



TRANSPORTATION PLANNING ORGANIZATION

OUTREACH & ACTIVITIES

OCTOBER 2025

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SMART DRIVING COLLEGE CHALLENGE WINS AASHTO TRANSCOMM AWARD

FDOT and Volusia-Flagler TPO honored for innovative campaign promoting safer driving habits among college students.

Launched earlier this year by the Florida Department of Transportation (FDOT), in partnership with the Volusia-Flagler TPO, the Smart Driving College Challenge is proving that when it comes to safer roads, creativity and collaboration go a long way. The challenge recently received the Interactive Marketing Skill Award at the American Association of State Transportation Officials' (AASHTO) TransComm Awards, recognizing its innovative approach in steering students toward safer driving.

The annual TransComm competition, held this year in Chicago, celebrates the best in transportation communications from across all 50 states, plus Puerto Rico and Washington, D.C. The competition is the "Oscars" for transportation outreach, and Florida took home a trophy!

The six-week Smart Driving College Challenge pilot program brought together students and faculty from Bethune-Cookman University, Daytona State College, Embry-Riddle Aeronautical University, and Stetson University for a friendly, tech-driven competition aimed at encouraging safer driving and reducing distractions behind the wheel.

Participants used the [Safe Roads Challenge \(SRC\) app](#), which tracked key driving behaviors such as phone use, acceleration, and speed. In true college spirit, the challenge mixed a little gamification with a lot of community pride – students competed for bragging rights and prizes, including gift cards and a \$1,500 grand prize for the winning campus. Daytona State College won the top spot, earning the title of Volusia County's Safest College.

The Smart Driving College Challenge began as a joint project by Stephanie Phillips, FDOT, and Pamela Blankenship, TPO, whose collaboration became the engine behind the program's success. Their teamwork reflects the shared mission of both FDOT and the TPO: promoting safer driving habits that protect everyone on the road.



Above: Stephanie Phillips, FDOT & Pamela Blankenship, Volusia-Flagler TPO, with the TransComm award

Upcoming Outreach Activities

November 13: TeenTober™ Library Helmet Fitting: the Teens that won bicycles during TeenTober™ will be fitted for helmets by the TPO at the John H. Dickerson Library in Daytona Beach

November 20: Families & Community Together (FACT) Fair: the TPO will be sharing resources on bicycle, pedestrian, and driving safety and encouraging safe behaviors on the roads at Campbell Middle School

December 11: TPO Annual Holiday Open House from 4:00-6:00 pm at the TPO office. [Click here for flyer](#) & RSVP to PBlankenship@vftpo.org.

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White Cane Awareness Day

The Volusia-Flagler TPO proudly joined local leaders and community members to celebrate White Cane Awareness Day – a day dedicated to promoting independence, mobility, and safety for individuals who are blind or visually impaired.

Highlights from the Day:

- **Proclamations** presented by Daytona Beach City Manager Deric Feacher and Volusia County Council Vice Chair Matt Reinhart
- **Local Officials in Attendance** (*many others not listed*):
 - Eric Sander, TPO Chair & South Daytona Councilman
 - Matt Reinhart, TDLCB Chair & Volusia County Council Vice Chair
 - Roger Eckert, TPO Member & Lake Helen Vice Mayor
- **Interactive “Blind Crossing”**: Volunteers were blindfolded and guided across the busy intersection at White Street & Dunn Avenue, experiencing one of the daily challenges pedestrians with visual impairments undergo.
- **Community Connection**: Guests visited information tables, including the Volusia-Flagler TPO, to receive safety gear, information, and resources.



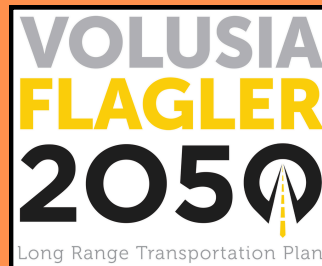
Right to left: South Daytona Mayor Bill Hall & Councilman & TPO Chairperson Eric Sander after taking part in the White Cane Walk

Ongoing Projects & Activities

- Best Foot Forward for Pedestrian Safety Program (Flagler County) Implementation
- TPO Apportionment Implementation
- Traffic Operations/Safety and Bicycle/Pedestrian Feasibility Studies
- TPO FY 2024/25 Annual Financial Audit
- Vision Zero Action Plan Implementation
- Review of TPO Annual Priority Project Process, Resolutions, and Applications
- 2026 TPO Policy Positions Development
- Volusia-Flagler TPO Website Update
- FY 26/27 and 27/28 Unified Planning Work Program (UPWP) Development

Important Update: The TPO has updated all staff email addresses: they have changed from @r2ctpo.org to @vftpo.org (i.e. Sharris@vftpo.org). Please update your contact information.

Recently Adopted TPO Documents



[View the LRTP](#)



[View the VZAP](#)

