



**DRAFT**

# Community Safety Action Plan (CSAP)



*October 2019*

## INTRODUCTION & OVERVIEW

A safe community is one where people are able to participate and live their lives in an environment without fear or risk of harm or injury. The River to Sea Transportation Planning Organization (TPO) has developed this Community Safety Action Plan (CSAP) to address and improve transportation safety within our local community. The plan has been developed through a collaborative approach and is based on local data.

Providing a safe transportation system is extremely important to the River to Sea TPO and in the past few years, a number of activities have been pursued, including:

- the development of the Long Range Transportation Plan (LRTP) that addresses safety
- the establishment of ranking criteria that assigns points for infrastructure projects that address unsafe conditions and funds construction projects that improve safety
- completion of safety planning studies such as the School Safety Studies, SR/CR A1A Pedestrian Safety and Mobility Study, Roadway Safety Evaluation and Improvement Study, etc.
- participation in safety awareness events such as White Cane Awareness/Pedestrian Safety Day, summer school helmet fittings, Mobility Week safety events, etc.

The River to Sea TPO, in partnership with community agencies such as the Florida Department of Health in Volusia & Flagler, law enforcement agencies and local cities and counties, has worked to address the five “E’s” of safety; engineering, enforcement, education, encouragement and evaluation.



## BACKGROUND & PROJECT APPROACH

The CSAP was included in the TPO's FY 2018/19 and 2019/20 Unified Planning Work Program to be completed in 2019. The purpose is to assess existing safety strategies utilized in our planning area and identify community outreach activities that will build upon those efforts to further promote safety. CSAP focus areas will be used to develop a work plan for TPO staff.

Community safety has been consistently identified as a high priority for our residents, tourists and visitors. In the River to Sea TPO's 2018 Tell the TPO Survey, some of the key findings included:

- **Investing in safety and convenience will make travel choices more attractive:**  
Respondents to the survey indicated that they would walk or bicycle more if additional high quality bicycle and pedestrian facilities were constructed. Many felt more should funding should be invested improving walking conditions.
- **Improving roadway safety and efficiency are highest priorities:**  
Respondents identified the improvement of safety and transit service as the types of transportation projects that are the highest priorities.

Among the responses to the survey, more than 50% cited safety concerns as reasons they do not walk or bike. It is clear to see that safety is an issue that must be addressed.

This CSAP will review recent safety data and compare it with safety strategies and initiatives that are currently underway in our community. This will help to identify areas that need more attention in order to reduce unsafe activities in our community.

## COMMUNITY SAFETY ANALYSIS

### STAKEHOLDER/PUBLIC INPUT

The development of this plan began with a review of safety data captured from the past five years through Signal Four Analytics as well as through the TPO's Crash Analysis Report and Roadway Safety Evaluation & Improvement Study. Current safety campaigns and initiatives in our planning area were identified. A stakeholder group and the TPO's committees and board convened to discuss the data and strategies and to offer potential ideas that would increase safety. The following agencies and groups provided input into this plan:

- Florida Department of Transportation (FDOT) District 5
- Volusia County Sheriff's Office
- Embry-Riddle Aeronautical University
- Safe Kids Coalition
- Halifax Heritage Byway
- Daytona Beach Mayors' Alliance
- River to Sea TPO Committees & Board
- Volusia County Traffic Engineering
- City of Ormond Beach
- Halifax Council of the Blind

## STATISTICS/DATA

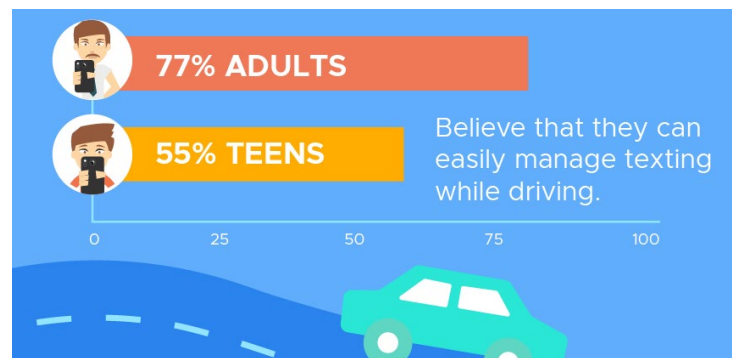
A review of the data determined that there were two things that contribute the most to deaths and injuries: ***distracted driving*** and ***speeding***.

