Split 00:01 Second

ONE MOMENT CAN CHANGE EVERYTHING.
What is SplitSecond?

Driver safety program for 16-24 year olds.

Pilot - Orange and Seminole Counties

Innovative, technology-based, incentive oriented.

Communicates directly to young adults.

Positively influence five driver behaviors.

- Impaired driving
- Distracted driving
- Seatbelts
- Speeding
- Aggressive Driving

Motorcycle, bicycling, pedestrian
Who’s behind this pilot?

Lennon Moore
- 35 years in transportation planning industry including senior planning positions with FDOT and OOCEA
- League of Women Voters Board Member
- Commuter Rail Advocacy through LWV
- Past WTS Florida Board Member

Jackie VanderPol
- 19 years in infrastructure design and construction industry.
- Ntl. Director, American Society of Highway Engineers (ASHE)
- TEAMFL Board Secretary
- Advocate of IBTTA (Raised $30k for Leadership Academy)
- Advocate of Youth Programs (eg. FDOT Construction Career Days)
- Sponsor of Floridians for Better Transportation and ASHE National Conference
- Participant at SASHTO
- Past WTS Florida Board Member
We think with this approach we can...

Reduce fatalities by 40% in this age group.
Reduce serious injuries by 40% in this age group.
Make a long-lasting change in drivers’ behavior.
Help FDOT and Gov. Crist meet safety goals.
Set a positive example across the nation.
Program Elements

Web-based with mechanisms to drive young adults to the site.
Online training using humor and incentives.
Online store.
Viral marketing techniques.
Strategically placed billboards.
Collaboration with schools, and public and private sectors.
Do you realize...

Tampa, Jacksonville and Orlando are the top three DEADLIEST CITIES IN AMERICA for teen drivers?
(study by AllState Insurance 2008)

Florida is the third worst state for all types of motor fatalities nationwide...no matter how you measure it.
(CA/TX/FL in that order.)

Few, if ANY public schools in Florida offer a driver’s education program.
Orlando High On Teen Fatal Car Crash List

Additional Information
Allstate Holiday Teen Driving Stats

ORLANDO -- Three Florida metro areas, including Orlando, top the list for fatal car crashes involving teen drivers around the holidays.

Orlando ranked third in a nationwide Allstate Insurance study that looked at federal crash statistics and insurance claims over the past eight years. Allstate said in the past eight years, "teen drivers have been involved in more than 5,000 crashes between Thanksgiving and New Year's Day."

Tampa ranked first on the list and Jacksonville ranked second.

The safest cities for teen drivers during the holidays are Salt Lake City, San Francisco, and Cleveland.
Allstate looked at the "nation's 50 largest metro areas from Thanksgiving through New Year's Day."

10 Deadliest Cities

1. Tampa-St. Petersburg - Clearwater
2. Jacksonville
3. Orlando-Kissimmee
7. Las Vegas-Paradise, Nev.
8. Oklahoma City, Okla.
9. Louisville, Ky.-Ind.

10 Safest Cities

1. Salt Lake City, Utah
2. San Francisco-Oakland-Fremont, Calif.
3. Cleveland-Elyria-Mentor, Ohio
5. Milwaukee-Waukesha-West Allis, Wis.
7. San Jose-Sunnyvale-Santa Clara, Calif.
10. Los Angeles-Long Beach-Santa Ana, Calif.
NHTSA’s Ranking
Four Deadliest States

CA 3,974 deaths
TX 3,363 deaths
FL 3,214 deaths

then a big jump to the next worst
GA 1,641 deaths
2007 Traffic Safety Annual Assessment – Highlights

NHTSA motorvehicle stats for 2006-2007

3.9% reduction in fatalities, 3.3% reduction in serious injuries but still 41,059 deaths on our roadways!

Also shows 15% increase in pedestrian injuries, a 6.5% increase in motorcycle fatalities, and 17% increase in motorcycle serious injuries.

Table 1: Motorists and Nonmotorists Killed and Injured in Traffic Crashes

<table>
<thead>
<tr>
<th>Description</th>
<th>2006</th>
<th>2007</th>
<th>Change</th>
<th>% Change</th>
<th>2006</th>
<th>2007</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>41,059</td>
<td>41,059</td>
<td>0.00</td>
<td>0.0%</td>
<td>1,400,000</td>
<td>1,460,000</td>
<td>60,000</td>
<td>4.3%</td>
</tr>
<tr>
<td>Motorists</td>
<td>39,000</td>
<td>39,000</td>
<td>0.00</td>
<td>0.0%</td>
<td>1,250,000</td>
<td>1,300,000</td>
<td>50,000</td>
<td>4.0%</td>
</tr>
<tr>
<td>Nonmotorists</td>
<td>2,059</td>
<td>2,059</td>
<td>0.00</td>
<td>0.0%</td>
<td>150,000</td>
<td>160,000</td>
<td>10,000</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

California (-24%), Arizona (-22%), Texas (-18%), Florida (-14%), New York (-12%), and Missouri (-10%). South Dakota (+24%), Vermont (+25%), Wyoming (+28%).

