



STRATEGIC ACTION PLAN



Table of Contents

Executive Summary1

Introduction and Background. 4

Vision, Mission, and Goal.5

Member Organizations6

Focus Areas7

Integration with other State Plans and Initiatives7

Key Stakeholders.8

Problem Identification 10

Population Growth10

Aging Road User Data10

Proposed Solutions 12

Focus Area Action Plans. 13

Program Management and Evaluation14

Community Outreach and Education.18

Licensing and Enforcement22

Livable Communities.24

Mobility Independence.26

Prevention and Assessment30

Call to Action 33

Executive Summary

Florida currently ranks second in the United States with the highest number of adults aged 65 and older. To address the specific transportation needs of Florida's aging population, the Florida Department of Transportation (FDOT) State Traffic Engineering and Operations Office's **Safe Mobility for Life Program** partnered with the Pepper Institute on Aging and Public Policy at Florida State University (FSU) in 2009 to create the **Safe Mobility for Life Coalition**. The purpose of this collaboration and comprehensive statewide Coalition is to eliminate aging road user fatalities and reduce serious injuries, consistent with the National Highway Traffic Safety Administration (NHTSA) Highway Safety Program Guideline No. 13 – Older Driver Safety, and Florida's Strategic Highway Safety Plan.

This 2022-2025 Safe Mobility for Life Strategic Action Plan addresses the critical needs and concerns of Florida's aging road users by laying out a framework of goals, objectives, and strategies that direct the work of the Coalition over the next four years. The Strategic Action Plan is guided by the following vision, mission, and overarching goal:

- › **Vision:** Working together to improve safety, access, and mobility of Florida's aging population.
- › **Mission:** To implement a strategic action plan to eliminate fatalities and reduce serious injuries while increasing the safety, access, and mobility for Florida's aging road users.
- › **Goal:** To improve aging road user safety and mobility in Florida by achieving a reduction in fatalities and serious injuries, while maintaining their safe mobility and connection to the community.

The Plan is organized around six focus areas, each with its own goal:

- › **Program Management and Evaluation:** Lead, implement, and evaluate Safe Mobility for Life Coalition resources and activities using a proactive data-driven approach.
- › **Community Outreach and Education:** Directly engage with Floridians to raise awareness of the materials and resources developed by the Coalition to support its goal and objectives.
- › **Licensing and Enforcement:** Educate and promote resources for law enforcement and licensing personnel.
- › **Livable Communities:** Create safer and more livable communities through the use of context-based design and by providing access to features and services that meet the mobility needs of an aging population.
- › **Mobility Independence:** Educate Floridians on how to access and use transportation options to keep them safe, mobile, and independent in their communities.
- › **Prevention and Assessment:** Promote driver fitness, recognition of at-risk drivers, and aging road user mobility through prevention and intervention resources.

These goals, accompanied by the objectives and strategies that support them, are built on extensive analysis and trends in the state's population, traffic crash data, and licensing information. Data is essential to the success of the Safe Mobility for Life Coalition, as it drives decision making, keeps our focus on the most pressing issues, and shows us whether we are making progress on our goal to eliminate fatalities and reduce serious injuries involving Floridians aged 65 and older. Also critical to the Safe Mobility for Life Coalition is measuring our performance. This Strategic Action Plan includes performance measures for each of the focus area objectives to ensure progress is being made toward achieving them.

Eliminating fatalities and reducing serious injuries takes everyone working together. The Safe Mobility for Life 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. We take a positive and innovative approach to strike a balance between safety and mobility and help Floridians maintain mobility independence and remain active in their community. We believe that **“You Hold the Keys to Your Transportation Future.”** To help Floridians stay safe and mobile, we promote the keys to achieve safe mobility for life:

- › **UNDERSTAND** the impact aging has on driving
- › **BE PROACTIVE** about safe driving skills
- › **PLAN** for a safe transition from driving

It is through the support of the Safe Mobility for Life Coalition members and stakeholders that we are able to share resources with those who need them most. Here is how you can continue to help:

- › Become a [Community Partner](#)
- › Order and distribute materials from the [Resource Center](#)
- › Connect our strategic plans or align resources
- › [Sign-up](#) for our newsletter and Listserv
- › Spread the word and engage with us on social media
- › Challenge yourself to explore using other options



Introduction and Background

Florida ranks second in the United States with the highest number of older adults aged 65 and over. Currently, one in every five Floridians are 65 years and older. The Sunshine State has long been a preferred destination for retirees because of its weather, beaches, and low cost of living. Today’s older adults are living healthier and longer lives. Research by AAA indicates that older adults are expected to outlive their ability to drive safely by seven to ten years. As we age, the natural age-related changes (vision, memory, strength, flexibility, reaction time) or medically induced changes can impact our safe driving skills and increase the risk of serious injury or death subsequent to a crash event. Although improvements to vehicles and the roadway environment can make driving safer for today’s older adults, the effects of aging eventually compromise roadway safety for this population.

As Florida’s aging population continues to grow and diversify, the Florida Department of Transportation (FDOT) works to improve the safety and mobility of aging road users. To address and meet the transportation challenges of Florida’s aging population, the FDOT State Traffic Engineering and Operations Office partnered with the Pepper Institute on Aging and Public Policy at Florida State University (FSU) in 2009, to create the statewide **Safe Mobility for Life Coalition**.

