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

SplitSecond

ONE MOMENT CAN CHANGE EVERYTHING.

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.

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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.

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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.

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Orlando High On Teen Fatal Car Crash List

ORLANDO SENTINEL, Wednesday, December 03, 2008 10:19:17 AM

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
4. Kansas City, Mo.-Kan.
5. Birmingham-Hoover, Ala.
6. Phoenix-Mesa-Scottsdale, Ariz.
7. Las Vegas-Paradise, Nev.
8. Oklahoma City, Okla.
9. Louisville, Ky.-Ind.
10. Richmond, Va.

10 Safest Cities

1. Salt Lake City, Utah
2. San Francisco-Oakland-Fremont, Calif.
3. Cleveland-Elyria-Mentor, Ohio
4. Portland-Vancouver-Beaverton, Ore.-Wa.
5. Milwaukee-Waukesha-West Allis, Wis.
6. New York-Northern New Jersey-Long Island, N.Y.-N.J.-Pa.
7. San Jose-Sunnyvale-Santa Clara, Calif.
8. Boston-Cambridge-Quincy, Maine-N.H.
9. Detroit-Warren-Livonia, Mich.
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

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Traffic Safety Facts

Crash • Stats

NHTSA www.nhtsa.gov

DOT HS 811 017 | A Brief Statistical Summary | August 2008

2007 Traffic Safety Annual Assessment – Highlights

The overall number of traffic fatalities in 2007 reached its lowest level since 1994. The 2007 Annual Assessment of Motor Vehicle Traffic Crash Fatalities and People Injured shows a 3.9-percent decline in people killed in the United States, from 42,708 in 2006 to 41,059. This reduction in fatalities is the largest in terms of both number and percentage since 1992. Passenger car occupant fatalities declined for the fifth consecutive year, while light-truck occupant fatalities dropped for the second consecutive year. However, motorcyclist fatalities continued their 10-year increase, reaching 5,154 in 2007, the highest number since NHTSA started collecting fatality crash data in 1975. Motorcyclist fatalities now account for 13 percent of total fatalities. The data (see Table 1) shows a decrease in fatalities for all person types except motorcyclists.

The number of people injured in crashes was estimated to be below 2.5 million for the first time since NHTSA began collecting injury data in 1988. In 2007, about 2.49 million people were injured in motor vehicle traffic crashes, compared to 2.58 million in 2006 (see Table 1). This constitutes the eighth consecutive yearly reduction in people injured (see Chart 2, overleaf). The number of people injured declined in all categories except motorcyclists and pedestrians.

The fatality rate per 100 million vehicle miles traveled (VMT) fell to a historic low of 1.37 (Table 2). The overall injury rate also declined. The 2007 rates are based on the latest (May 2008) traffic volume trend estimates from the Federal Highway Administration (FHWA). Overall VMT decreased by 0.6 percent over 2006 VMT – from 3,014,116 million to 2,996,232 million. VMT data will be updated when FHWA officially releases the 2007 Annual Highway Statistics. Alcohol-impaired driving fatalities (fatalities in crashes involving a driver or motorcycle rider with a blood alcohol concentration [BAC] of .08 grams per deciliter [g/dL] or greater) declined by 3.7 percent in 2007 (Table 3).

Table 5 (below) compares 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 (-266), Arizona (-227), Texas (-168), Florida (-143), New York (-121), and Missouri (-104). South Dakota (-24%), Vermont (-24%), Wyoming (-23%), followed by Delaware (-21%) had the greatest percentage reductions. The largest increases (50 or more) were in North Carolina (+121) and Virginia (+65). The largest percentage increases were found in the District of Columbia (+19%), Alaska (+14%), and North Carolina (+7.8%).

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 representative sample of police-reported motor vehicle crashes of all types, from property-damage-only to fatal.

