

December 2013

LEL BOLO

LEL Charlie Kane



Getting to Know the Liaisons ... The Series



In the December 2012, issue of the *LEL Bolo*, we told you about the ongoing cross training of the LEL Team. Each of the six liaisons are not only responsible for their territory, but are also tasked with managing projects, overseeing data reports to NHTSA, and coordinating the many Challenges and Campaigns that run annually. In an effort to provide you, our customer, with the best possible service with no interruptions in the event of an emergency or unanticipated absence of one of the team, our mission in 2013 is to streamline the process behind the scenes in regards to cross training the entire staff. Part of this initiative is for you all to get to know each of the six LELs a little better. Every issue of this publication in 2013 will highlight a member of the team for you.



This month's spotlight is on Law Enforcement Liaison Shaun VanBever, who covers our South region; Broward, Miami-Dade, and Monroe counties. His territory is one of the most densely populated areas in Florida, that comes with its own set of challenges for Shaun and his agencies, but for those of you who know Shaun, he is up for any challenge and that fact is obvious based on the continued success enjoyed by the people in which he serves.

Contact Your Liaison:

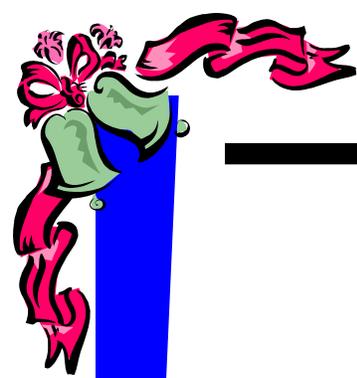
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Shaun is the coordinator of the highly successful Florida Law Enforcement Challenge and the ever popular Florida Motor Unit Challenge. Shaun is the "go to" guy when it comes to all things related to motorcycles! This love for motorcycles began at the age of eight when Shaun's mom, Mrs. Justine Davis, taught him how to ride a motorcycle for the very first time. His mom's passion for the bike and its safe operation lives today in Shaun; he never misses an opportunity to help his fellow rider polish up on their riding skills.

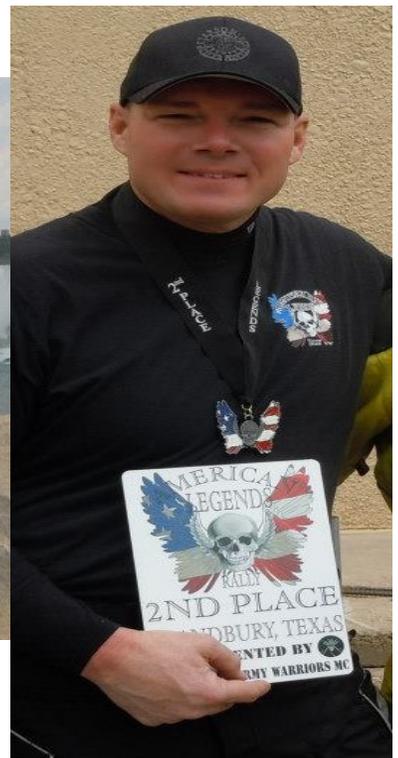




Before joining the Florida LEL Team over 5 years ago, Shaun spent 10 years as a police officer in Broward County where he excelled as a motor officer in both patrol and training. His talents were recognized on both a state and national level when his agency won back to back titles in the Florida Motor Unit Challenge, and then was recognized by the IACP in the same year for creating one of the most successful traffic safety programs in the nation.

This Miami native is a graduate of the University of Miami where he was a member of the 1991 National Championship UM Hurricane football team. His accolades after college include being the World Champion Fast Draw winner three times. He has placed in every long distance motor cycle endurance challenge he has ever entered, and rode his Harley Davidson Police Electra-Glide motorcycle in every one of the 48 lower states as well as Canada. Shaun continues to participate in police motorcycle rodeos annually throughout Florida.

Shaun lives in South Florida with his fiancée Angela and her two beautiful daughters Jessica and Kristen. The LEL Team, as well as the agencies in which he serves, is blessed to have Shaun at the controls of two of our very popular programs as well as, Florida's Motorcycle Coalition!