Table 5 (below) shows the total number of fatalities for 2006 and 2007, the change in the number of fatalities, and the percentage change for each State. The District of Columbia, and Puerto Rico. Thirty-five States and Puerto Rico had reductions in the number of fatalities. States with the largest reduction (100 or more) in the number of fatalities were California (-24%), Arizona (-22%), Texas (-18%), Florida (-14%), New York (-12%), and Missouri (-10%). South Dakota (+24%), Vermont (+25%), Wyoming (+28%).


<table>
<thead>
<tr>
<th>State</th>
<th>2000</th>
<th>2007</th>
<th>Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>500</td>
<td>460</td>
<td>-40</td>
<td>-8%</td>
</tr>
<tr>
<td>Alaska</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Arizona</td>
<td>1,230</td>
<td>1,080</td>
<td>-400</td>
<td>-32%</td>
</tr>
<tr>
<td>Colorado</td>
<td>4,050</td>
<td>3,850</td>
<td>-200</td>
<td>-5%</td>
</tr>
<tr>
<td>Colorado</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Nevada</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>New York</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Oregon</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Texas</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Utah</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Virginia</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Washington</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>District of Columb</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
<tr>
<td>Puerto Rico</td>
<td>360</td>
<td>330</td>
<td>-30</td>
<td>-8%</td>
</tr>
</tbody>
</table>

NHTSA’s Fatality Analysis Reporting System (FARS) is a census of all crashes of motor vehicles traveling on public roadways in which a person died within 30 days of the crash. Data for the National Automotive Sampling System (NASS) General Estimates System (GES) comes from a nationally rep-resentative sample of police-reported motor vehicle crashes of all types, from property-damage-only to fatal.
Florida is 3rd most deadly state to drive in -- based on population.

While dramatically reducing fatalities in 2007, CA still leads the nation in overall fatalities, followed closely by Texas and then Florida. The next highest after FL is GA with 1,641...a big drop.
FTC 2006
Deaths per 100m - VMT

FL 1.66 deaths
TX 1.46 deaths
CA 1.29 deaths
US ave. 1.41 deaths
Highway Fatality Rates 2006
(per 100m VMT)

- California: 1.29
- Florida: 1.66
- Texas: 1.46
- US: 1.41

Highway Fatality Rates 2002 - 2006

FTC Statistics
Deaths of 16-20 year olds per 100k pop. of that age group.

<table>
<thead>
<tr>
<th>Year</th>
<th>FL</th>
<th>TX</th>
<th>CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>36.01</td>
<td>34.92</td>
<td>22.13</td>
</tr>
<tr>
<td>2004</td>
<td>34.30</td>
<td>29.87</td>
<td>21.16</td>
</tr>
<tr>
<td>2005</td>
<td>40.98</td>
<td>28.69</td>
<td>21.78</td>
</tr>
<tr>
<td>2006</td>
<td>34.38</td>
<td>26.52</td>
<td>20.77</td>
</tr>
</tbody>
</table>
Florida’s DHSMV (2008)

Orlando, Tampa and Jacksonville are the THREE MOST DEADLY U.S. CITIES for drivers 16-19 years old.

By any measure, we are losing our young adults to the roadway.
Pedestrian Fatalities Involving Motor Vehicles 2005
(rate per 100k population)

- California: 2.05
- Florida: 3.24
- Texas: 1.83
- United States: 1.65

Sources:
- U.S. Department of Transportation, National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS)
What other programs are out there?

FHP’s [www.Takethewheel.com](http://www.Takethewheel.com)
FORD Teen Driver Program
AllState Insurance - Teen Driver Program
AAA Teen Driving Program
MADD
Smaller community or agency programs
Ours is Better!

- we are working to obtain adequate funding so that we can put forth an effective program.

- designed to make 16-24 year olds feel as if this program is “theirs.”

  - viral marketing program.

  - collaboration with schools and businesses.

  - incentivized training will make a HUGE difference.
Status of the Program

Incorporated as Not-for Profit Corporation. 501(c)3

Completed preliminary business plan, budget and schedule.

Phase I of the creative is done.

UCF’s Baseline statistics report is done.

Grant research underway at Rollins College Philanthropy Center.

Meetings with reps from various agencies including Orange County Schools, University of Central Florida, Florida Highway Patrol, FDOT Safety Office, FDOT Secretary of Transportation, FDOT District 5 Secretary, Florida's Turnpike Enterprise Exec, Rollins College Philanthropy Center, TEAMFL, MDX, and more....
Program Features Review

collaboration with highschools, colleges, universities and vo-tech’s
free kits for schools to hold events (signs, banners, bumper stickers, t-shirts, fliers and more)
collaboration with local and national businesses
strategically placed billboards
public service announcements - radio, tv, print

NOW THE REALLY GOOD PART --
A DYNAMIC, EDGY AND COMPELLING WEBSITE
- incentivized driver’s training program (free)
  - features on the site to drive traffic
- links and downloads to music, stories, art submitted as tributes
  - memorial page
- online store with great products
  - “young” news
- presence on youtube, facebook, twitters, etc.
SplitSecond
One moment can change everything.