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

Description	Killed				Injured			
	2006	2007	Change	% Change	2006	2007	Change	% Change
Total*	42,708	41,059	-1,649	-3.9%	2,575,000	2,491,000	-84,000	-3.3%
Motorists								
Passenger Vehicles	30,686	28,933	-1,753	-5.7%	2,331,000	2,221,000	-110,000	-4.7%
Passenger Cars	17,925	16,520	-1,405	-7.8%	**1,475,000**	**1,379,000**	**-96,000**	-6.5%
Light Trucks	12,761	12,413	-348	-2.7%	857,000	841,000	-16,000	-1.9%
Large Trucks	805	802	-3	-0.4%	23,000	23,000	0	0.0%
Motorcycles	4,837	5,154	+317	+6.6%	**88,000**	**103,000**	**+15,000**	+17%
Nonmotorists								
Pedestrians	4,795	4,654	-141	-2.9%	**61,000**	**70,000**	**+9,000**	+15%
Pedalcyclists	772	698	-74	-9.6%	44,000	43,000	-1,000	-2.3%
Other/Unknown	185	152	-33	---	7,000	10,000	+3,000	---

Source: Fatalities - FARS 2006 [Final], 2007 Annual Report File (ARF), Injured - NASS GES 2006, 2007 Annual Files

* Total includes occupants of buses and other/unknown occupants not shown in table. Changes in numbers shown in bold are statistically significant.

Figure 1: Fatalities and Fatality Rate per 100M VMT by Year

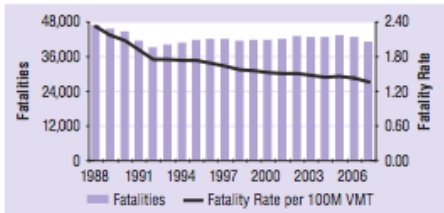

Figure 2: People Injured and Injury Rate per 100M VMT by Year

Table 5: People Killed in Motor Vehicle Crashes, by State, 2006-2007

State	2006	2007	Change	% Change	State	2006	2007	Change	% Change
Alabama	1,207	1,110	-97	-8.0%	**Montana**	264	277	+13	+4.9%
Alaska	74	84	+10	+14%	Nebraska	269	256	-13	-4.8%
Arizona	1,293	1,066	-227	-18%	Nevada	431	373	-58	-13%
Arkansas	665	650	-15	-2.3%	**New Hampshire**	127	129	+2	+1.6%
California	4,240	3,974	-266	-6.3%	New Jersey	771	724	-47	-6.1%
Colorado	535	554	+19	+3.6%	New Mexico	484	413	-71	-15%
Connecticut	311	277	-34	-11%	New York	1,454	1,333	-121	-8.3%
Delaware	148	117	-31	-21%	**North Carolina**	1,554	1,675	+121	+7.8%
District of Columbia	37	44	+7	+19%	North Dakota	111	111	0	0.0%
Florida	3,357	3,214	-143	-4.3%	**Ohio**	1,238	1,257	+19	+1.5%
Georgia	1,693	1,641	-52	-3.1%	Oklahoma	765	754	-11	-1.4%
Hawaii	161	138	-23	-14%	Oregon	478	455	-23	-4.8%
Idaho	267	252	-15	-5.6%	Pennsylvania	1,525	1,491	-34	-2.2%
Illinois	1,254	1,249	-5	-0.4%	Rhode Island	81	69	-12	-15%
Indiana	902	898	-4	-0.4%	**South Carolina**	1,045	1,066	+21	+2.0%
Iowa	439	445	+6	+1.4%	South Dakota	191	146	-45	-24%
Kansas	468	416	-52	-11%	Tennessee	1,284	1,210	-74	-5.8%
Kentucky	913	864	-49	-5.4%	Texas	3,531	3,363	-168	-4.8%
Louisiana	987	985	-2	-0.2%	**Utah**	287	299	+12	+4.2%
Maine	188	183	-5	-2.7%	Vermont	87	66	-21	-24%
Maryland	652	614	-38	-5.8%	**Virginia**	962	1,027	+65	+6.8%
Massachusetts	429	417	-12	-2.8%	Washington	633	568	-65	-10%
Michigan	1,086	1,088	+2	+0.2%	**West Virginia**	410	431	+21	+5.1%
Minnesota	494	504	+10	+2.0%	**Wisconsin**	724	756	+32	+4.4%
Mississippi	911	884	-27	-3.0%	Wyoming	195	150	-45	-23%
Missouri	1,096	992	-104	-9.5%	US (excluding PR)	42,708	41,059	-1,649	-3.9%
					Puerto Rico	509	452	-57	-11%

Source: FARS 2006 [Final], 2007 Annual Report File (ARF)

States in black indicate decline in fatalities and States in bold indicate increase in fatalities.