Florida Motor Unit Challenge

The 2013 Florida Motor Unit Challenge is currently underway. With over 100 law enforcement agencies across Florida participating. This year's challenge is shaping up to be the largest one to date. As the participating motor units continue to pound the pavement creating a safer driving environment, we have seen fewer traffic related fatalities during the month of November; proving once again, enforcement saves lives! Let's keep the focus going for December!



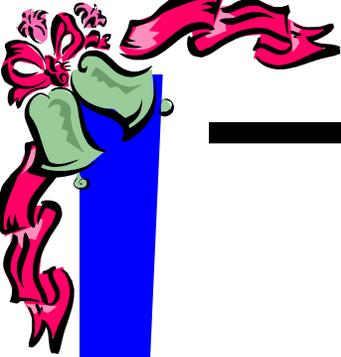
Florida Click It or Ticket Challenge

With the New Year just weeks away, the 2014 Click It or Ticket Challenge is underway. Over 220 law enforcement agencies participated in the first enforcement wave over the Thanksgiving holiday when Florida experiences some of the highest travel volume on its roadways. Agencies from across the Sunshine State conducted safety belt checkpoints, enforcement details, educational campaigns, and public awareness initiatives. The one common goal - to reduce traffic related injuries and deaths and to increase safety belt compliance across the state.



Florida Law Enforcement Challenge

There is still plenty of time to maximize your efforts in enforcement, officer recognition, and training in 2013. Every point counts in this year's Florida Law Enforcement Challenge, so take this opportunity to pick your LEL's brain about where your agency can improve its chances in placing in this Challenge. During last year's FLEC, there was less than 1 1/2 points separating some winners in various categories. The top three agencies in each category will receive traffic law enforcement equipment and the first place agency will have a chance to turn the key for a fully equipped 2014 police vehicle.



Surfing While Driving

THE NUMBER OF Americans who are surfing the web behind the wheel has doubled in the past five years. According to a new State Farm survey, nearly one in four or 24 percent of drivers are reading or responding to email, and checking social media sites. That's up from 13 percent in 2009. Among drivers 18 to 29 years of age, the number rose from 29 to 49 percent.

While most state laws addressing distracted driving focus on texting, the rapid growth in the use of smart phones, particularly by drivers 40 and older, points to the need for broader technology bans. Additionally, the latest survey findings confirm that distracted driving isn't a "youthful problem." For drivers ages 40 to 49, the percentage owning smart phones rose from 47 percent in 2011 to 82 percent in 2013. For those 50 to 64 years of age, ownership went from 44 to 64 percent and for those 65 and older, it increased from 23 to 39 percent. Despite the uptick in the number of motorists using their cell phones to access the Internet, texting behind the wheel rose slightly over the past five years from 31 to 35 percent of all drivers. Among 18 to 29 year olds, the number who report texting and driving fell from 71 to 69 percent. Campaigns focusing on the dangers of texting while driving may be contributing to the change.

The latest GHSA distracted driving report released earlier this year found that 47 states and DC now have specific laws prohibiting the risky behavior. Of those states, 41 ban texting by drivers (that's up from 28 in 2010) while just eight address both texting and handheld cell phone use. No state has a total ban. States are also stepping up efforts to educate the public about the threat of distracted driving. Currently, 47 states and DC, up from 37 states in 2010, have developed campaign messaging unique to their jurisdiction. Many are also using social media, including Twitter, YouTube and Facebook to get the message out to the motoring public. State use of these outreach channels has jumped 125 percent in the past three years.

For an overview of state distracted driving tactics, download the 2013 Distracted Driving: Survey of States at <http://www.ghsa.org/html/publications/pdf/survey/2013>



Florida Pedestrian and Bicycle Safety Campaign
“Alert Today Alive Tomorrow: Safety Doesn’t Happen by Accident”

Florida Department of Transportation (FDOT)

Florida ranks number one in the nation for pedestrian fatalities with 499 deaths in 2010. Pedestrians and Bicyclists accounted for over 22% of Florida’s traffic fatalities. As a result, FDOT Secretary Ananth Prasad made pedestrian and bicycle safety a focused initiative.

