

Campaign to Zero

Promoting a Traffic Safety Culture

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[illegible]

(150 respondents)

30% Other Drivers

22% Distracted Drivers

FDOT District One Safety Office

Traffic Safety Impacts on Society

Crashes kill more than 38,000 people annually (more than 100 people a day)

Crashes injure more than 2 million people annually

Crashes are the leading cause of death of U.S. young adults (18 to 25)

U.S. crash rate is TWICE that of other high-income countries

Cost over \$871 billion annually in economic and societal impact

Given its moral and economic significance, the reduction of fatal and serious injury crashes should be a national public health priority.

Source: CDC, <https://www.cdc.gov/vitalsigns/motor-vehicle-safety/index.html>

What should we ask ourselves?

How do behavior choices affect us?

Speeding

Aggressive Driving

Impaired Driving

Unrestrained Occupants

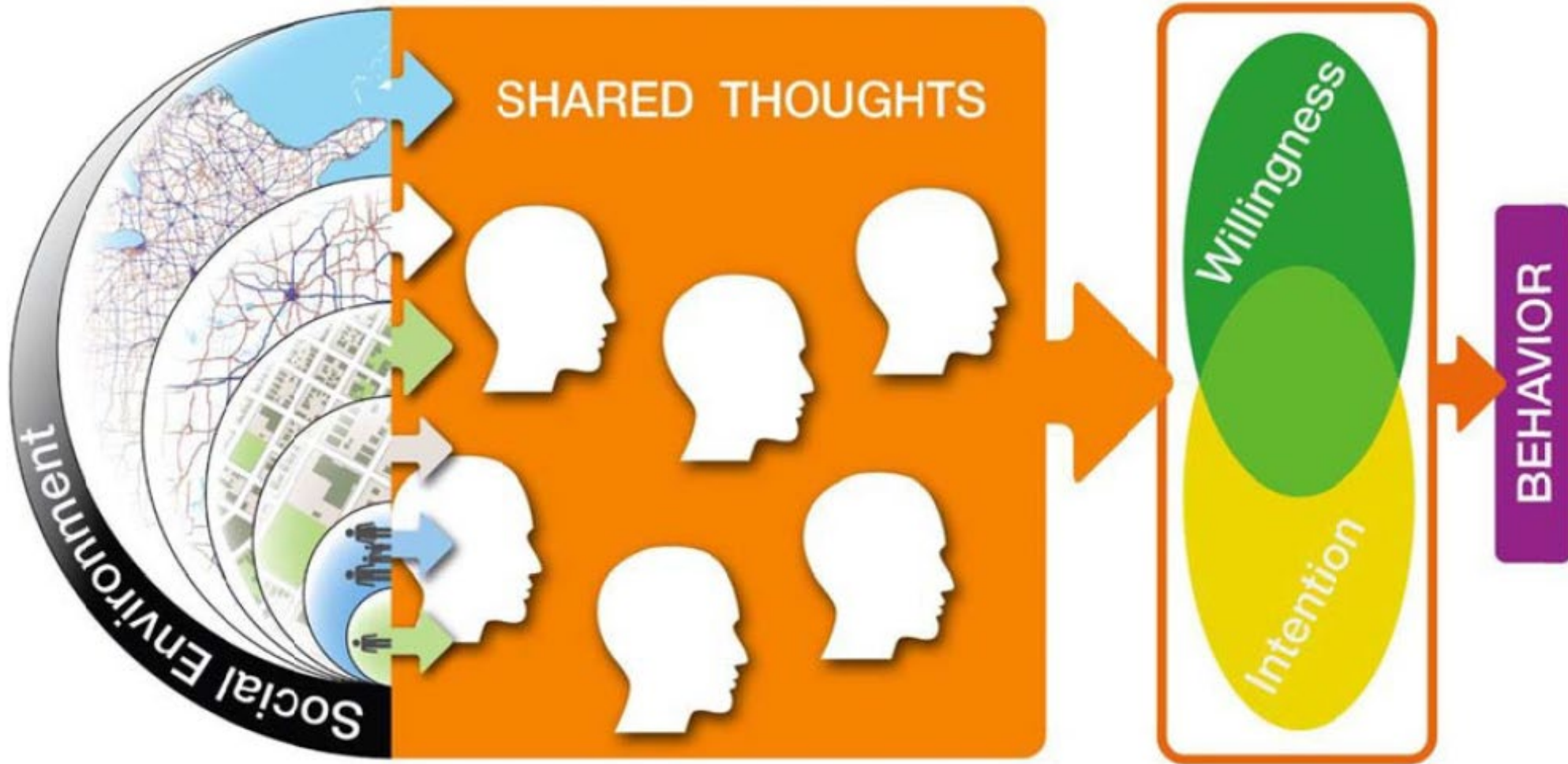
Distracted Driving

Disregard for laws

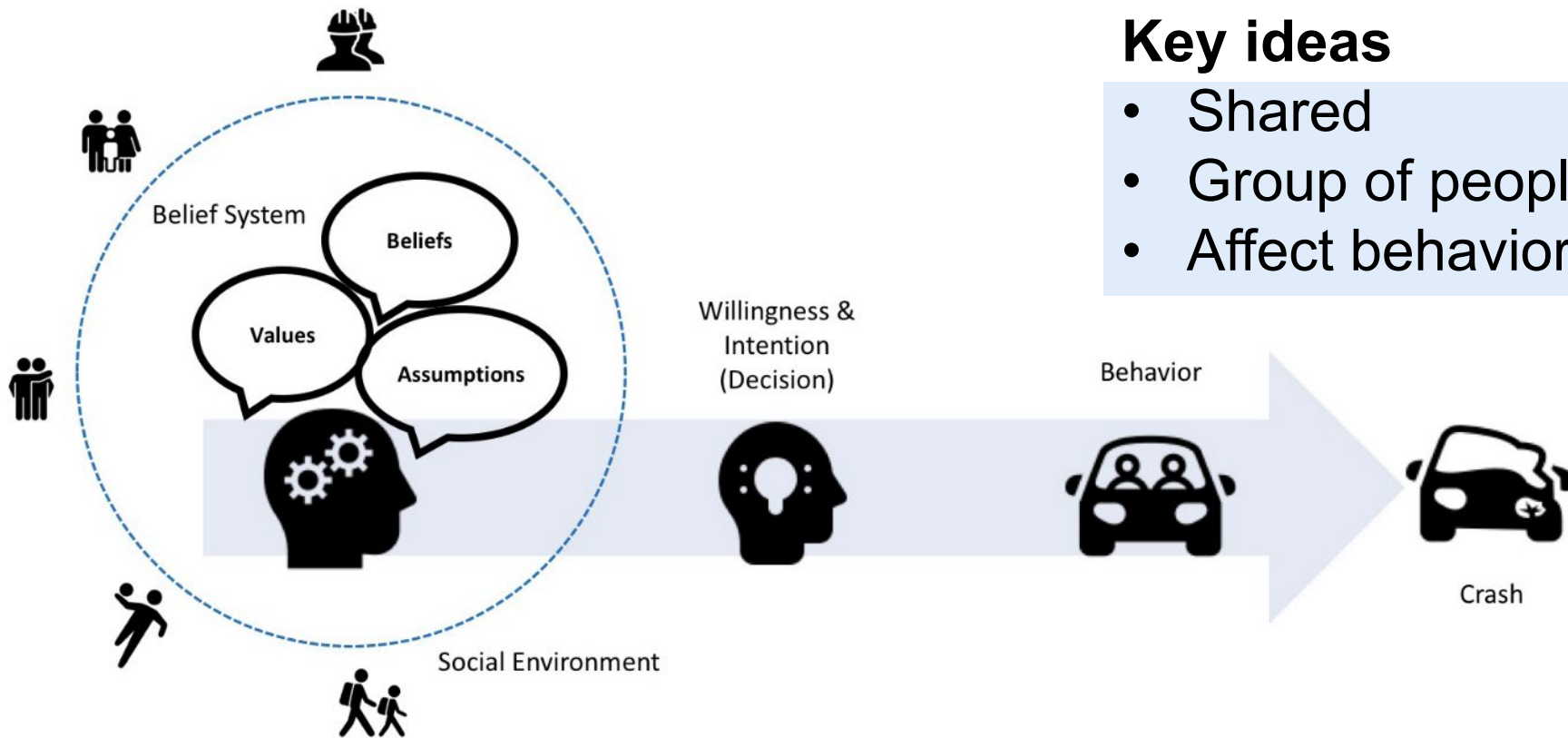


How do we affect change?