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 6.6% increase in motorcycle fatalities, and 17% increase in motorcycle serious injuries.

Florida is 3rd most deadly state to drive in -- based on population.

Table 5: People Killed in Motor Vehicle Crashes, by State, 2006-2007

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					Puerto Rico	509	452	-57	-11%

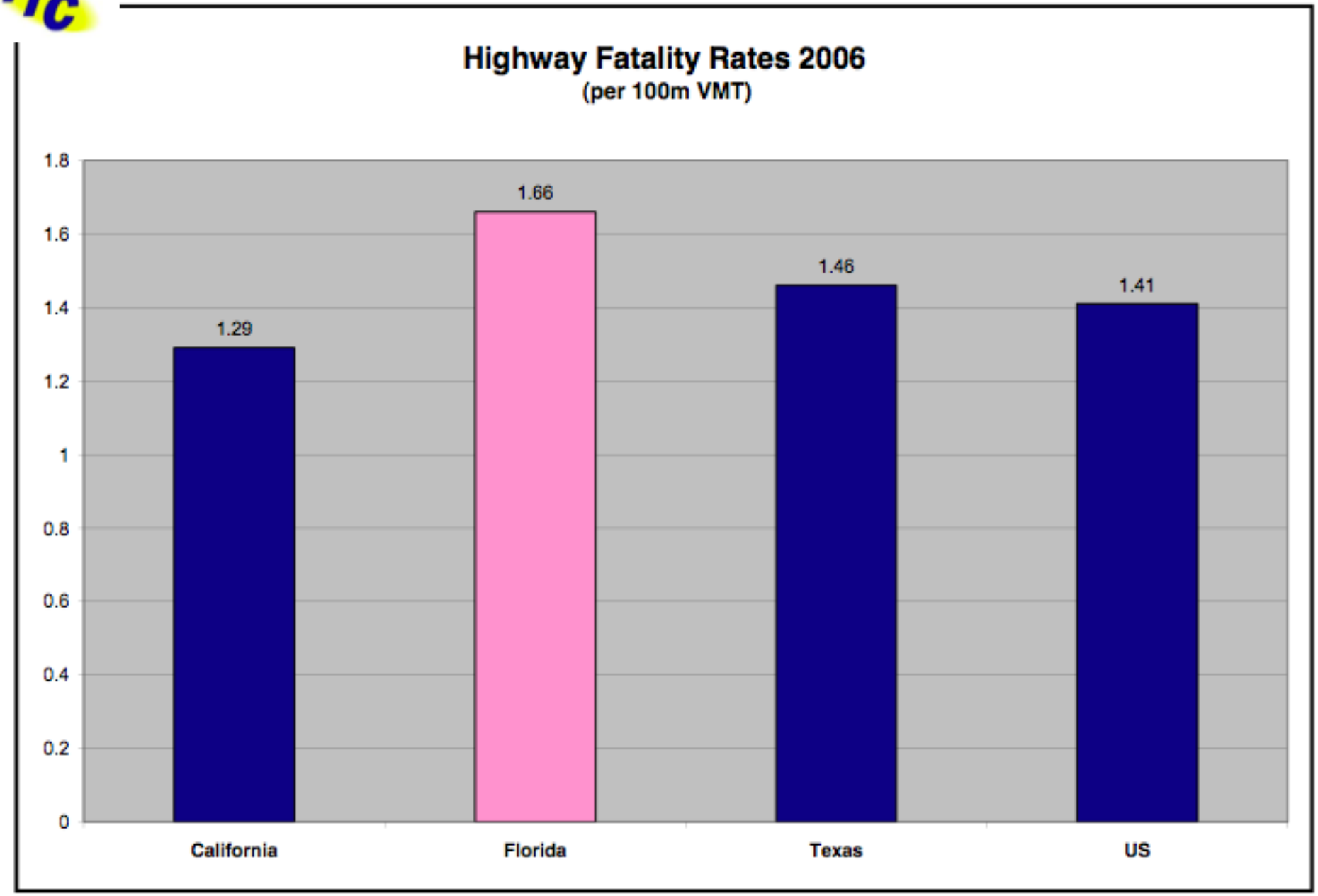
Source: FARS 2006 [Final], 2007 Annual Report File [ARF]
States in black indicate decline in fatalities and States in bold indicate increase in fatalities.