### DISTRACTED DRIVING

Distracted driving can be defined as driving while not fully paying attention to the road. Many people think of texting and driving or talking on the phone when driving; however, you can also be distracted by:

- Reaching for your phone
- Changing the radio station
- Daydreaming
- Checking your GPS
- Taking a photo
- Checking email
- Posting to social media sites
- Eating and drinking
- Putting on makeup/grooming

Even speaking to a passenger in your car can be a distraction. You are distracted ANY TIME your mind and/or your eyes are taken off the road. In 2018, there were 1,383 distracted driving crashes in Volusia and Flagler Counties; accounting for about 14% of all crashes. This number is likely underreported and has been estimated to contribute to at least 25% of all crashes. Driver distraction is reported by the National Safety Council to be responsible for more than 58% of teen crashes. In addition, nine people in the U.S. are killed each day as a result of crashes involving a distracted driver, according to the Department of Motor Vehicles.



Teen Safe ([www.teensafe.com](http://www.teensafe.com))

On July 1, 2019, the Wireless Communications While Driving Law, Section 316.305, Florida Statutes, took effect. The law requires that drivers put their phones down and focus on driving. Law enforcement is now able to stop drivers and issue tickets to motorists who are texting and driving. The law also prohibits any use of wireless handheld devices in school and work (construction) zones.

The two most common crash types are rear end collisions and lane departures. Rear end collisions account for nearly 28% of all crashes; the majority being in daylight hours and dry conditions. It can be inferred from this data that many of these crashes are the result of a distracted driver; the driver not paying attention and being unable to brake in time for a stopped

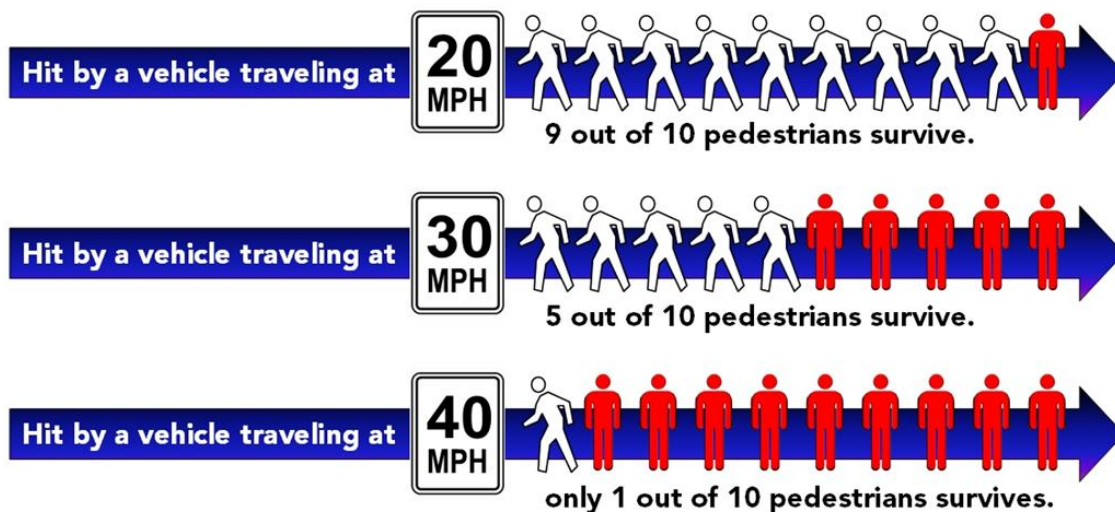
vehicle in front of them. The second most common, at 25% of all crashes, are lane departures. Lane departures can be due to driver distraction or being drowsy or impaired. Combining the top two crashes accounts for more than 50% of all collisions, most of which are due to distraction.

## **SPEEDING**

Speeding is defined as the act or practice of exceeding the posted speed limit. Speed also affects safety when drivers are travelling too fast for road conditions, such as during bad weather, when a road is under repair, or in an area at night that isn't well lit. In Volusia and Flagler Counties, speeding is a contributing factor in 81% of all crashes. About 28% of all traffic deaths that occur each year are caused by a speeding driver. A study from the National Transportation Safety Board declares there's a singular and unequivocal reason for the rise in traffic deaths: speed is what's killing Americans.

