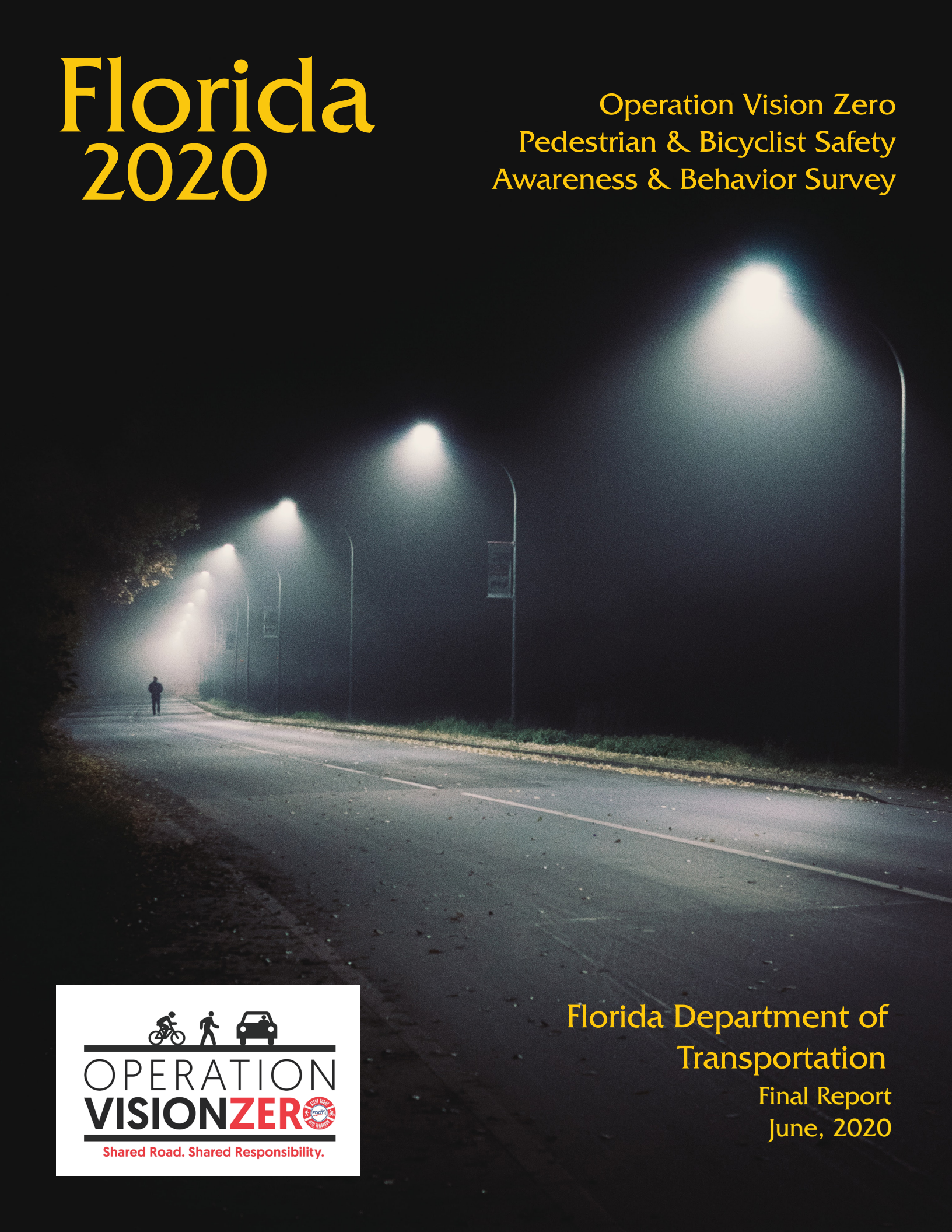
Florida 2020

Operation Vision Zero Pedestrian & Bicyclist Safety Awareness & Behavior Survey



OPERATION VISIONZERO

Shared Road. Shared Responsibility.

Florida Department of Transportation

Final Report

June, 2020

DISCLAIMER

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The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation, and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes.
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Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2018 was at approximately 17,070,244 individuals living within 58,560 square miles according to the Florida Department of State. The approximate racial/ethnic breakdown according to the 2018 Census is as follows: 53.3% white, 15.3% black, 26.1% Hispanic/Latino origin, and 2.7% Asian and 2.6% other. The Florida Department of Transportation (FDOT) reports a total of 123,099 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2018.

Project Background

FDOT has several pedestrian and bicyclist safety messages that are distributed to the public, one of which being the Operation Vision Zero safety campaign. Operation Vision Zero aims to eliminate traffic fatalities and severe injuries for all pedestrians, bicyclists, and automobile drivers. FDOT adopted a "Vision Zero" policy in 2012, and has been proactively implementing engineering, education, and enforcement measures to reduce fatalities and severe injuries on our roadway system.

According to FDOT:

> More than fifteen law enforcement agencies across Orange, Seminole, Volusia and Brevard Counties are on a mission to save lives with the launch of Operation Vision Zero, the first multi-jurisdictional, high visibility enforcement and public awareness campaign calling on drivers, bicyclists and pedestrians to exercise greater caution and obey Florida's traffic safety laws when on the road. Each participating law enforcement agency has identified high-crash locations, referred to as Vision Zero Zones, where bicycle and pedestrian fatalities and injuries are the greatest, along with the time of day and types of violations that led to those crashes. At each Vision Zero Zone location, special attention will be directed towards drivers speeding, failing to stop for signs and signals, and failing to yield and stop for pedestrians in crosswalks. Officers will look for pedestrians crossing the street illegally or failing to yield drivers who have the right of way and bicyclists failing to obey the same rules as drivers, including traffic signs, signals and lane markings.

Broadly, Florida reported 853 bicyclist and pedestrian fatalities in 2018, up from the 787 fatalities in 2017 and the 804 fatalities in 2016. In 2018, 2,370 bicyclists and pedestrians were incapacitated in traffic crashes. Of the pedestrian crashes in 2018, 69 percent were incapacitating, and 31 percent were fatal. In the same period, 85 percent of bicycle crashes were incapacitating, while the remaining 16 percent were fatal. These statistics were sourced from the Department of Transportation's Crash Analysis Reporting System.

FDOT uses High Visibility Enforcement (HVE) programs to increase awareness of pedestrian and bicyclist safety risks and laws.

According to FDOT:

> Alert Today Florida's High Visibility Enforcement Program is designed to increase awareness of, and compliance with, traffic laws and regulations that protect the safety of pedestrians and bicyclists on Florida's roads.
>
> High Visibility Enforcement is a traffic safety approach designed to educate on safe driving, walking, and biking behaviors and to increase compliance with traffic laws. The goal of this data driven enforcement program is to reduce traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists.

In March of 2020, FDOT conducted a pilot HVE program in conjunction with the new Operation Vision Zero safety campaign. HVE was conducted at various locations in Brevard, Orange, Seminole and Volusia Counties.

Methodology

Study Purpose

FDOT contracted with the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) to gather information about the attitudes and awareness of adults living in four counties that experience some of the most serious injuries and fatal crashes involving pedestrians and bicyclists in the State of Florida. Participants were asked about FDOT's bicyclist and pedestrian safety awareness campaigns, their transportation habits, and knowledge about Florida laws pertaining to bicyclists and pedestrians. The performance goal is to measure the effectiveness of FDOT's HVE efforts regarding the Operation Vision Zero campaign and its coverage throughout the four select counties.

In order to evaluate the effectiveness of FDOT's messaging and enforcement efforts, the PORL administered a pretest-posttest design in the form of two telephone surveys. The pre-test survey was conducted from January 27, 2020 to February 10, 2020, about three weeks before HVE efforts began, to provide a starting benchmark. The post-test was conducted from March 18 to April 1, 2020, at the end of the HVE campaigns in each county. The two samples will allow PORL to measure how respondent awareness, reported behavior, and knowledge of safety laws may be affected by the counties' HVE efforts.

Study Design

Pre-Test

In the effort to accurately capture the awareness and driving habits of adult Florida drivers, PORL conducted a telephone survey totaling 1,009 responses. Individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones. All surveys were conducted within the four counties shown in Table 1. Quotas were placed on the telephone survey for each of the counties to ensure approximately 250 respondents completed the survey for each county. This helps to decrease margin of sampling error when cross analyzing counties (see Table 1). It is important to understand and recognize the n (sample size) when comparing these counties as their margins of sampling error are much higher and there is more uncertainty towards the true population.

Data collection for the Pre-HVE telephone survey took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Dynata (formerly Survey Sampling International) provided all the telephone numbers used for both surveys.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate in the survey. Respondents contacted by cell phone were selected by being the first qualified participant to answer the phone. The breakdown of completed responses on a landline phone to a cell phone was 24% to 75% with 1% unknown for the first survey.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made from 4:00 p.m. - 9:00 p.m. seven days a week.

Table 1. Pre-HVE Sample Statistics

	Sample Size	Margin of Error
Brevard	252	+/- 6.2
Orange	251	+/- 6.2
Seminole	254	+/-6.2
Volusia	252	+/-6.2
Total	1,009	+/-3.1

Treatment

HVE:

Beginning February 27, multi-officer enforcement operations took place at 18 specified locations within Brevard, Orange, Seminole and Volusia Counties focusing on unsafe behaviors of drivers, pedestrians, and bicyclists. Assigned officers utilized signage and other materials provided by FDOT, as well as marked patrol vehicles or motorcycles to ensure that this effort is highly visible.

Activities:

- Education, written or verbal warnings to violators of Florida bike and pedestrian laws
- Direct public outreach through citizen encounters to educate about traffic laws and how those laws affect the safe movement of pedestrians and bicyclists
- Distribution of Alert Today Florida materials to reinforce safer behavior and citizen's responsibilities on the roadway
- Active interaction and/or demonstration of safe behavior when using the roadway to drivers, pedestrians, and bicyclists.

Materials:

- Electronic message boards
- Pop-up road signs
- Billboards
- Magnetic HVE signs on patrol vehicles or window clings
- Flyers/brochures or business cards handed out to motorist

Table 2 shows the number of participating law enforcement agencies and locations in each county, as well as the start and end dates of HVE activity and the total number of hours spent conducting HVE in each county.

Table 2. HVE Locations

	Agcy.	Loc.	St. Date	End Date	Hrs.
Brevard	2	6	2/27/2020	3/17/2020	182
Orange	1	1	3/2/2020	3/18/2020	27
Seminole	5	8	2/27/2020	3/16/2020	558
Volusia	2	3	2/28/2020	3/8/2020	41
Total	10	18	2/27/2020	3/18/2020	808

Earned Media:

- Total Placements: 158
- Total Impressions: 6.8M
- 65 broadcast placements across Central Florida radio and TV stations
- 10 media outlets represented across 4 press conferences
- 60+ placements in the first 48 hours of kick-off
- 42 placements resulting from interviews featuring individuals from partner agencies.
- Hyper-local media coverage in communities such as Sanford, Winter Park, Apopka, Lake Nona and Windermere
- 47 placements with over 30,000 impressions resulting from “mommy blogger” influencer coverage in communities in the Orlando area, featuring provided safety tips and mailer items
- 48 social posts resulting from our provided social content with our partners.

Paid Media:

- Radio program reached an estimated 483,041 adults aged 35-64, (53.7%), totaling 730,400 impressions across the four counties from February 28-March 18, 2020.
- A total of 746 PSAs were purchased, and 115 in-kind PSAs were donated.
- Mobile Geo Framing campaign targeted drivers, bikers, and pedestrians who have traveled inside one the 40 designated areas with HVE locations a minimum of 10 times over the course of a 90-day period. Through a 3-week period a total of 2,694,143 video impressions were delivered to this specific data set when they opened mobile phone applications.
- Pre-Roll & YouTube received a total of 953,182 impressions within specific zip codes in the HVE locations in all four counties. This used the same 15-second Operation Vision Zero PSAs used in the geo-framing and radio campaigns.
- Overall, the Operation Vision Zero Digital Campaign had a national video completion rate of 15-30%, the Pre-Roll campaign averaging a 56.7% completion rate, and the YouTube campaign a 58% view rate.

Post-Test

Due to concerns about the spread of the 2019 Novel Coronavirus (COVID-19), PORL had to outsource data collection for the post-test survey to Cherry Communications, a private polling and research firm. Further discussion of these adjustments and the impact of COVID-19 on the project can be found in the Limitations section of this report.

Like in the pre-test, the post-test survey was conducted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones in the four pilot counties. Again, quotas of about 250 respondents were implemented in each county to reduce sampling margin of error (see Table 2).

Data collection for the Post-HVE survey took place at the Cherry Communications facility.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate in the survey. Respondents contacted by cell phone were selected by being the first qualified participant to answer the phone. The breakdown of completed responses on a landline phone to a cell phone was again 24% to 75% with 1% unknown for the second survey.

Calls were made from 4:00 p.m. - 9:00 p.m. on Monday through Friday and on Sunday, and from 10:00 a.m. – 4:00 p.m. on Saturday.

Table 3. Post-HVE Sample Statistics

	Sample Size	Margin of Error
Brevard	250	+/- 6.2
Orange	251	+/- 6.2
Seminole	250	+/-6.2
Volusia	251	+/-6.2
Total	1,002	+/-3.1

In order to adjust for the oversampling of smaller counties, and to correct for non-response bias, weights were applied to the data from both the pre-test and post-test surveys. The approaches to weighting first included adjusting for county-specific demographics. Responses from each county were weighted by age, race, sex, and education to the estimated 2018 American Community Survey (ACS) for the adult population of each of the four Florida counties surveyed. Respondents that answered at least one of those questions with 'Don't Know' or 'Refusal' were given a weight of 1. Second, to ensure that the results presented are reflective of the adult population of all four counties, all responses were weighted by age, sex, race, and education of the combined four counties.

The response rates for the two surveys were 17% in the Pre-HVE portion, and 11% for Post-HVE. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible. There were no statistical adjustments made due to design effects. As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Limitations and Future Directions

COVID-19

The pretest-posttest design of this study, widely used in policy analysis and program evaluation, necessitates a strict project timeline to ensure the most accurate results. Namely, the post-test had to be conducted within a short time of the HVE efforts in each county while respondents' impressions and experiences were fresh in their memories. As stated above, the HVE programs were implemented on February 27, 2020, and were slated to end on March 31. With the increasing spread and threat from the COVID-19 outbreak, however, HVE activities in the four counties were disrupted with all of them ending their HVE efforts by mid-March. Please refer to Table 2 above for exact dates of HVE activities in each county.

Another issue that arose due to COVID-19 was its domination of coverage in the news media. While the preliminary media coverage for Operation Vision Zero was extensive, attention quickly turned to the worsening pandemic and its effects. This not only limited the time and coverage dedicated to Operation Vision Zero, but also much of the exposure respondents did receive was likely eclipsed by the scope and seriousness of the COVID-19 situation in the respondents' minds.

Also due to the outbreak, the University of North Florida closed its campus to students and nonessential faculty and staff. Without the ability to staff the lab, PORL was forced to outsource the data collection of the post-test to an outside organization, Cherry Communications. In order to maintain continuity between the pre-test and post-test surveys, PORL provided Cherry with the survey instrument and specific instructions for implementation. While PORL made every effort to mitigate the effects of the COVID-19 outbreak on the project's methodology, implementation, and outcomes, it is worth noting that any change in procedure mid-project is less than ideal.

Other Considerations

In addition to issues caused by the COVID-19 pandemic, there are several other limitations to consider. First, it is important to note that the participating law enforcement agencies have differing resources, approaches, and availability to engage in HVE activities. Due to the nature of the relationships between FDOT and the various law enforcement agencies, it is not possible to mandate a certain level of participation for each agency. Due to these differences, there is some inconsistency across counties in the number of hours spent engaging in HVE activity, the days and times of that activity, and the visual elements used at each location (e.g., yard signs, electronic signs, etc.). Please see Appendix IV for a complete description of the dates, times, locations and activities for HVE in each county.

It is also worth noting that the communities in which the HVE efforts were conducted differ in the particular safety issues, challenges, and other characteristics which may affect outcomes. Some of these characteristics, such as demographics, can be controlled for, but others may be too subtle or nuanced to be accounted for, either through study design or statistical analysis.

The differences in the four counties, both inherent and due to COVID-19 concerns, pose problems with making accurate comparisons between counties and drawing sound conclusions. The following section discusses ways in which some of these issues can be mitigated in future research.

Direction of Future Research

There is little that can be done to anticipate or plan for a global crisis such as the COVID-19 pandemic. However, there are some steps that can be taken in future research designs to help mitigate any issues caused by project disruptions, discrepancies in agency resources and activities, and county fixed effects.

