



2017 AGING ROAD USER STRATEGIC
SAFETY PLAN



MARCH 2017



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Safe Mobility for Life Coalition

The organizations that represent the **Safe Mobility for Life Coalition**, all have responsibilities and/or interests in aging road user safety and mobility. The members who participate on behalf of their agencies each play a vital role in ensuring the success of Florida's Aging Road User Strategic Safety Plan by providing guidance, direction, and input into the content of the plan and supporting its implementation. The support and commitment of the Coalition members helps Florida continue to improve the safety, access, and mobility of Florida's aging population while reducing their crash, serious injury, and fatality rates.



Introduction/Background

Florida has long been a preferred destination for older Americans. Beautiful weather and plenty of sunshine are not the only reasons why people flock to the state for their retirement years. The level and quality of programs and services make Florida a popular choice. One prominent program is Florida's Safe Mobility for Life Coalition that works together to:

Implement a strategic plan to increase safety, access, and mobility for aging road users and eliminate fatalities and reduce serious injuries.

Aging Road User

A driver, passenger, pedestrian, bicyclist, transit-rider, motorcyclist, or operator of a non-motorized vehicle who is over the age of 50 with a special focus on the 65 years and older age group.

The Safe Mobility for Life Coalition has adopted the Toward Zero Deaths approach believing that every individual has a goal of zero deaths and serious injuries every time they access the surface transportation system, whether they are driving, walking, or riding. It will take a collaborative effort to reach this goal given the increasing numbers of Florida's aging population.

The growth of the aging population will have a profound impact on Florida's economy and way of life particularly when it comes to transportation. Today's older adults are not only living longer, they are driving longer than any other generation in history. Research indicates these individuals can expect to outlive their ability to drive safely by seven to ten years. All of this means more cars on the road, which inevitably increases the exposure and risk for all road users.

The Safe Mobility for Life Coalition identifies an aging road user as anyone over the age of 50 with a special focus on those age 65 and older. Including those in the 50 to 64 age range is necessary because planning for retirement should include addressing how to get from place to place when it is no longer safe to drive.

The National Highway Traffic Safety Administration (NHTSA) recommends every state develop and implement a comprehensive older driver safety program to reduce aging road user crashes, fatalities, and serious injuries. Florida's comprehensive Safe Mobility for Life Program goes the extra mile by providing information, tools, programs, and resources to empower aging road users to understand "You Hold the Keys to Your Transportation Future." Safe Mobility for Life means just that – making driving as safe as possible for as long as possible and having a plan in place to ensure access to needed services and programs when driving is no longer an option.

Aging road users have a safety record that is better than most other age groups. Most aging road users voluntarily limit their driving by not driving at night, staying on familiar roadways, and driving at times when traffic is not as heavy (10 a.m. and 2 p.m.). However, there is no escaping how the aging process can affect an individual's ability to drive. An 80-year-old woman driver is seven times more likely to be killed in a traffic crash as a 45-year-old woman who drives the same distance.¹ Some of the impacts that aging has on safe driving skills include:



Vision



**Reaction
Time**



**Physical
Strength**



Flexibility



Memory

...all of which are needed for safe driving. Aging does not, however, affect everyone the same way nor impact everyone at the same time.

To assist the many aging road users across the state in both urban and rural communities, the Florida Department of Transportation (FDOT) State Traffic Engineering and Operations Office started the Safe Mobility for Life program with a focus on engineering changes on the state highway system to compensate for the natural changes that occur as people age. These engineering changes addressed such things as increased visibility, improved pedestrian features, and advanced notification. The program also developed information to educate aging road users on improvements such as roundabouts and countdown pedestrian signals and train engineers and planners to help local systems address the unique needs of the aging population.

¹ The Pepper Institute on Aging and Public Policy, Florida State University.

As the Safe Mobility for Life program expanded, FDOT partnered with the Florida State University (FSU) Pepper Institute on Aging and Public Policy in 2010 to create the statewide Safe Mobility for Life Coalition. Safe roadways are a shared responsibility among Federal, state, county, and local governments. The Coalition includes professionals from the engineering, enforcement, safety, health, education, transportation, and aging agencies and organizations that share responsibilities and interests in aging road user safety and mobility. The Coalition takes a positive and innovative approach to strike a balance between safety and mobility and help Floridians maintain independence and remain active in their community even after they transition from driving.

The Coalition also oversees the development and implementation of Florida's Aging Road User Strategic Safety Plan that includes six areas where the Coalition will focus its activities and programs over the five-year life of the plan. Those areas include:



Each of these areas includes a goal, objectives, strategies, and actions to not only assist in reducing crashes but also address safety, access, and mobility issues.

Purpose of the Plan

The purpose of the comprehensive strategic plan is simple – improve the safety, access, and mobility of Florida’s aging population by addressing areas critical to the needs and concerns of the target population. Guiding the plan is the vision, mission, and goal.



Vision

Working together to improve safety, access, and mobility of Florida’s aging population.



Mission

To implement a strategic plan to increase the safety, access, and mobility for aging road users and eliminate fatalities and reduce serious injuries.



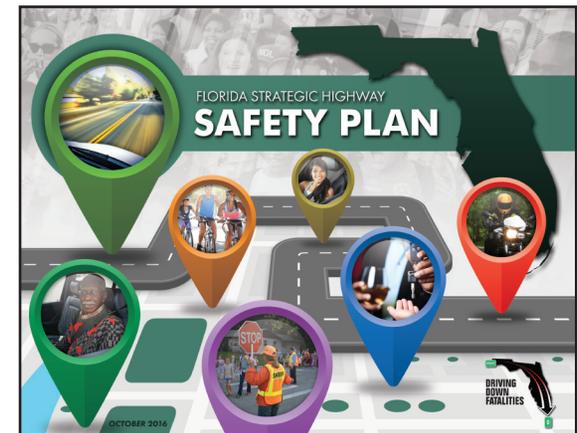
Goal

To improve aging road user safety and mobility in Florida by achieving a reduction in the number of aging road user fatalities, serious injuries, and crashes while maintaining their safe mobility and connection to the community.

The strategic plan is part of a larger transportation program that starts with the Florida Transportation Plan (FTP), which is the single overarching statewide plan guiding Florida's transportation future. The FTP provides direction to the FDOT and all agencies and organizations that are involved in planning and managing the state's transportation system. A copy of the plan can be found at www.floridatransportationplan.com.