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 Coalition identifies an aging road user as anyone over the age of 50 with a special focus on those age 65 and older, the age at which data indicates a person is more likely to suffer death or serious injury in a crash. Including those in the 50 to 64 age range is necessary to give people time to plan for retirement and incorporate how to get from place to place when driving is no longer a safe option. It is also consistent with the age range of AARP, a Safe Mobility for Life partner.

Consistent with the National Highway Traffic Safety Administration (NHTSA) Highway Safety Program Guideline No. 13 – Older Driver Safety, which recommends every state develop and implement a comprehensive older driver safety program to eliminate aging road user fatalities and reduce serious injuries. The Safe Mobility for Life Coalition released a five-year Aging Road User Strategic Safety Plan in 2017 that updated the first strategic plan that was developed in 2009. This is a statewide comprehensive, data-driven plan, to eliminate fatalities and reduce serious injuries for Florida’s aging population. This update of the Strategic Action Plan (2022-2025) captures the changing needs and safety challenges of the state’s aging population and lays out a framework for implementation.

Vision, Mission, and Goal

The purpose of the Strategic Action Plan is to improve the safety, access, and mobility of Florida’s aging population by addressing areas critical to the needs and concerns of the targeted population. Guiding the plan is the vision, mission, and goal.

 VISION	<i>Working together to improve safety, access, and mobility of Florida’s aging population.</i>
 MISSION	<i>To implement a strategic action plan to eliminate fatalities and reduce serious injuries while increasing the safety, access, and mobility for Florida’s aging road users.</i>
 GOAL	<i>To improve aging road user safety and mobility in Florida by achieving a reduction in fatalities and serious injuries, while maintaining their safe mobility and connection to the community.</i>

Member Organizations

An effective coalition depends on the active participation of a diverse group of people. As of March 2022, the following organizations represent the Safe Mobility for Life Coalition and all have responsibilities and/or interests in aging road user safety and mobility.



Focus Areas

The Coalition oversees the development and implementation of the Strategic Action Plan under the following six focus areas:



Integration with Other State Plans and Initiatives

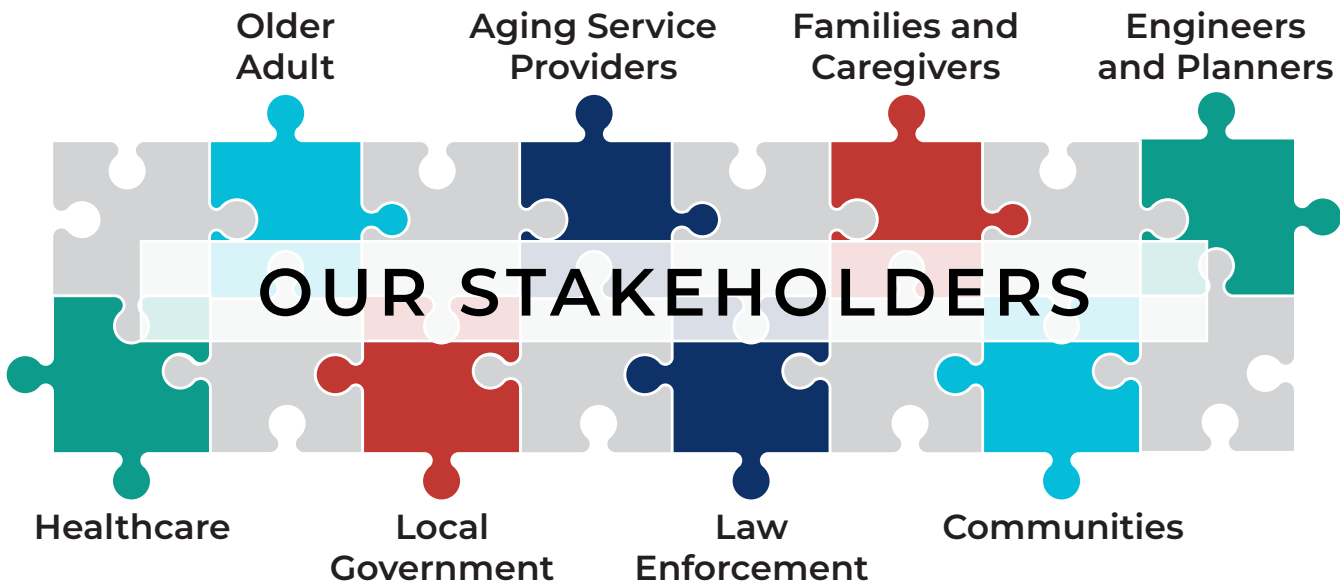
The Safe Mobility for Life Coalition’s goal supports the state’s target of zero traffic fatalities and serious injuries. The Strategic Action Plan aligns with the objectives and strategies of the Aging Road User Emphasis Area in the [Florida Strategic Highway Safety Plan](#), a statewide, data-driven 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 and serious injuries and was developed in conjunction with the [Florida Transportation Plan \(FTP\)](#) Vision and Policy Elements. The FTP is the single overarching plan guiding Florida’s transportation future, which is updated every five years.