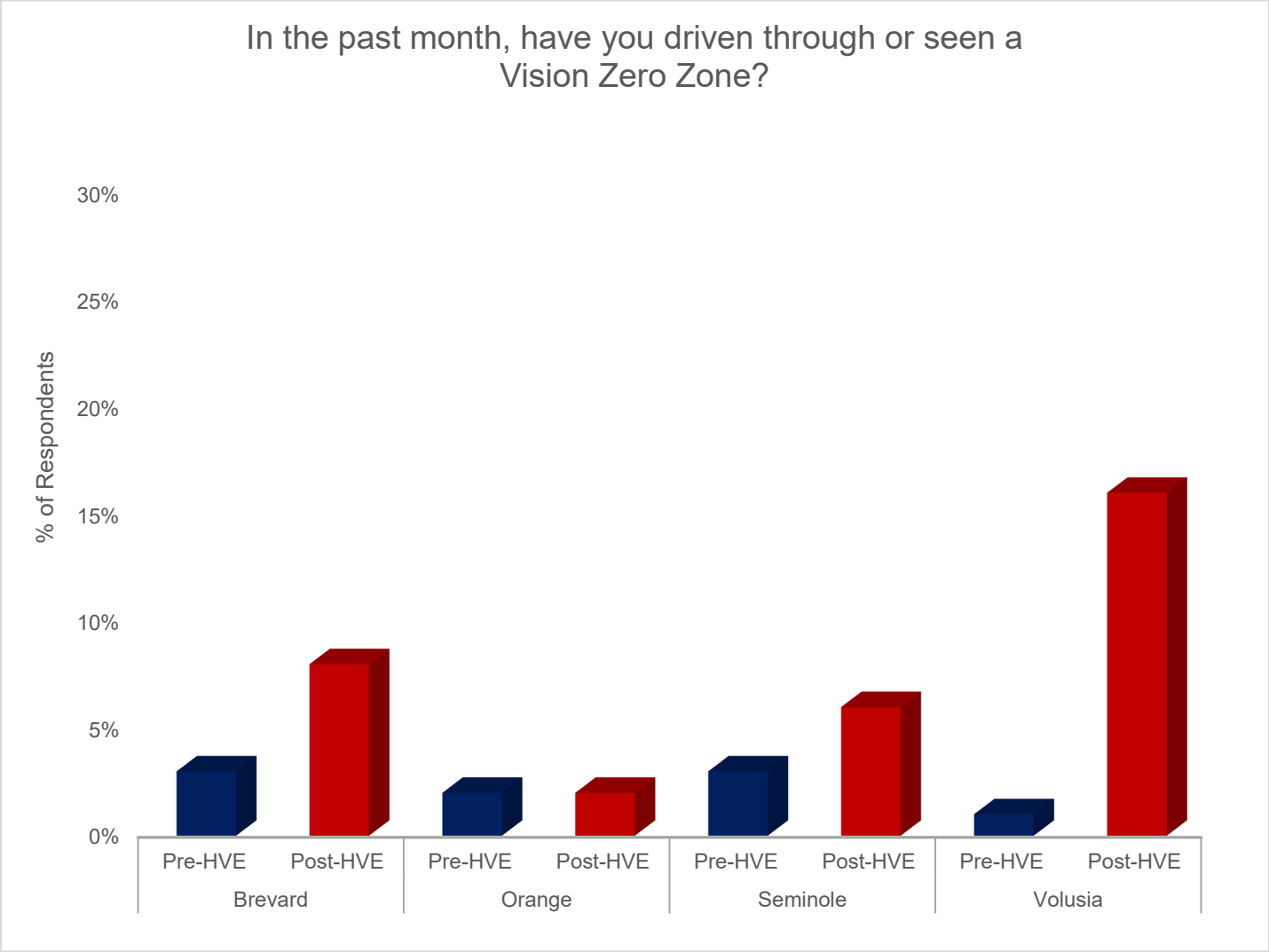
One such measure is adding a control county to the research design that does not receive the HVE treatment, bringing the project closer to a true experimental design. This way, disruptions and other confounding factors can be controlled for using a differences-in-differences analysis. This compares the changes in pretest and posttest data in the treatment (HVE) group with the changes in the pretest and posttest data in the control (non-HVE) group, and measures the differences between the two. This approach provides a baseline for comparison, while controlling for possible effects of other interventions or natural changes over time.

In addition, stronger emphasis can be placed on consistency of HVE efforts between counties and law enforcement agencies. While PORL recognizes the variation in resources and manpower, a standardized approach to implementation will allow for more accurate comparison of the effects. These variables can be controlled for statistically, however it is always preferable to minimize confounding factors through research design first, to eliminate overburdening the data with statistical treatments.

Executive Summary

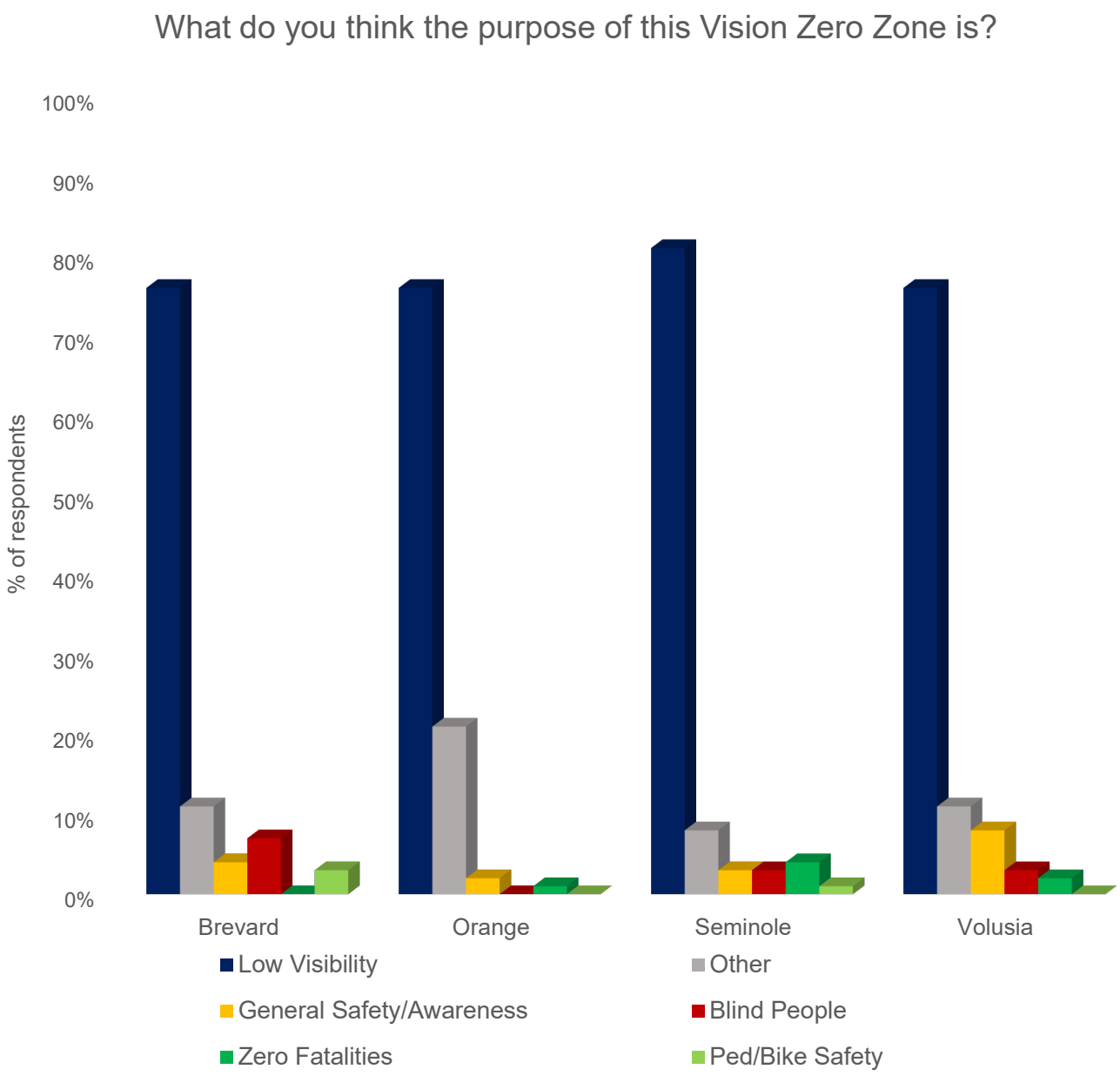
This report serves to inform FDOT about the effectiveness of their high-visibility enforcement efforts towards the Operation Vision Zero safety campaign. In order to best accomplish this, the Public Opinion Research Lab at the University of North Florida conducted a survey to measure safety awareness and reported behaviors across the four pilot counties, both before the HVE programs began and after they concluded. The pre-test and post-test surveys yielded the following results:

Summary of Findings
Figure 1. Zone by County, Pre-HVE and Post-HVE



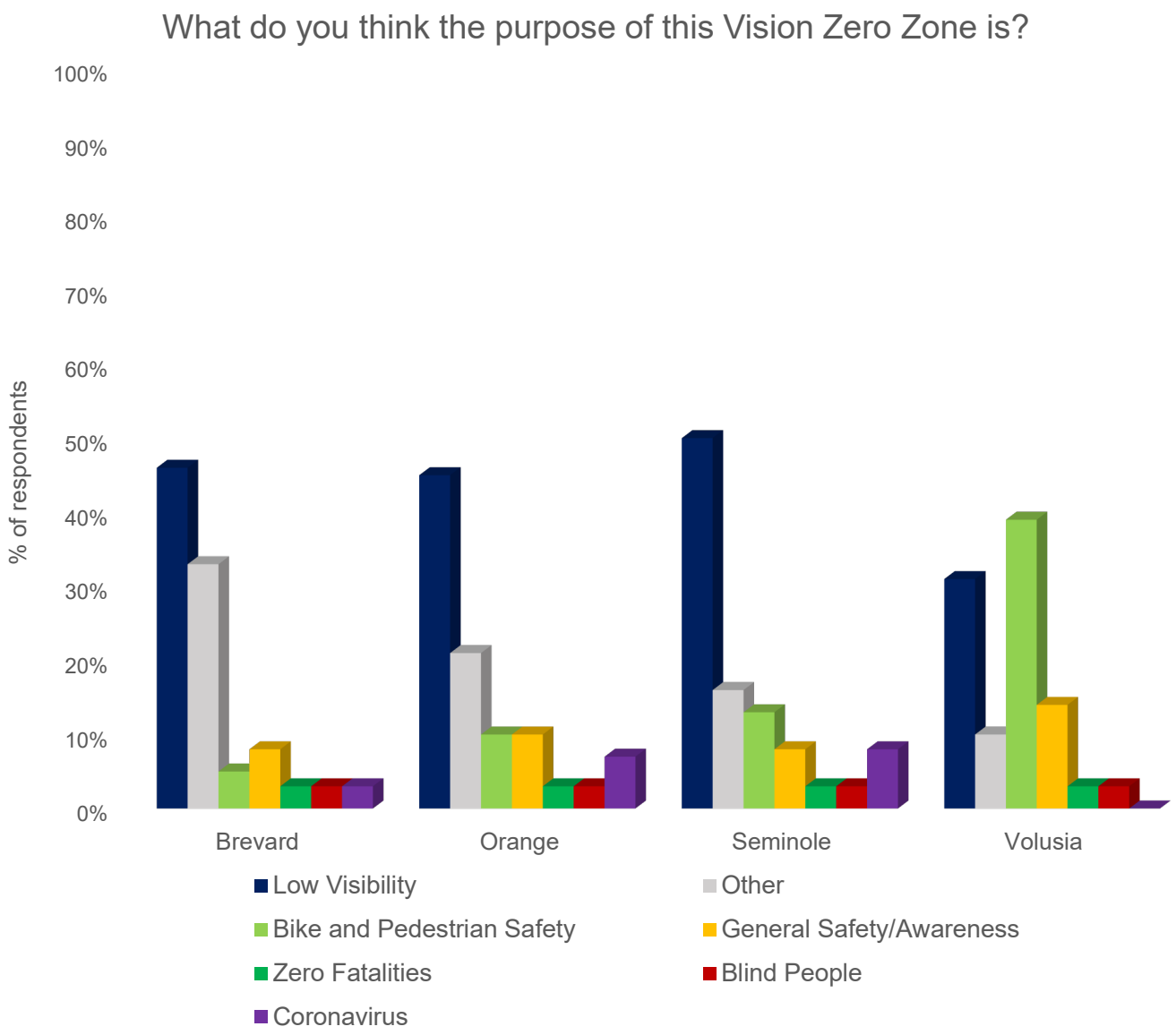
In Figure 1, respondents were asked whether they had driven through or seen a Vision Zero Zone in the past month. Respondents were not given any other information regarding the purpose or locations of Vision Zero Zones. In the pre-HVE survey, the percentages of respondents who indicated that they had seen or driven through a Zone was understandably low across all four counties given that enforcement had not begun. Brevard and Seminole counties each had 3 percent awareness, while Orange and Volusia had 2 and 1 percent, respectively. In the post-HVE survey, Brevard, Seminole, and Volusia counties all saw an increase in respondents indicating that they had seen a Vision Zero Zone. Volusia had the highest awareness at 16 percent, followed by Brevard with 8 percent, and Seminole with 6 percent. Orange county did not see any change between pre-HVE and post-HVE surveys, staying at just 2 percent awareness.

Figure 2a. Zone Purpose by County, Pre-HVE



As shown in Figure 2, knowledge of the purpose of Vision Zero Zones was low across all four counties in the pre-HVE survey. Most respondents indicated they did not know, but among those who guessed the purpose, the vast majority thought Vision Zero related to an area of low visibility due to fog, smoke, or other road obstructions. Very few respondents knew the correct purpose of the Vision Zero Zones, which is to work toward zero fatalities on Florida roadways. Seminole county had the greatest number of respondents that knew the purpose at 4 percent, while Brevard County had zero respondents answer correctly. A significant number of respondents thought that Vision Zero Zones had something to do with blind or visually impaired people, at its highest in Brevard County, with 7 percent. Examples of responses categorized as “Other,” are construction zones, reminders not to text and drive, and road closures, among others.

Figure 2b. Zone Purpose by County, Post-HVE



In the post-HVE survey, respondents were again asked what they believed to be the purpose of Vision Zero Zones. While low visibility was still the most popular response overall, there were many more respondents across all four counties who thought that it had something to do with bicycle and pedestrian safety, the greatest number in Volusia County at 39 percent. In each of the four counties, only 3 percent of respondents chose zero fatalities, about the same as the percentage who thought it had to do with blind or visually impaired people. Rather than being coded as "Other," responses relating to Coronavirus or COVID-19 were kept in their own category. In Seminole County, 8 percent thought that the Vision Zero Zone had something do with Coronavirus, followed by 7 percent in Orange County, and 3 percent in Brevard.

Figure 3a. Hours Walked by County, Pre-HVE and Post-HVE

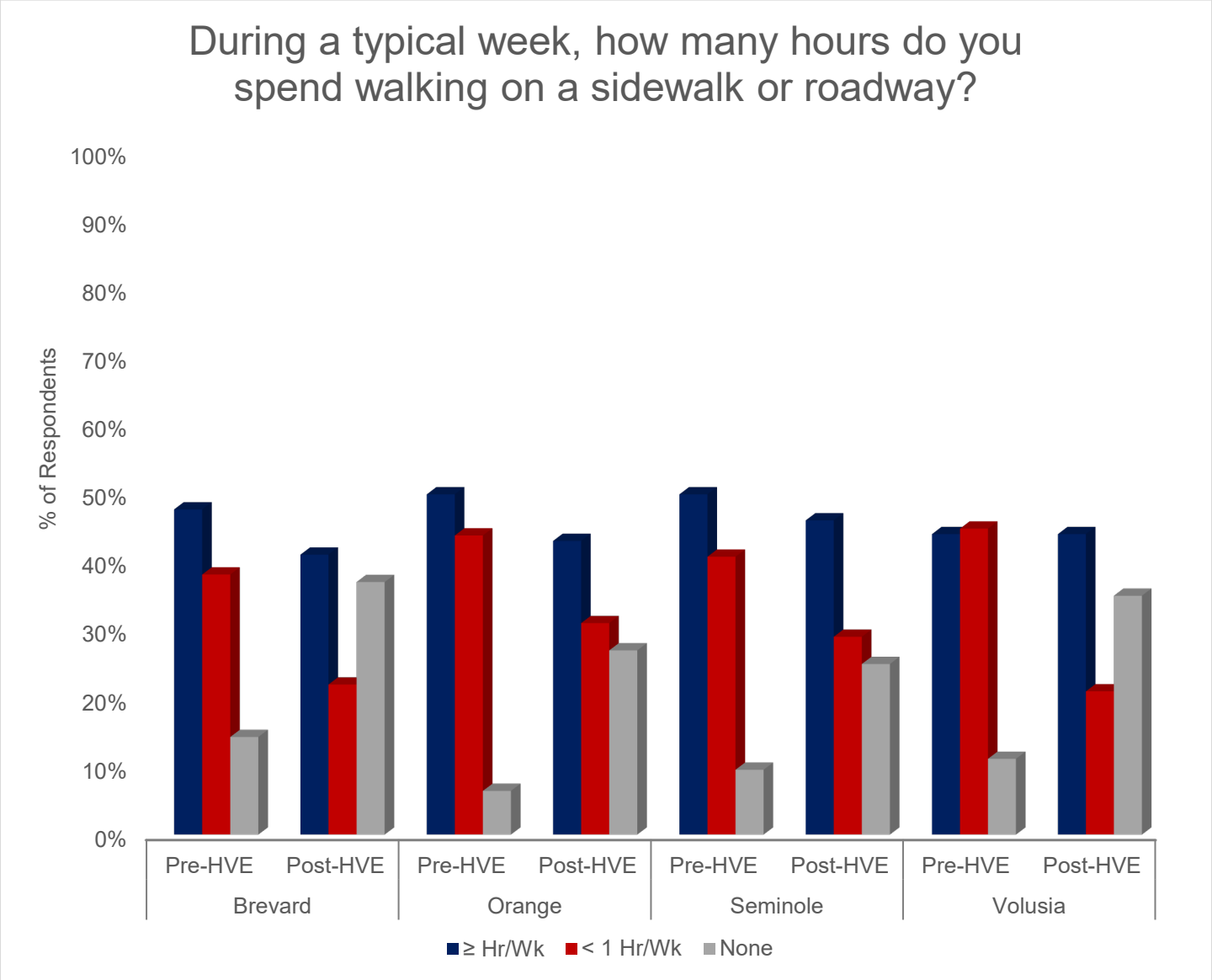


Figure 3a displays the number of respondents in each county who indicated that they walk at least one hour on a sidewalk or roadway during a typical week. In the pre-HVE sample, Orange and Seminole Counties had the largest percentage of respondents who indicated they walk at least one hour per week, at 50 percent each. Across all four counties, the percentage of respondents who do not walk at all during a typical week increased dramatically between the pre- and post-HVE surveys. This can likely be attributed to the social distancing and shelter-at-home recommendations issued during this time.