The plan also is the Aging Road User Emphasis Area portion of Florida's Strategic Highway Safety Plan (SHSP) which was developed as a part of the FTP Vision and Policy Elements. The SHSP is a statewide, data-driven safety plan for all of Florida's road users. It is the state's five-year comprehensive roadway safety plan for achieving Florida's vision of zero traffic-related fatalities. The SHSP includes 13 Emphasis Areas, one of which is aging road users, that guide Florida's safety efforts. A copy of the plan can be found at www.fdot.gov/safety/SHSP2016/FDOT_2016SHSP_Final.pdf. The SHSP's Aging Road User emphasis area identifies the following strategies:

- Promote and educate drivers on comprehensive driving evaluations and safety strategies to prevent crashes.
- Expand transportation choices and promote community design features to meet the mobility needs of an aging population.
- Develop and distribute resources and tools to support safe driving skills and encourage early planning to safely transition from driving.

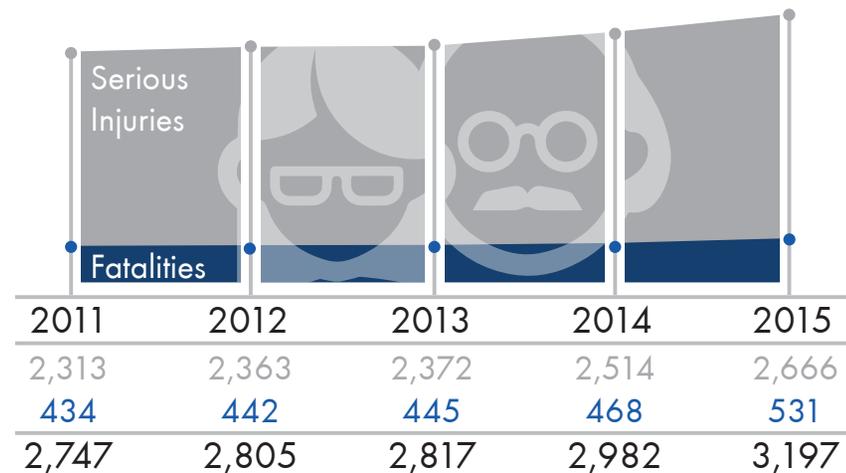


Aging Road User Data

The focus of the strategic plan is on reducing fatalities and serious injuries involving this vulnerable population. Florida is the vanguard when it comes to developing effective programs, policies, and procedures to address the needs and concerns of aging road users. With the largest number of aging road users of any state in the nation, Florida's efforts serve not only as a guide for local communities but as a guide for the rest of the country that is looking for ways to support the largest retiree population in history.

While aging road users tend to have fewer fatalities and serious injuries than any other age group, the numbers of incidents involving this age group are increasing. According to Florida's Department of Highway Safety and Motor Vehicles (DHSMV), fatalities involving individuals age 65 and older increased by 18 percent and serious injuries by 13 percent between 2011 and 2014 as shown in Figure 1.⁴ Figure 2 shows the trends for fatalities and serious injuries along with licensing and population figures over the last five years.

Figure 1. Fatalities and Serious Injuries Involving Individuals Age 65+

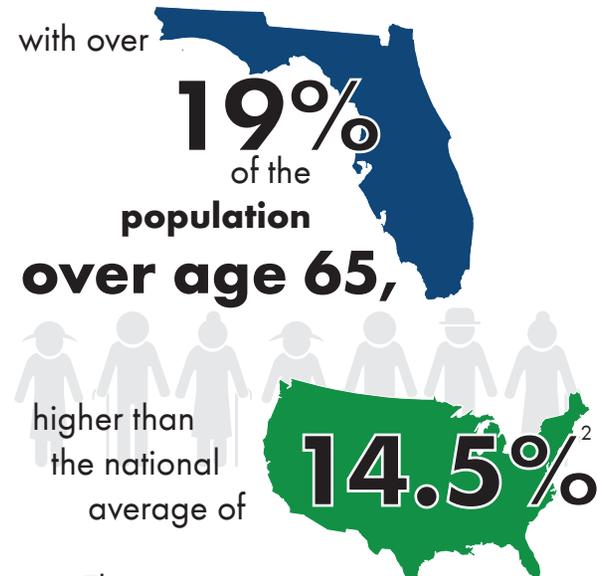


² U.S. Census, www.census.gov.

³ Florida Office of Economic and Demographic Research.

⁴ Florida Department of Highway Safety and Motor Vehicles, Traffic Crash Statistics Report.

Florida leads the nation



This percentage is expected to grow to over **25%** by 2040, which given Florida's expected population growth will mean nearly **7M** individuals over age 65, by the year 2040³

Figure 2. Five-Year Trends (2011 to 2015) for Aging Road Users in Florida

	2011	2012	2013	2014	2015
Fatalities involving drivers age 65+	241	244	257	250	291
Serious injuries involving drivers age 65+	1,577	1,626	1,573	1,674	1,800
Licensed drivers age 65+	2,796,797	2,858,838	2,981,845	3,049,833	3,283,045
Population age 65+	3,322,993	3,402,635	3,479,481	3,630,717	3,734,980

Data Sources: DHSMV/Apriss, Five-Year 65+ Licensing Data.
 Bureau of Economical and Business Research, Five-Year 65+ Population Data.
 FDOT State Safety Office, Five-Year 65+ Crash Data from DHSMV/Apriss on 4/27/15.



In addition to being a blueprint for reducing aging road user fatalities and serious injuries, the plan also serves as a blueprint for local communities that are looking for approaches, projects, and programs that they can implement to improve safety and mobility for residents in their communities. Whether it is implementing a Complete Streets policy, or providing information to caregivers on how to talk with an older driver about transitioning from driving, the plan has specific information and resources that can be duplicated at the regional and local levels.

This strategic plan also contains information for individuals who interact and work with aging road users such as law enforcement personnel, licensing professionals, caregivers, the health care community, aging service providers, and others. It is a comprehensive plan that serves as the essential guide for how Florida will move forward to address the safety and mobility needs and issues for the aging population.

As part of this plan, the Coalition will continue to track the number of aging road user fatalities and serious injuries as well as the specific performance measures that are included for each focus area. These measures are evaluated and the implementation status of each action step tracked to make sure the plan is moving forward. This also ensures the programs, projects, and activities are achieving their intended aim, which in turn helps communities and others know that what is offered also can be justified given the plan’s evaluation approach.