Culture defines what is proper behavior



What is a Traffic Safety Culture?



Key ideas

- Shared
- Group of people
- Affect behaviors related to safety

“Traffic Safety Culture” is the **shared belief system** of a group of people that influences road user behaviors and stakeholder actions that impact traffic safety.

Traffic Safety Culture



Traffic safety is a public health issue

with significant impact on health and with high economic costs

Behavior is influenced by beliefs

including behavioral, normative, control, values, and assumptions

We develop beliefs in many ways

including through experiences and people in different settings

Traffic safety culture is

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

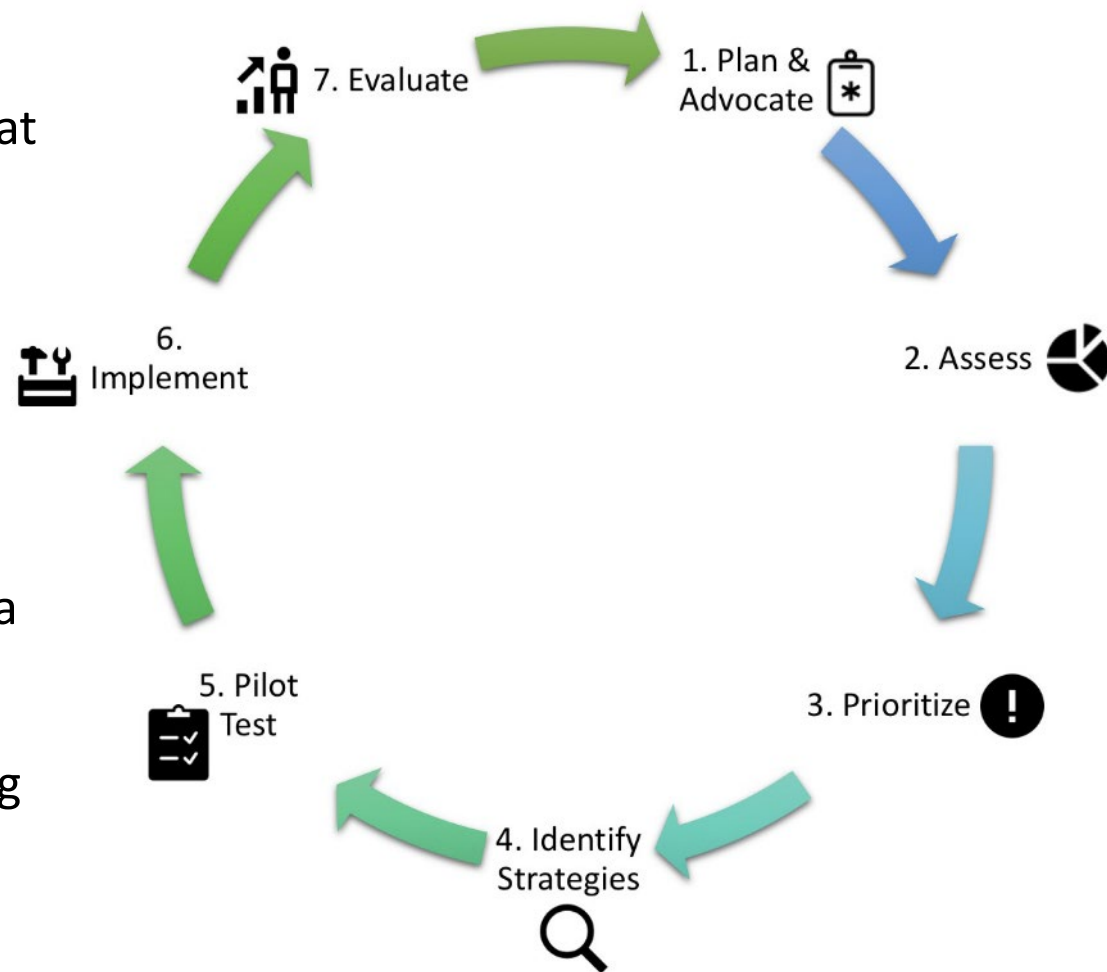
Traffic Safety Culture Strategies

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

Traffic Safety Culture Strategies

Positive Traffic safety culture strategies...

- Recognize traffic safety can be improved by growing beliefs that increase **protective** behaviors rather than focus only on reducing risky behaviors
- Are **proactive** by encouraging road users to choose safe behaviors and encourage other road users to do the same
- Increase the capability of traffic safety stakeholders to form **partnerships** resulting in the integration of strategies to form a safe system
- Are different than traditional approaches in many ways making us more **effective** in achieving our goal of Target Zero



Next Steps

1. Creating a **shared understanding** about traffic safety culture.

Shared understanding comes from discussing questions that address important topics, motivate learning, and challenge beliefs.

Topic Importance

- How do traffic crashes and their consequences impact our community?
- What is our responsibility in reducing crashes?

Motivate Learning

- How do you define traffic safety culture?
- How do you know you are accurately perceiving your community's traffic safety culture?

Challenge Beliefs

- Are we being effective?
- What might be some new ways to positively influence road user behavior?

Next Steps

2. We must examine our **own culture** before trying to change the culture of others.

We will be neither effective nor authentic in our efforts to grow traffic safety culture in a community if our own agency's culture is not safe.

3. Finding opportunities to formally adopt traffic safety culture as an approach to traffic safety goals.

Internal Safety Procedures

- How is safety of employees a top priority with management?
- How do employees and management work together to ensure the safest possible working conditions?

External Safety Programs

- Does everyone in our organization agree that no one should be killed or seriously injured while using our roadways?
- Does everyone in our organization recognizes that achieving the goal of zero traffic fatalities and serious injuries will require a change in Traffic Safety Culture?

District One Safety Strategic Plan

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

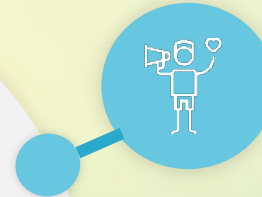


Use the **Safe System Approach** as a guide to build upon work being done by **our partners** throughout District One to achieve our goal of zero.



Safety Strategic Plan

Foster a **traffic safety culture**; focus on **changing behaviors**; **prioritize** getting to **zero fatalities and serious injuries**.



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



Safety Strategic Plan Objectives

Advance a Traffic Safety Culture

- Develop district-wide safety communication plan
- Elevate safety mindset district-wide (internal and external)

Strengthen Partner Engagement

- Engage with community and regional influencers
- Foster safety advocacy through a champion program

Reinforce Safety Successes

- Identify, evaluate, and monitor safety improvements
- Identify and evaluate opportunities for new safety improvements



