



# Collaborative Efforts to Reduce Crashes for Florida's Older Pedestrians

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Florida Dept. of Transportation  
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# FDOT Program Collaboration



State Safety Office



State Traffic Engineering  
and Operations Office



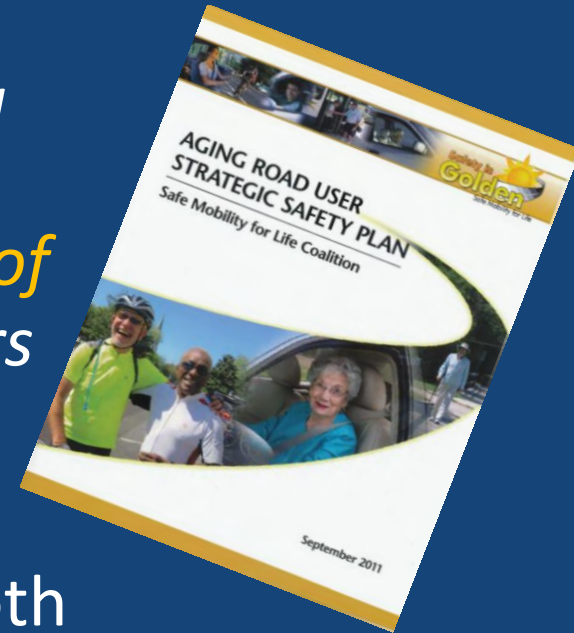
# Florida's Pedestrian & Bicycle Safety Initiative

- ☀ In 2011, Florida had the highest pedestrian fatality rate in the nation.
  - ☀ Pedestrians: Double national average
  - ☀ Bicyclists: Triple national average
- ☀ FDOT elevated bike and ped safety to a statewide departmental focused initiative.
- ☀ February 2013: Comprehensive strategic plan and formed a statewide coalition.
  - ☀ [www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)