To further target efforts, the program annually identifies 10 urban and 10 rural priority counties that have the highest rate of crashes involving individuals age 65 and older compared to the population of 65+ using a three-year average. These priority counties receive special attention for program and project delivery which includes engineering improvements, material distribution, media, and outreach events. Below is the list of the 2017 urban and rural priority counties. Following is Figure 3, a map of the 2017 priority counties.

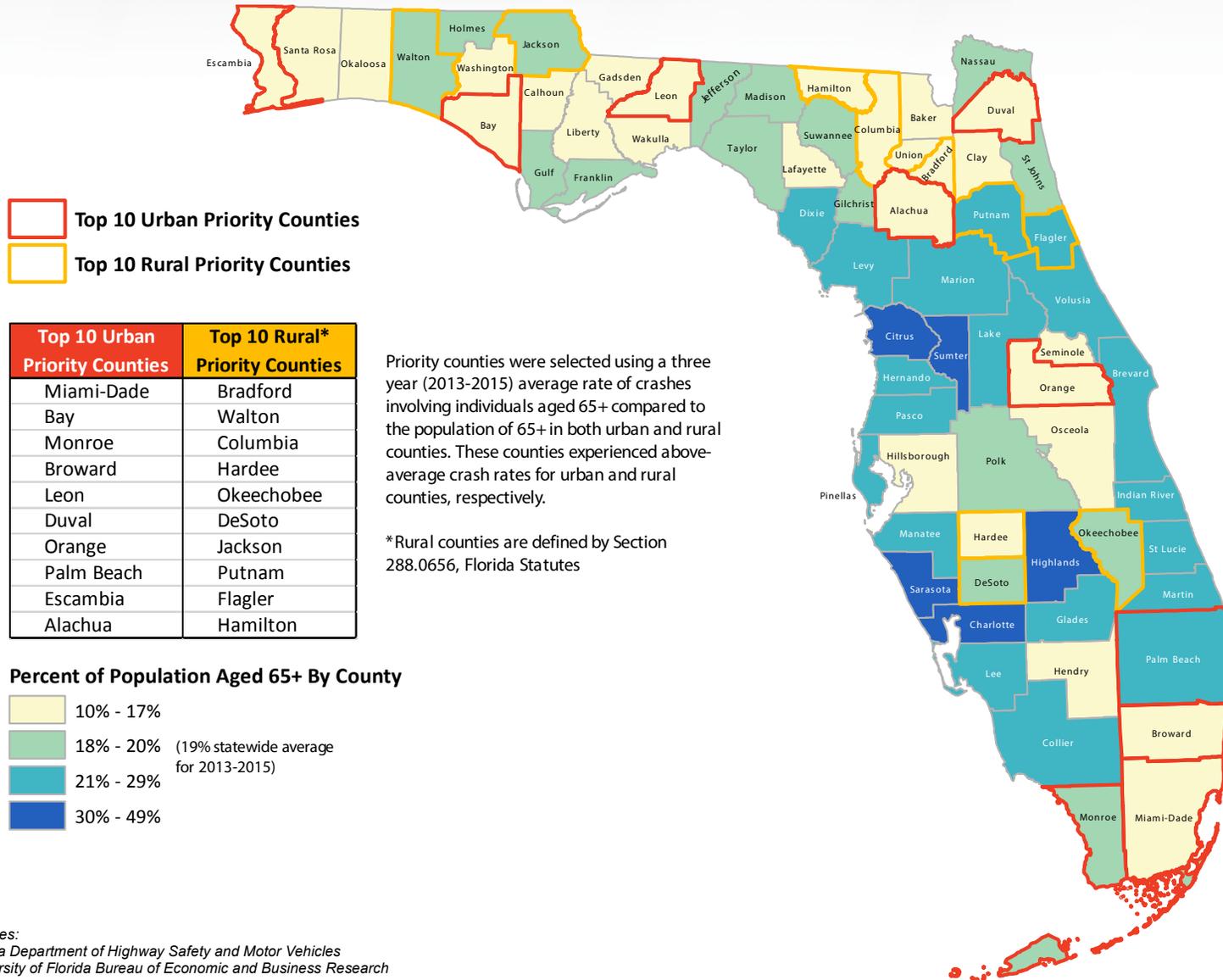
Top 10 Urban Priority Counties

Miami-Dade	Duval
Bay	Orange
Monroe	Palm Beach
Broward	Escambia
Leon	Alachua

Top 10 Rural Priority Counties

Bradford	DeSoto
Walton	Jackson
Columbia	Putnam
Hardee	Flagler
Okeechobee	Hamilton

Figure 3. 2017 Florida's Aging Road User (65+) Priority Counties



Sources:
 Florida Department of Highway Safety and Motor Vehicles
 University of Florida Bureau of Economic and Business Research

Programs, Materials, and Activities

The Safe Mobility for Life Coalition has an impressive record of achievement garnering national recognition from the U.S. Department of Transportation's Federal Highway Administration (FHWA), the Roadway Safety Foundation, and the Transportation Research Board (TRB).

In 2015, the Coalition was selected for the FHWA National Roadway Safety Award in the *Program Planning, Development, and Evaluation* category, which "recognizes the particular benefits of Florida's Safe Mobility for Life Coalition and the commitment to roadway safety by your organization. It places you and your entry in an elite status worthy of national recognition." The Coalition also received an honorable mention in the TRB's Communicating Concepts with John and Jane Q Public Award, and was honored with the other winners during TRB's 95th Annual Meeting in Washington, D.C.. Following is a brief description of the programs, resources, and activities the Coalition has developed or implemented over the last several years.



Research and Surveys

Research has been the foundation to FDOT's aging road user program and continues to play a strong role in the development and implementation of program materials, information, tools, and other resources. Some examples of the research include human factors studies by FSU, Department of Psychology on what countermeasures improve intersection safety for older adults. Another study, entitled "Assessment of Health Care Providers and Older Adult Service Organizations to Assist in the Prevention and Early Recognition of Florida's At-Risk Drivers" focused on the needs of health care and aging service providers in helping with aging road users who may not be safe to drive.

Several other surveys helped gain a better understanding about the safety and mobility issues faced by older adults including their attitudes towards driving. One survey on transitioning from driving found only 15 percent of respondents were preparing for the time when they could no longer drive. This information, along with other research, is what the Coalition uses to develop materials and resources address needs and bring awareness to these important issues.