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

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.

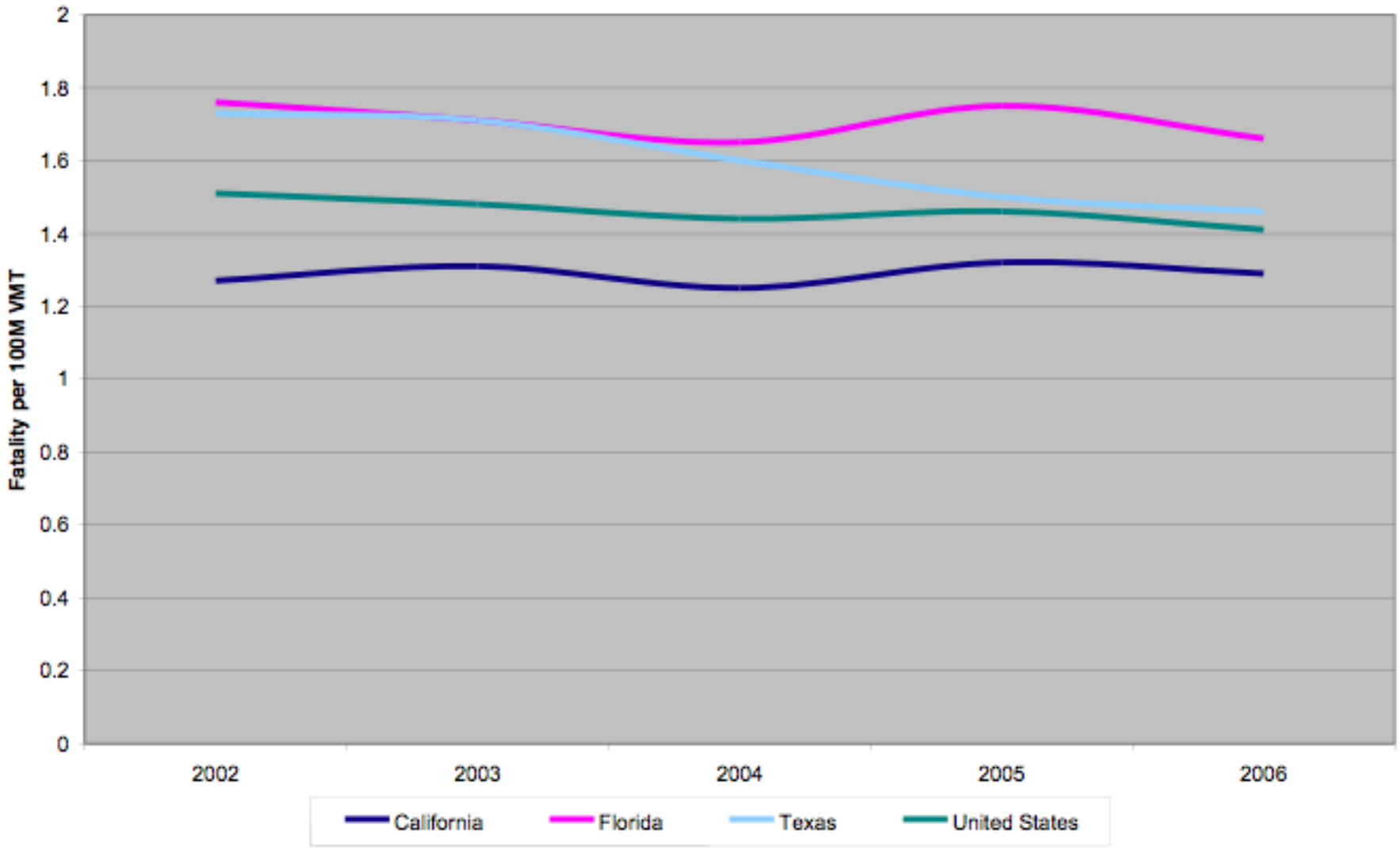
FTC 2006 Deaths per 100m - VMT

FL 1.66 deaths
TX 1.46 deaths
CA 1.29 deaths
US ave. 1.41 deaths