State & Local Communities

Partnering Together



Safer Roadways

For every road user – regardless of mode



Foster Culture of Safety

Prioritizing the well-being of all road-users



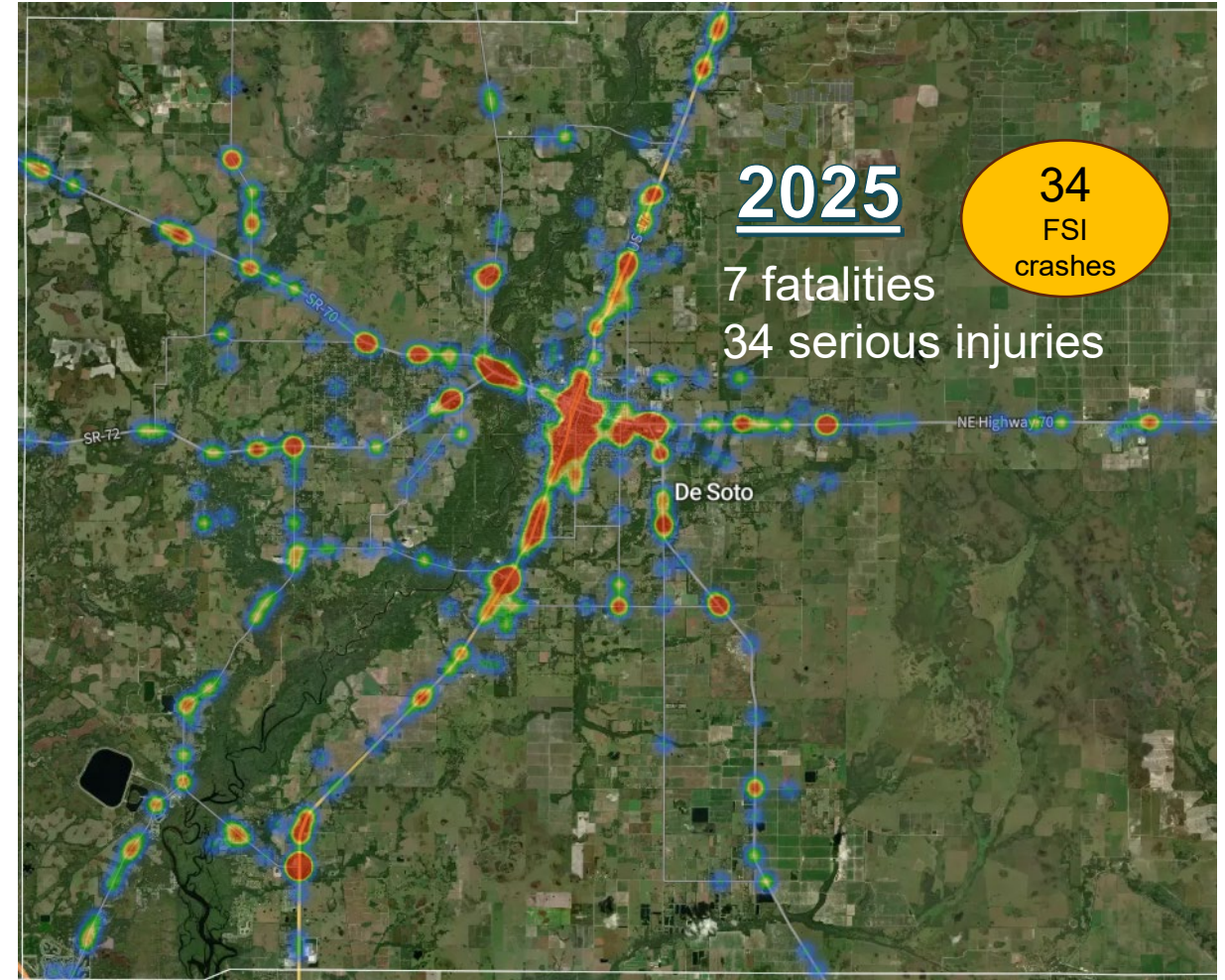
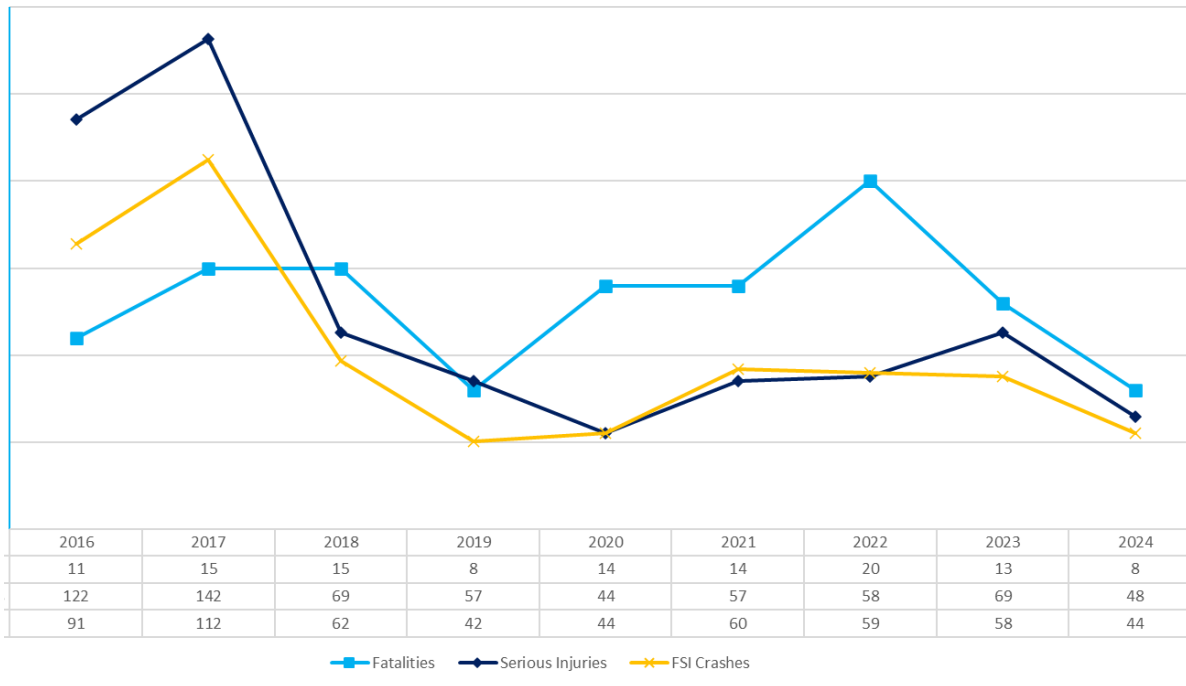
Reduce traffic-related crashes

Using data-driven, comprehensive, multidisciplinary plans

Focusing on Safety

DeSoto County

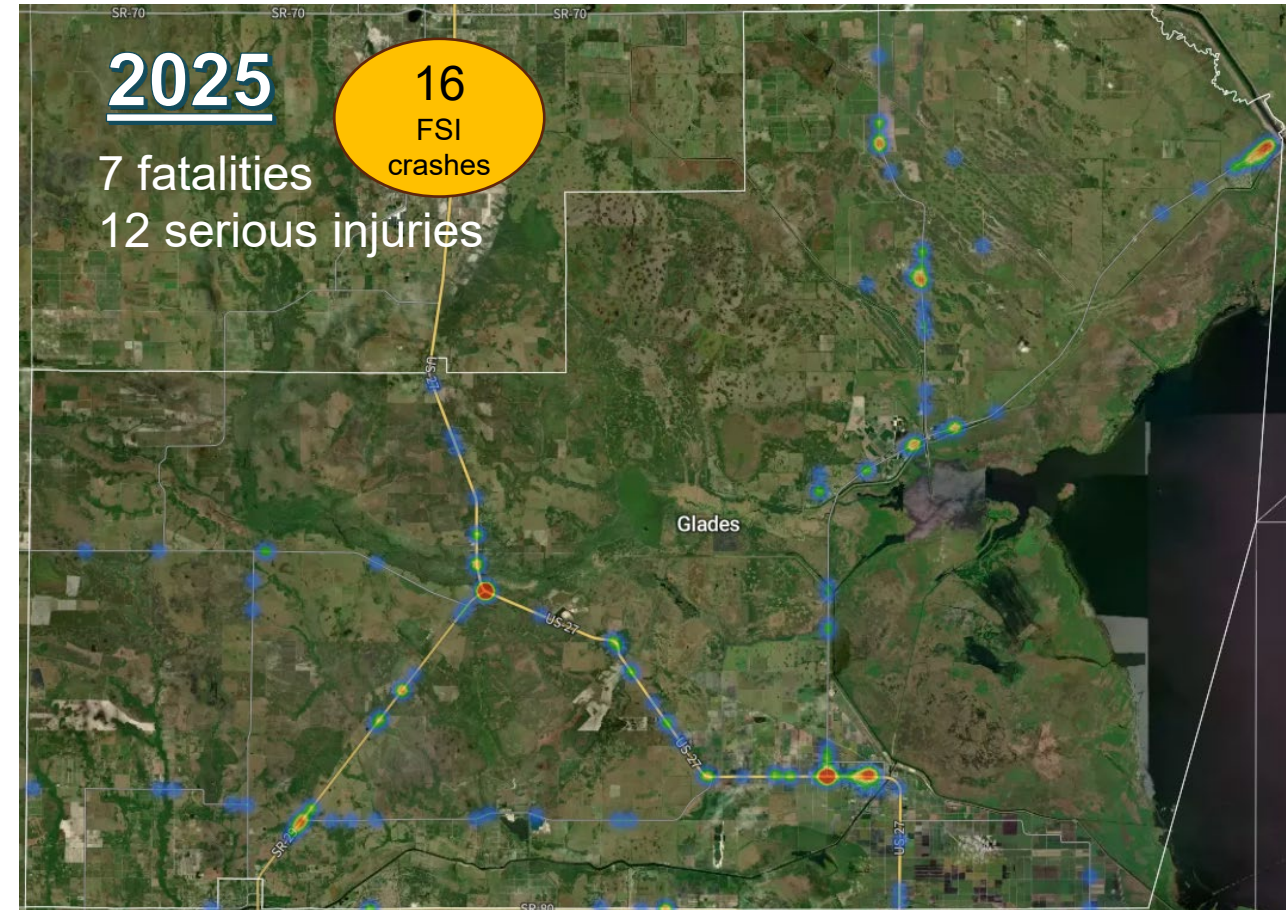
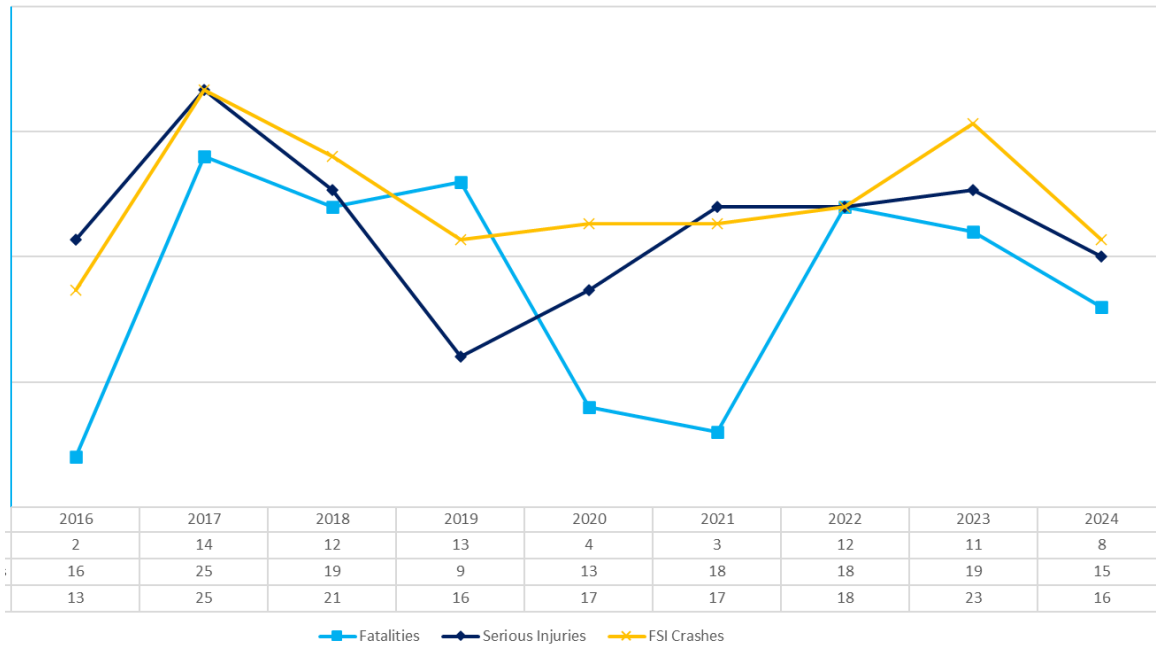
DESOTO COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



