



Strategic Highway Safety Plan (SHSP) Emphasis Areas

The Strategic Highway Safety Plan (SHSP) provides the priorities for Florida's allocation of resources to addressing traffic safety. Florida's vision and target for traffic safety in Florida is ZERO – zero traffic fatalities, zero traffic-related serious injuries. The SHSP is a plan for all of Florida – with the overarching vision of achieving ZERO.

We are required by federal regulations to produce and update an SHSP at least every five years. The federal regulations specify certain components in the plan and specifically require the identification of data-driven emphasis areas. Emphasis areas are intended to reflect priorities for allocation of resources, especially allocation of federal grant funds. The State's Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP) project selection(s) must comport with the SHSP emphasis areas.

While the SHSP guides traffic safety funds, it should also guide the allocation of state and partner investments and create a truly strategic approach for the State to make progress toward our vision and target of ZERO.

The 2016 SHSP lists Emphasis Areas in descending order from highest fatalities in the prior five-year period. This is a traditional approach for Florida and covers a broad range of contributing factors. Traffic safety coalitions have been established for several of the Emphasis Areas – with each coalition focused on a primary topic. Currently, some coalition members are engaged in more than one coalition – requiring attendance at multiple meetings to potentially work on similar/overlapping activities or strategies. The existing order of Emphasis Areas is shown in the table below.

We are suggesting consideration of new approaches to emphasis areas, with three questions in mind:

- How do we make the greatest gains toward ZERO?
- How do we make the best use of not only our funding resources, but also our state, local, and partner resources?
- How do we focus on what matters most?

Both the current and proposed approaches:

- Are data-driven, based on the most current crash data from FLHSMV (2014-2018)
- Recognize traffic records and information systems as the foundation of our safety program



Existing Approach

Florida's current SHSP, published in 2016, organizes Emphasis Areas in descending order from highest fatalities. The chart below is updated with the most current 5-year period to show how Emphasis Areas would fall if we maintained our existing approach.

Emphasis Area	Fatalities	Serious Injuries	Category
Lane Departures	6,654	34,094	Roadways
Impaired Driving	4,166	5,667	Behavior
Pedestrians and Bicyclists	3,997	12,379	Users
Intersections	3,827	35,634	Roadways
Occupant Protection	3,235	8,644	Behavior
Aging Road Users	3,125	22,322	Users
Motorcyclists	2,657	11,874	Users
Speeding and Aggressive Driving	1,969	6,756	Behavior
Commercial Motor Vehicles	1,405	5,648	Users
Teen Drivers	1,343	12,459	Users
Distracted Driving	1,154	16,473	Behavior
Work Zones	385	2,516	Roadways
Rail Grade Crossings	40	75	Roadways
Traffic Records and Information Systems	Foundational		

PROPOSED APPROACHES

Option 1 – Priority, Continuing, and Special Emphasis Areas

Identifying Priority Emphasis Areas allows Florida to dedicate the largest portion of resources toward the state's most significant safety challenges. Flexibility is created by identifying Continuing and Emerging Emphasis Areas that are not necessarily driven solely by data but could be impacted by agency priorities and emerging trends.

Priority Emphasis Areas	Fatalities	Serious Injuries
Lane Departures	6,654	34,094
Impaired Driving	4,166	5,667
Pedestrians and Bicyclists	3,997	12,379
Intersections	3,827	35,634
Occupant Protection	3,235	8,644
Aging Road Users	3,125	22,322
Continuing Emphasis Areas	Fatalities	Serious Injuries
Motorcyclists	2,657	11,874
Speeding and Aggressive Driving	1,969	6,756
Commercial Motor Vehicles	1,405	5,648
Teen Drivers	1,343	12,459
Distracted Driving	1,154	16,473
Special Emphasis Areas	Fatalities	Serious Injuries
Work Zones	385	2,516
Rail Grade Crossings	40	75
Traffic Records and Information Systems	Foundational	
Automated & Connected Vehicles, Micromobility, Transit	Emerging	

Benefits

- Forms a hierarchy of priority for resource allocation.
- Recognizes emerging safety trends/challenges.

Challenges

- Does not capture complexity of crash contributing factors; combines different types of contributing factors for each area.
- List of areas may be too broad/too many.

Option 2 – Hybrid Approach

A hybrid approach could retain the prioritized Emphasis Area structure while providing a logical organization for Emphasis Area categories. The highest contributing factors in each category – roadways, behavior, and users – are listed to provide a strategic focus, while also capturing the concept of types of contributing factors. Other continuing or emerging areas can be addressed in a narrative to allow for continual monitoring of trends and flexibility in resource allocation.

Priority Emphasis Areas	Fatalities	Serious Injuries
BEHAVIOR		
Impaired Driving	4,166	5,667
Occupant Protection	3,235	8,644
Speeding and Aggressive Driving	1,969	6,756
ROADWAYS		
Lane Departures	6,654	34,094
Intersections	3,827	35,634
USERS		
Pedestrians and Bicyclists	3,997	12,379
Aging Road Users	3,125	22,322
Motorcyclists	2,657	11,874
FOUNDATIONAL		
Traffic Records and Information Systems	Foundational	
Continuing and Emerging Emphasis Areas	Fatalities	Serious Injuries
Commercial Motor Vehicles	1,405	5,648
Teen Drivers	1,343	12,459
Distracted Driving	1,154	16,473
Work Zones	385	2,516
Rail Grade Crossings	40	75
Automated & Connected Vehicles, Micromobility, Transit	Emerging	

Benefits

- Focuses resources on factors that contribute to the greatest numbers of fatalities.
- Simplifies the messaging and conveys the complexity of contributing factors in any given crash.
- Streamlines coalitions.
- Provides opportunities to streamline and strengthen strategies.

Challenges

- Would require additional narrative or discussion on how to accommodate new/emerging safety priorities.
- Perception that certain safety challenges are being ignored or diminished.
- Could require coalition restructuring.