SOURCE: www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/

Highway Fatality Rates 2002 - 2006

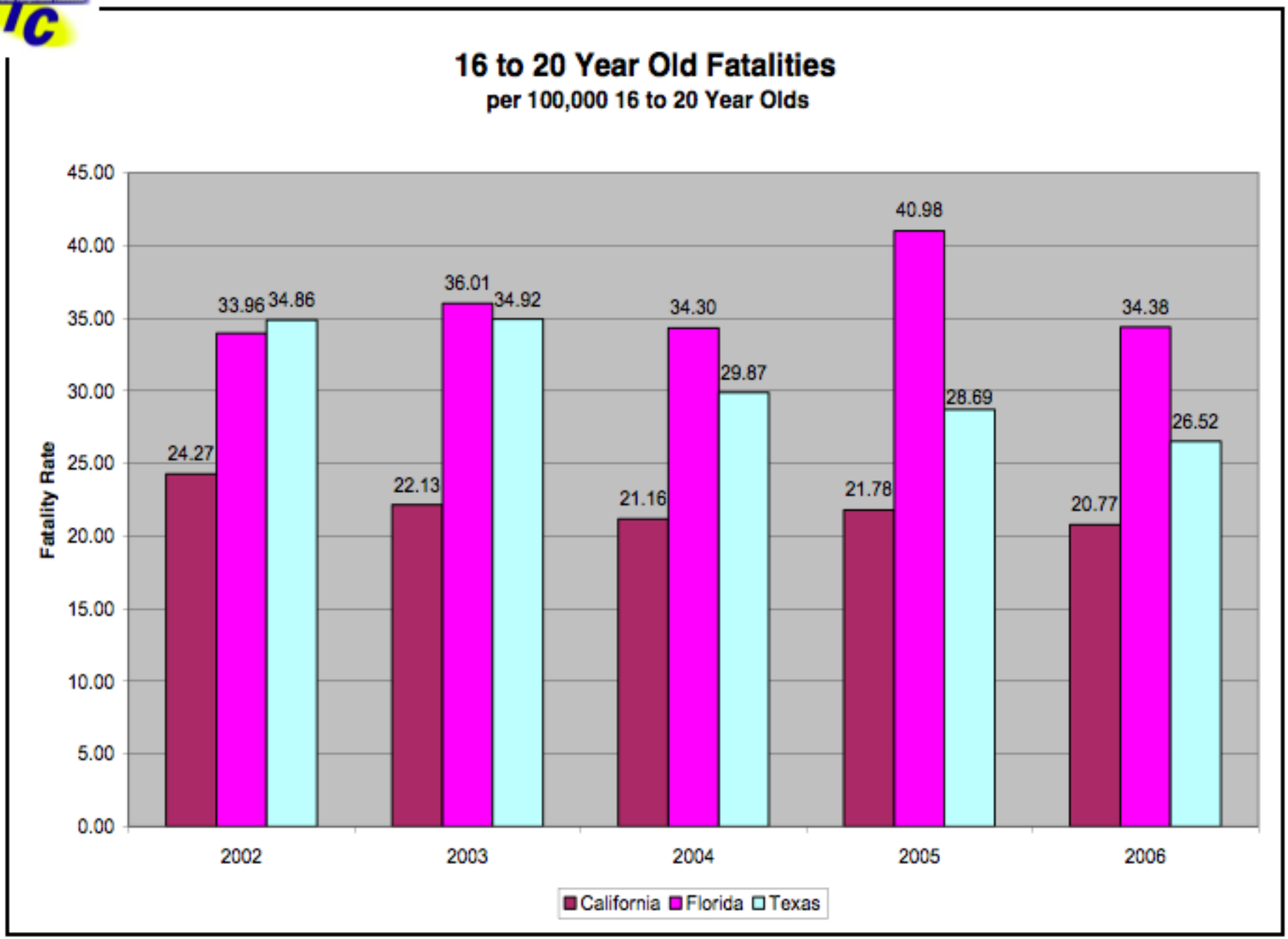


SOURCE: www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/12_FL/2006/12_FL_2006.htm