Focusing on Safety

Glades County

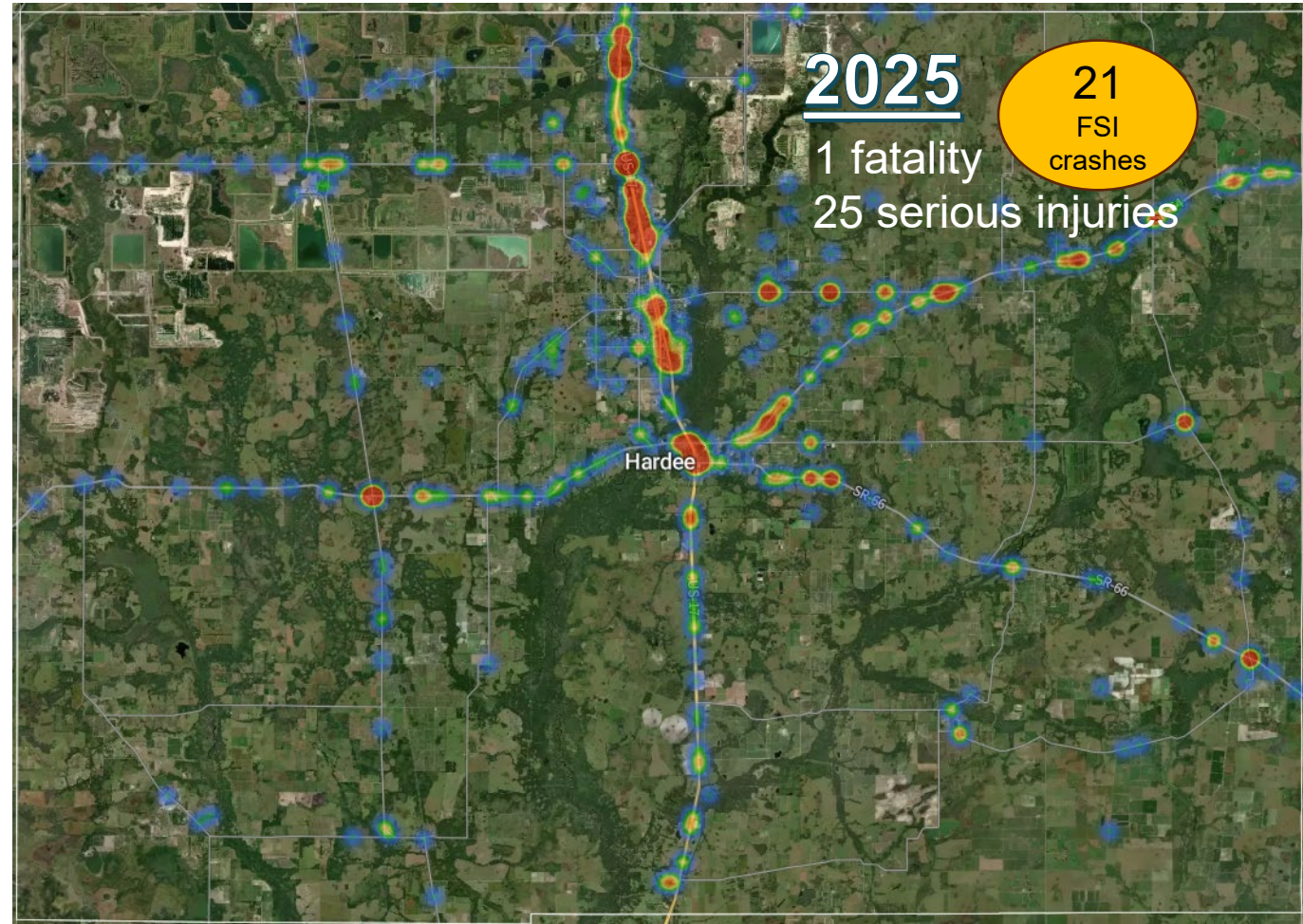
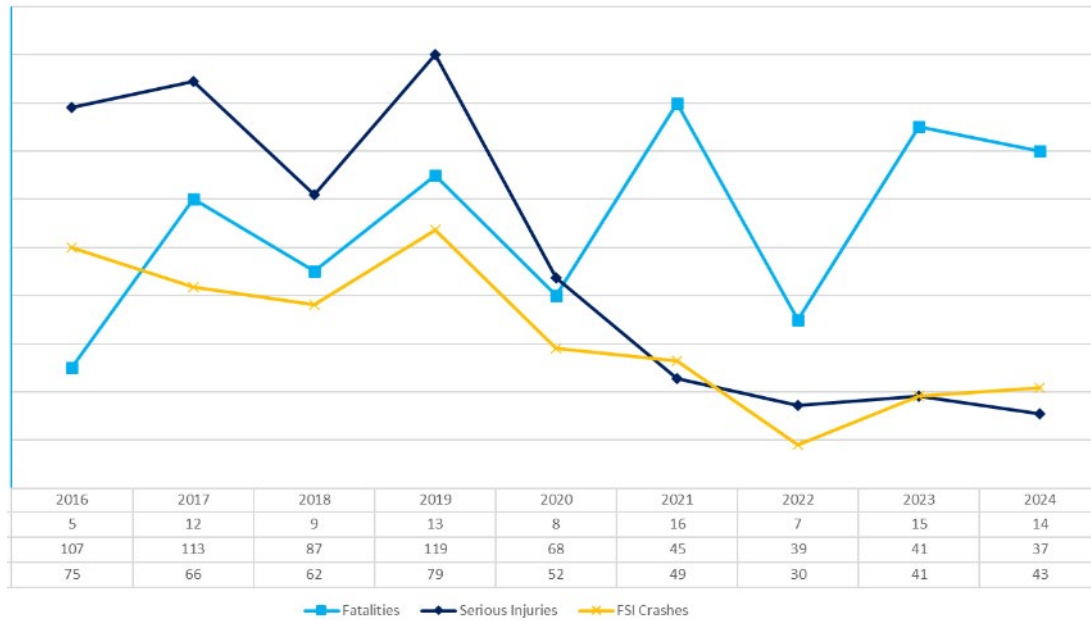
GLADES COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



