

Florida's Bicycle/Pedestrian Focused Initiative PROGRAM OVERVIEW:



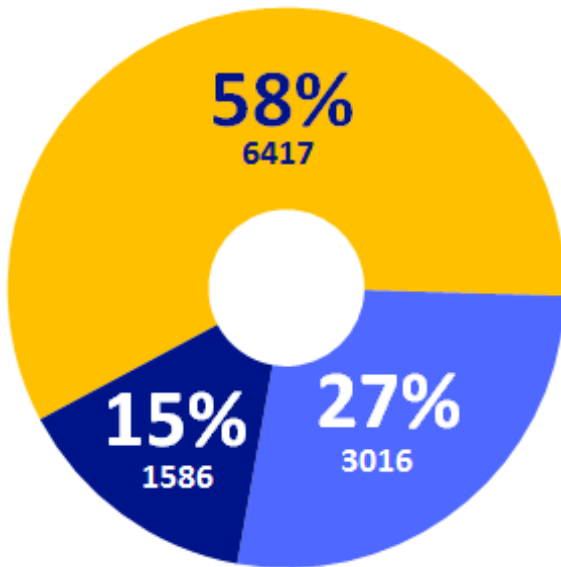
ALERT TODAY... ALIVE TOMORROW

A traffic crash involving a pedestrian or a bicyclist is more likely to result in death or serious injury than any other type of traffic crash.

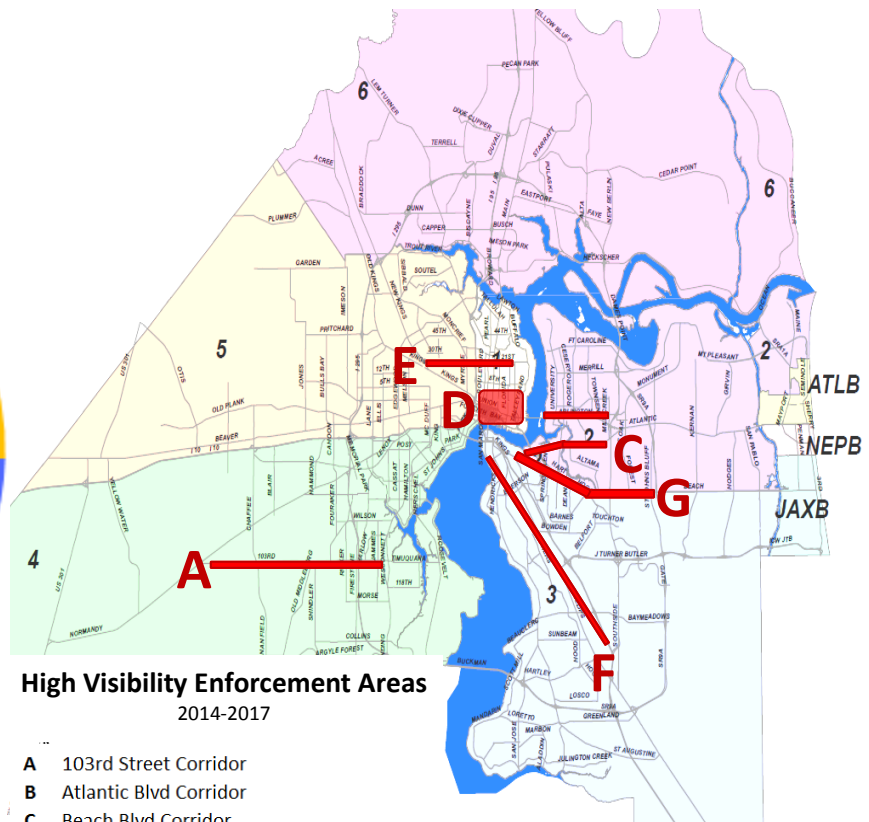
Since 2014, under the direction of the Florida Department of Transportation, the Jacksonville Sheriff's Office has partnered with the University of South Florida for *Florida's Bicycle/Pedestrian Focused Initiative*. The goal of the program is to reduce crashes, fatalities, and serious injuries on our roadways by educating the public and enforcing the applicable traffic laws.

During the **High Visibility Enforcement Campaign**, JSO officers made over 11,000 contacts with violators — including pedestrians, bicyclists, and motorists—in seven specific areas that were selected based on crash and injury data (*see map below*). While some violators were issued a citation, the vast majority of citizens (**85%**) received a verbal or written warning along with educational materials designed to generate a greater understanding of Florida's traffic laws.

High Visibility Enforcement Program Results 2014-2017



- Verbal Warnings = 6417
- Written Warnings = 3016
- Citations = 1586



**High Visibility Enforcement Areas
2014-2017**

- A 103rd Street Corridor
- B Atlantic Blvd Corridor
- C Beach Blvd Corridor
- D Downtown Area
- E MLK Parkway Corridor
- F Philips Highway Corridor
- G University Blvd Corridor



NOTE: Warning and citation data is taken directly from activity reports generated after every operation associated with this initiative.

For more information: www.alerttodayflorida.com