FTC Statistics

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

(2003)	(2004)	(2005)	(2006)
FL - 36.01	FL - 34.30	FL - 40.98	FL - 34.38
TX - 34.92	TX - 29.87	TX - 28.69	TX - 26.52
CA - 22.13	CA - 21.16	CA - 21.78	CA - 20.77


16 to 20 Year Old Fatalities
per 100,000 16 to 20 Year Olds
Fatality Rate
45.00
40.00
35.00
30.00
25.00
20.00
15.00
10.00
5.00
0.00
24.27
33.96
34.86
22.13
36.01
34.92
21.16
34.30
29.87
21.78
40.98
28.69
20.77
34.38
26.52
2002
2003
2004
2005
2006
California
Florida
Texas

Florida's DHSMV (2008)

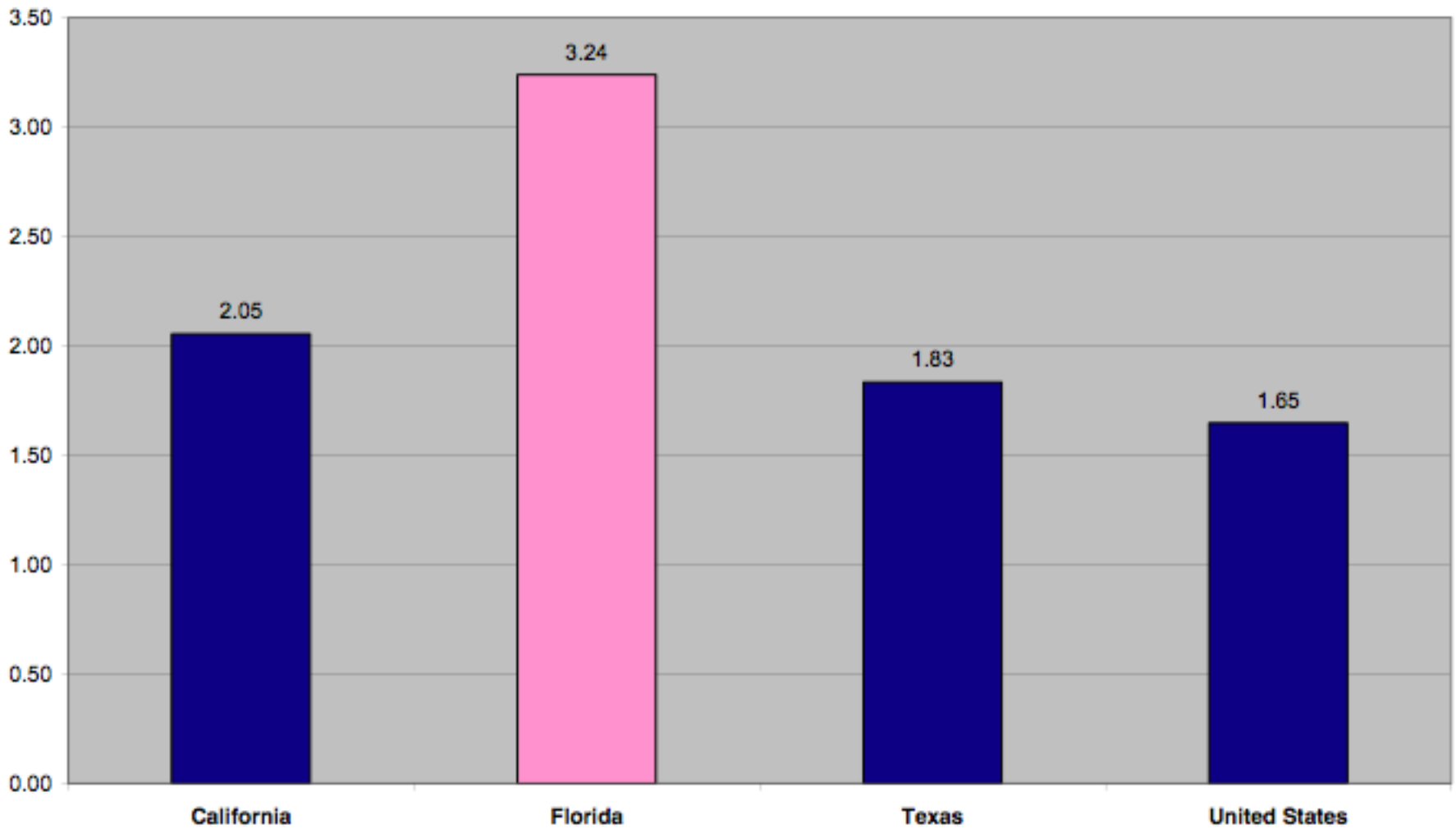
Orlando, Tampa and Jacksonville are the THREE MOST DEADLY U.S. CITIES for drivers 16-19 years old.