Focusing on Safety

Hardee County

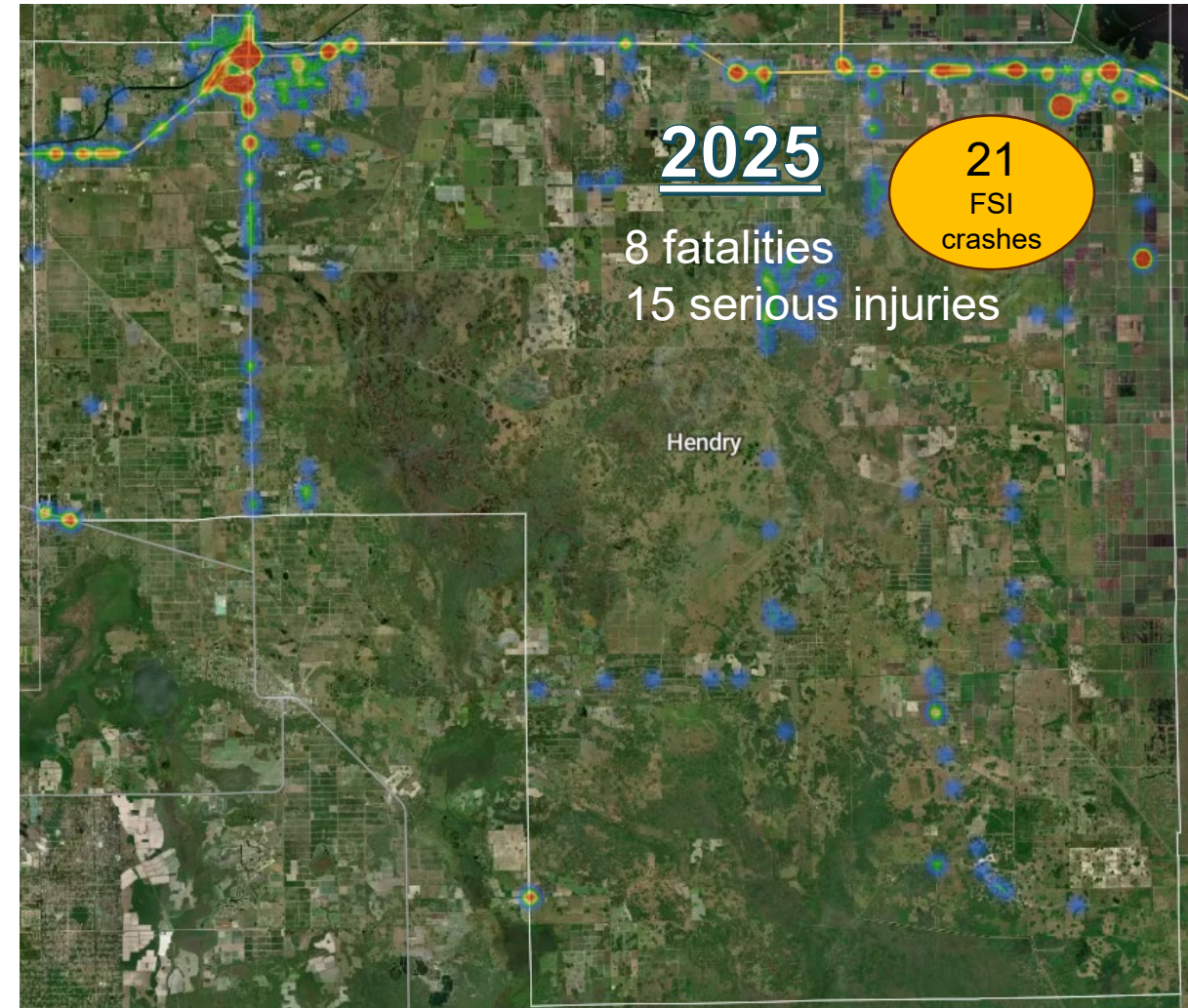
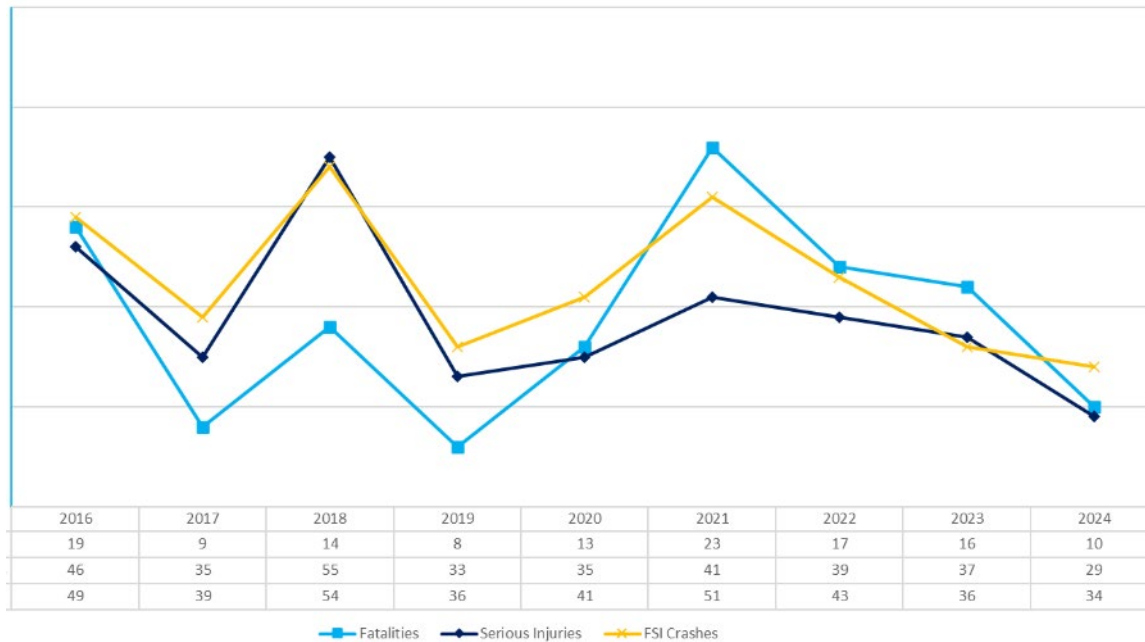
HARDEE COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