Figure 3b. Hours Bicycled by County, Pre-HVE and Post-HVE

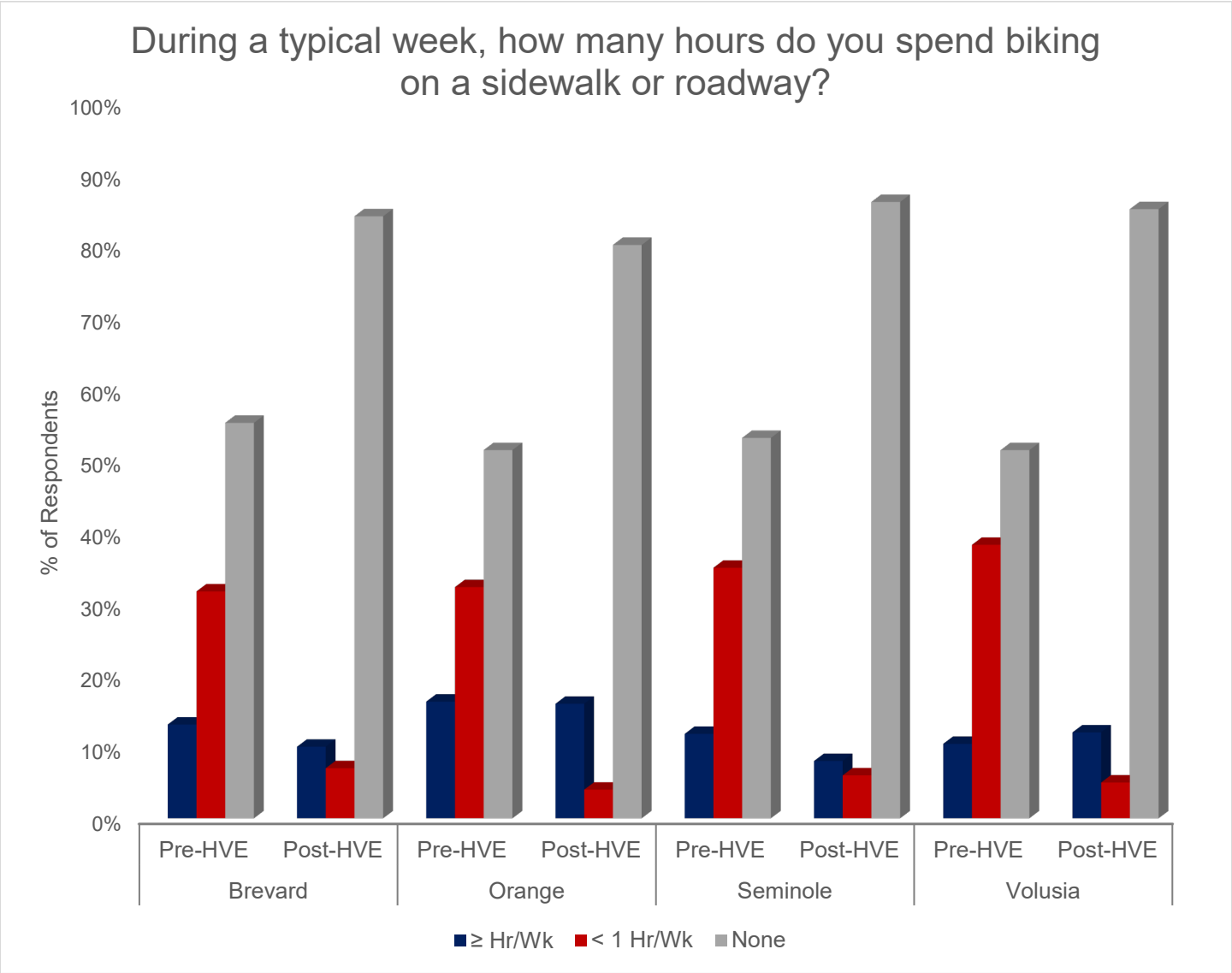
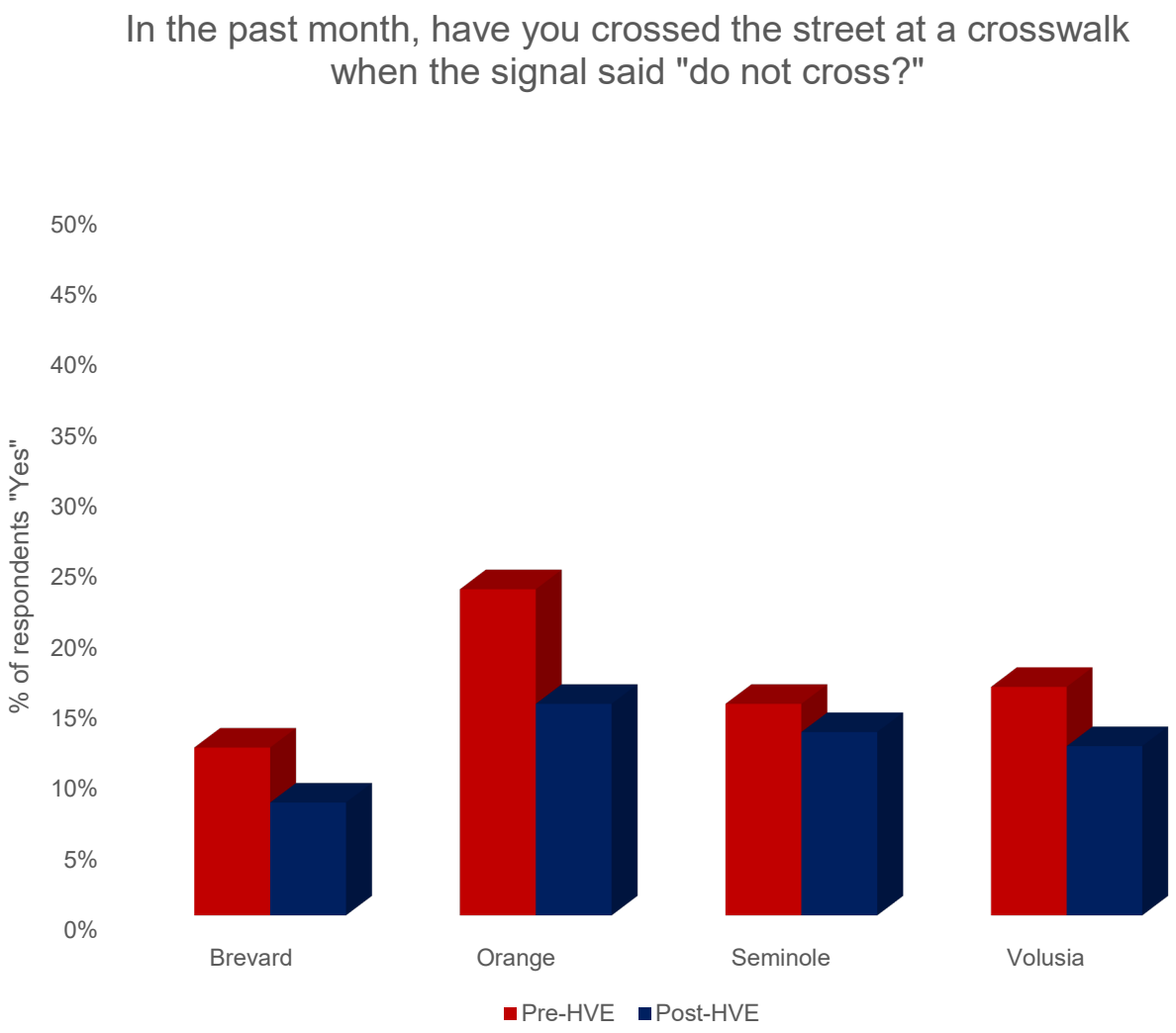


Figure 3b displays the number of respondents in each county who indicated that they ride a bicycle for at least one hour on a sidewalk or roadway during a typical week. Orange County had the greatest number of respondents who indicated they ride a bike on the roadway at least one hour per week, at 16 percent in both the pre- and post-HVE surveys. Interestingly, Volusia County was the only one to see an increase in the percentage of respondents who indicated they bike at least an hour per week. Again, the percentage of respondents who said they do not bike at all during a typical week increased in the post-HVE survey, across the board.

Figure 4. No Cross by County, Pre-HVE and Post-HVE



In Figure 4, respondents were asked whether in the past month they had crossed the street at a cross walk while the signal said, “do not cross.” In the Pre-HVE survey, the percentages of respondents in each county indicating that they crossed illegally was relatively low, the highest being in Orange county at 23 percent. Conversely, Brevard had the lowest instance of “yes” respondents at 12 percent. The percentage of respondents who chose “yes” decreased in the post-HVE survey in all four counties. Orange County saw the most dramatic decrease, dropping 35 percent to 15 percent of respondents indicating they had crossed illegally.

Figure 5. Sight by County, Pre-HVE and Post-HVE

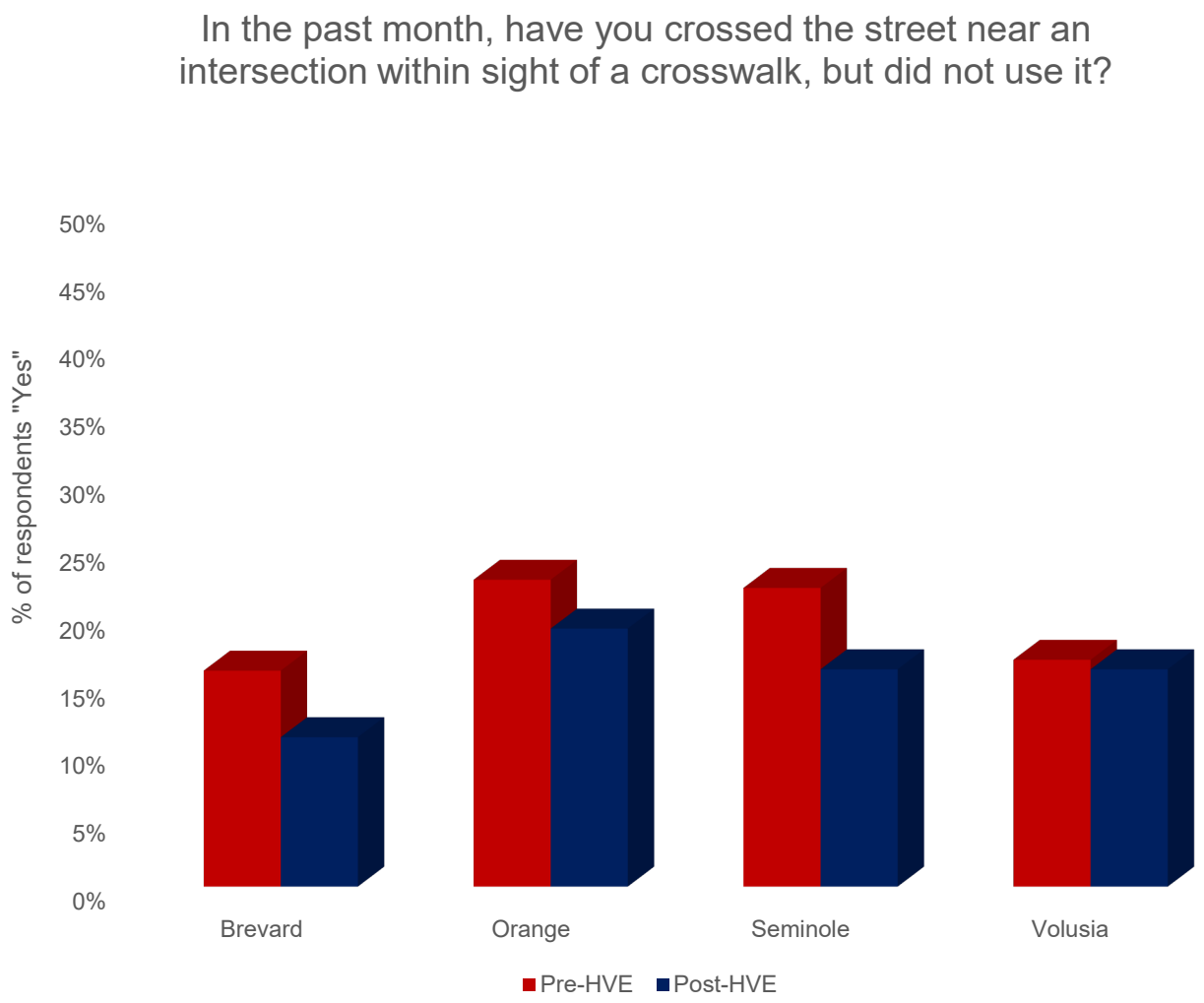


Figure 5 displays the percentages of respondents in each county that indicated that in the past month they had crossed the street in sight of a crosswalk but did not use it. Again, Brevard county had the lowest instance of respondents crossing outside the crosswalk in the pre-test at 16 percent, and Orange had the highest instance at 23 percent. Again, the percentage of respondents who indicated they crossed illegally decreased slightly in the post-HVE survey for each county. The most dramatic decrease was in Brevard County, dropping to 11 percent. Seminole County also saw a large decrease, dropping from 22 to 16 percent of respondents.