In addition to the state’s transportation plans, the Strategic Action Plan also aligns with the [State Plan on Aging](#), prepared by the Florida Department of Elder Affairs (DOEA). The State Plan on Aging provides strategic direction to Florida’s aging network with a mission to promote well-being, safety, and independence of the state’s seniors, their families, and caregivers. In April 2019, Florida was declared an age-friendly state by AARP and was the largest state in the nation, at that time, to join AARP’s Network of Age-Friendly States and Communities. The Strategic Action Plan recognizes AARP’s eight Domains of Livability framework and aligns with the Florida DOEA Livable Florida initiatives. Working together with our partners, we work hard to create Livable Communities throughout Florida.

Key Stakeholders

Safe roadways are a shared responsibility among federal, state, regional, 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. We take a positive and innovative approach to strike a balance between safety and mobility and help Floridians maintain mobility independence and remain active in their community.



We believe that **“You Hold the Keys to Your Transportation Future.”** To help Floridians stay safe and mobile, we promote the keys to achieve safe mobility for life:

	UNDERSTAND	the impact aging has on driving
	BE PROACTIVE	about safe driving skills
	PLAN	for a safe transition from driving

We developed a variety of educational tip cards, brochures, and booklets that support the goal of this Strategic Action Plan. The [Resource Center](#) webpage of the [Safe Mobility for Life](#) website serves as the distribution hub for the Coalition. It allows individuals and stakeholders to request any of our available educational materials. We will continue to develop and distribute resources and information to benefit all our stakeholders.

Problem Identification

Population Growth

The current growth in Florida's aging population is driven by the large baby boomer generation and is unprecedented in the nation's history. Florida is the third most populous state in the nation. In 2020, more than 20 percent of Florida's residents were aged 65 and older, which was higher than the national average of 16 percent at the time. The state's older adults are projected to grow

from 4.4 million in 2020 to 6.9 million in 2045, reaching a quarter share of the total population in the next 25 years. As of 2020, 16 counties in the state already had a quarter of their population aged 65 or older. Growth in population demographics, percentage of licensed drivers aged 65 and over, along with the increase in vehicle miles traveled collectively led to increased exposure and risks to older drivers.

Aging Road User Data

The Strategic Action Plan is a data-driven plan, built on extensive analysis and trends in the state's total and aging population, traffic crash data, and licensing information. Data is essential to the Safe Mobility for Life Coalition, as it drives decision making, keeps our focus on the most pressing issues, and tells us if we are making progress on our goal to eliminate fatalities and serious injuries involving Floridians aged 65 and older.

While aging road users have fewer crashes than any other age group, those crashes are more likely to result in death or serious injury. Figure 1 shows the fatalities and serious injury trends for individuals aged 65 and older along with licensing and population figures over the last five years.

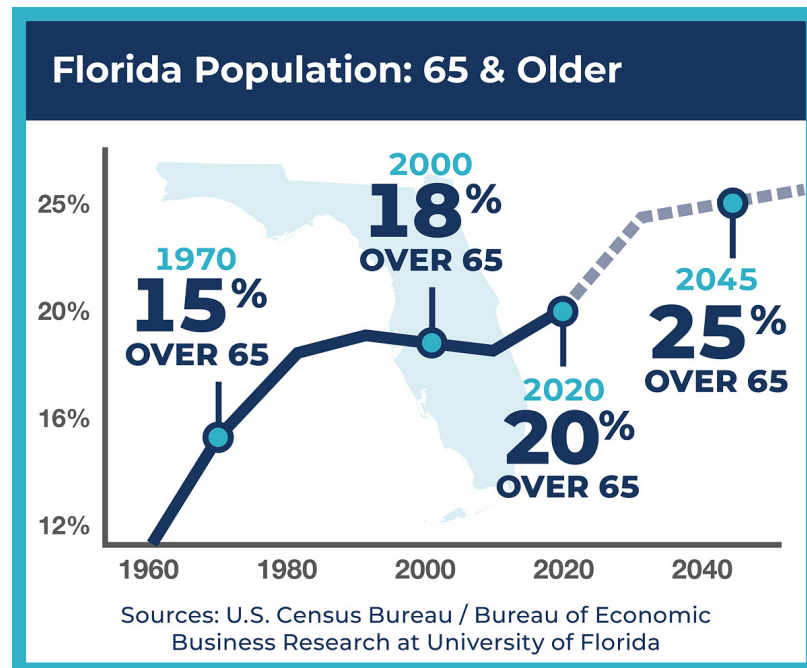


Figure 1. Five-Year Trends (2016 to 2020) for Aging Road Users in Florida

	2016	2017	2018	2019	2020
65+ Driver Fatalities	357	365	336	354	357
65+ Driver Serious Injuries	1,848	1,867	1,785	1,762	1,395
65+ Licensed Drivers	3,423,416	3,575,172	3,682,368	3,782,474	3,892,453
65+ Population	3,866,888	4,000,170	4,134,536	4,270,964	4,422,335

Sources: Florida Highway Safety and Motor Vehicles (FLHSMV) 2016-2020 Closeout Data. Data reflects records with known ages only.

University of Florida, Bureau of Economic and Business Research (BEBR).