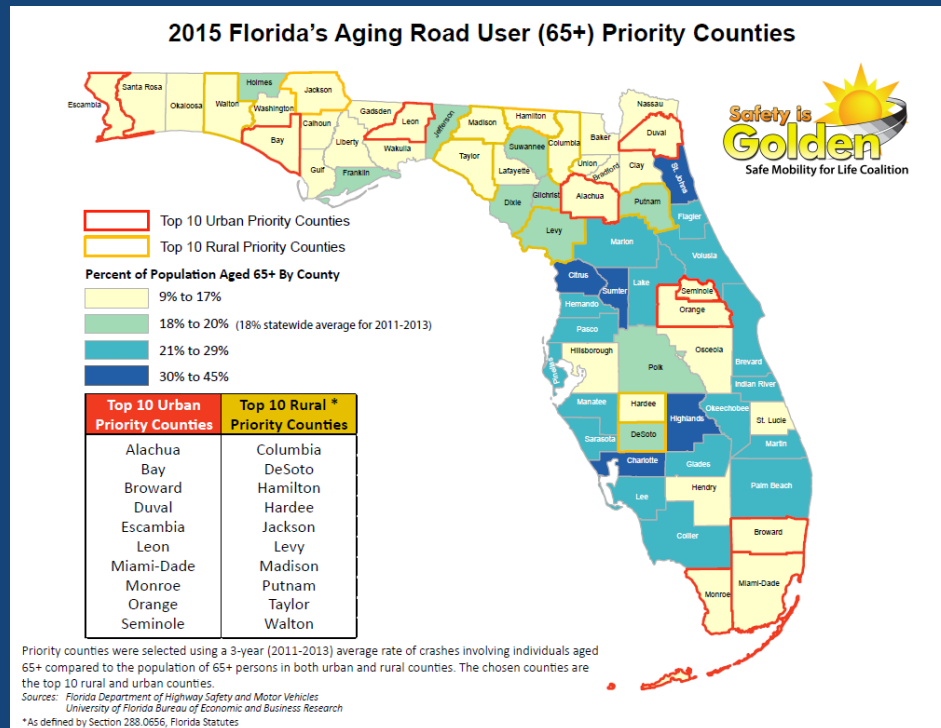
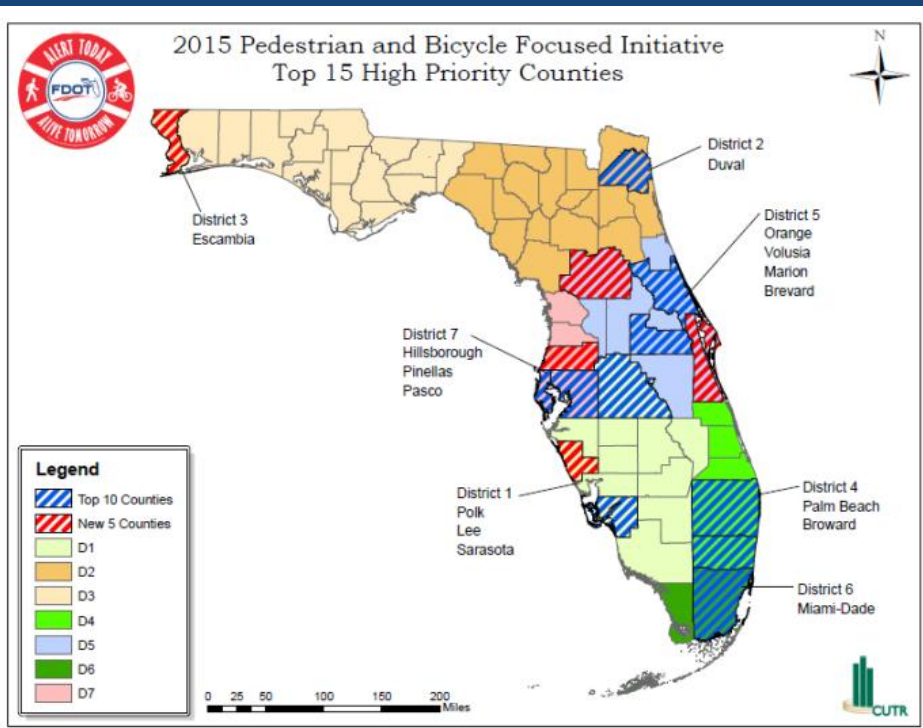