Focusing on Safety

Hendry County

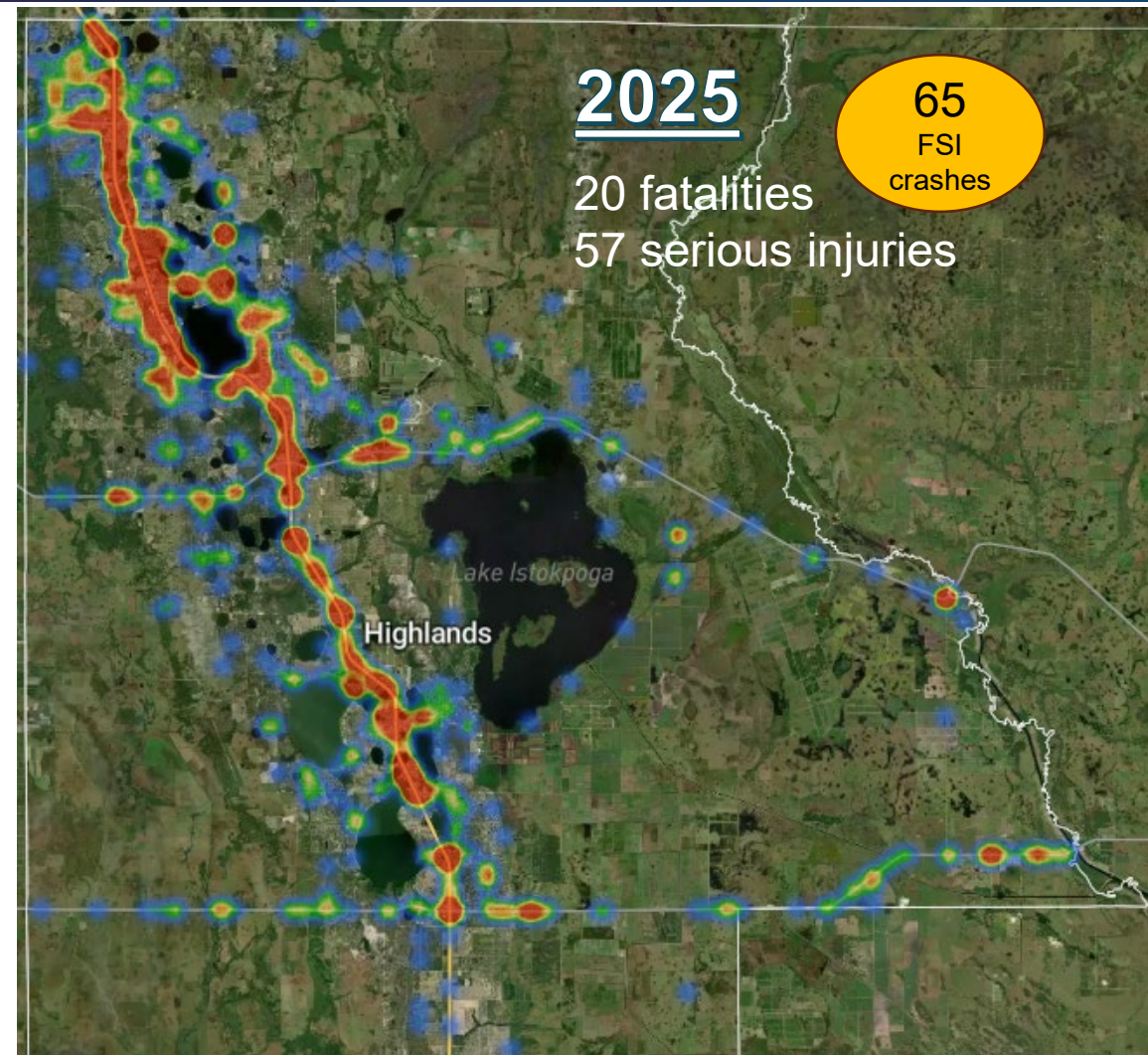
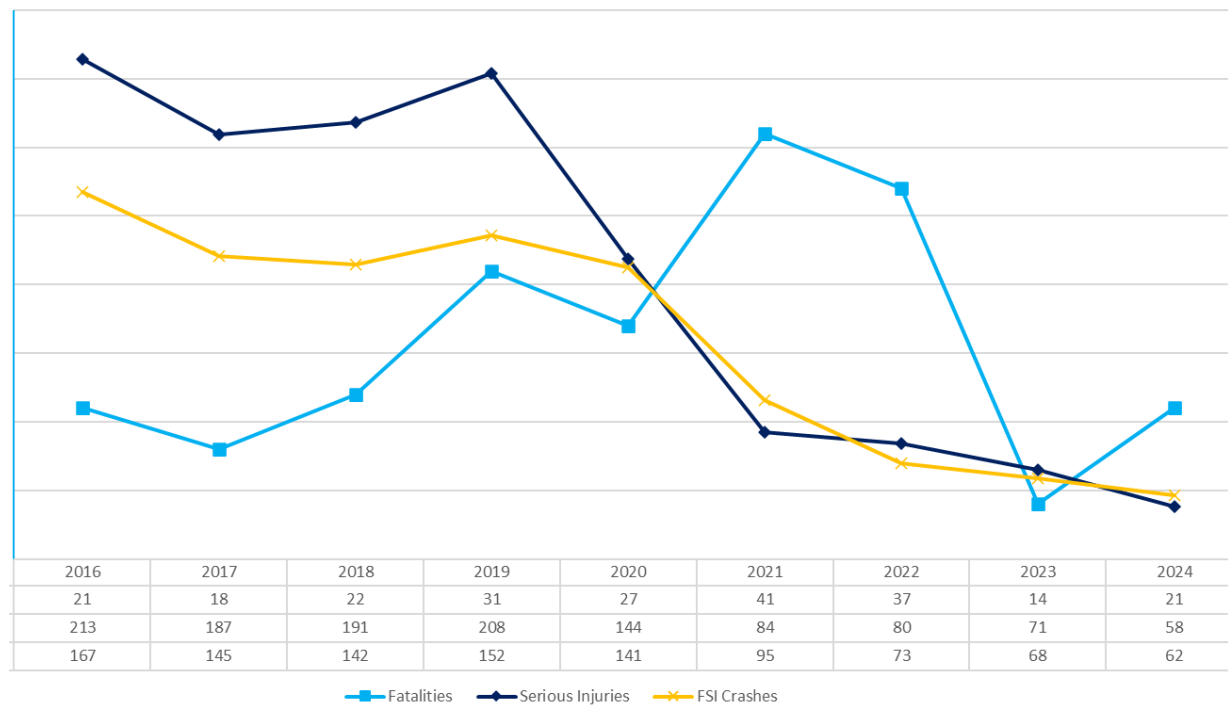
HENDRY COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