As part of the Strategic Action Plan, the Coalition annually obtains official data on crashes, population, and licensing to develop meaningful trends. This data is used to identify ten urban and ten rural priority counties where crashes involving aging road users may be over-represented relative to each county's 65 year and older population using a five-year average. These priority counties receive special attention for program and project delivery which includes engineering improvements, material distribution, media, and outreach events. Visit the [Data webpage](#) of the Coalition website to find the current urban and rural priority county list.



Proposed Solutions

The Safe Mobility for Life Strategic Action Plan is the guiding framework to eliminate fatalities and reduce serious injuries for Florida’s aging road users. The three keys to safe mobility – understand, be proactive, and plan – provide the direction to the programs and projects that allow Floridians to safely maintain mobility independence.

The plan also adopts the safe system approach that recognizes people make mistakes and works to build, maintain, and operate roads and vehicles that eliminate risk or mitigate the severity of crashes as well as educate users on their responsibility not to engage in risky behavior. The Strategic Action Plan addresses these issues through the identification of specific programs and projects that rely on a collaborative approach and the effective use of resources.

Given the size of Florida, it is important that we connect with individuals and groups throughout the state to help us deliver materials and resources to older adults in their communities. The Coalition’s [Community Partner](#) program is a grassroots effort that enables us to expand our reach and effectively utilize our resources. Under a Community Partner Agreement, individuals participating in the program will work alongside the Coalition to improve the safety, access, and mobility of Florida’s aging population through outreach and education.

To ensure the programs and projects target the right audiences with the right messages, data not only identifies the urban and rural priority counties where aging road user crashes are highest, but also provides data on the ages of individuals involved in crashes, the time of day these events occur, and contributing factors. This information is included on an easy to access dashboard that allows anyone to learn more about aging road user data.

To further target efforts to the areas of greatest need, we are identifying and prioritizing target regions where outreach activities should be conducted. Using research based results, our proactive, data-driven approach helps us identify rural and urban target regions to conduct our outreach activities.

Making sure our resources and programs are directed to the areas of concern is a hallmark of the Safe Mobility for Life program. Evaluating the efforts of the Coalition are important to ensure that what is being offered has the desired effect of improving the safety and mobility of Florida’s aging road users.

Focus Area Action Plans

The organization of the Strategic Action Plan follows the Coalition focus areas:

- › Program Management and Evaluation
- › Community Outreach and Education
- › Licensing and Enforcement
- › Livable Communities
- › Mobility Independence
- › Prevention and Assessment

Each of these six focus areas has a leader and Coalition member representatives who volunteer their time to implement the strategies of their focus area Action Plan. The members follow a collaborative approach in developing program materials and other resources. The focus areas include a goal, objectives, and strategies to achieve those objectives, along with a list of performance measures to evaluate their efforts. The objectives in the plan are measurable and progress on implementing the strategies are reported at the three Coalition meetings each year and are summarized in an Annual Report.





Program Management and Evaluation

Goal: Lead, implement, and evaluate Safe Mobility for Life Coalition resources and activities using a proactive data-driven approach.

Objective 1.1

Increase active participation and multidisciplinary involvement of Coalition member organizations and their representatives.

Strategies

- 1.1.1** Lead and facilitate three Coalition meetings each year.
- 1.1.2** Update and distribute member requirements and expectations.
- 1.1.3** Facilitate effective communications and information sharing.
- 1.1.4** Develop and distribute member surveys to determine attitudes about the Coalition and recommendations for improving the work of the Coalition.
- 1.1.5** Review and implement member recommendations based on survey results.

Performance Measures

- › Number of Coalition meetings conducted
- › Number of attendees and member organizations who participated in the Coalition meetings
- › Annual update and distribution of the Member handbook
- › Metrics reported from each monthly Coalition update
- › Number of surveys distributed
- › Number of survey responses
- › Number of member recommendations implemented

Objective 1.2

Increase the effectiveness and availability of materials and resources developed by each focus area team.

Strategies

- 1.2.1** Identify data to help support focus area team goals and objectives.
- 1.2.2** Assist focus area teams in identifying problem areas and gaps to support the development of materials and resources to address those problems/gaps.
- 1.2.3** Collect information from stakeholders to help focus area teams in the development of materials and resources.
- 1.2.4** Identify appropriate target audience(s) to assist in the distribution of materials and resources and share with focus area teams.
- 1.2.5** Analyze the distribution of materials and resources to determine reduction in aging road user fatalities and serious injuries.

Performance Measures

- › Type of data identified
- › Number and type of materials and resources need identified
- › Number and type of materials or resources developed
- › Number and type of target audiences identified
- › Number of fatalities and serious injuries occurring in areas where materials are distributed
- › Develop, publish, and distribute Safe Mobility for Life Annual Report on evaluation efforts



Objective 1.3

Increase stakeholder engagement in promoting the importance of addressing safety and mobility needs of Florida’s aging population.

Strategies

- 1.3.1** Provide regular communication with agencies, organizations, stakeholders, and individuals who are not members of the Coalition but have an interest in aging road user safety and mobility.
- 1.3.2** Collaborate with the Community Outreach and Education focus area team to promote materials, resources, and information detailing the Coalition’s vision, mission, and goal.
- 1.3.3** Promote and encourage adoption of the goals, objectives, or strategies identified in the Safe Mobility for Life Strategic Action Plan to appropriate agencies, organizations, stakeholders, and public officials.