# Florida's Aging Road User Strategic Safety Plan

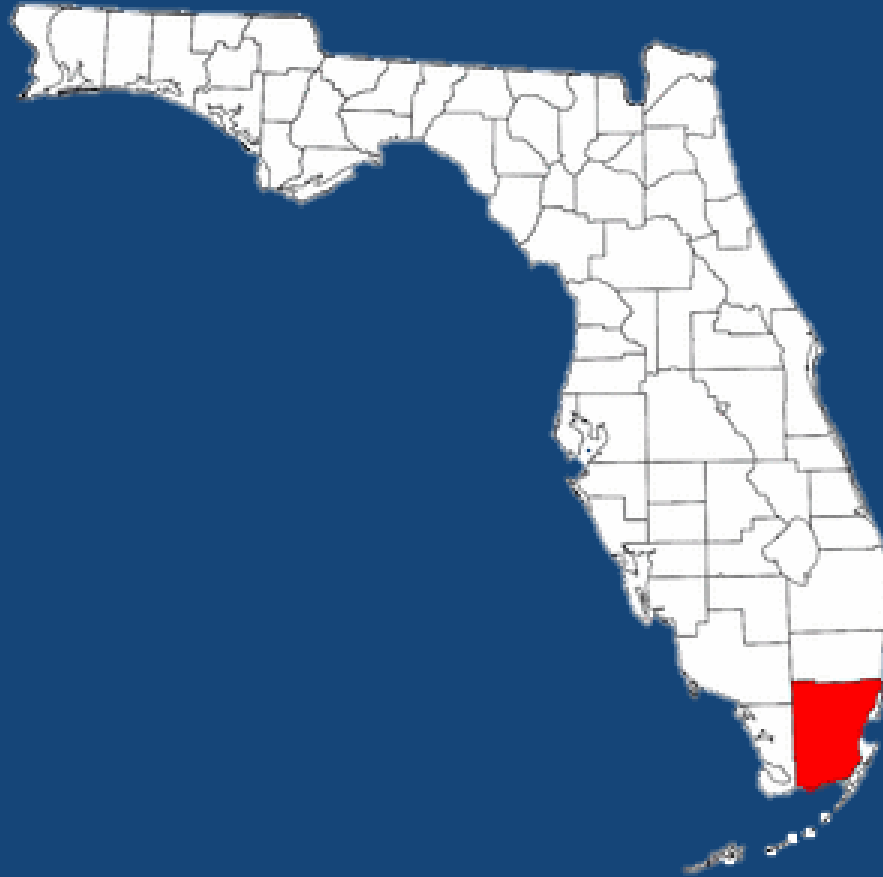
- ☀ An Aging Road User: *Someone who is a driver, passenger, pedestrian, bicyclist, transit-rider, motorcyclist, or operator of a non-motorized vehicle who is 50 years of age or older, with a special focus on the 65 year and older age group.*
- ☀ Comprehensive plan that addresses both safety and mobility issues.
- ☀ Data-driven and evaluation plan.
- ☀ Ten Emphasis Areas.
  - ☀ Other Road Users