Roadway and Pedestrian Improvements

FDOT continues to implement and support safety countermeasures on both the state highway system and local roads to help compensate for the visual and physical issues associated with aging. The roadway and pedestrian improvements that help older adults as well as benefit road users of all ages include:



- Increased visibility by:
 - » Changing the pavement marking width from 4 to 6 inches
 - » Adding reflective back plates on traffic signals on roads over 45 miles per hour
 - » Spacing reflective pavement markers at 40 feet
 - » Using larger lettering on guide signs based on the speed of the road



- Improved pedestrian features at intersections, including the use of:
 - » Countdown pedestrian signals
 - » Refuge islands
 - » High-emphasis crosswalks
 - » Longer walk times



- Advance notification through the use of:
 - » Advance street name signs
 - » Advance warning signs (stop, yield, and signal ahead)
 - » Improved intersection safety for:
 - Roundabouts
 - Flashing yellow arrows

www.FLsams.org

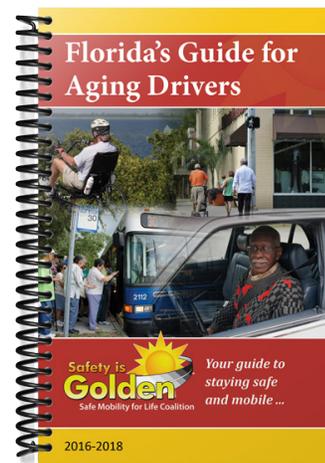
The Coalition's website www.FLsams.org is a one-stop portal created and maintained by FDOT to house aging road user transportation safety and mobility tools and resources all in one place. The website provides information to help all stakeholders, including older adults, families/caregivers, health care providers, law enforcement, and communities to help improve the safety and mobility of Florida's aging population. Since 2008 there has been over one million page views with over 19 percent returning visitors.

Florida's Guide for Aging Drivers

The guide is a printed version of the website and is designed to help Floridians learn how to continue to safely drive while also sharing information to help prepare and plan to meet their mobility needs after transitioning from driving. The free guide has five sections containing helpful state and local information and resources related to:

- Promoting Safe Mobility for Life
- The Impact of Aging on Driving
- Am I Safe to Drive?
- Keeping Safe While Driving
- Retirement from Driving

Before updating the guide, Safe Mobility for Life surveyed 500 older adults on the usefulness of the publication and incorporated their



feedback to make improvements. To date over 30,000 have been distributed at the national, state, and local levels and 5,000 copies of the Spanish version were printed. The guide also has served as a template to help other states create their own guides.

Find-a-Ride Database

Working with the University of Florida's Florida Senior Safety Resource Center, a link was created from the Find-a-Ride page on the website www.FLsams.org/FindaRide.htm to the Center's transportation provider database. There currently are over 800 local transportation options listed.

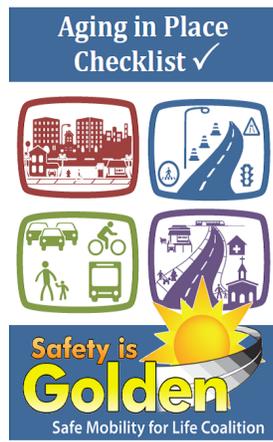
Florida CarFit

CarFit is an educational safety program created by the American Society on Aging and developed jointly with AAA, AARP, and the American Occupational Therapy Association. The program is designed to help keep older adults safe and comfortable by improving the "fit" between the driver and their vehicle. Florida CarFit events are held statewide to promote safe driving conversations and provide community safety and mobility resources. Florida ranks #1 in the nation in CarFit events. As of September 2016, the program held 243 events reaching 6,769 individuals.



Educational Materials

The Coalition develops and distributes a variety of tip cards, brochures, and booklets that educate and support the goals of the strategic plan, including:



An interactive **Aging in Place Checklist**, created to help people determine if their community has features and services that contribute to a rewarding, healthy, and mobile life as they grow older. By completing the checklist individuals can learn how well a community meets their mobility needs to successfully age in place.

A **Parking Lot Safety Tip Card**, developed in collaboration with Alert Today Florida, providing research-based

safety tips to both drivers and pedestrians to safely navigate parking lots.

A **Family and Caregiver brochure** that provides tips on how to start a conversation about safe driving concerns.

A **Golf Cart brochure** to help educate older adults on safely operating a golf cart.

Tip cards to help educate on roadway improvements including **Countdown Pedestrian Signals** and **Roundabouts**.

The Coalition also developed, based on findings from a research project, tip sheets for family members, caregivers, and transit operators on transporting passengers suffering from dementia or memory loss.

A **Volunteer Driver Liability Report: An Issue, Not a Barrier in Florida** helps organizations and individuals understand potential issues on volunteer driver liability to ensure it does not become a barrier to establishing a volunteer driving program in their community.



Outreach Events

Over the last five years 124 outreach events have been conducted at the state and local levels to advocate and educate all stakeholders on the mission and resources available from the Safe Mobility for Life Coalition. Following is a list of some of the outreach events:

- Created and held five indoor/outdoor interactive **Safety is Golden Mobility Fairs** in priority counties to provide available local transportation safety and mobility resources to participants, along with a CarFit safety event.
- Created and held four **Transit is Golden** safety events in priority counties to help educate and promote the use of public transportation among older adults by walking to a bus stop and traveling with them to/from a local destination. The event was originally conducted as part of National Dump the Pump Day.
- Four **Stop on Red** safety events were conducted, in collaboration with Alert Today Florida, to promote pedestrian safety. Motorists and pedestrians were educated on their personal responsibility to be safe as they approach a signalized intersection.
- Created and conducted 36 interactive **Keys to Your Transportation Future Workshops** to educate older adults on the keys areas to staying safe and mobile and to share Coalition resources.