Figure 6. Road by County, Pre-HVE and Post-HVE

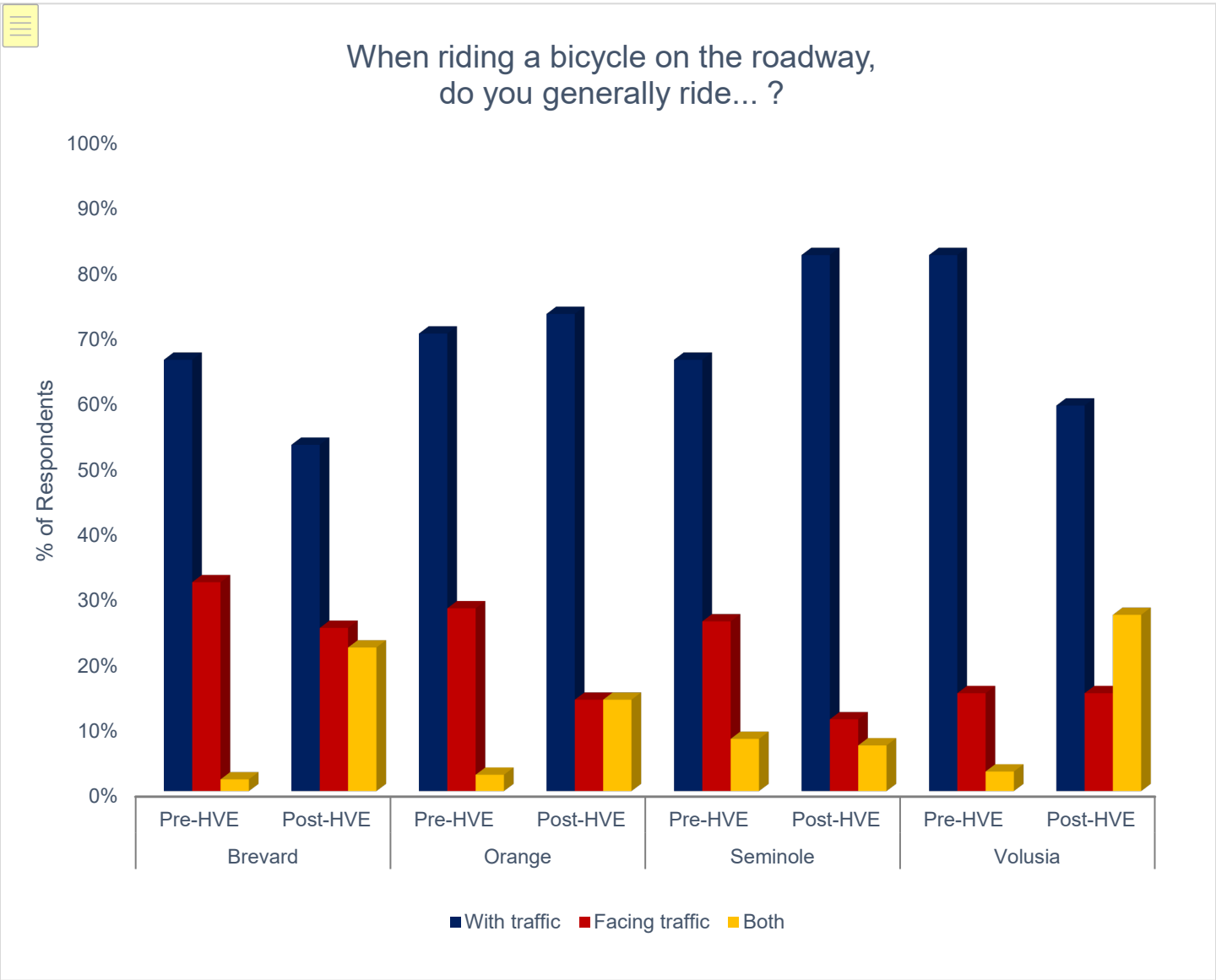
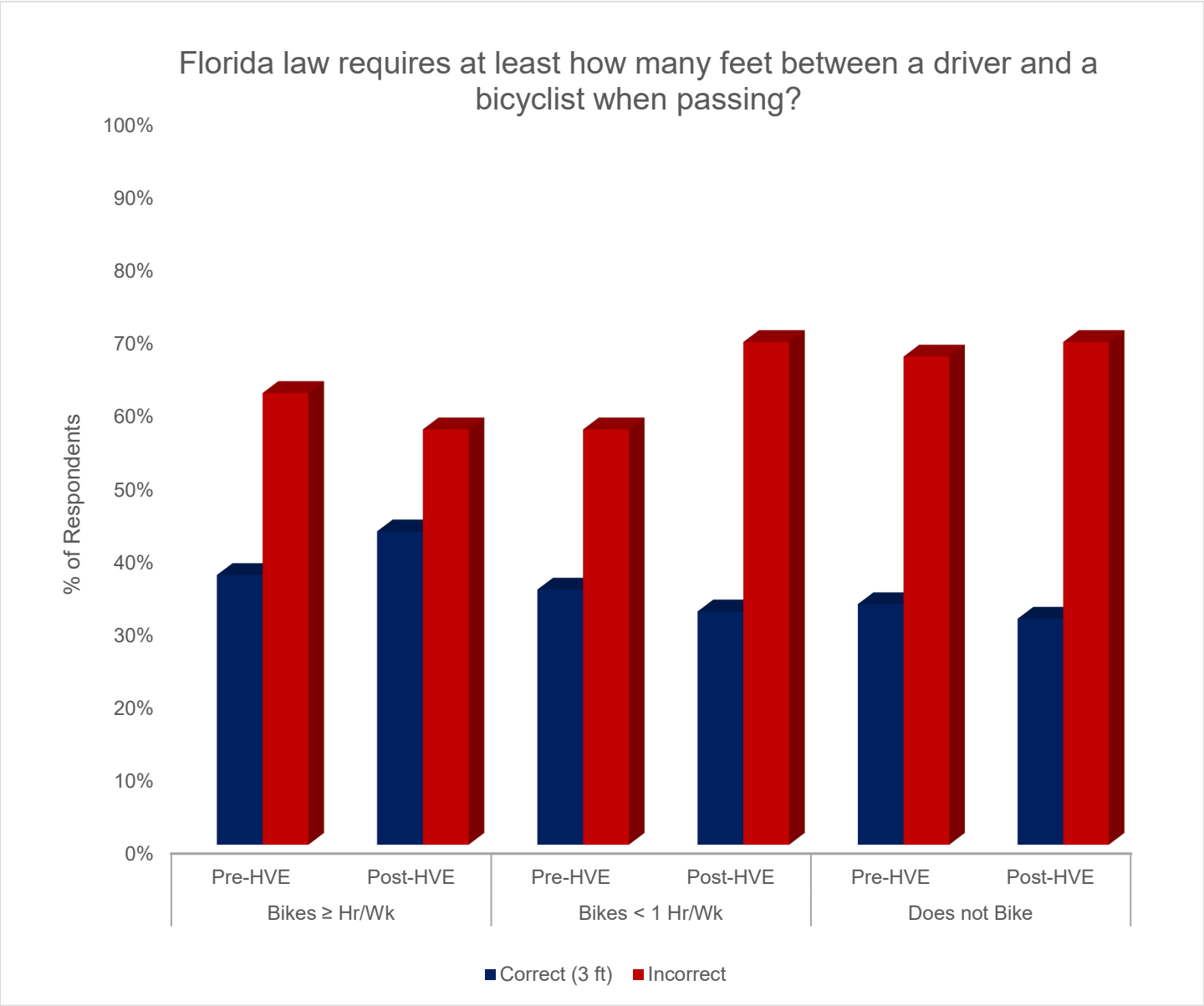


Figure 6 shows the reported behavior of respondents in each county when riding a bike in the roadway. In the pre-test, respondents in all counties indicated that they generally ride with traffic when cycling in the roadway, which is the current recommendation of the Florida Department of Transportation. Volusia and Orange counties had the highest percentages of respondents that ride with traffic at 64 and 63 percent, respectively.

Interestingly, the percentage of respondents who indicated that they ride with traffic decreased in three of the four counties for the post-HVE survey. Seminole County was the only one in which correct responses increased in the post-test. This may be partially due the increase in respondents who indicated they never ride a bike during a typical week.

Figure 7. Bike Pass by Hours Biked, Pre-HVE and Post-HVE



In Figure 7, respondents were asked about the minimum legal distance of a driver when passing a bicyclist, according to Florida law. Their responses are broken down by the number of hours they reported bicycling in a typical week. Respondents in the pre-HVE sample who indicated that they bike at least one hour per week had a slightly higher awareness of the law (37 percent) than those who reported biking less than one hour per week (35 percent), and those who do not bike during a typical week (31 percent). In the post-HVE sample, frequent cyclists had the highest percentage of correct answers, and the percentage increased slightly from 37 to 43 percent in the post-HVE survey. However, each of the other two categories saw a slight decrease in the percentage of correct responses in the post-HVE survey.

Figure 8. Bike Helmet by Hours Biked, Pre-HVE and Post-HVE

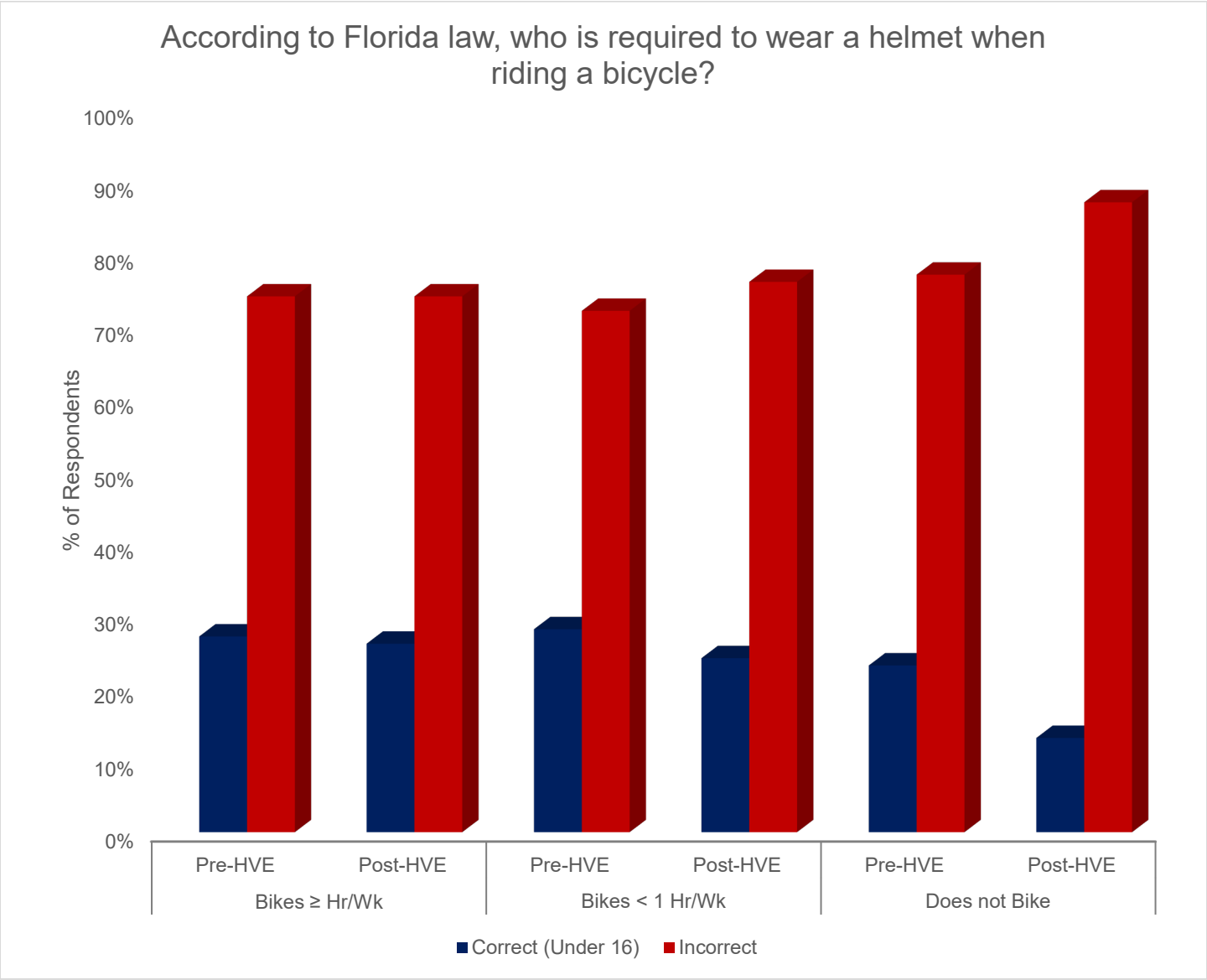
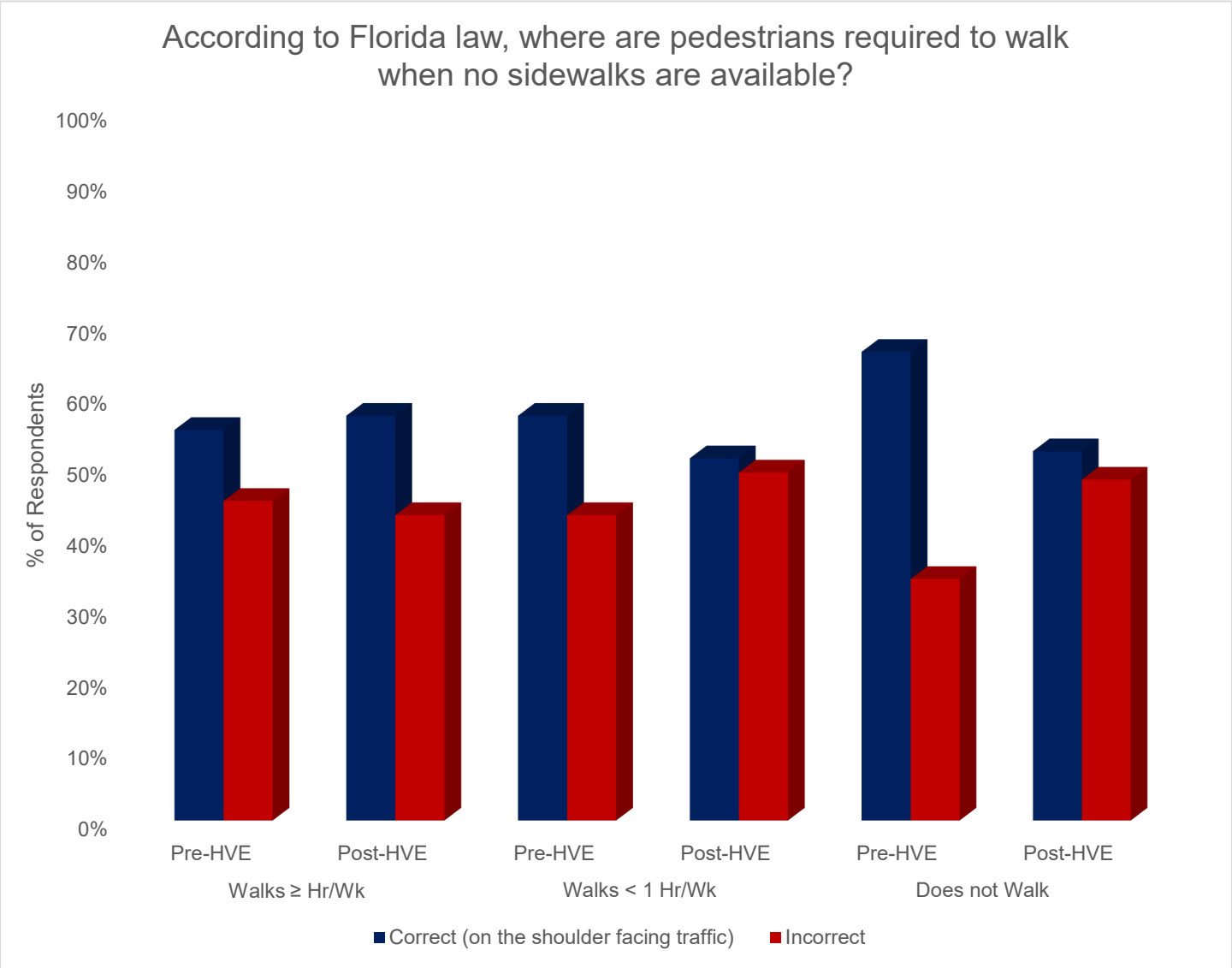


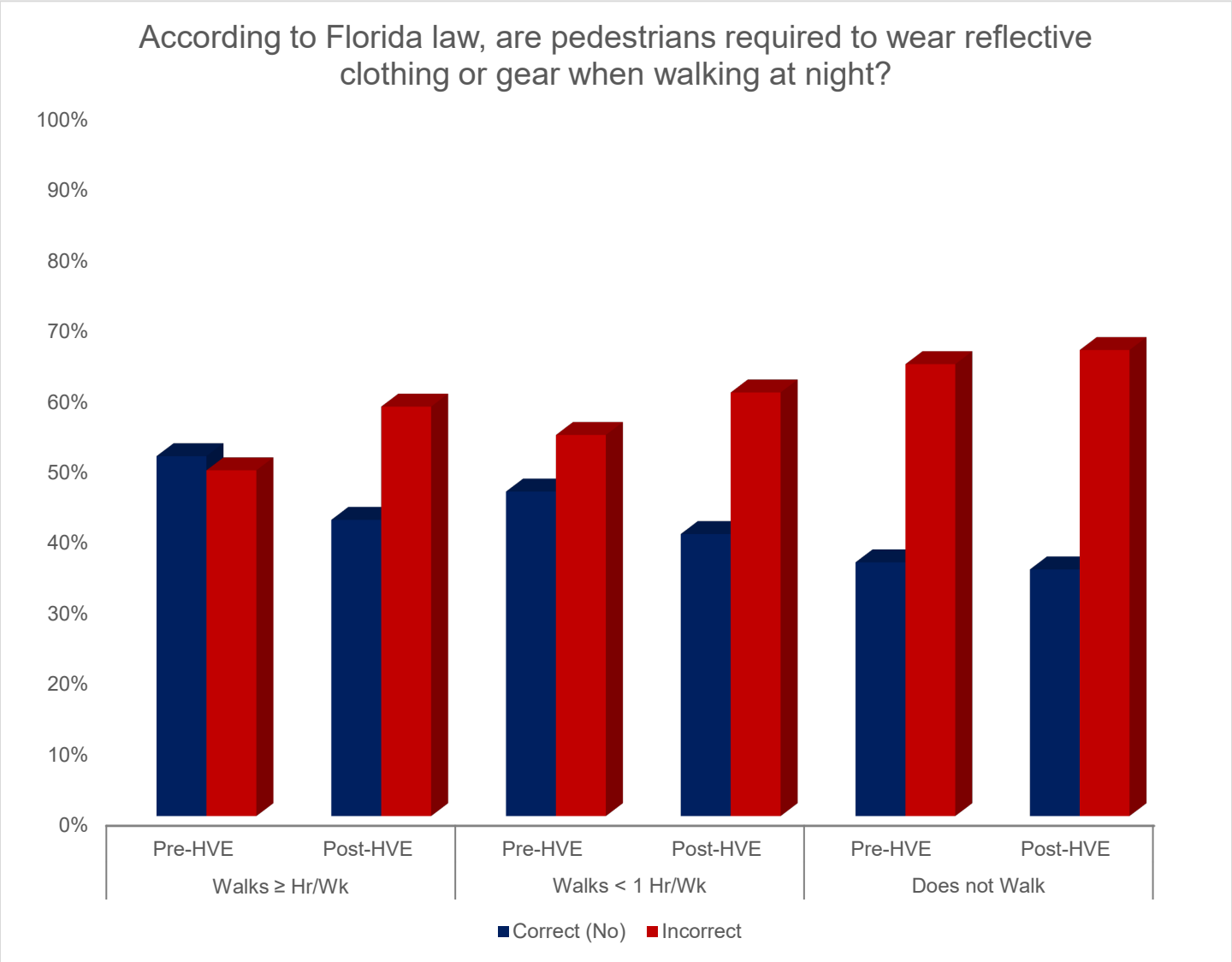
Figure 8 shows the percentages of correct versus incorrect answers when respondents were asked who is required by Florida law to wear a helmet while cycling. Interestingly, respondents in the pre-HVE survey who reported biking less than one hour per week had a very slim lead (28 percent) in correct responses than those who indicated they bicycle at least one hour per week (27 percent). The percentage of correct responses increased in the post-HVE survey only in respondents who bike at least one hour per week. In every other category, correct answers decreased slightly between the pre- and post-HVE surveys.