By any measure, we are losing our young adults to the roadway.

00:01
SplitSecond
ONE MOMENT CAN CHANGE EVERYTHING.

Pedestrian Fatalities Involving Motor Vehicles 2005

(rate per 100k population)



SOURCES: U.S. Department of Transportation, National Highway Traffic Safety Administration, Traffic Safety Facts 2005: Alcohol, Washington, DC: 2006, available at http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/availinf.html as of Nov. 30, 2006; 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
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.

00:01
SplitSecond
ONE MOMENT CAN CHANGE EVERYTHING.

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.

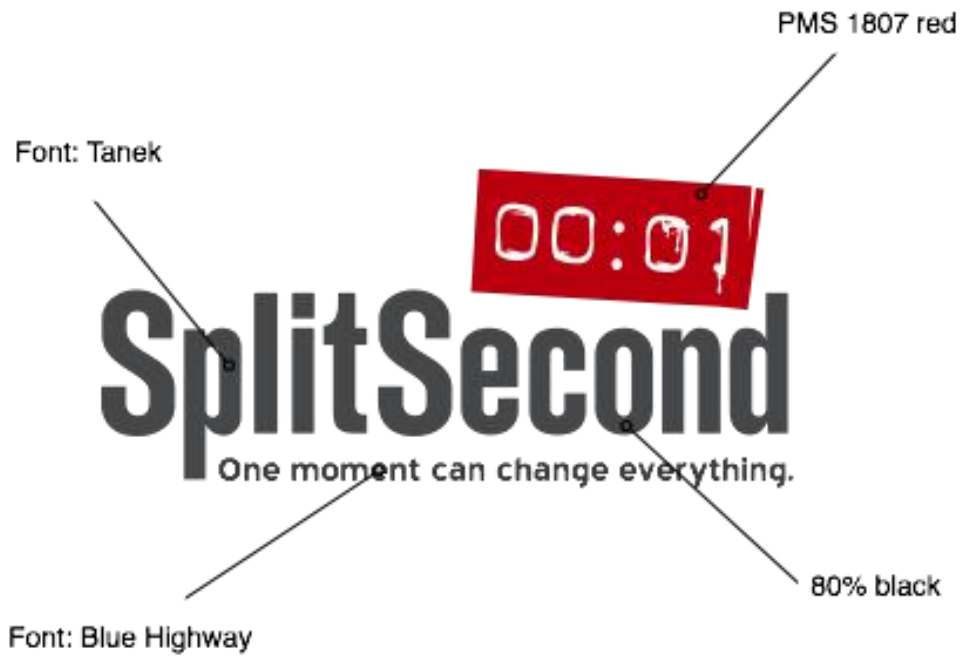
Meetings with reps from various agencies including Orange County Schools, University of Central Florida, Florida Highway Patrol, FDOT Safety Office, FDOT Secretary of Transportation, FDOT District 5 Secretary, Florida's Turnpike Enterprise Exec, Rollins College Philanthropy Center, TEAMFL, MDX, and more....

