



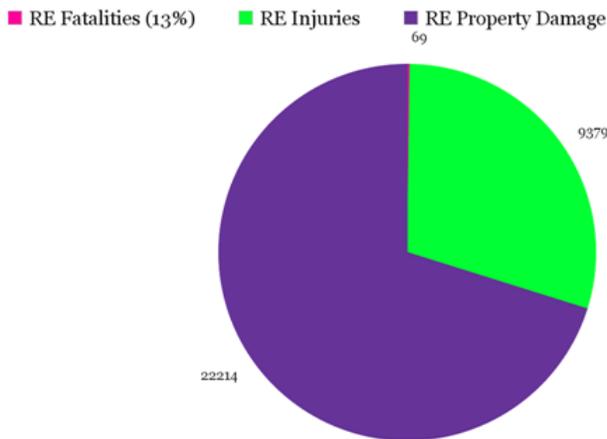
“Stop Tailgating, Before It Stops You!”

Summary of Problem

Nationally, rear-end collisions are the most frequently occurring type of crash. These crashes account for approximately 29 percent of all crashes and result in a substantial number of injuries, fatalities and property damage each year.

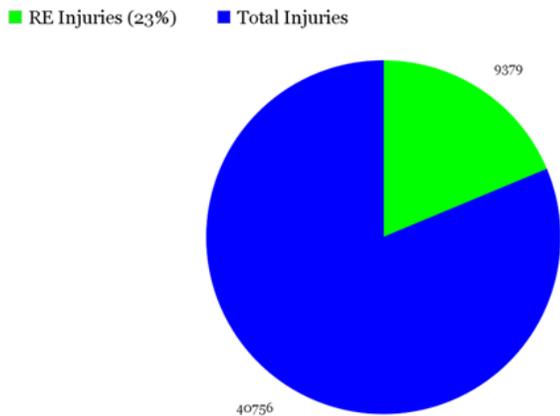
FDOT District 5 also records a significant number of rear-end crashes. Crash data indicates that, across our 9 counties, rear-end collisions are the leading type of crash, representing more than 45 percent of all reported traffic collisions. According to crash reports, District 5 recorded more than 31,000 rear end collisions in 2013 alone; resulting in an estimated \$115 million in property damage and injury insurance claims. (Crash data retrieved and analyzed with Signal 4 Analytics.)

2013 Rear-End Collisions (FDOT Dist. 5)

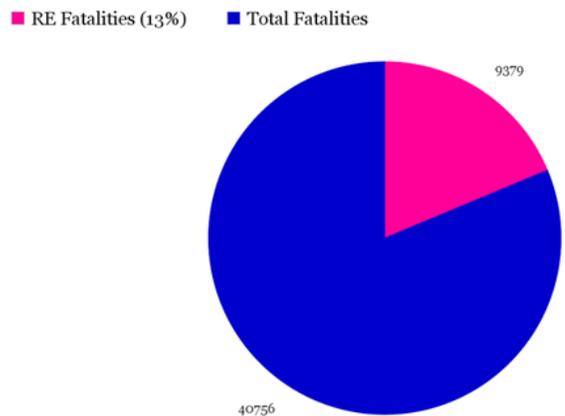


In 2013, District 5 recorded 69 fatalities and 9,379 injuries, resulting from rear-end collisions. While the majority of rear-end collisions resulted in property damage, it's worth noting that the injuries resulting from rear-end collisions represented 23% of all injuries sustained in traffic crashes throughout District 5's nine counties. The fatalities from rear-end collisions represented 13% of all traffic-related fatalities in District 5.

2013 Rear-End Injuries vs All Traffic-Related Injuries (Dist. 5)



2013 Rear-End Fatalities vs All Traffic-Related Fatalities (Dist. 5)



As shown by these collisions, and studies conducted by National Highway Traffic Safety Administration (NHTSA), one of the primary contributing factors in rear-end collisions are drivers following vehicles at an unsafe distance, thereby providing themselves insufficient time to decelerate in the event the vehicle they're following slows. Other common contributing factors are speed, distracted driving, and secondary crashes

Campaign Objective

One of our local agency partners, the Winter Park Police Department, recently launched a “Stop Tailgating, Before It Stops You” campaign. With a catchy logo and coordinated efforts with various safety partners, including FDOT, they were successful in heightening public awareness relating to tailgating and rear-end collisions and reducing the number of rear-end collisions along their major corridors, many of which were state roads. With the significance of rear-end collisions across the district and interest from our Community Traffic Safety Teams (CTST) in other counties, District 5 is expanding upon Winter Park’s campaign efforts to include all 9 of our counties. The goal of this campaign is to reduce the number of rear-end collisions by means of educating drivers regarding safe driving practices and targeted enforcement of violators at locations where collisions most frequently occur.

Method

Through detailed analysis of state roadways, we will identify high incident locations as they relate to rear-end collisions and work with local law enforcement partners via our CTSTs for targeted enforcement effort. With Winter Park Police Department’s permission, we are using their uniquely designed logo (shown below) on a number of promotional items to be distributed to the public in conjunction with public education. Venues for distribution will include presentations at high schools and military bases, National Night Out events, the International Car Show (Orange County, FL) which brings in tens of thousands of visitors over the course of the Thanksgiving holiday, and various safety fairs or other public events. We will also work with local media partners to promote the campaign via radio, television, and/or on electronic billboards.



Trends

As you can see from the graph below, District 5 has seen an upward trend of rear-end collision over the last 3-4 years, with a noticeable spike in 2013.

