and in some cases twice as high.

Most of these crashes were caused by speeding and aggressive driving, so the Argyle area encompassing Eldredson Boulevard, Columbus Road, and Wells Road needs to be addressed. These roads have been designated a "High Risk Corridor" due to the frequency of crashes.

CareMore is an initiative by the North Florida TPO to get people to drive more carefully in the Argyle area.
EMMY-NOMINATED PSA
Goal: 10% Reduction in Crashes

Results: 18% Reduction in Crashes

Economic cost savings: $14,399,201

ROI: 192%
EDUCATION:
Yield to Life – LOOK ALL-Ways

• City of Atlantic Beach Police Dept.
• Bicycle and pedestrian safety @ intersections
• Analyzed crash data
• Conducted phone surveys
“GUERILLA” CAMPAIGN TACTICS

• Stencils – street, sidewalks, building
• Brochure card - utility inserts
• Posters and brochure cards in businesses
• Business signs
• T-shirts

Police outreach – talk to cyclists and pedestrians then distribute cards and T-shirts
BEACH DINER

YIELD TO LIFE
LOOK
ALL WAYS
EVALUATION

71% reduction in bike/pedestrian crashes at campaign location
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