Performance Measures

- › Number of agencies, organizations, and individuals who support the Coalition
- › Number of materials and resources distributed
- › Number of listserv subscribers
- › Number of presentations given

Objective 1.4

Increase access to and monitor aging road user data trends to help eliminate traffic fatalities and reduce serious injuries.

Strategies

- 1.4.1** Develop, maintain, and share tools that visualize aging road user data trends.
- 1.4.2** Monitor usage of data resources such as *eTraffic* and the Safe Mobility for Life dashboard.
- 1.4.3** Collect and analyze data on aging road user fatalities and serious injuries.
- 1.4.4** Develop and distribute a bi-annual Safe Mobility for Life survey to Floridians 50 years and older.

Performance Measures

- › Data visualization tools developed and shared
- › Yearly publication of the latest available data to *eTraffic* and Safe Mobility for Life dashboard
- › Number of visitors to Coalition Data page and Safe Mobility for Life dashboard
- › Annual priority county and aging road user data published and shared
- › Number of bi-annual Safe Mobility for Life surveys distributed and returned





Community Outreach and Education

Goal: Directly engage with Floridians to raise awareness of the materials and resources developed by the Coalition to support its goal and objectives.

Objective 2.1

Increase awareness among all stakeholders about the resources available through the Coalition.

Strategies

- 2.1.1** Implement the Safe Mobility for Life Marketing and Communications plan.
- 2.1.2** Attend and/or conduct community events to increase communication and engagement opportunities.
- 2.1.3** Develop and distribute monthly social media campaigns that target different educational focus areas.
- 2.1.4** Develop educational toolkits to target specific needs of various stakeholders, i.e., tax collectors, healthcare practitioners, etc.
- 2.1.5** Promote and educate on the safety, access, and mobility needs of aging vulnerable road users i.e., pedestrians, bicyclists, motorcyclists, and golf cart drivers.
- 2.1.6** Collaborate with different safety coalitions to develop or distribute materials and resources to address needs of aging road users in their strategic plans.

Performance Measures

- › Number of communications delivered (social media messages, newsletters, etc.)
- › Number of events conducted and the number of participants
- › Number of subscribers and interactions on social media channels
- › Number of materials and resources developed with other safety coalitions

Objective 2.2

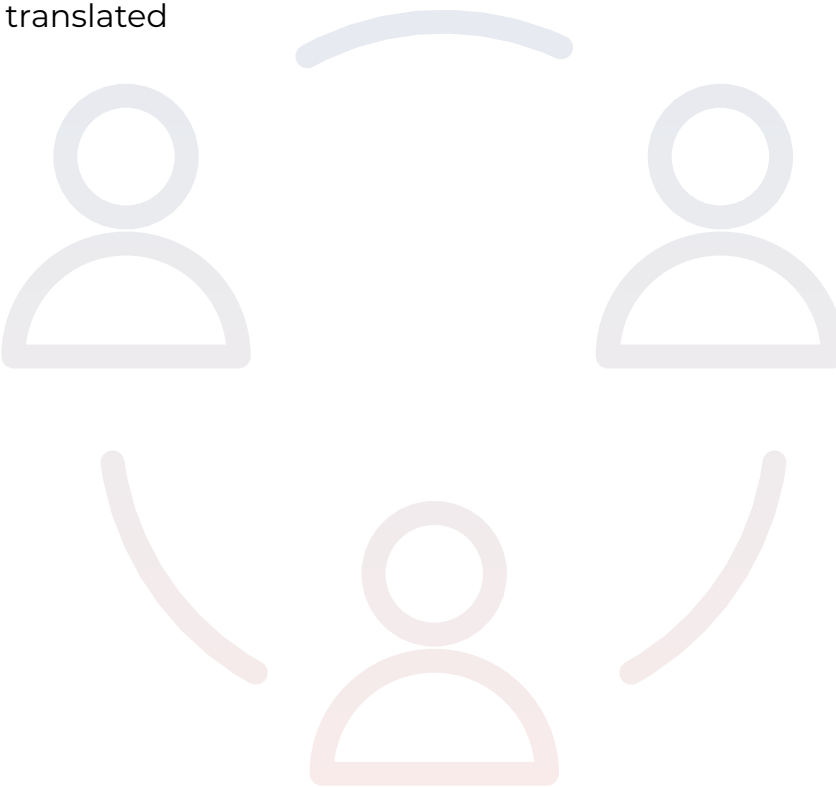
Increase education, distribution, and training opportunities among all stakeholders to support the safety, access, and mobility needs of an aging population.

Strategies

- 2.2.1** Collaborate with focus area teams to identify and implement distribution strategies for their materials and resources.
- 2.2.2** Distribute materials and resources through the Safe Mobility for Life Resource Center.
- 2.2.3** Translate materials and resources into identified languages to reach non-English speaking older adults and their families.
- 2.2.4** Train, conduct, and/or support Coalition workshops (e.g., Keys to Achieve Safe Mobility for Life, Safe Walking for Life, Safe Transit for Life, etc.).