Focusing on Safety

Highlands County

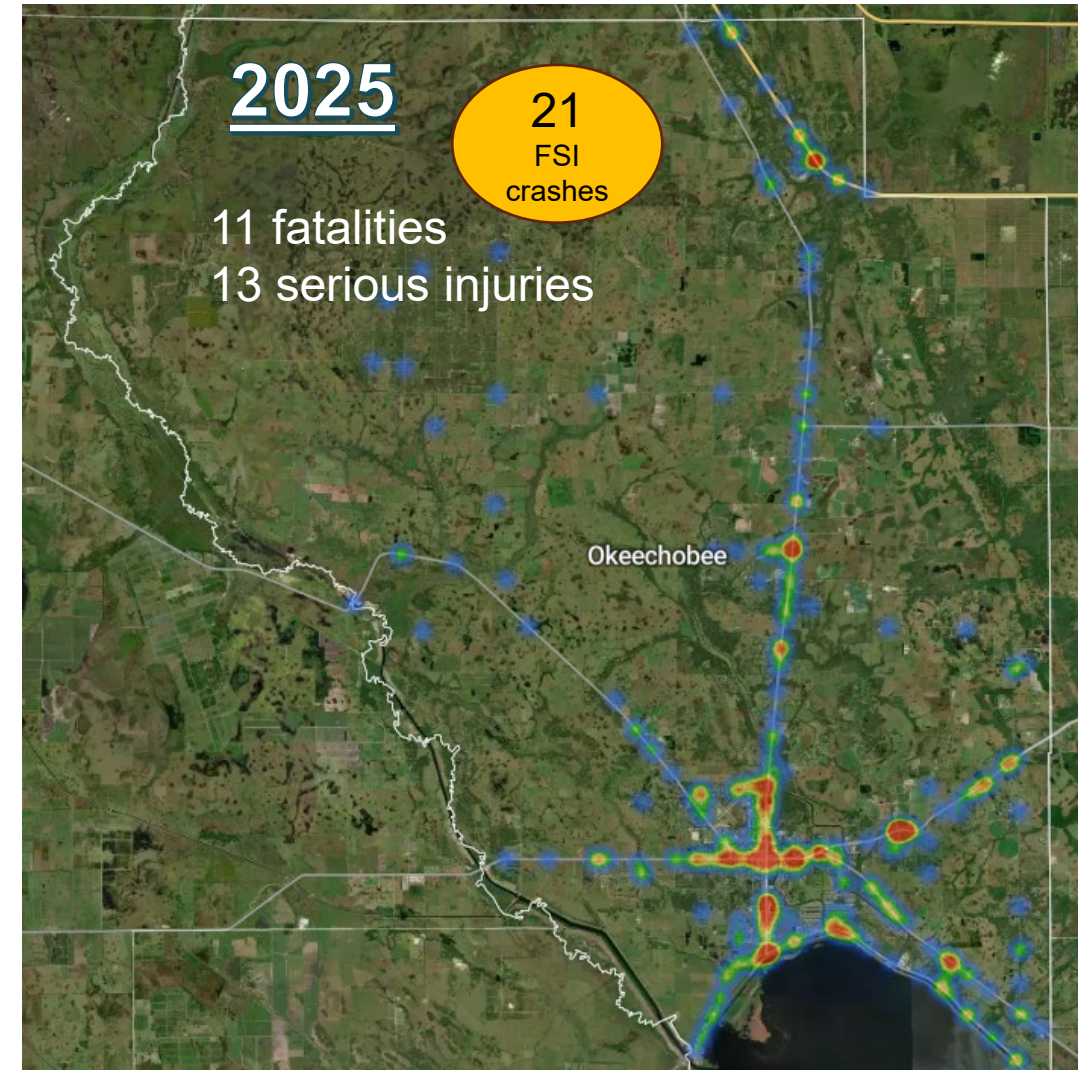
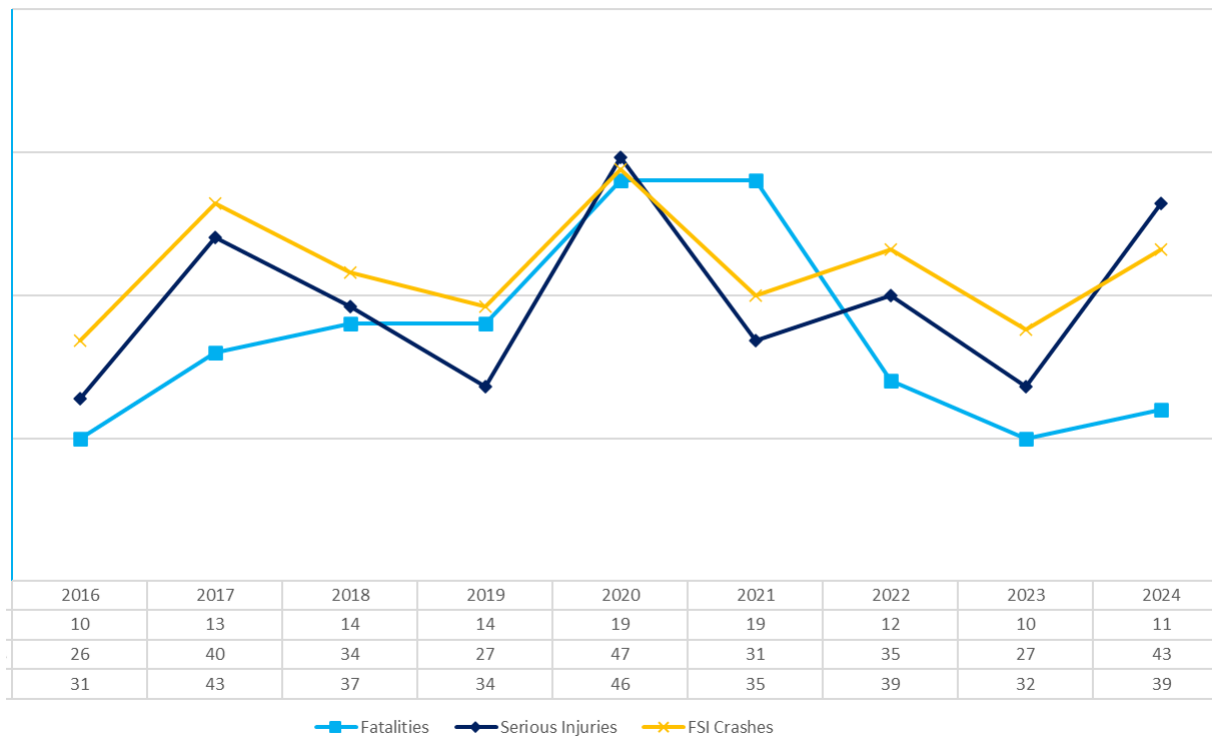
HIGHLANDS COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



Focusing on Safety

Okeechobee County

OKEECHOBEE COUNTY FATALITIES AND SERIOUS INJURIES 2016-2024



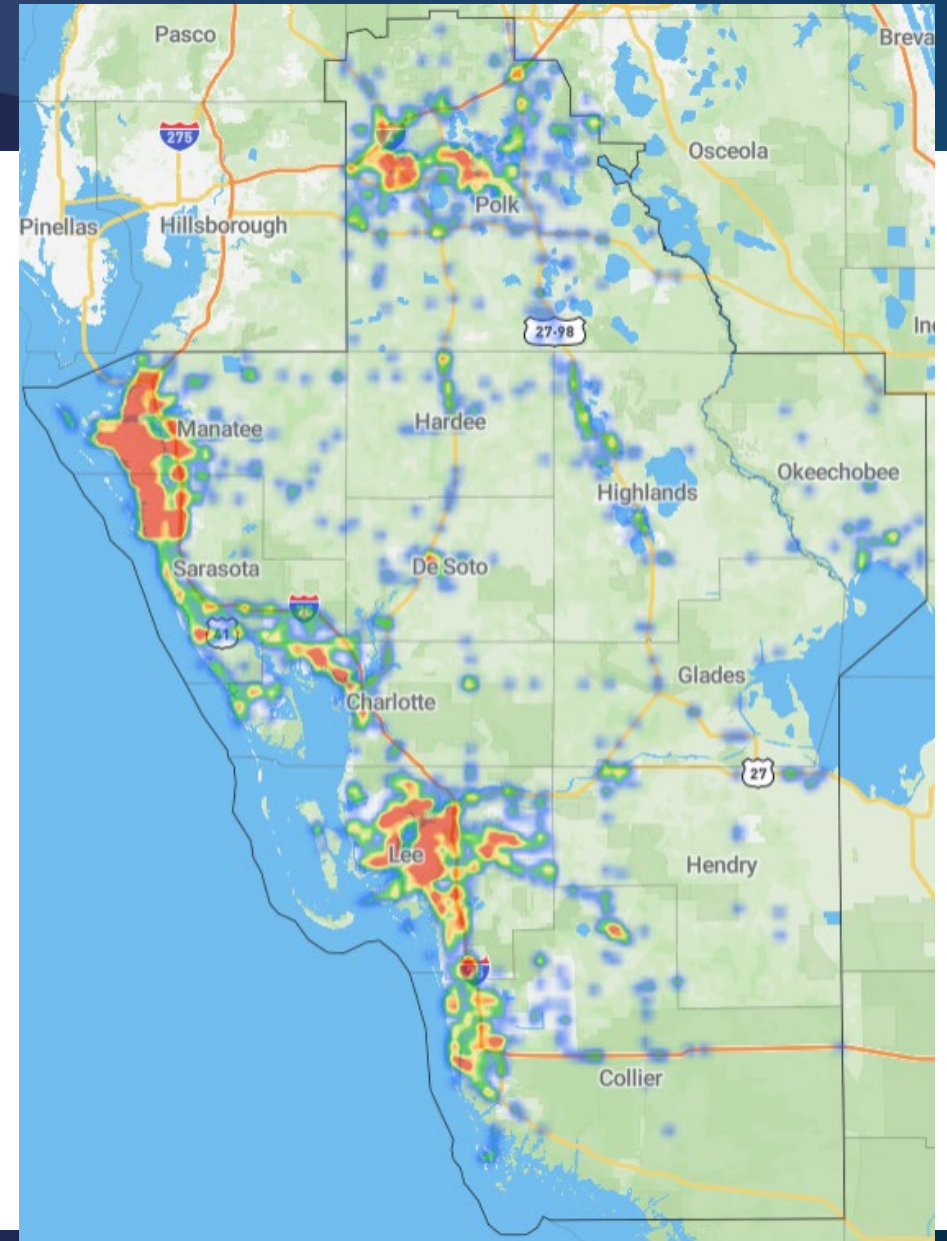
District One

In the current 5-Year Work Program (FY2025-2029):