Figure 9. Pedestrian Walk by Hours Walked, Pre-HVE and Post-HVE



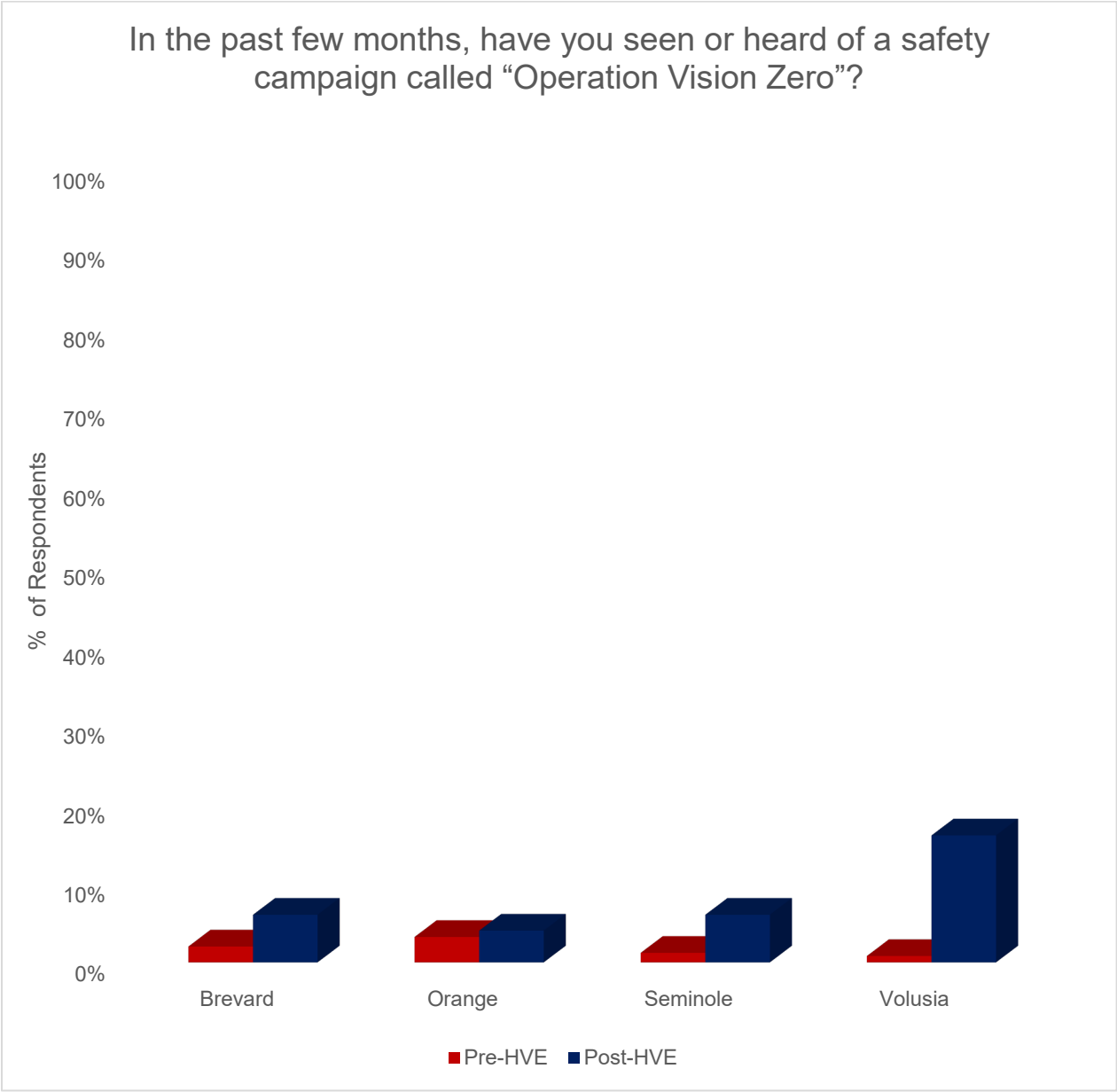
In Figure 9 respondents were asked where, according to Florida law, pedestrians are required to walk when there are no sidewalks available. Somewhat surprisingly, the highest percentage of correct answers in the pre-HVE survey was within respondents who indicated they do not walk on the roadway or sidewalk at all during a typical week. In those who walk at least one hour per week, the percentage of correct answers did not change much between pre- and post-HVE surveys, increasing from 55 to 57 percent. In those who walk less than one hour, correct responses decreased slightly, and in those who do not walk, correct responses decreased dramatically in the post-HVE sample.

Figure 10. Pedestrian Reflect by Hours Walked, Pre-HVE and Post-HVE



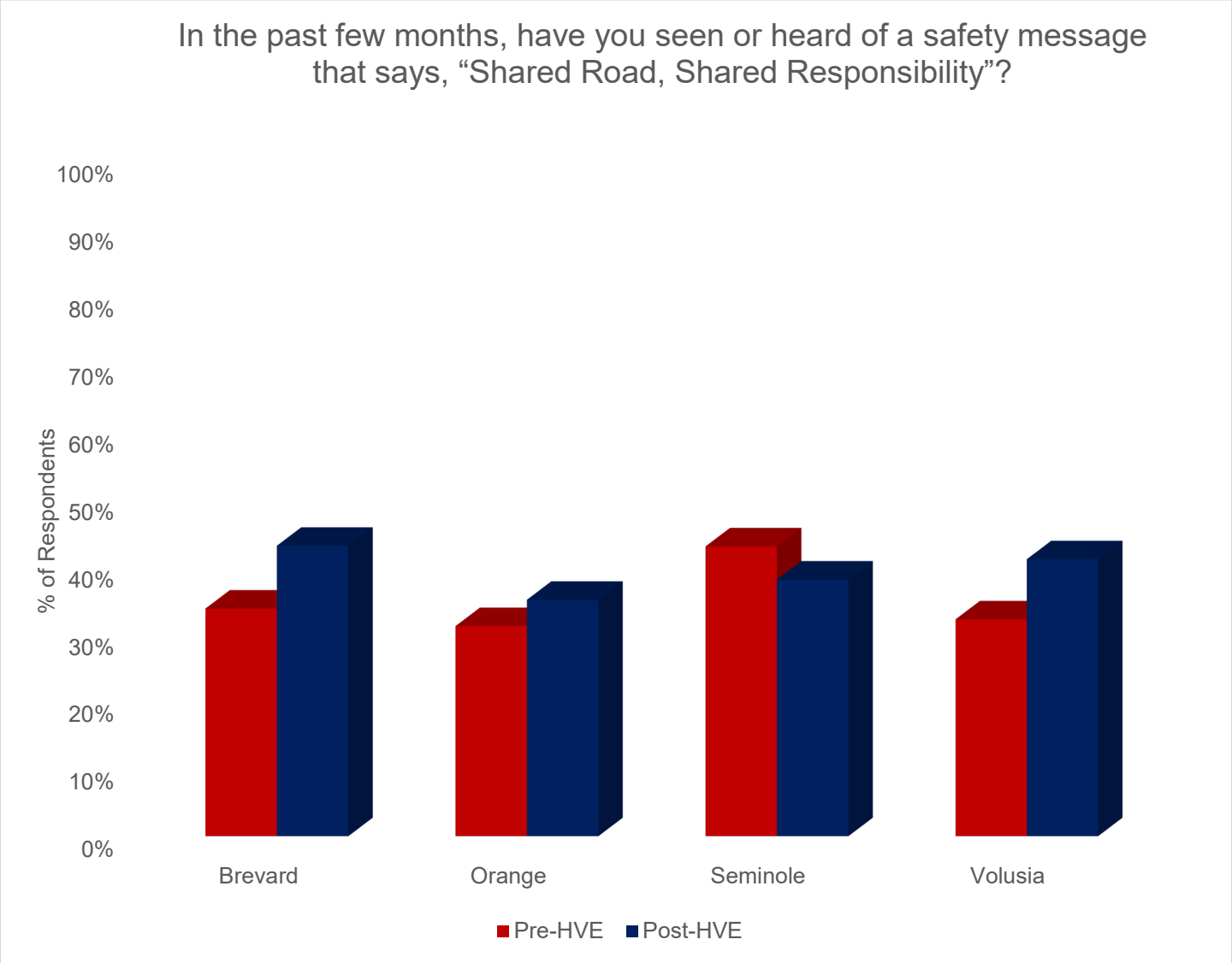
In Figure 10, respondents were asked whether pedestrians walking at night are required by Florida law to wear reflective clothing. In both the pre-HVE and post-HVE samples, respondents who walk at least one hour per week had the greatest percentage of correct responses, followed by less than one hour, and finally those who do not walk during a typical week. However, in all three categories the number of correct responses decreased between the pre- and post-HVE surveys. The drop was most dramatic within respondents who walk at least one hour per week, decreasing from 51 percent correct to 42 percent in the post-HVE sample.

Figure 11. Operation Vision Zero by County, Pre-HVE and Post-HVE



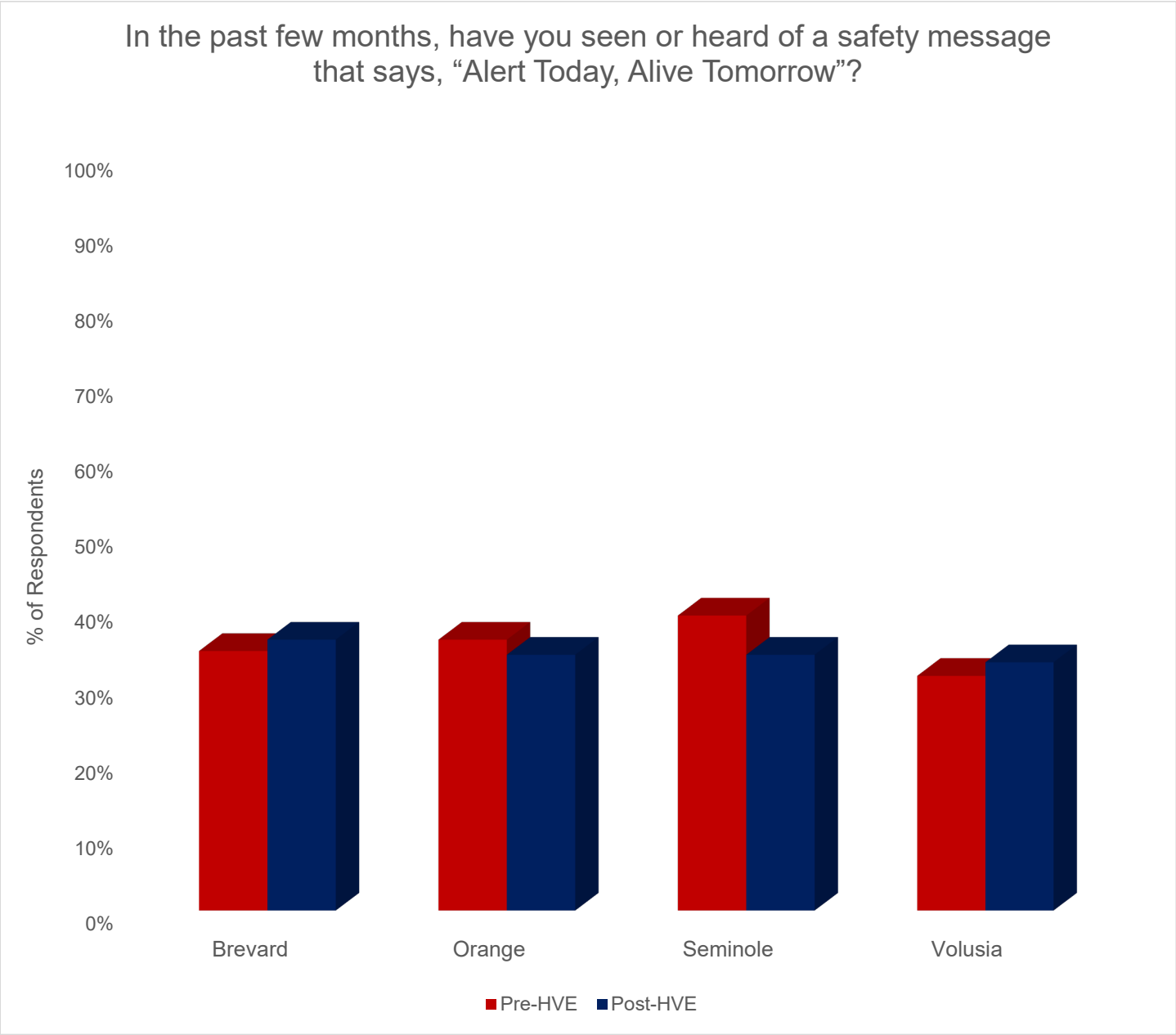
In the pre-HVE survey, very few respondents reported having seen or heard the safety campaign message “Operation Vision Zero” in the past month. Orange county had the greatest percentage of respondents who said they had seen or heard it, at just 3 percent. This finding is consistent with the fact that the HVE efforts for this particular campaign message had not yet started in any of the four counties. While still small, the percentage of respondents who indicated they had seen or heard the message saw a considerable increase in the post-HVE sample. Volusia County, which had the lowest awareness in the pre-test at 1 percent, saw the most dramatic change, increasing to 16 percent of respondents indicating they had seen or heard the “Operation Vision Zero” campaign message. Orange County, which had the greatest awareness, only increased by 1 point to 4 percent.

Figure 12. Shared Road, Shared Responsibility by County, Pre-HVE and Post-HVE



In Figure 12, respondents were asked whether they had seen or heard the campaign message “Shared Road, Shared Responsibility” in the past month. In the pre-HVE sample, Seminole county had the greatest awareness rate, with 43 percent of people reporting to have seen or heard the message. Orange County had the fewest respondents indicate they had seen or heard it at 31 percent. The higher awareness of this safety message relative to that of Operation Vision Zero can be attributed to previous use of the “Shared Road, Shared Responsibility” message in HVE efforts, promotional materials, and community events. In three of the four counties, awareness of this message increased in the post-HVE sample. In Seminole County, however, awareness of this message decreased slightly between the pre- and post-HVE surveys.

Figure 13. Alert Today Alive Tomorrow by County, Pre-HVE and Post-HVE



In Figure 13, respondents were asked whether they had seen or heard the safety campaign message “Alert Today, Alive Tomorrow”. Like the “Shared Road” safety message, Seminole County had the highest pre-HVE rate of awareness of the message with 39 percent of respondents indicating they had seen or heard it in the past few months. Volusia County had the lowest awareness of the four counties with 31 percent of respondents having seen or heard the message. In the post-HVE sample, Brevard and Volusia counties saw slight increases in awareness of the “Alert Today” message, while Orange and Seminole counties experienced decreases. Brevard had the highest post-HVE awareness at 36 percent.

Appendix I: Survey Results [1]

Pre-HVE Sample

1. Brevard n=252
2. Orange n=251
3. Seminole n=254
4. Volusia n=252

Total =1,009

Post-HVE Sample

1. Brevard n=250
2. Orange n=251
3. Seminole n=250
4. Volusia n=251

Total =1,002

Pre-HVE: Which Florida county do you live in?
n=1,009

Brevard	24% 252
Orange	26% 251
Seminole	24% 254
Volusia	26% 252

Post-HVE: Which Florida county do you live in?
n=1,002

Brevard	25% 250
Orange	25% 251
Seminole	25% 250
Volusia	25% 251

[1] Percentages located in toplines consist of weighted data, observations listed below are raw, unweighted totals.
For more information about weighting, see the "Methodology" section.