Performance Measures

- › Number of workshops conducted
- › Quarterly outreach metrics report developed and shared with focus area teams
- › Number of materials and resources distributed through the Safe Mobility for Life Resource Center
- › Number of materials and resources translated



Objective 2.3

Increase the awareness and use of the Florida’s Guide to Safe Mobility for Life as a transportation planning tool.

Strategies

- 2.3.1 Identify opportunities to highlight the Florida’s Guide to Safe Mobility for Life either separately or as part of current programs and activities.
- 2.3.2 Review, update, and publish the state and community resources provided in the Resources chapter of the Florida’s Guide to Safe Mobility for Life as needed.
- 2.3.3 Update and publish Florida’s Guide to Safe Mobility for Life as needed.
- 2.3.4 Develop a marketing plan and materials to promote the development of a personal transportation plan.

Performance Measures

- › Number of Florida’s Guide to Safe Mobility for Life distributed
- › Number of updates to the Florida’s Guide to Safe Mobility for Life
- › Number of published annual updates to Resources chapter of the Florida’s Guide to Safe Mobility for Life
- › Number of materials and resources distributed promoting the development of a personal transportation plan

Objective 2.4

Increase the number of individuals or groups in the Safe Mobility for Life Community Partner Program.

Strategies

- 2.4.1 Identify and recruit Community Partners in targeted areas.
- 2.4.2 Train and engage Community Partners.
- 2.4.3 Provide regular communications to Community Partners.
- 2.4.4 Develop and distribute an annual survey to determine attitudes of Community Partners participating in the Community Partner Program and recommendations for improving the program.

Performance Measures

- › Number of Community Partners recruited
- › Number of Community Partners trained
- › Number of Community Partner supported outreach activities
- › Number of surveys distributed
- › Number of survey responses
- › Results of the annual survey shared with Community Partners (individuals and groups)





Licensing and Enforcement

Goal: Educate and promote resources for law enforcement and licensing personnel.

Objective 3.1

Increase the use of training, tools, materials, and resources to recognize, assess, and report at-risk aging drivers by law enforcement officers and front-line licensing personnel.

Strategies

- 3.1.1** Develop and distribute training, tools, materials, and resources to law enforcement officers to help recognize, assess, and report at-risk aging drivers.
- 3.1.2** Collaborate with the FLHSMV to develop and distribute training, tools, materials, and resources to front-line licensing personnel to help recognize, access, and report at-risk aging drivers.

Performance Measures

- › Number of law enforcement officers trained
- › Number of front-line licensing personnel trained
- › Number of materials and resources distributed
- › Number of at-risk aging drivers reported

Objective 3.2

Increase awareness of driver licensing policies that address the specific needs of aging drivers.

Strategies

- 3.2.1** Identify what policies are most effective at addressing the needs of aging drivers.
- 3.2.2** Develop materials and resources that highlight the FLHSMV's effective driver license policies.
- 3.2.3** Distribute materials and resources that support the FLHSMV's Medical Review Process.

Performance Measures

- › Number of policies identified
- › Number of materials and resources developed to educate on policies
- › Number of materials and resources distributed

Objective 3.3

Increase awareness of Florida's traffic safety laws and driver licensing policies to aging road users.

Strategies

- 3.3.1** Review annual "Legislation Affecting Traffic and Motor Vehicle Laws" report and identify items to help educate aging road users.
- 3.3.2** Develop materials and resources to share on website and/or social media campaigns.
- 3.3.3** Distribute materials and resources to educate on driver licensing policies that affect aging drivers.

Performance Measures

- › Number of legislative items identified
- › Number of aging drivers who received materials and resources
- › Number of materials and resources distributed



Livable Communities

Goal: Create safer and more livable communities through the use of context-based design and by providing access to features and services that meet the mobility needs of an aging population.

Objective 4.1

Increase the number of communities that incorporate Safe Mobility for Life strategies, materials, and/or resources into their transportation plans.

Strategies

- 4.1.1** Conduct education on the benefits and features of age-friendly communities.
- 4.1.2** Collaborate with AARP’s Age-Friendly Community Network, the Department of Elder Affairs’ Livable Florida Initiative, and Vision Zero Communities to develop, promote, and distribute information on the Coalition’s transportation resources that benefit livable communities.
- 4.1.3** Promote partnerships and educate safety professionals at metropolitan planning organizations, regional planning councils, and local governments on the importance of addressing the special needs of the aging population in their transportation, land use, and housing plans.

Performance Measures

- › Number of designated AARP age-friendly communities incorporating Safe Mobility for Life resources into their plans
- › Number of people accessing the Age-Friendly Florida’s Transportation Checklist on SafeMobilityFL.com
- › Number of materials and resources distributed
- › Number of presentations conducted

Objective 4.2

Increase the use of effective context-based design practices and safety countermeasures that support aging road users on state and local roads.

Strategies

- 4.2.1** Form partnerships with metropolitan planning organizations, regional planning councils, and local governments and educate on the importance of addressing the special needs of the aging population in their transportation, land use, and housing plans.
- 4.2.2** Promote the interconnectivity of the transportation system particularly as it relates to connectivity for walking, biking, and access to transit.
- 4.2.3** Encourage the implementation of proven safety countermeasures that address the specific physical and visual challenges affecting aging road users.
- 4.2.4** Educate transportation professionals on Complete Streets and context-based design practices and other safety countermeasures that benefit aging road users, including those found in the Florida Greenbook, FDOT Design Manual, and Traffic Engineering Manual.
- 4.2.5** Support, conduct, and promote research that enhances and validates effective safety countermeasures that benefit aging road users.
- 4.2.6** Identify and promote proven engineering solutions that benefit aging road users in locations with high number of reported and verified aging road user fatalities and serious injuries.
- 4.2.7** Survey FDOT Districts to determine implementation of context-based design and recommended safety countermeasures to improve aging road user safety.