71 Safety Projects across all 12 counties and several that are districtwide projects.

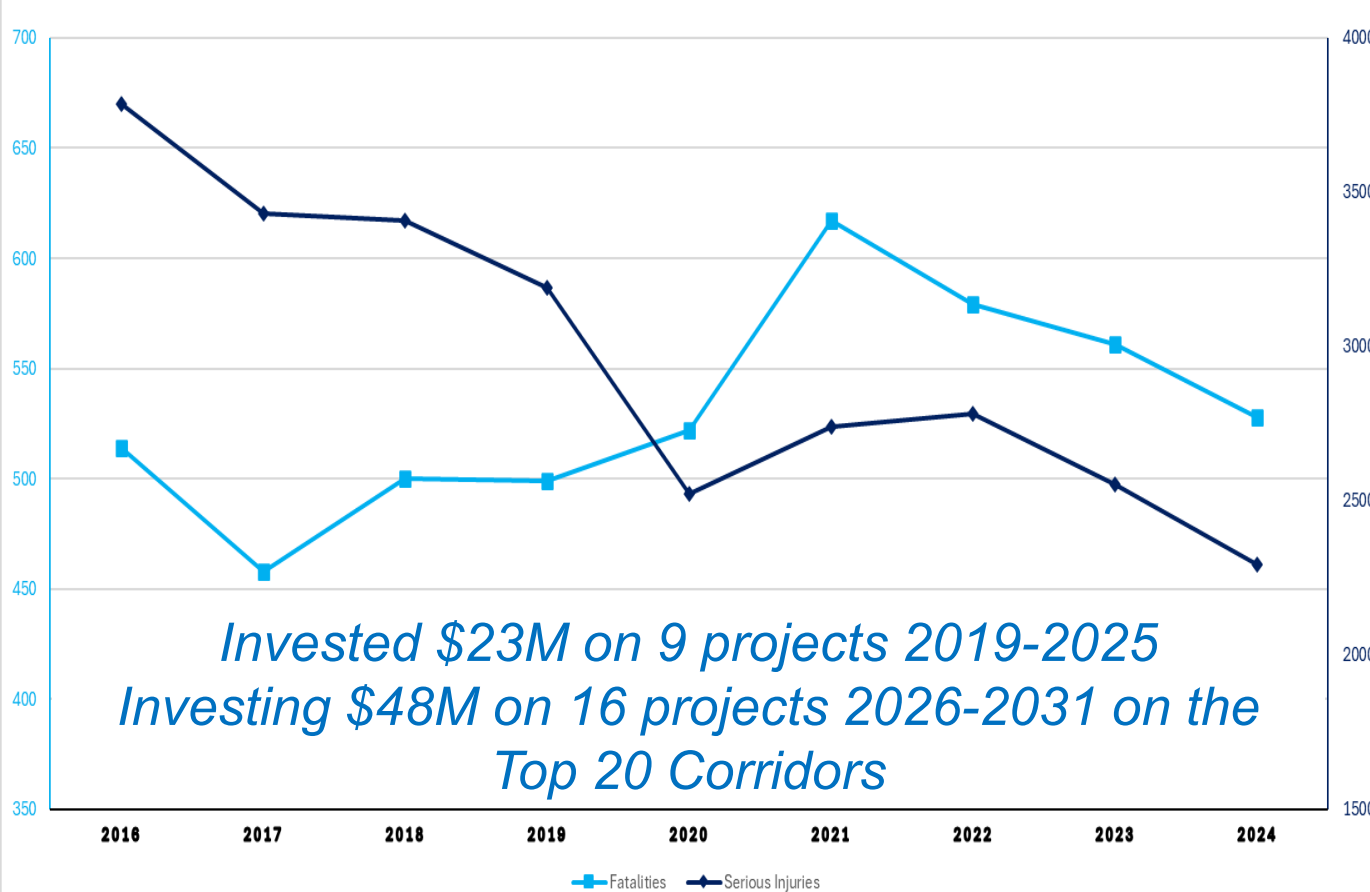
- Median Modifications
- Intersection Improvements
- Signing/Pavement Markings
- Resurfacing
- Traffic Signal Updates
- Lighting
- Rumble Strips

Over \$41M on 17 projects in the Heartland Counties.



D1 Fatalities and Serious Injuries (Top 20)

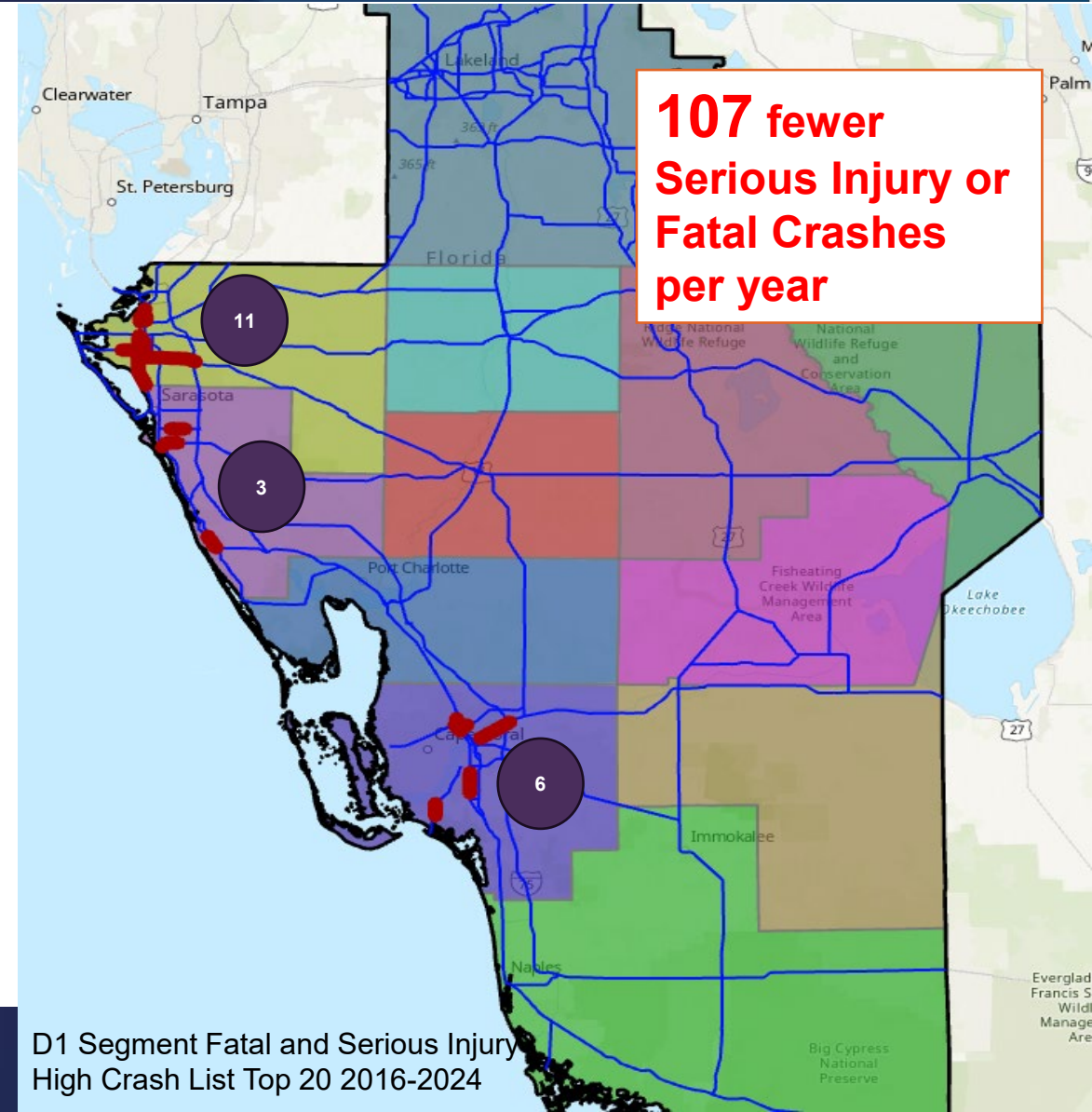
D1 FATALITIES AND SERIOUS INJURIES 2016-2024



Investment in our Top 20 Corridors to reduce fatal and serious injury crashes is making a difference!



Data Source: Florida Highway Safety and Motor Vehicles (FLHSMV), Signal Four Analytics



D1 Segment Fatal and Serious Injury High Crash List Top 20 2016-2024

Next Year: Safety Jam

Saturday, February 28, 2026

10 am – 2 pm

**Partners: State College of Florida and
Manatee County Sheriff's Office**

- Health & Safety Expo
- 40+ Trucks & Equipment
- Bike Rodeo & Helmet Fitting
- Interactive Stations
- 18 Food Trucks
- Mascots
- Live Music



Safety in District One

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Safety website



swflroads.com/d1safety