Radio Public Service Announcements

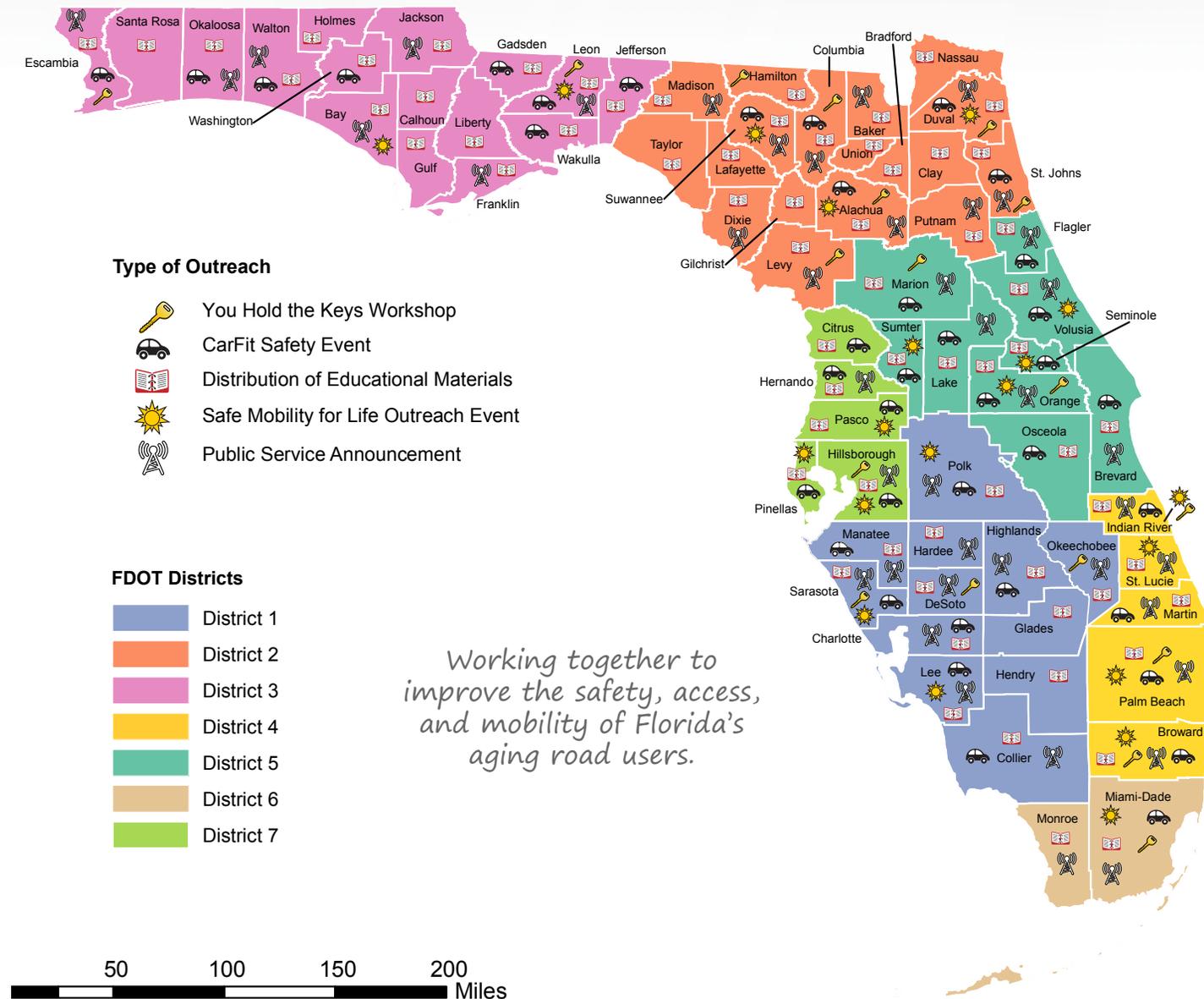
A key message for the Safe Mobility for Life Coalition is to help people understand that they are responsible for the quality of the transportation they will have in the future. Most people think about finances for when they retire. The Coalition believes that transportation resources are every bit as critical to a person's quality of life. To underscore this message, the Coalition focus group tested and distributed a positive and empowering "You Hold the Keys to Your Transportation Future" safety message in radio public service announcements that aired in over 60 percent of the urban and rural priority counties.

Safe Mobility for Life Resource Center

The Coalition established a Resource Center at the **Pepper Institute on Aging and Public Policy** to handle the distribution of materials, and to promote and provide education on aging road user issues. This includes the distribution of the guide, checklist, brochures, and tip cards that support the strategic plan. The Center also tracks where materials are being distributed and where outreach occurs so the Coalition can assess whether efforts are impacting fatalities and serious injuries. The Outreach and Advocacy map, Figure 4, shows where the Coalition is making a difference for aging road users across the state.



Figure 4. Florida's Aging Road User Outreach and Advocacy Map, October 2010 to December 2016



Focus Areas

The Florida Aging Road User Strategic Safety Plan has six focus areas, which are where the Safe Mobility for Life Coalition concentrates its efforts. These areas were selected by the Coalition based on a review of the data, and guidelines from the National Highway Traffic Safety Administration (NHTSA). By focusing programs, projects, and activities in these areas, the Coalition achieves a comprehensive approach to aging road user safety, access, and mobility.



Program Management, Data, and Evaluation



Transition from Driving



Prevention and Assessment



Licensing and Enforcement



Aging in Place



Outreach and Advocacy

Safe Mobility for Life

Each focus area has a leader and team members who volunteer their time to implement each one of the strategies in the plan. Throughout the year, these teams meet to review progress and determine whether they are achieving their objectives. The performance measures in the plan ensure all efforts are evaluated. The focus areas include a goal, objectives, and strategies to achieve those objectives. A separate document will include the action steps that will implement the strategies. The action plan document will change over time as actions are updated, completed, or removed and new ones added. Following is a brief description of each focus area:

Program Management, Data, and Evaluation – This focus area deals with the activities of the Coalition and the need to sustain active participation as well as increase the availability of programs and resources. The team also works to ensure data availability for all teams and the program as a whole.

Outreach and Advocacy – This team handles information, resources, and outreach. They work to increase both the awareness of the Coalition’s mission, and the number and distribution of materials and information. They also identify existing policies and best practices that support aging road users.

Aging in Place – This team works on initiatives, programs, and projects that support an individual’s ability to age in place. This includes making sure design features support people staying where they want to live. The team also wants to increase the number of lifelong communities in the state.

Licensing and Enforcement – This team educates law enforcement officers and licensing personnel on recognizing,

assessing, and reporting at risk drivers; helps to develop licensing policies that address the needs of aging road users; and identifies policy changes to improve laws in Florida.

Prevention and Assessment – A major focus for the team is at-risk drivers. Their plan looks to increase access to assessment, remediation, and rehabilitation and early detection as well as increase the ability of physicians and the medical community to recognize and report these drivers. In addition, the team will be working to educate both aging road users and health care professionals on how to improve safe driving skills.