Pre-HVE: In the past month, have you driven through or seen a Vision Zero Zone?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	3% 22	3% 6	2% 5	3% 6	2% 5
No	86% 872	88% 218	90% 223	84% 217	91% 214
Don't Know	12% 115	9% 28	8% 23	13% 31	8% 33
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: In the past month, have you driven through or seen a Vision Zero Zone?

	Total n=1,002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	7% 74	8% 19	2% 7	6% 14	16% 34
No	77% 767	77% 193	84% 208	74% 189	68% 177
Don't Know	16% 159	16% 38	14% 36	18% 45	17% 40
Refusal	<1% 2	- 0	- 0	1% 1	<1% 1

Pre-HVE: What do you think the purpose of this Vision Zero Zone is?

	Total n=1009
Low visibility	33% 325
Zero Fatalities	<1% 5
Safety	1% 19
Blind/Vision Impaired Persons	1% 15
Pedestrian/Bicyclist Safety	1% 6
Other	5% 52
Don't Know	58% 566
Refusal	1% 4

Post-HVE: What do you think the purpose of this Vision Zero Zone is?

	Total n=1,002
Low visibility	7% 67
Zero Fatalities	<1% 5
Safety	2% 18
Blind/Vision Impaired Persons	1% 6
Pedestrian/Bicyclist Safety	4% 30
Other	2% 29
Coronavirus (COVID-19)	1% 6
Don't Know	83% 831
Refusal	1% 10

Pre-HVE: During a typical week, how many hours do you spend walking on a sidewalk or roadway?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
More than 10 hours	6% 62	7% 13	7% 20	4% 12	5% 17
5 to 10 hours	16% 115	12% 30	11% 33	11% 27	8% 25
1 to 5 hours	28% 298	29% 72	32% 73	35% 84	32% 69
Less than 1 hour	42% 416	38% 101	44% 106	41% 100	45% 109
None	13% 117	14% 36	6% 19	9% 30	11% 32
Don't Know	<1% 1	- 0	- 0	<1% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: During a typical week, how many hours do you spend walking on a sidewalk or roadway?

	Total n=1,002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
More than 10 hours	4% 44	4% 9	6% 14	4% 9	4% 12
5 to 10 hours	9% 97	6% 15	11% 27	10% 25	12% 30
1 to 5 hours	29% 292	31% 77	26% 69	32% 74	28% 72
Less than 1 hour	26% 264	22% 59	31% 75	29% 77	21% 53
None	32% 301	37% 90	27% 65	25% 65	31% 81
Don't Know	<1% 4	- 0	<1% 1	- 0	1% 3
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past month, have you crossed the street at a crosswalk when the signal said, “do not cross”?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	15% 161	12% 30	23% 56	15% 34	16% 41
No	84% 844	88% 222	77% 194	84% 218	83% 210
Don’t Know	1% 4	- 0	<1% 1	1% 2	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: In the past month, have you crossed the street at a crosswalk when the signal said, “do not cross”?

	Total n=1,002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	11% 121	8% 21	15% 38	13% 29	12% 33
No	88% 875	92% 229	84% 210	86% 220	87% 216
Don’t Know	1% 6	- 0	1% 3	<1% 1	1% 2
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past month have you crossed the street near an intersection within sight of a crosswalk, but did not use it?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	17% 186	16% 38	23% 57	22% 53	17% 38
No	82% 815	83% 213	75% 191	77% 199	83% 212
Don't Know	1% 8	1% 1	2% 3	1% 2	1% 2
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: In the past month have you crossed the street near an intersection within sight of a crosswalk, but did not use it?

	Total n=1,002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	14% 157	11% 30	19% 52	16% 32	16% 43
No	85% 839	89% 219	80% 196	84% 217	84% 207
Don't Know	1% 6	- 1	2% 3	<1% 1	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: During a typical week, how many hours do you spend riding a bicycle on a roadway?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
More than 10 hours	1% 8	1% 3	1% 1	2% 3	<1% 1
5 to 10 hours	3% 21	3% 7	2% 5	1% 3	4% 6
1 to 5 hours	10% 76	9% 14	13% 25	9% 20	7% 17
Less than 1 hour	32% 321	32% 73	32% 82	35% 81	38% 85
None	59% 582	55% 155	51% 138	52% 147	51% 142
Don't Know	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	<1% 1

Post-HVE: During a typical week, how many hours do you spend riding a bicycle on a roadway?

	Total n=1,002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
More than 10 hours	1% 12	2% 5	2% 3	- 0	2% 4
5 to 10 hours	3% 27	1% 4	4% 11	2% 7	3% 5
1 to 5 hours	7% 75	7% 16	10% 26	5% 13	8% 20
Less than 1 hour	5% 54	7% 15	4% 15	6% 16	4% 8
None	83% 833	84% 210	80% 196	86% 214	83% 213
Don't Know	<1% 1	- 0	- 0	- 0	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: When riding a bicycle on the roadway, do you generally ride...?

	Total n=427	Brevard n=97	Orange n=113	Seminole n=107	Volusia n=110
Facing traffic	24% 89	28% 27	25% 24	21% 20	11% 18
With traffic	52% 249	56% 51	63% 72	55% 63	64% 63
Both	3% 10	2% 2	3% 2	7% 4	2% 2
Never ride a bicycle on the roadway	21% 75	13% 15	9% 15	16% 19	20% 26
Don't Know	1% 4	2% 2	- 0	1% 1	2% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: When riding a bicycle on the roadway, do you generally ride...?

	Total n=169	Brevard n=40	Orange n=55	Seminole n=36	Volusia n=38
Facing traffic	13% 21	20% 7	10% 4	8% 4	13% 6
With traffic	50% 96	42% 19	53% 34	64% 23	52% 20
Both	13% 18	17% 6	10% 4	6% 2	23% 6
Never ride a bicycle on the roadway	22% 32	22% 8	26% 12	22% 7	10% 5
Don't Know	<1% 1	- 0	2% 1	- 0	- 0
Refusal	1% 1	- 0	- 0	- 0	3% 1

Pre-HVE: Florida law requires at least how many feet between a driver and a bicyclist when passing?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
None	1% 14	1% 4	2% 5	<1% 2	2% 3
1 ft	4% 32	3% 8	4% 11	2% 6	2% 7
3 ft	34% 369	43% 109	30% 77	40% 92	37% 91
5 ft	53% 514	45% 110	57% 139	51% 133	53% 132
Don't Know	8% 77	8% 21	8% 19	7% 19	7% 18
Refusal	<1% 3	- 0	- 0	1% 2	<1% 1

Post-HVE: Florida law requires at least how many feet between a driver and a bicyclist when passing?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
None	2% 16	1% 3	3% 7	1% 3	1% 3
1 ft	1% 9	1% 3	1% 3	1% 2	<1% 1
3 ft	33% 328	28% 71	34% 83	38% 94	34% 80
5 ft	49% 499	55% 137	50% 129	46% 114	45% 119
Don't Know	16% 150	15% 36	12% 29	14% 37	20% 48
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: According to Florida law, who is required to wear a helmet when riding a bicycle?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Everyone	47% 461	48% 114	52% 128	44% 116	69% 103
A rider under 18	16% 159	15% 39	13% 39	21% 42	24% 39
A rider under 16	22% 236	23% 64	17% 45	22% 63	24% 64
It is not a requirement	11% 117	14% 33	13% 29	11% 24	17% 31
Don't Know	4% 36	1% 2	5% 10	2% 9	5% 15
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: According to Florida law, who is required to wear a helmet when riding a bicycle?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Everyone	48% 516	47% 111	60% 139	61% 148	49% 118
A rider under 18	14% 142	15% 36	15% 38	14% 34	15% 34
A rider under 16	15% 179	24% 62	10% 30	13% 37	18% 50
It is not a requirement	11% 116	11% 30	14% 36	7% 20	12% 30
Don't Know	5% 49	4% 11	2% 8	5% 11	7% 19
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: According to Florida law, where are pedestrians required to walk when no sidewalks are available?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
On shoulder facing traffic	57% 567	53% 140	56% 128	56% 144	61% 155
On shoulder walking with traffic	27% 274	30% 67	22% 69	29% 74	25% 64
On shoulder, does not matter which direction	10% 114	14% 33	14% 35	10% 22	9% 24
Don't Know	6% 54	3% 12	8% 19	5% 14	5% 9
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: According to Florida law, where are pedestrians required to walk when no sidewalks are available?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
On shoulder facing traffic	54% 574	56% 147	52% 134	54% 143	59% 150
On shoulder walking with traffic	28% 268	27% 64	29% 75	26% 59	29% 70
On shoulder, does not matter which direction	9% 80	10% 22	10% 21	10% 23	7% 14
Don't Know	9% 76	6% 16	10% 21	10% 23	7% 16
Refusal	<1% 4	<1% 1	- 0	1% 2	<1% 1

Pre-HVE: According to Florida law, are pedestrians required to wear reflective clothing or gear when walking at night?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	44% 407	36% 85	51% 120	38% 98	38% 104
No	47% 513	53% 143	40% 114	55% 136	53% 120
Don't Know	9% 89	11% 24	9% 17	7% 20	10%3 28
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: According to Florida law, are pedestrians required to wear reflective clothing or gear when walking at night?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	46% 438	49% 113	47% 110	20% 103	48% 112
No	39% 422	39% 104	43% 112	42% 105	38% 101
Don't Know	15% 142	12% 33	10% 29	18% 42	14% 38
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past few months, have you seen or heard of a safety campaign called “Operation Vision Zero”?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	3% 21	2% 6	3% 7	1% 3	1% 5
No	97% 981	97% 245	97% 243	98% 247	99% 246
Don’t Know	1% 7	1% 1	<1% 1	1% 4	<1% 1
Refusal	- 0	- 0	- 0	- 0	 0

Post-HVE: In the past few months, have you seen or heard of a safety campaign called “Operation Vision Zero”?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	8% 79	6% 16	4% 12	6% 16	16% 35
No	91% 911	93% 231	95% 238	94% 232	82% 210
Don’t Know	1% 12	1% 3	<1% 1	<1% 2	2% 6
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?[2]

	Total n=21
Television	40% 7
Streaming TV (Roku/Apple/Sling/etc.)	- 0
AM/FM Radio	11% 2
Internet Radio/Pandora/Spotify/Soundcloud	- 0
Newspaper/Magazine	- 0
Electronic amber alert style billboard over the road	4% 1
Traditional billboard on the side of the road	12% 1
Portable electronic signs on the side of the road	5% 1
Sidewalk painting	- 0
Yard sign	- 0
Brochure	- 0
An ad on your cellphone	11% 3
Facebook	7% 1
Instagram	- 0
Twitter	- 0
Police checkpoint	- 0
Police officers	- 0
Somewhere else	10% 3
Don't Know	6% 2

2 Percentages may add up to greater than 100% for this select-all question

Post-HVE: Where did you see or hear it?[3]

	Total n=79
Television	23% 23
Streaming TV (Roku/Apple/Sling/etc.)	3% 1
AM/FM Radio	11% 8
Internet Radio/Pandora/Spotify/Soundcloud	- 0
Newspaper/Magazine	3% 4
Electronic amber alert style billboard over the road	7% 6
Traditional billboard on the side of the road	16% 11
Portable electronic signs on the side of the road	18% 15
Sidewalk painting	4% 1
Yard sign	15% 12
Brochure	- 0
An ad on your cellphone	2% 2
Facebook	17% 7
Instagram	7% 2
Twitter	- 0
Police checkpoint	- 0
Police officers	1% 1
Somewhere else	5% 6
Don't Know	1% 1

3 Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In the past few months, have you seen or heard of a safety message that says, “Shared Road, Shared Responsibility”?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	35% 359	34% 85	31% 84	43% 104	32% 86
No	64% 636	65% 163	66% 161	60% 147	68% 165
Don’t Know	2% 14	1% 4	3% 6	1% 3	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: In the past few months, have you seen or heard of a safety message that says, “Shared Road, Shared Responsibility”?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	39% 404	43% 103	35% 97	38% 97	41% 107
No	58% 574	55% 142	63% 149	59% 146	56% 137
Don’t Know	3% 24	2% 5	2% 5	3% 7	3% 7
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?[4]

	Total n=359
Television	29% 101
Streaming TV (Roku/Apple/Sling/etc.)	1% 4
AM/FM Radio	10% 33
Internet Radio/Pandora/Spotify/Soundcloud	2% 9
Newspaper/Magazine	4% 13
Electronic amber alert style billboard over the road	17% 67
Traditional billboard on the side of the road	19% 79
Portable electronic signs on the side of the road	15% 61
Sidewalk painting	2% 5
Yard sign	4% 14
Brochure	<1% 1
An ad on your cellphone	3% 11
Facebook	6% 17
Instagram	1% 7
Twitter	1% 3
Police checkpoint	<1% 2
Police officers	1% 4
Somewhere else	11% 28
Don't Know	11% 40

4 Percentages may add up to greater than 100% for this select-all question

Post-HVE: Where did you see or hear it?[5]

	Total n=402
Television	20% 80
Streaming TV (Roku/Apple/Sling/etc.)	1% 4
AM/FM Radio	8% 31
Internet Radio/Pandora/Spotify/Soundcloud	<1% 3
Newspaper/Magazine	3% 10
Electronic amber alert style billboard over the road	9% 41
Traditional billboard on the side of the road	17% 71
Portable electronic signs on the side of the road	15% 57
Sidewalk painting	2% 9
Yard sign	14% 47
Brochure	<1% 2
An ad on your cellphone	1% 7
Facebook	4% 13
Instagram	1% 3
Twitter	- 0
Police checkpoint	<1% 2
Police officers	1% 2
Somewhere else	5% 19
Don't Know	11% 48

5 Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In the past few months, have you seen or heard of a safety message that says, “Alert Today, Alive Tomorrow”?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	35% 369	35% 86	36% 93	39% 103	31% 87
No	63% 621	64% 162	64% 156	57% 142	68% 161
Don’t Know	2% 19	1% 4	<1% 2	4% 9	1% 4
Refusal	- 0	- 0	- 0	- 0	- 0

Post-HVE: In the past few months, have you seen or heard of a safety message that says, “Alert Today, Alive Tomorrow”?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Yes	34% 344	36% 85	34% 92	34% 87	33% 80
No	62% 619	58% 154	65% 156	61% 153	60% 156
Don’t Know	4% 39	6% 11	1% 3	5% 10	7% 5
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?[6]

	Total n=369
Television	35% 128
Streaming TV (Roku/Apple/Sling/etc.)	2% 9
AM/FM Radio	13% 50
Internet Radio/Pandora/Spotify/Soundcloud	2% 10
Newspaper/Magazine	3% 8
Electronic amber alert style billboard over the road	27% 104
Traditional billboard on the side of the road	22% 83
Portable electronic signs on the side of the road	19% 75
Sidewalk painting	1% 3
Yard sign	2% 9
Brochure	1% 2
An ad on your cellphone	2% 8
Facebook	3% 9
Instagram	1% 3
Twitter	1% 2
Police checkpoint	1% 3
Police officers	2% 5
Somewhere else	6% 19
Don't Know	9% 31

6 Percentages may add up to greater than 100% for this select-all question

Post-HVE: Where did you see or hear it?[7]

	Total n=344
Television	19% 66
Streaming TV (Roku/Apple/Sling/etc.)	1% 1
AM/FM Radio	9% 25
Internet Radio/Pandora/Spotify/Soundcloud	<1% 1
Newspaper/Magazine	1% 3
Electronic amber alert style billboard over the road	19% 76
Traditional billboard on the side of the road	20% 60
Portable electronic signs on the side of the road	17% 56
Sidewalk painting	<1% 1
Yard sign	6% 18
Brochure	19% 66
An ad on your cellphone	2% 7
Facebook	5% 12
Instagram	1% 3
Twitter	<1% 2
Police checkpoint	<1% 3
Police officers	- 0
Somewhere else	3% 12
Don't Know	10% 38

7 Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In what ways did these messages change your behavior?

	Total n=546
More alert/aware of surroundings	18% 95
Drive more safely/cautiously	9% 50
More aware of traffic laws	3% 13
More aware of pedestrians/bicyclists	6% 34
Did not change behavior	55% 300
Other	5% 23
Don't know	5% 30
Refusal	1% 3

Post-HVE: In what ways did these messages change your behavior?

