



District Seven Safety Summit

January 13, 2015

D-7 Auditorium, Tampa, FL



Pedestrian Enforcement
Corporal David Thatcher
January 13, 2015

www.alerttodayflorida.com

Alert Today, Alive Tomorrow

FLORIDA PEDESTRIAN AND BICYCLE STRATEGIC SAFETY PLAN

SAFETY DOESN'T HAPPEN BY ACCIDENT





The
ECONOMIC IMPACT
 of
**MOTOR VEHICLE CRASHES
 INVOLVING BICYCLISTS**



48

The median age of fatally injured riders in Florida.

40

The percent of bicyclist fatalities related to traumatic brain injuries.

94

The percent of bicyclists fatally injured in Florida who were also Florida residents.

7

The number of non-fatal hospitalizations for every bicyclist fatality.

44

The number of non-fatal emergency department visits for every bicyclist fatality.

35

The percent of bicyclist hospitalizations and emergency department visits who self-paid or did not have enough coverage.

3,826

The median hospital charge (in dollars) for a bicyclist treated and released from a Florida emergency department for the treatment of bicyclist injuries.

54,403

The median hospital charge (in dollars) for a bicyclist admitted to a Florida hospital for the treatment of bicyclist injuries.



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Law Enforcement Safety Goals



Encourage law enforcement agencies to develop agency goals specific to pedestrian and bicycle safety



Law Enforcements Role

Prior to the 1990's, it was rare to have specialized Traffic crash investigators. Pedestrian and bicyclist laws are still confusing and not well known.

What is "Alert Today, Alive Tomorrow's" role?
Increase Law Enforcement's knowledge of pedestrian and bicyclist laws. This is done by encouraging agencies to watch NHTSA's pedestrian training for law enforcement video.

Additionally, pedestrian and bicyclist laws will be included in the Quick Reference Guide provided to law enforcement.

Lastly, agencies will be encouraged to participate in High Visibility Enforcement.

The Economic Impact of Motor Vehicle Crashes Involving Bicyclists



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FDOT

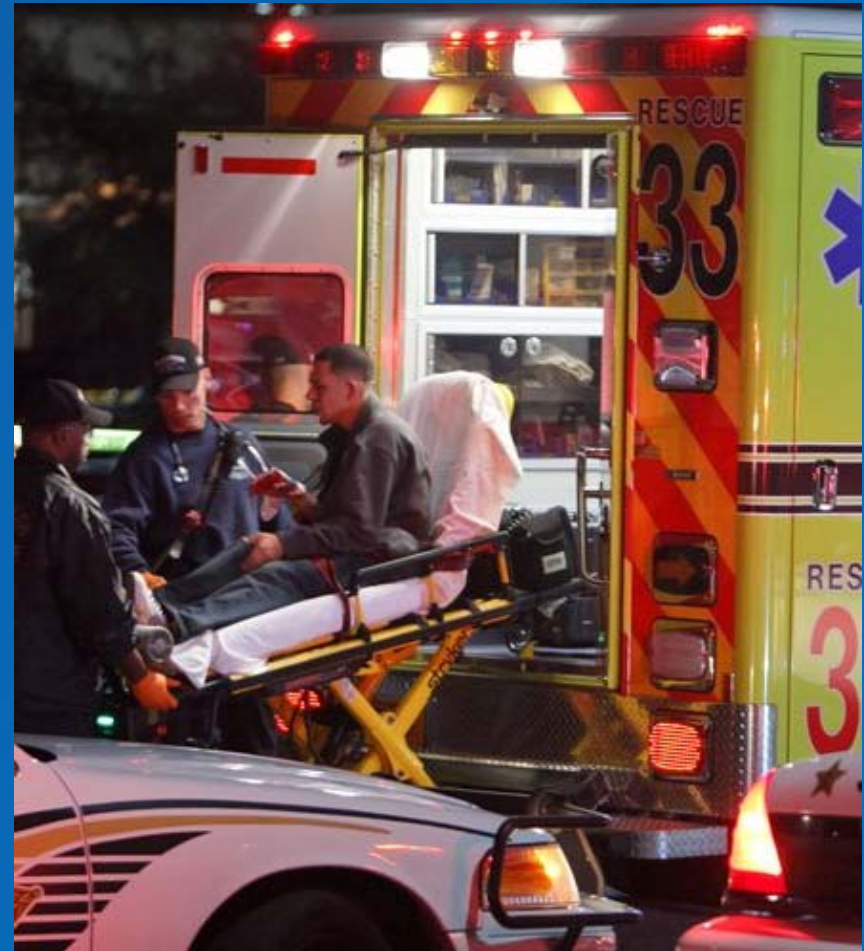
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Emergency Medical Services Role

EMS is trained on ways to identify the most common type of injuries which occur in accidents involving bicyclists and pedestrians.

Alert Today will work closely with EMS to develop protocols on how to respond to these emergencies.



Emergency Medical Services Role

How is EMS involved in our Plan”

EMS is provided training on the most common injuries incurred in bicyclist and pedestrian crashes. Alert Today will then work to develop protocols within the agencies on how to respond to these crashes.

The **ECONOMIC IMPACT** of **MOTOR VEHICLE CRASHES INVOLVING BICYCLISTS**



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Public Education

Alert Today Alive Tomorrow has identified spokespersons from Emergency Medical Services, Emergency Medical Services for Children, and trauma centers around the state. They will provide educational materials to these centers and encourage them to develop protocols for dealing specifically with bicycle and pedestrian related crash injuries.



Safe Routes to School



Safe Routes
to School
National
Partnership

Alert Today, Alive Tomorrow will partner with EMS to promote and incorporate components of the *Safe Routes to School* program into their objectives











**SAFETY
DOESN'T
HAPPEN BY
ACCIDENT.**



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**WHEN DRIVING, WALKING,
OR BICYCLING...
PAY ATTENTION.
READ THE SIGNS.
LEARN THE RULES.**

- AVOID DISTRACTIONS.**   
-  **STOP BEFORE TURNING RIGHT ON RED.**
-  **USE THE SIDEWALK AND CROSSWALKS.**
-  **BICYCLE PREDICTABLY, WITH TRAFFIC.**

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High Visibility Enforcement



Promote high visibility enforcement specific to pedestrians and bicycles in areas of the state where fatalities are over- represented



High Visibility Enforcement for Pedestrian and Bicycle Safety

- Funds provided by FDOT for officer overtime hours conducting on-street enforcement operations for pedestrian and bicycle safety
- Funds are now available for the top 15 counties with the greatest number of pedestrian and bicyclist fatalities (Lee, Escambia, Brevard, Marion, and Sarasota now qualify)
- To receive these funds, the counties must: complete required training, conduct repeated overtime enforcement operations, distribute “Alert Today Alive Tomorrow” educational materials, submit a press release, and update progress reports
- The program is administered through contract with the University of South Florida's Center for Urban Transportation Research (CUTR)



Database Development



Develop a database of agencies that currently have goals specific to pedestrian and bicycle safety



Incentive Programs



Develop incentive program for law enforcement agencies to develop agency goals specific to pedestrian and bicycle safety



Outreach Campaign



Combine enforcement with outreach, education, and paid media campaigns

Encourage the use of an enforcement campaign targeted specifically at pedestrian and bicycle safety