Performance Measures

- › Number of partnerships formed
- › Number of context-based design projects implemented
- › Number of proven, evidenced-based safety countermeasures identified
- › Number of workshops or presentations conducted with transportation professionals
- › Number of transportation professionals trained
- › Number and type of countermeasures implemented



Mobility Independence

Goal: Educate Floridians on how to access and use transportation options to keep them safe, mobile, and independent in their communities.

Objective 5.1

Increase aging road users understanding of the range of transportation options to accommodate their need for safe, accessible, and affordable transportation.

Strategies

- 5.1.1** Review current transportation options listed in the University of Florida's FindaRideFlorida.org database and identify any gaps.
- 5.1.2** Promote and educate on the use of FindaRideFlorida.org among families, caregivers, service providers, aging road users, and other Floridians.
- 5.1.3** Develop educational materials and resources to promote the safe use of driver assistance technology to improve mobility options for older adults.
- 5.1.4** Develop educational materials and resources on the use of automated vehicles and/or shuttles as viable transportation options.

Performance Measures

- › Number of transportation providers added to FindaRideFlorida.org database
- › Number of corrections made to the FindaRideFlorida.org database
- › Number of people accessing FindaRideFlorida.org
- › Number of people accessing FindaRideFlorida.org training videos
- › Number of materials and resources developed and distributed that promote driver assistance technology and automated vehicle options

Objective 5.2

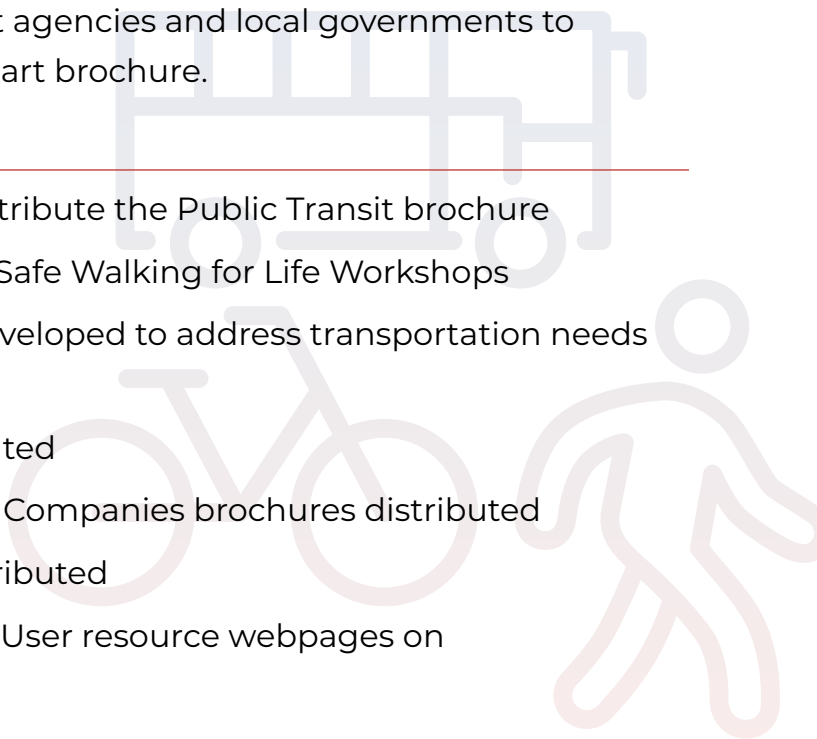
Increase the use of transportation options by aging road users.

Strategies

- 5.2.1** Collaborate with transit agencies to help distribute the Coalition's Public Transit brochure and other resources to help educate older adults on the safe use of public transportation.
- 5.2.2** Collaborate with Community Outreach and Education focus area team to conduct Safe Transit for Life workshops and Safe Walking for Life workshops.
- 5.2.3** Collaborate with the Florida Public Transportation Association to address the needs and concerns of older adults along with suggested approaches for increasing ridership among this vulnerable population.
- 5.2.4** Collaborate with organizations that conduct safe biking or bicycle training events to help distribute the Coalition's Bicycle booklet.
- 5.2.5** Develop distribution plans that promote the Coalition's Transportation Options series.
- 5.2.6** Collaborate with AARP Florida, Florida Association of Area Agencies on Aging, and Florida Association of Senior Centers to promote distribution of the Transportation Network Companies brochure and Walking booklet to older adults.
- 5.2.7** Collaborate with law enforcement agencies and local governments to promote distribution of the Golf Cart brochure.