	Total n=435
More alert/aware of surroundings	14% 71
Drive more safely/cautiously	8% 47
More aware of traffic laws	2% 9
More aware of pedestrians/bicyclists	12% 63
Did not change behavior	58% 341
Other	4% 28
Don't know	1% 8
Refusal	- 0

Pre-HVE: Which of the following age categories best describes you? Are you:

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
18-24	3% 126	8% 26	13% 53	10% 26	10% 21
25-34	19% 111	14% 32	21% 33	17% 26	14% 20
35-44	17% 118	12% 25	18% 35	18% 24	13% 34
45-54	17% 168	14% 32	17% 51	17% 50	14% 35
55-64	18% 183	20% 51	14% 27	16% 58	18% 47
65 or older	25% 289	30% 83	15% 48	21% 66	31% 92
Don't Know	<1% 1	- 0	- 0	- 0	<1% 1
Refusal	1% 13	1% 3	2% 4	2% 4	1% 2

Post-HVE: Which of the following age categories best describes you? Are you:

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
18-24	3% 104	9% 30	13% 32	10% 15	10% 27
25-34	19% 106	14% 23	21% 36	18% 22	13% 25
35-44	17% 128	13% 22	18% 39	17% 39	13% 28
45-54	17% 158	15% 31	16% 43	18% 53	15% 31
55-64	19% 188	21% 56	15% 40	17% 41	19% 51
65 or older	24% 310	29% 85	16% 59	19% 77	30% 89
Don't Know	<1% 1	- 0	<1% 1	- 0	- 0
Refusal	1% 7	1% 3	<1% 1	1% 3	- 0

Pre-HVE: What is your racial background? Are you:

	Total n=973	Brevard n=242	Orange n=244	Seminole n=244	Volusia n=243
White/Caucasian	52% 654	71% 180	38% 123	58% 164	68% 187
Black/African American	14% 121	9% 26	20% 38	11% 33	10% 24
Hispanic	21% 128	10% 18	31% 61	21% 28	14% 21
Other	9% 18	6% 22	8% 19	7% 11	4% 70
Don't Know	<1% 3	1% 2	- 0	- 0	1% 1
Refusal	4% 33	4% 8	4% 7	5% 10	4% 8

Post-HVE: What is your racial background? Are you:

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
White/Caucasian	54% 677	74% 193	40% 133	60% 167	71% 184
Black/African American	15% 105	9% 16	19% 35	11% 28	11% 26
Hispanic	23% 22	11% 48	33% 35	22% 20	14% 125
Other	9% 41	6% 8	9% 18	8% 10	4% 5
Don't Know	1% 6	<1% 1	1% 1	2% 3	1% 1
Refusal	4% 31	3% 6	5% 9	4% 7	4% 9

Pre-HVE: What language do you speak in your home most often?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
English	88% 925	94% 235	78% 208	92% 241	93% 241
Spanish	9% 49	4% 9	16% 27	6% 8	4% 5
Creole	<1% 5	<1% 1	1% 4	- 0	- 0
Other	3% 24	2% 6	4% 10	2% 4	2% 4
Don't Know	<1% 1	- 0	- 0	<1% 1	- 0
Refusal	1% 5	<1% 1	1% 2	- 0	1% 2

Post-HVE: What language do you speak in your home most often?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
English	89% 919	93% 236	81% 215	88% 227	96% 241
Spanish	4% 26	2% 5	8% 14	4% 6	<1% 1
Creole	- 0	- 0	- 0	- 0	- 0
Other	7% 49	4% 8	10% 19	6% 14	3% 8
Don't Know	<1% 2	- 0	- 0	1% 2	- 0
Refusal	1% 6	<1% 1	1% 3	<1% 1	<1% 1

Pre-HVE: What is the highest grade in school or year of college you have completed?

	Total n=1007	Brevard n=252	Orange n=251	Seminole n=252	Volusia n=252
Less than high school degree	5% 45	2% 8	3% 13	3% 8	3% 16
High school graduate/GED	20% 161	10% 42	10% 43	9% 28	9% 48
Some college	42% 336	18% 87	20% 84	24% 75	12% 90
Bachelor's degree	18% 267	45% 70	38% 61	37% 82	43% 54
Graduate degree or post-graduate degree	13% 177	25% 41	29% 45	24% 51	32% 40
Don't Know	<1% 3	1% 2	<1% 1	- 0	- 0
Refusal	2% 18	1% 2	2% 4	3% 8	2% 4

Post-HVE: What is the highest grade in school or year of college you have completed?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Less than high school degree	5% 40	6% 14	4% 10	2% 5	5% 11
High school graduate/GED	23% 213	28% 61	22% 49	19% 38	31% 65
Some college	39% 329	35% 73	39% 83	39% 89	40% 84
Bachelor's degree	18% 229	16% 51	20% 60	21% 63	15% 55
Graduate degree or post-graduate degree	15% 181	14% 48	14% 45	18% 54	9% 34
Don't Know	<1% 4	- 0	1% 2	<1% 1	<1% 1
Refusal	1% 6	1% 3	1% 2	- 0	1% 1

Pre-HVE: Am I reaching you today on a landline or cell phone?

	Total n=1006	Brevard n=252	Orange n=251	Seminole n=251	Volusia n=252
Landline	23% 239	25% 68	16% 30	25% 79	22% 62
Cell phone	76% 756	74% 182	82% 217	75% 170	77% 187
Don't Know	- 0	- 0	- 0	- 0	- 0
Refusal	1% 11	1% 2	2% 4	1% 2	1% 3

Post-HVE: Am I reaching you today on a landline or cell phone?

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Landline	23% 239	22% 58	22% 57	26% 81	17% 43
Cell phone	76% 748	76% 187	77% 190	73% 166	82% 205
Don't Know	1% 10	2% 4	<1% 1	1% 2	1% 3
Refusal	1% 5	<1% 1	1% 3	<1% 1	- 0

Pre-HVE: Sex of the respondent [Interviewer Determined]

	Total n=1006	Brevard n=252	Orange n=251	Seminole n=251	Volusia n=252
Male	48% 518	49% 143	47% 146	48% 107	48% 122
Female	52% 488	51% 109	53% 105	52% 144	52% 130

Post-HVE: Sex of the respondent [Interviewer Determined]

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
Male	48% 516	48% 131	48% 139	48% 106	49% 140
Female	52% 486	52% 119	52% 112	52% 144	51%s 111

Pre-HVE: Language the interview was conducted in [Interviewer Determined]

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
English	97% 996	99% 249	96% 245	98% 252	100% 249
Spanish	3% 13	1% 3	4% 6	2% 2	<1% 3

Post-HVE: Language the interview was conducted in [Interviewer Determined]

	Total n=1002	Brevard n=250	Orange n=251	Seminole n=250	Volusia n=251
English	100% 1002	100% 250	100% 251	100% 250	100% 251
Spanish	- 0	- 0	- 0	- 0	- 0

Appendix II: Zip Codes
Pre-HVE

Zip	Frequency	Valid Percent
32000	1	0.1
32021	1	0.1
32093	1	0.1
32104	1	0.1
32109	1	0.1
32110	1	0.1
32114	10	1
32115	1	0.1
32117	12	1.2
32118	8	0.8
32119	17	1.7
32124	5	0.5
32127	17	1.7
32128	9	0.9
32129	8	0.8
32130	2	0.2
32132	7	0.7
32141	8	0.8
32165	1	0.1
32168	6	0.6
32169	7	0.7
32170	1	0.1
32174	29	2.9
32176	8	0.8
32190	1	0.1
32212	1	0.1
32216	1	0.1
32224	1	0.1
32225	5	0.5
32279	1	0.1
32291	1	0.1
32446	1	0.1
32454	1	0.1
32476	1	0.1
32575	1	0.1
32592	1	0.1
32601	1	0.1
32701	9	0.9
32702	2	0.2

Zip	Frequency	Valid Percent
32703	18	1.8
32704	1	0.1
32705	1	0.1
32707	19	1.9
32708	23	2.3
32709	1	0.1
32712	12	1.2
32713	11	1.1
32714	12	1.2
32719	1	0.1
32720	12	1.2
32723	2	0.2
32724	15	1.5
32725	15	1.5
32730	2	0.2
32732	1	0.1
32733	1	0.1
32735	1	0.1
32738	12	1.2
32744	1	0.1
32746	38	3.8
32750	12	1.2
32751	7	0.7
32754	8	0.8
32756	2	0.2
32757	1	0.1
32759	1	0.1
32762	1	0.1
32763	8	0.8
32764	5	0.5
32765	34	3.4
32766	12	1.2
32767	1	0.1
32769	1	0.1
32771	34	3.4
32773	17	1.7
32775	1	0.1
32778	1	0.1
32779	20	2

Zip	Frequency	Valid Percent
32780	11	1.1
32783	1	0.1
32789	12	1.2
32792	16	1.6
32795	1	0.1
32796	3	0.3
32801	1	0.1
32803	1	0.1
32804	7	0.7
32805	2	0.2
32806	4	0.4
32807	9	0.9
32808	9	0.9
32809	5	0.5
32810	7	0.7
32811	6	0.6
32812	9	0.9
32814	4	0.4
32816	1	0.1
32817	10	1
32818	4	0.4
32819	5	0.5
32821	1	0.1
32822	10	1
32824	3	0.3
32825	7	0.7
32826	3	0.3
32827	2	0.2
32828	8	0.8
32829	3	0.3
32832	7	0.7
32833	1	0.1
32835	6	0.6
32836	3	0.3
32837	3	0.3
32839	5	0.5
32845	1	0.1
32867	1	0.1
32872	1	0.1
32901	11	1.1
32902	1	0.1

Zip	Frequency	Valid Percent
32903	7	0.7
32904	27	2.7
32905	15	1.5
32907	15	1.5
32908	4	0.4
32909	17	1.7
32920	2	0.2
32922	7	0.7
32923	1	0.1
32925	1	0.1
32926	8	0.8
32927	8	0.8
32931	3	0.3
32934	5	0.5
32935	8	0.8
32937	9	0.9
32940	19	1.9
32945	1	0.1
32949	1	0.1
32951	10	1
32952	10	1
32953	9	0.9
32954	1	0.1
32955	19	1.9
32957	1	0.1
32958	1	0.1
32965	1	0.1
32995	1	0.1
33068	1	0.1
33765	1	0.1
34711	2	0.2
34734	1	0.1
34743	1	0.1
34744	2	0.2
34747	1	0.1
34760	1	0.1
34761	7	0.7
34786	5	0.5
34787	16	1.6
Total	1009	100

Post-HVE

Zip	Frequency	Valid Percent
32019	1	0.1
32073	1	0.1
32104	1	0.1
32114	21	2.1
32116	1	0.1
32117	13	1.3
32118	7	0.7
32119	13	1.3
32124	2	0.2
32127	16	1.6
32128	10	1
32129	5	0.5
32130	5	0.5
32131	1	0.1
32132	2	0.2
32137	1	0.1
32141	12	1.2
32144	1	0.1
32163	1	0.1
32168	13	1.3
32169	3	0.3
32173	1	0.1
32174	25	2.5
32176	4	0.4
32180	1	0.1
32182	1	0.1
32193	1	0.1
32236	1	0.1
32246	1	0.1
32276	1	0.1
32370	1	0.1
32379	1	0.1
32385	1	0.1
32396	1	0.1
32444	1	0.1
32479	1	0.1
32488	1	0.1

Zip	Frequency	Valid Percent
32495	1	0.1
32546	1	0.1
32550	1	0.1
32607	1	0.1
32626	1	0.1
32701	17	1.7
32702	1	0.1
32703	14	1.4
32704	3	0.3
32706	1	0.1
32707	17	1.7
32708	29	2.9
32712	13	1.3
32713	8	0.8
32714	16	1.6
32720	13	1.3
32724	10	1
32725	23	2.3
32726	1	0.1
32728	1	0.1
32729	1	0.1
32730	3	0.3
32732	1	0.1
32733	1	0.1
32735	1	0.1
32738	11	1.1
32740	1	0.1
32743	1	0.1
32744	2	0.2
32746	22	2.2
32750	8	0.8
32751	8	0.8
32754	8	0.8
32756	1	0.1
32759	2	0.2
32763	18	1.8
32764	2	0.2

Zip	Frequency	Valid Percent
32765	31	3.1
32766	8	0.8
32768	1	0.1
32771	31	3.1
32773	13	1.3
32776	1	0.1
32778	1	0.1
32779	20	2
32780	15	1.5
32782	1	0.1
32784	1	0.1
32787	1	0.1
32789	14	1.4
32792	22	2.2
32796	8	0.8
32798	2	0.2
32801	4	0.4
32803	2	0.2
32804	4	0.4
32805	4	0.4
32806	6	0.6
32807	3	0.3
32808	16	1.6
32809	2	0.2
32810	6	0.6
32811	6	0.6
32812	4	0.4
32814	2	0.2
32816	1	0.1
32817	11	1.1
32818	7	0.7
32819	5	0.5
32820	1	0.1
32821	2	0.2
32822	8	0.8
32824	7	0.7
32825	8	0.8
32826	6	0.6
32827	1	0.1
32828	7	0.7
32829	2	0.2

Zip	Frequency	Valid Percent
32832	1	0.1
32833	3	0.3
32835	2	0.2
32836	5	0.5
32837	7	0.7
32839	4	0.4
32841	1	0.1
32887	1	0.1
32901	12	1.2
32903	1	0.1
32904	13	1.3
32905	11	1.1
32907	19	1.9
32908	4	0.4
32909	9	0.9
32915	1	0.1
32920	4	0.4
32922	7	0.7
32923	1	0.1
32925	1	0.1
32926	11	1.1
32927	12	1.2
32931	3	0.3
32932	3	0.3
32934	10	1
32935	15	1.5
32937	6	0.6
32940	15	1.5
32950	2	0.2
32951	6	0.6
32952	7	0.7
32953	10	1
32955	17	1.7
32956	2	0.2
32976	3	0.3
32986	1	0.1
33288	1	0.1
33290	1	0.1
33440	1	0.1
33544	1	0.1
33701	1	0.1

Zip	Frequency	Valid Percent
33711	1	0.1
33812	1	0.1
34711	1	0.1
34741	1	0.1
34744	1	0.1
34747	1	0.1
34758	1	0.1
34760	1	0.1

Zip	Frequency	Valid Percent
34761	8	0.8
34767	1	0.1
34786	8	0.8
34787	9	0.9
34789	1	0.1
34878	1	0.1
Total	1002	100

Appendix III: Survey Instrument

2020 FDOT Pedestrian & Bicyclist HVE Survey Instrument

INTRODUCTION

Hello, my name is _____, and I am a student from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about transportation safety. May I please speak to someone who is 18 years of age or older?

COUNTY) Which Florida county do you live in?

1. Brevard
2. Orange
3. Seminole
4. Volusia
5. Another County [End Survey]
6. Not Florida Resident [End Survey]
8. Don't Know [End Survey]
9. Refusal [End Survey]

ZIP. What is your zip code?

_____

8. Don't Know [End Survey]
9. Refusal [End Survey]

INFORMED CONSENT

Thank you for your time. These questions should take less than 5 minutes to complete. Your participation is voluntary. Your identity is unknown, and all your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

ZONE) In the past month, have you driven through or seen a Vision Zero Zone?

1. Yes
2. No
8. Don't Know
9. Refusal

ZONEUND) What do you think the purpose of this Vision Zero Zone is?

1. _____
8. Don't Know
9. Refusal

[If ZONE=1]

ZONEREM) What do you remember about your encounter with the Vision Zero Zone?

_____

PED) During a typical week, how many hours do you spend walking on a sidewalk or roadway?

1. More than 10 hours
2. 5 to 10 hours
3. 1 to 5 hours
4. Less than 1 hour
5. None
8. Don't Know
9. Refusal

NOCROSS) In the past month, have you crossed the street at a crosswalk when the signal said, “do not cross”?

1. Yes
2. No
8. Don’t Know
9. Refusal

SIGHT) In the past month have you crossed the street near an intersection within sight of a crosswalk, but did not use it?

1. Yes
2. No
8. Don’t Know
9. Refusal

BIKE) During a typical week, how many hours do you spend riding a bicycle on a roadway?

1. More than 10 hours
2. 5 to 10 hours
3. 1 to 5 hours
4. Less than 1 hour
5. None [SKIP TO BIKEPASS]
8. Don’t Know
9. Refusal

ROAD) When riding a bicycle on the roadway, do you generally ride …

1. Facing traffic
2. With traffic
3. Both
4. Never ride a bicycle on the roadway
8. Don’t Know
9. Refusal

Next I’m going to ask you a couple questions about Florida laws.

BIKEPASS) Florida law requires at least how many feet between a driver and a bicyclist when passing?

1. None
2. 1 ft
3. 3 ft
4. 5 ft
8. Don’t Know
9. Refusal

BIKEHEL) According to Florida law, who is required to wear a helmet when riding a bicycle?

1. Everyone
2. A rider under 18
3. A rider under 16
4. It is not a requirement
8. Don’t Know
9. Refusal

PEDWALK) According to Florida law, where are pedestrians required to walk when no sidewalks are available?

1. On the shoulder facing traffic
2. On the shoulder walking with traffic
3. On the shoulder, does not matter which direction
8. Don’t Know

9. Refusal

PEDNIGHT) According to Florida law, are pedestrians required to wear reflective clothing or gear when walking at night?