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

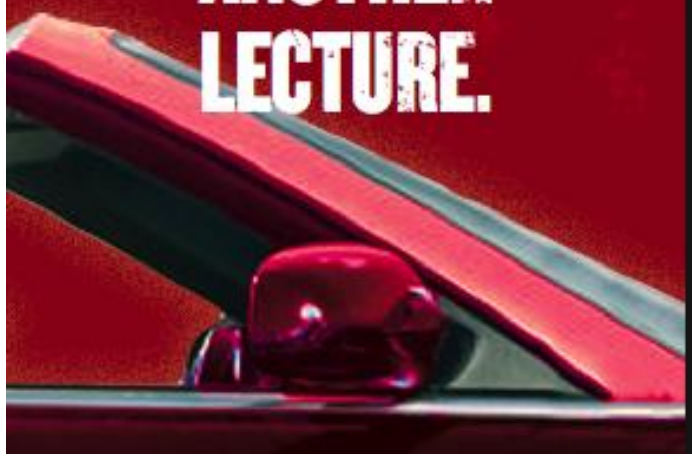
NOW THE REALLY GOOD PART --
A DYNAMIC, EDGY AND COMPELLING WEBSITE
-incentivized driver's training program (free)
- features on the site to drive traffic
- links and downloads to music, stories, art submitted as tributes
- memorial page
- online store with great products
- "young" news
- presence on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

00:01
SplitSecond
ONE MOMENT CAN CHANGE EVERYTHING.



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.

00:01

SplitSecond

One moment can change everything.

www.inasplitsecond.org

LIKE I CARE WHAT YOU THINK.

SplitSecond

00:01

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.

SplitSecond

One moment can change everything.

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- Impaired driving
- Speeding
- Seatbelt usage

00:01
SplitSecond
One moment can change everything
Support
- SIGN UP -
get email updates
GO »
Stats on Our Friends...
Did you know...?
Read more here...
View the UCF Report
News & Events
twitter
Twitter feed will show up here! 2 days ago
Lorem ipsum dolor sit amet, adipiscing elit 5 days ago
Pellentesque habitant morbi tristique 10 days ago
nisl at tempor condimentum 15 days ago
Donec malesuada posuere mi 16 days ago
Memorials
DRIVER'S TRAINING PROGRAM
It's Free. It's Fun!
And you get great stuff and discounts on food, gas, insurance and more.
This course can be completed in segments.
The total time for the course is 4 hours.
Contribute/ Downloads
LINKS
STORE
ENGINE START

Split 00:01 Second

ONE MOMENT CAN CHANGE EVERYTHING.

Students

- SIGN UP -
get email updates
GO

Did you know?

Read more stats here...

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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/

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ASSESSMENT OF YOUNG DRIVERS CRASH RISK

Mohamed Abdel-Aty, PhD, PE

University of Central Florida

Summary

This report summarizes the crash statistics for the leading causes of crashes and/or injuries among the drivers in the age group of 16 – 24, on the State Roads of Florida, namely: 1) Distraction; 2) Speeding; 3) Driving under the Influence (DUI); 4) Safety equipment use; and 5) Aggressiveness. Drivers in the age group of 16 – 24 are responsible for more crashes and/or injuries in the above categories, except for DUI, than any other age group. The analysis done for the years 2006 – 2007 also found an interesting observation for within the age group of 16 – 24. The sub group of 20 – 24 was found to have a higher share in the frequency of crashes in all the above mentioned 5 categories. In addition to that the conditional probability (for a particular age group, given that the crash has already occurred) for severe crashes has been founded to be higher for the sub age group of 20 – 24 as compared to the sub age group of 16 – 19, in all but one of the 5 categories mentioned. Most of the time, it is observed that the frequency of crashes is higher for the older age group (20 – 24 years); however the problem as far as the probability of severe crash occurrence is concerned occurs equally in both the age groups.

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

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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.

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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:

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The End