Transitioning from Driving – The work of this team is to give individuals who transition away from driving the options, resources, and tools they need to make the change as easy as possible. This includes educating individuals on how they plan for this transition and to increase the number of aging road users who use public transportation. A specialized area is to increase transportation services available to individuals suffering from dementia.

Program Management, Data, and Evaluation

GOAL

Lead, coordinate, and evaluate Coalition programs and activities using a data-driven approach that identifies needs and determines measurable outcomes.



Objective 1.1

Increase active participation and multidisciplinary involvement of Coalition members.

Performance Measures

- Number of partnerships formed and participation in meetings/events
- Level of support for Coalition programs and activities
- Increase/decrease in member attitudes toward goals and objectives of the Coalition
- Member expectations updated and distributed annually

Strategies

1. Lead and facilitate regular collaboration of the Safe Mobility for Life Coalition.
2. Update and distribute member requirements and expectations.
3. Facilitate effective communications and information sharing among Coalition members.
4. Conduct a survey to determine member attitudes toward the Coalition and their level of support for the Coalition's work.

Objective 1.2

Increase the availability and use of programs and resources that improve aging road user safety, access, and mobility, and evaluate their effectiveness.

Performance Measures

- Priority areas established
- Number of programs/resources identified, developed, and implemented
- Number of programs/resources evaluated for effectiveness

Strategies

1. Develop specific programs and resources to address identified problems.
2. Identify or develop evaluation tools to determine the impact of programs or initiatives on reducing crashes, serious injuries, and fatalities.
3. Identify or develop evaluation tools to determine the impact of programs or initiatives on improving the safety, access, and mobility of aging road users.



Objective 1.3

Provide data support to all focus area teams.

Performance Measures

- Number and type of data collected
- Number of type of programs that use data provided by the Coalition
- Number of performance measures established
- Number of data, data owners, and data contacts identified
- Number of evaluation tools identified
- Report on evaluation published
- Priority counties established

Strategies

1. Identify and prioritize Florida's aging road user problems.
2. Identify the data and prioritize the problem areas to support programs and activities (i.e., annual priority county listing, discussions with focus area teams, etc).
3. Identify the data source and contact for each of the performance measures in the plan and make this information available to team leaders.
4. Identify tools and determine performance measure baselines to effectively evaluate all focus areas.
5. Collect and analyze data on aging road user crashes, serious injuries, and fatalities.
6. Identify and implement evaluation tools to determine the impact of programs or initiatives.
7. Report findings for evaluation efforts in an annual report.



Objective 1.4

Ensure sustainability by increasing the number and diversity of agencies, organizations, and individuals who participate and support the efforts of the Coalition.



Performance Measures

- Number of new agencies, organizations, and individuals who participate and support the Coalition
- Number of resources or programs supported

Strategies

1. Identify agencies, organizations, and individuals who currently are not part of the Coalition but have an interest in aging road user safety and mobility.
2. Provide materials and information detailing the Coalition's goals and resources.
3. Identify programs and resources that can be supported by other agencies and organizations.

Outreach and Advocacy

GOAL

Provide information and resources that promote the mission of the Coalition to public officials, community stakeholders, and aging road users.



Objective 2.1

Increase awareness of the Coalition's mission and the information and resources that are available to improve aging road user safety, mobility, and quality of life.

Performance Measures

- Level of awareness about the Coalition
- Level of awareness about the resources and information that are available
- Level of awareness among community stakeholders and public officials on the importance of safety, access, and mobility
- Number and type of events conducted
- Number and type of individuals attending events
- Annual Aging Road User Survey Report

Strategies

1. Educate and raise awareness of the safety, access, and mobility needs of aging road users.
2. Distribute and promote the Aging Road User Strategic Safety Plan to appropriate agencies, organizations, and elected officials.
3. Develop a marketing and communications plan to reach aging road users, families, caregivers, professionals, and the general public.
4. Provide information and conduct events that will increase communication and engagement opportunities with elected officials and community stakeholders.
5. Educate and raise awareness of the safety, access, and mobility needs of aging vulnerable road users (i.e., pedestrians, bicyclists, motorcyclists, and golf cart drivers).



Objective 2.2

Increase the number and distribution of Coalition resources, materials, and information.

Performance Measures

- Number and type of efforts conducted to increase awareness
- Number of resources developed and information provided
- Number of resources, information, and materials distributed through the Safe Mobility for Life Resource Center
- Number of visitors, page views, and resources accessed on the Coalition's website

Strategies

1. Develop educational materials, resources, and information that support the goals, objectives, and strategies of each focus area.
2. Identify other areas where there is a need for materials, resources, and information on aging road user safety, access, and mobility.
3. Promote the resources, information, and services available on the website through news events, articles, links from Coalition member websites, community events, etc.



Objective 2.3

Identify existing policies and best practices that support aging road users.



Performance Measures

- Number and type of policies and best practices identified
- Number of best practices accessed

Strategies

1. Identify national, state, regional, and local policies, practices, and combine them into a best practices webpage on the Coalition website.
2. Work with community stakeholders to identify best practices and policies.

Aging in Place

GOAL

Promote design features that support lifelong communities and safe mobility for all road users.



Objective 3.1

Increase the number of lifelong communities in Florida.

Performance Measures

- Number of designated AARP age-friendly communities
- Number of Complete Street policies implemented
- Number of communities with a good to excellent connectivity rating
- Number of communities that increase their transit ranking index, walk/bike score, NUMBEO (international walk score), and AARP livability index
- Number and type of activities conducted to promote lifelong communities

Strategies

1. Educate stakeholders on the benefits of lifelong communities.
2. Collaborate with the Department of Elder Affairs, Department of Economic Opportunity, AARP, Regional Planning Councils, and Metropolitan Planning Organizations to promote and disseminate information on the benefits of lifelong communities.
3. Identify and promote existing lifelong communities in Florida and the benefits of aging in place.
4. Promote transportation and land use strategies that support rural and urban lifelong communities.
5. Identify local communities that are interested in becoming lifelong communities and provide them with information on how to accomplish this goal.



Objective 3.2

Identify and implement effective design elements and safety countermeasures that support aging road users.