Font: Tanek
PMS 1807 red
80% black

Font: Blue Highway

Additional font used for letterhead, business card and brochure: Officina Sans ITC
A NEW CAMPAIGN
FOR YOUNG DRIVERS
DESIGNED TO BE MORE
COMPELLING THAN JUST
ANOTHER LECTURE.

FACTS

• Central Florida has one of the nation's highest rates of traffic fatalities among drivers aged 16 – 24.
• The leading causes of traffic accidents among teens are speed, distraction and driver inexperience — all of which are preventable.
• Only 28% of teens believe that cell phones are a distraction to drivers, according to a recent survey.
• Nearly half of teen drivers killed in crashes are not wearing safety belts.
• For every teen killed in a car, nearly 100 are seriously injured.
• Compared with other age groups, teens have the lowest rate of seatbelt use.
• Only 20% of schools nationwide offer driver's ed today, down from 90% in the 1980s.
• Comprehensive driver-education courses have been associated with up to 40% reductions in accidents.

LIKE I CARE WHAT YOU THINK.

www.inasplitsecond.org
SplitSecond
One moment can change everything

Ever try to lecture young drivers about highway safety? They’re sure to respond in one of two ways:

1. Roll their eyes.
2. Wait until you leave, then roll their eyes.

The solution? SplitSecond, a new campaign dedicated to saving young drivers’ lives without insulting their intelligence.

The line between life and death can be the decision made in a split second. Using fun interactive tools, social networking and must-have incentives, this

What’s the BIG idea?

Through our first 18-month campaign, we are dedicated to reducing serious accidents and highway fatalities by 40% among drivers aged 16-24 in Orange and Seminole counties.

Our pilot program centers on an interactive, accredited driver-education program that rewards participants with discounts and gifts from popular retailers. Far from the usual dry lessons on road safety, these online courses will be fun, edgy and practical.

The program will focus on several of the key, preventable issues that are often linked to injury and fatality on Florida’s highways:

- Aggressive driving
- Distractions such as cell phones and texting
- Impaired driving
- Speeding
- Seatbelt usage

In addition to the online driving courses, the SplitSecond program will raise awareness through:

- Toolkits for schools and organizations to help them host safe driving events
- Strategically placed billboards near schools and youth hangouts
- A virtual memorial for young drivers who have died in our communities
- Video sharing on YouTube
- Mobile marketing via cell phone
- Social networking on MySpace and Facebook
- T-shirts, bracelets, bumper stickers and more free swag

What’s YOUR part?

Join the cause. Your support at this early stage could help save thousands of young lives in the years to come. Please sign up to receive SplitSecond notices about upcoming events, or contact us to hold an event at your school or organization. Visit our Web site at www.inasplitsecond.org.

Contribute. Help us fund this important program. Please make a tax-deductible gift, or consider becoming a corporate or individual sponsor.

Spread the word. SplitSecond is a movement that depends on word-of-mouth, so please help get the word out to parents, teachers, teens and anyone else who would like to reduce the number of fatalities on our roads. Your gift is tax deductible.
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- Impaired driving
- Speeding
- Seatbelt usage
So...how will we measure our success?

UCF’s Dr. Mohamed Aty, P.E. has assigned his master’s and phd students with the task of establishing the baseline now, and then measuring the pilot’s success at various points along the way.

Dr. Mohamed A. Abdel-Aty, P.E.
Professor
Program Director, Transportation Safety and Operation Center for Advanced Transportation Systems Simulation (CATSS)
http://catss.ucf.edu/

Associate Editor of Accident Analysis and Prevention
http://ees.elsevier.com/aap/
The 10-page initial report by Dr. Aty and his PhD students is available for your review.
What’s our budget?

$1,200,000

Includes $400,000 for creative development & ongoing
Salaries (2 facilitators, 1 grant writer, 1 PT secretary)
Office space
UCF statistical assistance
Printing
Placement of billboards, signage
Expenses for events
Items for incentives
(key chains, t-shirts, bumper stickers)
Merchant stickers
What’s in it for you?

Save lives.
Fewer accidents and delays.
Improve traffic flow.
Save money.
Be part of a movement that goes nationwide.
How can you help?

WE ARE SEEKING FINANCIAL SUPPORT

In January we will submit a grant application to FDOT to fund this program. This is an aggressive program and we need your help.

We’re moving forward no matter what, but we will have GREATER success SOONER if we can get funding earlier.

Please endorse our program and ask FDOT’S Central Safety Office to support it to the greatest extent possible. OR, if there is money available now, please request that it be made available to us.
Contact:
www.inasplitsecond.org
Jackie VanderPol
President
407.228.1747
jvanderpol@inasplitsecond.org

Lennon Moore
Vice President
407.956.0998
lmoore@inasplitsecond.org
The End