Performance Measures

- › Number of transit agencies that distribute the Public Transit brochure
- › Number of Safe Transit for Life and Safe Walking for Life Workshops
- › Number and type of approaches developed to address transportation needs and concerns of older adults
- › Number of Bicycle booklets distributed
- › Number of Transportation Network Companies brochures distributed
- › Number of Golf Cart brochures distributed
- › Number of visits to the Aging Road User resource webpages on SafeMobilityFL.com



Objective 5.3

Increase awareness on the need and availability of dementia-friendly transportation services.

Strategies

- 5.3.1** Determine barriers and solutions for transportation options available to individuals suffering from Alzheimer's or related dementias.
- 5.3.2** Coordinate with transit providers who provide dementia-friendly transportation services and add their listing to FindaRideFlorida.org.
- 5.3.3** Educate families and caregivers on the availability and safe use of transportation by individuals with Alzheimer's or related dementias.
- 5.3.4** Identify new partners who can assist with the distribution of information and materials on dementia-friendly transportation, i.e., Memory Disorder Clinics and Dementia Care and Cure Initiative task forces.

Performance Measures

- › Number of barriers and solutions identified
- › Number of dementia-friendly services identified
- › Number of dementia-friendly transportation services flagged on FindaRideFlorida.org
- › Number and type of materials and resources developed
- › Number of materials and resources distributed
- › Number of new partners identified





Prevention and Assessment

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

Objective 6.1

Increase awareness of the importance of driver fitness to help aging road users understand and be proactive about their safe driving skills.

Strategies

- 6.1.1** Provide information and educate on the natural age-related changes that can impact safe driving skills.
- 6.1.2** Promote and educate on the benefits of attending a CarFit safety event.
- 6.1.3** Promote and educate on the benefits of taking a driver safety course.
- 6.1.4** Promote and educate on the importance and preventive benefits of physical activity and mental health in promoting driving fitness.
- 6.1.5** Provide presentations to varied health care professionals with a focus on evidence based physical activity and mental health in supporting driver fitness.

Performance Measures

- › Number of prevention and assessment-related resources developed
- › Number of prevention and assessment-related resources distributed or accessed
- › Number of CarFit Safety events (in-person and virtual) conducted
- › Number of participants in CarFit safety events
- › Survey responses from CarFit safety events

Objective 6.2

Increase awareness of screening and assessment tools and resources to recognize, report, and assist aging at-risk drivers.

Strategies

- 6.2.1** Identify best practices for evidence-based screening and driver skill assessment tools and resources.
- 6.2.2** Promote and distribute materials and resources to healthcare practitioners.
- 6.2.3** Educate on the use of the Clinician’s Guide to Assessing and Counseling Older Drivers to healthcare practitioners.
- 6.2.4** Promote and distribute materials and resources to families and caregivers.
- 6.2.5** Educate on the importance of, and need for, screenings and driver skill assessments.

Performance Measures

- › Number and type of materials and resources developed or identified
- › Number of referrals to the Medical Advisory Board by the healthcare community
- › Number and type of individuals reached in the healthcare community
- › Number and type of materials and resources distributed to the healthcare community
- › Number of Family and Caregiver brochures distributed
- › Number of visits to Health Care Provider webpage on SafeMobilityFL.com
- › Number of visits to Family and Caregiver webpage on SafeMobilityFL.com



Objective 6.3

Increase awareness of tools and resources that can help identify and assist at-risk drivers with dementia or cognitive impairment.

Strategies

- 6.3.1** Collaborate with the Department of Elder Affairs, Department of Law Enforcement, Memory Disorder Clinics, and Dementia Care and Cure Initiative task forces to provide materials and resources to families and caregivers to assist at-risk drivers with Alzheimer's or related dementias or cognitive impairments.
- 6.3.2** Collaborate with the Licensing and Enforcement focus area team to develop materials and resources to educate on the Silver Alert Program.
- 6.3.3** Collaborate with the Mobility Independence focus area team to develop materials and resources to address dementia-friendly transportation.

Performance Measures

- › Number of meetings and presentations conducted
- › Number of materials and resources developed
- › Number of referrals to the Medical Advisory Board following Silver Alert
- › Number of reported Silver Alerts

Objective 6.4

Increase awareness of intervention and rehabilitation materials and resources.

Strategies

- 6.4.1** Educate and promote the importance of and need for comprehensive driving evaluation, remediation, and rehabilitation.
- 6.4.2** Promote referrals by professionals to Driver Rehabilitation Specialists and/or Occupational Therapists.
- 6.4.3** Promote and distribute materials and resources for older adults with visual, cognitive, and physical impairments.

Performance Measures

- › Number and type of materials and resources developed or identified
- › Number of materials and resources distributed
- › Number of healthcare practitioners reached



Call to Action

Eliminating fatalities and reducing serious injuries takes everyone working together. It is through the support of the Safe Mobility for Life Coalition members and stakeholders that we are able to share resources with those who need them most. Here is how you can help:

- › Become a [Community Partner](#)
- › Order and distribute materials from the [Resource Center](#)
- › Connect our strategic plans or align resources
- › [Sign-up](#) for our newsletter and Listserv
- › Spread the word and engage with us on social media
- › Challenge yourself to explore using other options



To request outreach materials from the
Safe Mobility for Life Resource Center:

Phone: **1-833-930-2952** | Email: Contact@SafeMobilityFL.com

[SafeMobilityFL.com](https://www.SafeMobilityFL.com)

Follow us @SafeMobilityFL