Performance Measures

- Number of proven, evidenced-based improvements identified and implemented
- Number of stakeholders trained

Strategies

1. Promote partnerships with regional planning organizations and local governments and educate on the importance to address the special needs of the aging population in their transportation, land use, and housing plans.
2. Promote the interconnectivity of the transportation system particularly as it relates to connectivity for walking, biking, and access to transit.
3. Implement, at the state and local level, proven safety and mobility countermeasures that address the specific physical and visual issues affecting aging road users.
4. Educate stakeholders (i.e., engineers, planners) on the design elements and safety countermeasures that compensate for natural are-related changes.
5. Support, conduct, and promote research that enhances and validates safety and mobility countermeasures to benefit aging road users.



Licensing and Enforcement

GOAL

Educate and promote resources for law enforcement and licensing personnel.



Objective 4.1

Increase the knowledge of law enforcement and licensing personnel on the recognition, assessment, and reporting of aging at-risk drivers.

Performance Measures

- Number of law enforcement officers reached
- Number of licensing personnel reached
- Level of knowledge of officers and licensing personnel

Strategies

1. Increase the knowledge of law enforcement on the tools to recognize, assess, and report aging at-risk drivers.
2. Increase knowledge of front line licensing personnel on the tools to recognize, assess, and report aging at-risk drivers.
3. Provide information to medical providers (i.e., physicians, nurses) in making referrals of medically at-risk drivers.

Objective 4.2

Develop and promote driver licensing policies that address the specific needs of aging road users.

Performance Measures

- Number of policies developed and promoted

Strategies

1. Strengthen and support the structure, roles, and responsibilities of the Medical Advisory Board.
2. Update policies and procedures to assist with the assessment of visual, cognitive, and physical abilities to drive by front line licensing personnel.



Objective 4.3

Identify potential policy or legislative changes to improve Florida's licensing of aging road users.



Performance Measures

- Number and type of policies identified
- Number and type of legislative changes identified

Strategies

1. Identify existing licensing policies from other states and explore the potential to implement in Florida.
2. Review and recommend whether changes are needed in Florida's medical review policies to conform to Driver Fitness Medical Guidelines.

Prevention and Assessment

GOAL

Promote driver fitness, early recognition of at-risk drivers, and aging road user mobility through prevention and intervention resources.



Objective 5.1

Increase access of aging road users to assessment, remediation, and rehabilitation resources, tools, and information.

Performance Measures

- Number and type of resources, tools, and information developed
- Number individuals reached with information
- Number of Driver Rehabilitation Specialists reached

Strategies

1. Educate and promote the importance of and need for comprehensive driving evaluation, remediation, and rehabilitation.
2. Promote referrals by professionals to Driver Rehabilitation Specialists.
3. Provide information, tools, and resources for aging road users with visual, cognitive, and physical impairments.
4. Promote educational resources for training and retraining of Driver Rehabilitation Specialists.

Objective 5.2

Increase the ability of physicians and the medical community to recognize and report aging at-risk drivers.

Performance Measures

- Number of referrals to the Medical Advisory Board by the medical community
- Number and type of individuals reached in the medical community
- Number and type of information provided to the medical community

Strategies

1. Develop a focused resource webpage for physicians, nurse practitioners, and physician assistants.
2. Include information from the Clinician's Guide to Assessing and Counseling Older Drivers to educate members of the medical community.
3. Facilitate awareness, education, and training on the use of the screening tools and materials and self-regulating behaviors.



Objective 5.3

Increase early detection of aging at-risk drivers through improved strategies for screenings and assessment.



Performance Measures

- Number of presentations
- Number of resources posted
- Number of professionals trained
- Number of aging at-risk drivers identified
- Number of referrals to the Medical Advisory Board
- Number of reported Silver Alerts

Strategies

1. Educate on the importance of and need for screenings and driver skill assessments.
2. Identify and promote best practices for evidence-based screening and driver skill assessment tools and resources.
3. Encourage external reporting of aging at-risk drivers to licensing authorities.
4. Enhance current systems to improve early detection and monitoring of aging at-risk drivers through collaborating with Coalition member organizations.
5. Provide information and educate on the Silver Alert Program.



Objective 5.4

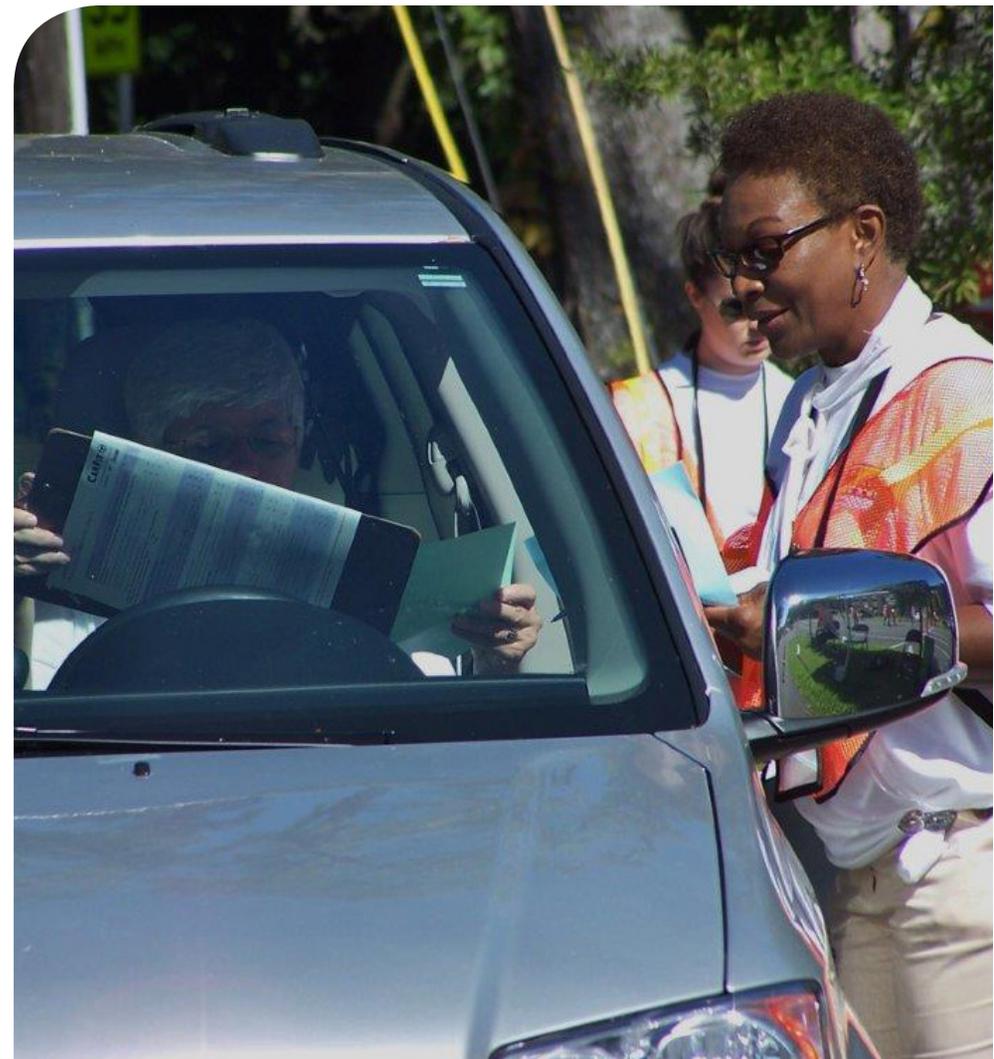
Increase information and education for aging road users on how to improve their safe driving skills.