The TPO planning area ranks high for bicycle and pedestrian injuries and fatalities. While some of these can be attributed to the bicycle and pedestrian behavior, many more are attributed to driver behavior. By reducing speeding and distracted driving, bicycle and pedestrian injuries and fatalities will decrease.

The chart below shows the difference speed can make on the survival rate of pedestrians.



The potential consequences for vehicles that speed include:

- Greater potential for losing control of the vehicle;
- Reduced effectiveness of protection equipment;
- Increased stopping distance after the driver perceives a danger; and
- Increased severity of crashes resulting in more severe injuries or fatalities.

This plan focuses on recommendations to reduce speeding and distracted driving.

## PREVIOUS WORK EFFORTS

In order to develop recommendations that will have an impact on safety in our area, it is important to look at what is currently being done. Below is a table of many of the initiatives and strategies that are currently occurring:

Initiatives/Strategies	Agency	Focus Area
Alert Today, Alive Tomorrow	FDOT	Safety
Education Initiatives – Advertisements	FDOT	Safety
Put it Down, Focus on Driving	FLHSMV/FDOT	Distracted Driving
Florida Traffic & Bicycle Safety Education Program	FDOT/UF	Bike/Ped Safety
Safe Routes to School Program	FDOT	Bike/Ped Safety
Best Foot Forward Pedestrian Safety Initiative	Bike/Walk Central Florida	Pedestrian Safety
High Visibility Law Enforcement	FDOT/Local Governments	Pedestrian Safety
Arrive Alive, Buckle Up	FLHSMV	Safety
Community Traffic Safety Teams	FDOT	Safety
School Safety Studies	River to Sea TPO	Safety
Bicycle Helmet Fittings	River to Sea TPO	Bicycle Safety
Corridor Assessments	River to Sea TPO	Safety
Bicycle and Pedestrian Master Plan	River to Sea TPO	Bike/Ped Safety
Safety Performance Targets	River to Sea TPO	Safety
Priority Project Process	River to Sea TPO	Safety
Teen Driver Challenge	Florida Sheriff's Association	Defensive Driving

It should be noted that the above listing is not an exhaustive list. It is evident upon reviewing the statistics over time that more needs to be done to drive down crashes, fatalities and injuries.

## IMPLEMENTATION PLAN

### 1. Develop an Education and Awareness Campaign for Speeding and Distracted Driving

The first recommendation is to decrease distracted driving and speeding through an education and awareness campaign. A theme that was evident from the input that was received at the committee and stakeholder meetings was to teach obedience of the laws and safety throughout the school years, beginning in kindergarten and going all the way through high school. By doing this, following the laws and exhibiting safe behaviors will become instinctive and automatic. The TPO will partner with the Volusia and Flagler County school systems, local law enforcement agencies and the general public to develop a safety education and awareness campaign. This will not be an immediate fix; but one that will need to be monitored for many years to come before we can see its full effects.

### 2. Create a Targeted Print and Social Media Campaign

A second recommendation is to develop safety awareness materials geared toward distracted driving that can be distributed through the Hotel & Motel Lodging Association to be displayed at local hotels and motels as well as colleges and universities. These marketing materials may include posters and QR codes that passerby's can scan with their phones to get information.

### **3. Develop a Speakers' Group**

A third recommendation is to partner with people who have been involved in life-changing accidents due to distracted drivers or speeders. The TPO will arrange a schedule for these individuals to speak to groups about their experiences. Groups may include college classes, high school classes, safety events and presentations, etc. This will encourage people to see that these are not just numbers we are talking about but real people who have had their lives forever changed.

### **4. Continue Existing Programs and Activities**

The TPO will continue the programs and activities that are currently in place such as:

- Bicycle helmet fittings
- Participation in safety and health-related events
- Partnering with agencies such as the Florida Department of Health in Volusia and Flagler Counties, Florida Department of Transportation (FDOT) and local governments to promote change in human behavior
- Complete Streets development and implementation
- Continued monitoring of transportation safety performance measures for safety
- Development of safety studies