1. Yes
2. No
8. Don't Know
9. Refusal

Next we're going to ask you some questions about safety messages.

[RANDOMIZE ORDER OF CAMPAIGNS CREATE 3 BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

OPERATION) In the past few months, have you seen or heard of a safety campaign called, "Operation Vision Zero"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If OPERATION = 1]

OPERATIONSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Television
2. Streaming TV Roku/Apple/Sling/etc.
3. AM/FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Electronic amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Sidewalk Painting
10. Yard Sign
11. Brochure
12. An ad on your cellphone
13. Facebook
14. Instagram
15. Twitter
16. Police checkpoint
17. Police officers
18. Somewhere else _____
88. Don't Know
99. Refusal

SHARED) In the past few months, have you seen or heard a safety message that says, "Shared Road. Shared Responsibility"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If SHARED = 1]

SHAREDSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list OPERATIONSEE

ALERT) In the past few months, have you seen or heard a safety message that says, “Alert Today, Alive Tomorrow”?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don’t Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If ALERT = 1]
ALERTSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]
1. Same list as OPERATIONSEE

[If SHARED-ALERT <= 1]
CHANGE) In what way did these messages change your behavior?
1. _____
2. Behavior did not change
8. Don’t Know
9. Refusal

These last few questions are about you, so we can compare your responses to others in the survey.

AGE. Which of the following age categories best describes you? Are you:
1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don’t Know
9. Refusal

HISP. Are you of Latino or Hispanic ethnic background?
1. Yes (SKIP to EDU)
2. No
8. Don’t Know
9. Refusal

RACE. What is your racial background? Are you:
1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other _____
8. Don’t Know
9. Refusal

HOMELANG. Which language do you speak in your home most often?
1. English
2. Spanish
3. Creole
4. Other _____
8. Don’t Know
9. Refusal

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Some college
4. Bachelor's degree
5. Graduate degree or post-graduate degree
8. Don't Know
9. Refusal

LLCELL. Am I reaching you today on a landline or cell phone?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

SEX. If you are positive of the sex of the respondent fill this question in and move on to the next question. If you are uncertain, ask: And are you male or female?

1. Male
2. Female

Closing:

Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the pedestrian and cyclist behaviors of Floridians in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-2784.

Appendix IV. HVE Detail

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Brevard	Brevard County SO	2/28/2020	2200	2300	1	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	0	0	8	1
Brevard	Brevard County SO	3/4/2020	1800	2359	5.59	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	0	2	0	3
Brevard	Brevard County SO	3/4/2020	1800	2359	5.59	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	0	0	1	0
Brevard	Brevard County SO	3/4/2020	1800	2359	5.59	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	1	1	2	0
Brevard	Brevard County SO	3/4/2020	2130	2359	2.29	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	0	0	2	0
Brevard	Brevard County SO	3/6/2020	0	100	1	SR 520/Merritt Is. Cswy from Myrtle Ave to Sykes Creek Pkwy	1	0	2	0	0	0	1
Brevard	Brevard County SO	2/28/2020	2200	2330	1.3	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	0	0	0
Brevard	Brevard County SO	2/28/2020	2230	2359	1.29	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	0	1	5
Brevard	Brevard County SO	2/28/2020	2300	2359	0.59	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	0	0	2
Brevard	Brevard County SO	3/7/2020	100	200	1	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	0	5	0
Brevard	Brevard County SO	3/13/2020	100	400	3	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	1	1	0
Brevard	Brevard County SO	3/13/2020	1800	2359	5.59	SR 520 from Newfound Harbor Dr to 7-Eleven Driveway	1	0	2	0	0	8	2
Brevard	Brevard County SO	2/27/2020	1800	2359	5.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	2	0	2	6	1	3	0
Brevard	Brevard County SO	3/2/2020	1800	2359	5.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	0	2	1	0	9	0
Brevard	Brevard County SO	3/2/2020	1900	2359	4.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	0	2	8	0	5	0
Brevard	Brevard County SO	3/3/2020	1700	2359	6.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	1	2	2	0	3	2
Brevard	Brevard County SO	3/3/2020	1800	2300	5	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	5	2	0	3	9	0
Brevard	Brevard County SO	3/3/2020	1900	2359	4.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	0	2	5	2	1	0
Brevard	Brevard County SO	3/4/2020	1800	2359	5.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	2	1	2	0	0	0	1
Brevard	Brevard County SO	3/4/2020	1800	2300	5	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	1	2	0	1	3	0

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Brevard	Brevard County SO	3/6/2020	1800	2359	5.59	SR A1A/Astronaut Blvd from California Ave to Central Blvd	1	0	2	0	0	4	1
Brevard	Brevard County SO	2/28/2020	1900	2000	1	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	1	0	2
Brevard	Brevard County SO	2/29/2020	0	200	2	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0		0	2
Brevard	Brevard County SO	2/29/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	5	1
Brevard	Brevard County SO	3/1/2020	2030	2359	3.29	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	2	2
Brevard	Brevard County SO	3/2/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	0	4
Brevard	Brevard County SO	3/3/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	2	0
Brevard	Brevard County SO	3/4/2020	1800	2100	3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	4	1
Brevard	Brevard County SO	3/4/2020	2000	2300	3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	3	0
Brevard	Brevard County SO	3/5/2020	1800	2100	3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	10	0
Brevard	Brevard County SO	3/5/2020	1815	2045	2.3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	1	0
Brevard	Brevard County SO	3/6/2020	1800	2100	3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	2	2	0	0	2	1
Brevard	Brevard County SO	3/6/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	4	0	2	0	0	0	2
Brevard	Brevard County SO	3/7/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	2	0	2	0	0	5	0
Brevard	Brevard County SO	3/9/2020	1900	2200	3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	1	0
Brevard	Brevard County SO	3/12/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	3	0	2	0	0	1	0
Brevard	Brevard County SO	3/13/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	3	1
Brevard	Brevard County SO	3/14/2020	2100	2359	2.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	1	0	1
Brevard	Brevard County SO	3/15/2020	2000	2130	1.3	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	5	3	5
Brevard	Brevard County SO	3/16/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	7	0
Brevard	Brevard County SO	3/17/2020	1800	2359	5.59	US 1/Cocoa Blvd from Williams Point Blvd to Fay Blvd	1	0	2	0	0	2	0
Brevard	Palm Bay PD	3/2/2020	800	1200	4	Babcock to I-95	1	0	2	0	0	6	0

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Brevard	Palm Bay PD	2/28/2020	800	1330	5.3	Malabar Rd from Greenacre Dr to Babcock St	2	0	2	0	0	20	0
Brevard	Palm Bay PD	2/28/2020	800	1200	4	Malabar Rd from Greenacre Dr to Babcock St	2	0	2	0	0	8	0
Orange	Orange County SO	3/2/2020	700	1000	3	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	1	2	0	0	1	16
Orange	Orange County SO	3/3/2020	700	1000	3	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	0	2	1	0	5	15
Orange	Orange County SO	3/4/2020	700	1030	3.3	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	2	2	0	0	0	18
Orange	Orange County SO	3/5/2020	700	1000	3	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	2	2	0	0	0	20
Orange	Orange County SO	3/6/2020	700	1000	3	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	1	2	0	0	0	17
Orange	Orange County SO	3/10/2020	700	800	1	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	0	2	3	0	0	3
Orange	Orange County SO	3/11/2020	630	1030	4	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	5	0	2	11	0	2	16
Orange	Orange County SO	3/13/2020	600	1000	4	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	2	4	2	16	0	0	16
Orange	Orange County SO	3/18/2020	700	900	2	SR 438/Silver Star Rd from Hiawassee Rd to Powers Dr	1	6	2	0	0	3	5
Seminole	Altamonte Springs PD	3/4/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	8	0	2	0	0	0	85
Seminole	Altamonte Springs PD	3/6/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Altamonte Springs PD	3/11/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Altamonte Springs PD	3/13/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Altamonte Springs PD	3/3/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	7	4	2	1	0	8	82
Seminole	Altamonte Springs PD	3/5/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Altamonte Springs PD	3/10/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Altamonte Springs PD	3/12/2020	800	1100	3	E Altamonte Dr/SR 436 from I-4 to Maitland Ave	-	-	2	-	-	-	-
Seminole	Casselberry PD	2/27/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	10	1	2	0	4	2	19
Seminole	Casselberry PD	2/28/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	2	-	-	-	-
Seminole	Casselberry PD	2/29/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	2	-	-	-	-

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Seminole	Casselberry PD	3/1/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	2	-	-	-	-
Seminole	Casselberry PD	3/2/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/3/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/4/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/5/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/6/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/7/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/8/2020	1400	2359	9.59	SR 436/Semoran Blvd from Howell Branch Rd to US 17-92	-	-	-	-	-	-	-
Seminole	Casselberry PD	2/27/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	10	0	2	0	-	0	53
Seminole	Casselberry PD	2/28/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	2/29/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/1/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/2/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/3/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/4/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/5/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/6/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/7/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Casselberry PD	3/8/2020	1400	2359	9.59	SR 600/US 17-92 from SR 436 to Dog Track Rd	-	-	-	-	-	-	-
Seminole	Longwood PD	2/27/2020	1600	1750	1.5	SR 434 from Grant St to US 17-92/SR 600	1	0	2	0	0	0	22
Seminole	Longwood PD	3/1/2020	1400	1600	2	SR 434 from Grant St to US 17-92/SR 600	1	0	2	0	0	0	1
Seminole	Longwood PD	3/4/2020	1800	2000	2	SR 434 from Grant St to US 17-92/SR 600	1	0	2	0	0	0	17
Seminole	Longwood PD	3/6/2020	900	1200	3	SR 434 from Grant St to US 17-92/SR 600	1	0	2	1	0	0	1

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Seminole	Longwood PD	3/7/2020	1800	2300	5	SR 434 from Grant St to US 17-92/SR 600	1	0	2	1	0	0	4
Seminole	Longwood PD	3/8/2020	1800	2100	3	SR 434 from Grant St to US 17-92/SR 600	1	0	2	0	0	0	1
Seminole	Longwood PD	2/27/2020	700	2200	15	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	6	0	2	1	0	0	3
Seminole	Longwood PD	2/28/2020	700	2339	16.39	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	4	1	2	0	0	0	2
Seminole	Longwood PD	2/29/2020	0	200	2	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	1	0	2	0	0	0	8
Seminole	Longwood PD	3/1/2020	1400	2100	7	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	2	0	2	0	0	0	1
Seminole	Longwood PD	3/2/2020	2000	2359	3.59	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	1	0	2	0	0	0	15
Seminole	Longwood PD	3/3/2020	100	500	4	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	1	0	2	0	0	0	13
Seminole	Longwood PD	3/4/2020	700	1700	10	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	3	0	2	0	0	0	1
Seminole	Longwood PD	3/5/2020	700	1830	11.3	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	4	0	2	0	0	0	2
Seminole	Longwood PD	3/6/2020	700	2359	16.59	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	5	0	2	0	0	0	1
Seminole	Longwood PD	3/7/2020	1800	2300	5	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	1	0	2	0	0	0	2
Seminole	Longwood PD	3/8/2020	1700	2300	6	US 17-92/SR 600 from SR 434 to Raven Ave/Shepard Rd	2	0	2	0	0	0	1
Seminole	Seminole County SO & Sanford PD	2/27/2020	715	1830	11.15	SR 15/French Ave from SR 46/25th St to 13th St	3	4	2	8	0	6	3
Seminole	Seminole County SO & Sanford PD	2/28/2020	715	1830	11.15	SR 15/French Ave from SR 46/25th St to 13th St	3	0	2	9	0	1	10
Seminole	Seminole County SO & Sanford PD	3/3/2020	700	1830	11.3	SR 15/French Ave from SR 46/25th St to 13th St	2	2	2	13	0	0	2
Seminole	Seminole County SO & Sanford PD	3/4/2020	900	2100	12	SR 15/French Ave from SR 46/25th St to 13th St	1	0	2	2	0	4	5
Seminole	Seminole County SO & Sanford PD	3/5/2020	700	1830	11.3	SR 15/French Ave from SR 46/25th St to 13th St	3	0	2	13	0	5	6
Seminole	Seminole County SO & Sanford PD	3/6/2020	1000	1830	8.3	SR 15/French Ave from SR 46/25th St to 13th St	1	0	2	6	0	5	11
Seminole	Seminole County SO & Sanford PD	3/10/2020	700	2000	13	SR 15/French Ave from SR 46/25th St to 13th St	2	1	2	4	0	0	3
Seminole	Seminole County SO & Sanford PD	3/16/2020	700	1530	8.3	SR 15/French Ave from SR 46/25th St to 13th St	1	0	2	1	0	8	8
Seminole	Seminole County SO & Sanford PD	2/28/2020	715	1830	11.15	SR 46/25th St from SR 15/French Ave to Mellonville Ave	2	0	2	2	0	2	1

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Seminole	Seminole County SO & Sanford PD	2/29/2020	600	1800	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	5	0	6	0
Seminole	Seminole County SO & Sanford PD	3/1/2020	600	1800	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	9	0	1	4
Seminole	Seminole County SO & Sanford PD	3/5/2020	900	2100	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	3	0	0	1
Seminole	Seminole County SO & Sanford PD	3/10/2020	800	2000	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	1	0	0	2
Seminole	Seminole County SO & Sanford PD	3/12/2020	700	1530	8.3	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	1	0	2	0
Seminole	Seminole County SO & Sanford PD	3/13/2020	800	2000	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	1	0	0	1
Seminole	Seminole County SO & Sanford PD	3/14/2020	800	2000	12	SR 46/25th St from SR 15/French Ave to Mellonville Ave	1	0	2	1	0	0	1
Seminole	Winter Springs PD	2/28/2020	1700	2100	4	SR 434 from Sheoah Blvd to Moss Rd	3	0	2	0	0	2	0
Seminole	Winter Springs PD	3/1/2020	1700	2100	4	SR 434 from Sheoah Blvd to Moss Rd	3	0	2	0	0	0	0
Seminole	Winter Springs PD	3/2/2020	1700	2100	4	SR 434 from Sheoah Blvd to Moss Rd	2	0	2	0	2	2	0
Seminole	Winter Springs PD	3/6/2020	1700	2100	4	SR 434 from Sheoah Blvd to Moss Rd	1	0	2	0	2	2	0
Seminole	Winter Springs PD	3/7/2020	1700	2100	4	SR 434 from Sheoah Blvd to Moss Rd	1	1	2	0	1	2	0
Volusia	Port Orange PD	2/28/2020	1500	2100	6	SR 421/Dunalawton Ave from SR 9/I-95 to Clyde Morris Blvd	2	0	2	0	0	3	31
Volusia	Port Orange PD	2/29/2020	1500	2100	6	SR 421/Dunalawton Ave from SR 9/I-95 to Clyde Morris Blvd	-	-	-	-	-	-	-
Volusia	Port Orange PD	3/1/2020	1500	2100	6	SR 421/Dunalawton Ave from SR 9/I-95 to Clyde Morris Blvd	-	-	-	-	-	-	-
Volusia	Port Orange PD	3/5/2020	1500	2100	6	SR 421/Dunalawton Ave from SR 9/I-95 to Clyde Morris Blvd	-	-	-	-	-	-	-
Volusia	Port Orange PD	3/8/2020	1500	2100	6	SR 421/Dunalawton Ave from SR 9/I-95 to Clyde Morris Blvd	-	-	-	-	-	-	-
Volusia	Volusia County SO	2/28/2020	1500	1730	2.3	Saxon Blvd from east of I-4 to east of Finland Dr	2	10	2	16	0	7	3
Volusia	Volusia County SO	3/1/2020	1700	1830	1.3	Saxon Blvd from east of I-4 to east of Finland Dr	1	0	2	3	0	6	0
Volusia	Volusia County SO	3/2/2020	1430	1600	1.7	Saxon Blvd from east of I-4 to east of Finland Dr	1	0	2	5	0	2	6
Volusia	Volusia County SO	3/4/2020	1917	2000	0.83	Saxon Blvd from east of I-4 to east of Finland Dr	1	0	2	1	0	5	2
Volusia	Volusia County SO	2/28/2020	1900	2030	1.3	US 17 from US 92 to Lake Molly Ave	2	1	2	6	0	7	1
Volusia	Volusia County SO	3/1/2020	1845	2000	1.55	US 17 from US 92 to Lake Molly Ave	1	3	2	5	0	1	0
Volusia	Volusia County SO	3/5/2020	1830	2030	2	US 17 from US 92 to Lake Molly Ave	1	3	2	15	0	6	6

County	Agency Name	Date	Start Time	End Time	Total Hours	Detail Location	# Officers	Educational Encounters			Bike Lights	Total Warnings	Total Citations
								Ped	Bike	Motorist			
Total					786.63			57	266	188	27	256	607

**Note.* Some agencies reported totals for each location without indicating the specific values for each day/time. In those instances, the total location values for educational encounters, bike lights and citations are in the first entry for that locatio