Performance Measures

- Number of posted resources
- Number of presentations or outreach activities that include these resources (or address this topic)
- Number of individuals reached with information
- Number of participants in driver safety courses
- Number of participants in CarFit safety events
- Number of participants in You Hold the Keys Workshops
- Surveys from You Hold the Keys Workshops
- Surveys from CarFit safety events

Strategies

1. Provide information and educate on the impact that aging can have on safe driving skills.
2. Provide information and educate on the benefits of attending a CarFit safety event.
3. Provide information and educate on the benefits of taking a driver safety course.
4. Provide information on using in-vehicle technology.





Objective 5.5

Increase information and education for health care professionals on the preventive benefits of physical activity and mental health in promoting driving fitness.

Performance Measures

- Number of posted resources
- Number of presentations or outreach activities that include these resources (or address this topic)

Strategies

1. Educate on the importance of driver fitness and ways to promote it through print and web resources.
2. Provide presentations to varied health care professionals with a focus on the evidence base for physical activity and mental health in supporting driver fitness.



Transitioning from Driving

GOAL

Empower individuals considering transitioning away from driving through identification of viable transportation options.



Objective 6.1

Increase the number of options and resources available to aging road users to ensure they stay safe and mobile.

Performance Measures

- Number and type of alternative transportation options
- Number and type of other mobility options (community support services)
- Number and type of educational materials developed and distributed
- Number of individuals 65+ accessing mobility options and resources
- Increases in services and options in select rural communities

Strategies

1. Review current mobility options including the existing University of Florida Find-a-Ride database and identify any gaps.
2. Educate aging road users and service providers on the importance and need for community-based mobility programs.
3. Expand the availability and variety of transportation modes that meet individual transportation needs.
4. Develop a template for use by communities to promote their mobility resources and options for aging road users.
5. Conduct a study to determine whether services have increased in rural areas of the state where mobility options and resources are fewer.
6. Determine impact of autonomous vehicles on aging road user mobility and begin developing information and materials to educate users about this new technology.
7. Monitor the growth of transportation network services (i.e., Lyft, Uber, etc).



Objective 6.2

Increase information and education for aging road users on how they can plan to safely transition from driving.

Performance Measures

- Increase/decrease in the number of licensed drivers
- Increase/decrease in the number of state identification cards

Strategies

1. Develop and distribute resources to educate on the benefits and how to plan a safe transition from driving.
2. Develop and distribute a marketing and communications plan on educational materials to help transition from driving.



Objective 6.4

Increase the availability of active dementia-friendly transportation services.

Performance Measures

- Number of dementia-friendly services identified
- Number of resources developed and distributed

Strategies

1. Promote customer expectations and educate families on dementia-friendly transportation.
2. Determine barriers and solutions for transportation options available to aging road users suffering from dementia.
3. Raise awareness on the safe use of transportation by individuals with dementia.



Objective 6.3

Increase ridership of aging road users on public transportation.

Performance Measures

- Number of aging road users using public transportation
- Number and type of programs and resources developed or enhanced
- Number of transit agencies contacted

Strategies

1. Develop and/or distribute educational materials to assist aging road users access and use public transportation.
2. Develop or enhance programs and services (e.g., Transit is Golden safety event) designed to increase ridership among aging road users and overcome existing barriers and problems.
3. Provide information to transit agencies on the needs and concerns of aging road users along with suggested approaches for increasing ridership among this vulnerable population.



Call to Action

The Safe Mobility for Life Coalition has established a strong foundation upon which current and future efforts can be built. As the program moves forward, there are a number of new issues and challenges that will require the Coalition to establish different approaches and new programs. For example, the impact of autonomous vehicles can be a tremendous benefit to individuals who can no longer driver, but how that transition is made and how aging road users will adapt to this new technology remains to be seen. The Safe Mobility for Life Coalition stands ready to address this and other issues as they arise. It is not an effort in search of a purpose. The purpose comes from the thousands of aging road users, their families, caregivers and those who work with older adults such as aging service providers, law enforcement officers, physicians, health care providers, and therapists. However, we cannot do this alone. To successfully achieve zero deaths, we need to work together at the state and local level and you can help by:

- Adopting our goals, objectives, and strategies in your local plans.
- Promoting our message to family, neighbors, and community partners.
- Joining our mailing list to receive the latest resources and information.
- Linking to our FLsams.org website.
- Distributing our educational materials.

Through collaboration and implementation of this strategic plan the Safe Mobility for Life Coalition will continue to bring attention, effort, and action to improve the safety, access, and mobility for Florida's aging road users.

For program information, contact:

Safe Mobility for Life Program and Research Manager
Florida Department of Transportation
State Traffic Engineering and Operations Office
605 Suwannee Street, M.S. 36
Tallahassee, FL 32399-0450
Phone: (850) 410-5414
Email: gail.holley@dot.state.fl.us



To request outreach materials, contact:

Florida State University
Pepper Institute on Aging and Public Policy
Safe Mobility for Life Resource Center
Post Office Box 3061121
Tallahassee, FL 32306
Phone: (850) 644-8145
Email: safe-mobility-for-life@fsu.edu



Thank You to Coalition Members

The Coalition succeeds because people volunteer their time, effort, expertise, and passion to make sure that every aging person in Florida has the ability to get to and from their destinations safely. These individuals go the extra mile to ensure safety, access, and mobility for all Floridians.

2016 Safe Mobility for Life Coalition



“Coming together is an accomplishment, staying together is progress, working together is success.”

– Henry Ford



www.FLSams.org



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