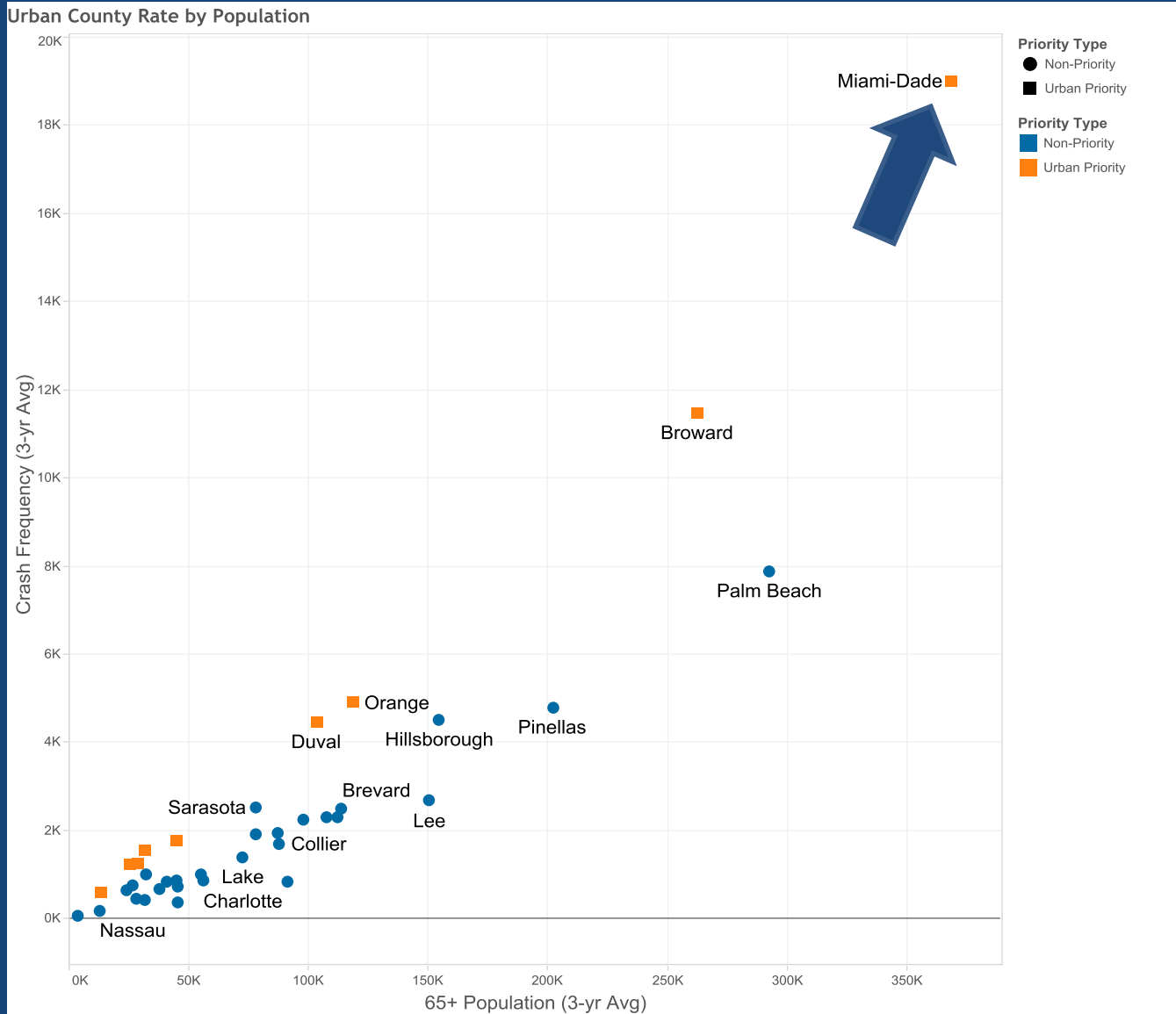
# Priority Counties



# Common Priority County: Miami-Dade



# Miami-Dade 65+ Crash Rate



Any person (driver, passenger, pedestrian or cyclist) involved in a crash in Florida age 65 or older – 2011 to 2013.

Source: DHSMV FIRES









# Two Programs – Same Goal



*To reduce crashes for Florida's  
vulnerable road users*



# Collaboration: Outreach



# National Stop on Red Week 2013

- ☀️ Two intersections in 2 Priority Counties.
  - ☀️ Miami
  - ☀️ Panama City Beach
- ☀️ Distributed educational safety materials to raise public awareness on pedestrian safety.



# Stop on Red Outreach Materials



- When approaching a signalized intersection you should ALWAYS be prepared to **STOP on RED**. Whenever you see a **red ball OR red arrow** it means that you **MUST** come to a complete stop before moving into the crosswalk or intersection.
- After stopping, you may turn **RIGHT** on a **red ball or red arrow ONLY** if the way is clear of pedestrians, cars or bicyclists and there is no sign posted that prohibits a right turn.
- **ALWAYS** remember you are sharing the road with other vulnerable road users, who don't have the safety of a vehicle to protect them in a crash. **ALWAYS** be alert and prepared to stop for pedestrians or bicyclists along the roadway.
- **PEDESTRIANS: BE ALERT** and **PAY ATTENTION** to cars and bicyclists before you enter the street/intersection.
- Cross **ONLY** in a marked crosswalk when you see the "walking man" on the countdown pedestrian signal indicating pedestrians may safely cross the street.

*Section 316.075(1)(c), Florida Statutes: Steady red — Vehicles shall stop before entering the crosswalk. After stopping on red, a driver making a permitted right turn must yield to pedestrians crossing as directed by the signal. Pedestrians shall not enter the roadway on red, unless otherwise directed by a pedestrian signal.*



**SAFETY DOESN'T HAPPEN BY ACCIDENT**

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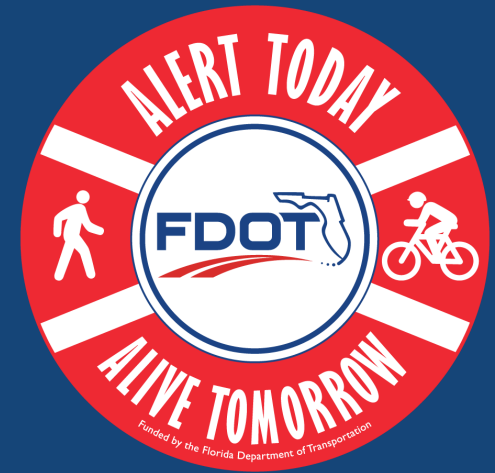
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# Collaboration: Parking Lot Safety





# Parking Lot Safety

- ☀️ FDOT District 7 (Tampa) brought it to our attention that there were a lot of older pedestrian fatalities and serious injuries in parking lots.
- ☀️ Human studies with FSU, Dept of Psychology.
  - ☀️ Dr. Neil Charness and Dr. Wally Boot
  - ☀️ Investigate and attempt to assess the reasons for such crashes.
- ☀️ We developed educational materials to incorporate recommendations.

# Parking Lot Safety Tip Cards

## PEDESTRIAN SAFETY TIPS

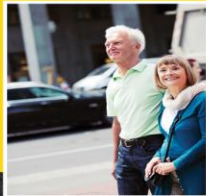


- ❖ Stay alert and watch for vehicles.
- ❖ Don't assume a driver sees you.



- ❖ Always use crosswalks when available.
- ❖ Don't walk directly behind parked vehicles.
- ❖ Look carefully before walking out between parked vehicles.

- ❖ Watch for vehicles backing out of parking spaces.
- ❖ Pay attention and constantly look for moving vehicles.



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## DRIVER SAFETY TIPS



- ❖ Constantly look out for pedestrians.
- ❖ Always stay alert and look twice for pedestrians.



- ❖ Don't assume pedestrians can see you.
- ❖ Parking lots are not speedways – slow down!
- ❖ Never cut across parking lot lanes.

- ❖ Be extra careful when backing out of a parking space.
- ❖ Check your rear-view and side mirrors regularly.



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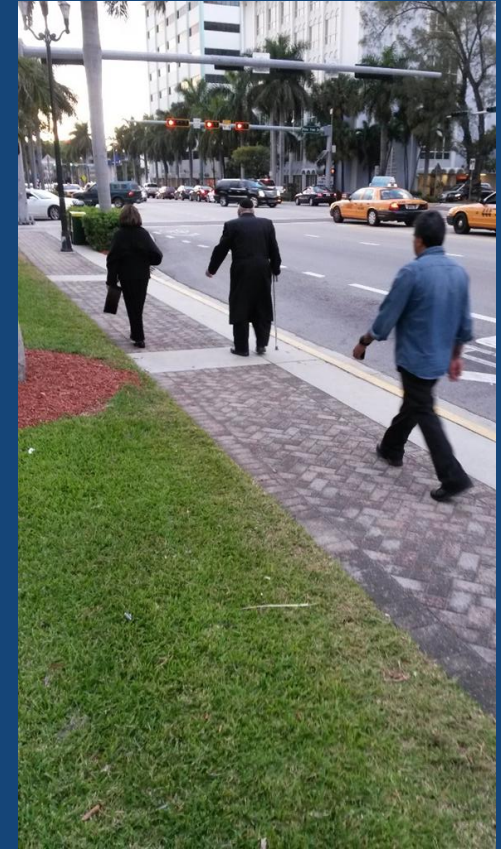




# What's Next



- ☀️ Distribute Parking Lot fact sheet to businesses to help raise awareness.
- ☀️ Outreach events targeted at older adults.
  - ☀️ Car Show in The Villages
  - ☀️ Pedestrians are Golden safety workshops
- ☀️ Diving deeper into the data
  - ☀️ Road Safety Audits in Miami-Dade





Safe Mobility for Life Coalition

Safety is  
**Golden**

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#safetyisgolden