In 2012, the FDOT Safety Office created a comprehensive safety campaign, “Alert Today Alive Tomorrow: Safety Doesn’t Happen by Accident”. The focus initially included driver and pedestrian behavior, encouraging drivers to be more alert in looking for pedestrians as well as pedestrians to cross in predictable locations, using crosswalks. Bicycle attributes were added targeting both motorist and bicyclists behaviors. All efforts are aimed at improving communication, outreach and education, and high visibility enforcement.

Florida developed its first Pedestrian and Bicycle Strategic Safety Plan (PBSSP) and initiated its first Pedestrian and Bicycle Safety Coalition in February 2013. The coalition membership includes a diverse group of pedestrian and bicycle safety advocates. The team is charged with implementation of Florida’s PBSSP.

The following elements are being used to communicate this important safety message in all high priority counties:

Television, Radio, Billboards, Transit, Websites and Social Media, Sports Marketing at High Profile Events, Aerial Banners, Service Station, Bar, and Restaurant Advertising, and Promotional Material Distribution.

Between 2012 and 2013, the “Alert Today Alive Tomorrow: Safety Doesn’t Happen by Accident” message was showcased at the Daytona 500,

a Pedestrian Safety Street Party in Ft. Lauderdale, at the John Anthony Wilson Memorial Day in Palm Beach, prior to and in conjunction with the Gate River Run in Jacksonville, at Lynx Central Station in Orlando, during the Tampa Bay Rays opening week in St. Petersburg, during the Citrus Series between the Tampa Bay Ray and Florida Marlins, in St. Petersburg and Miami, during the Mayfaire Art Festival in Polk County, at the USDOT Bike Summit in Tampa, at the Project for Public Spaces Technical Assistance Workshop in Lee County, during the Florida State vs Idaho football game in Tallahassee, and during the University of Florida vs Florida State basketball and football games in Gainesville.

What can you do to improve the pedestrian and bicycle safety in Florida?

PEDESTRIANS

- Obey All Traffic Laws. As a road user you should always obey the pedestrian traffic laws to be safe on the road. If no sidewalks are present, walk against the direction of traffic so you can see oncoming vehicles.
- Always use the crosswalk. The marked crosswalk at signalized intersections is the safest place to cross.
- Look then look again. Look left, right, then left again before crossing.
- Be visible. Wear bright colors and reflective accessories such as belts, clothes, wristbands, and shoes.

BICYCLISTS

- Obey All Traffic Laws. A bicycle is a vehicle and you're a driver. You should ride in the same direction of traffic on the street; obey all traffic signs, signals, and lane markings.
- Yield to Traffic When Appropriate. It's better to yield than "be in the right" and risk injury.
- Be Predictable. Ride in a straight line and be sure those around you understand your intentions.
- Be Visible. Spend a little extra on lights to get a bright headlight and taillight., and always use them at night. Position yourself in the lane so others can see you, especially at intersections.
- Watch for Parked Cars. Don't ride in the "door zone" of parked cars even when the bike lane is adjacent to them.

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DRIVERS

- Obey All Traffic Laws. Stop or yield for pedestrians and bicyclists and obey laws to be safe.
- Stop before making a right on red. Pedestrians and bicyclists using the crosswalks at intersections rely on this time to cross. If you do not stop, you can hit them before you can see them.
- Share the road. All users including pedestrians and bicyclists are allowed to use the roads safely. Respect and share the roads.

For more information about this campaign, please go to www.alerttodayflorida.com

Or contact: Trenda McPherson
 State Bicycle/Pedestrian Safety Program Manager
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 Tallahassee, FL 32399-0450
 (850)414-4025 Trenda.mcpherson@dot.state.fl.us



Super Bowl Sunday

NHTSA, along with the National Football League (NFL) and the Techniques for Effective Alcohol Management (TEAM) Coalition, have joined forces with local highway safety and law enforcement officials to spread the message about designating a sober driver on Super Bowl Sunday, because - Fans Don't Let Fans Drive Drunk.

For more information visit:

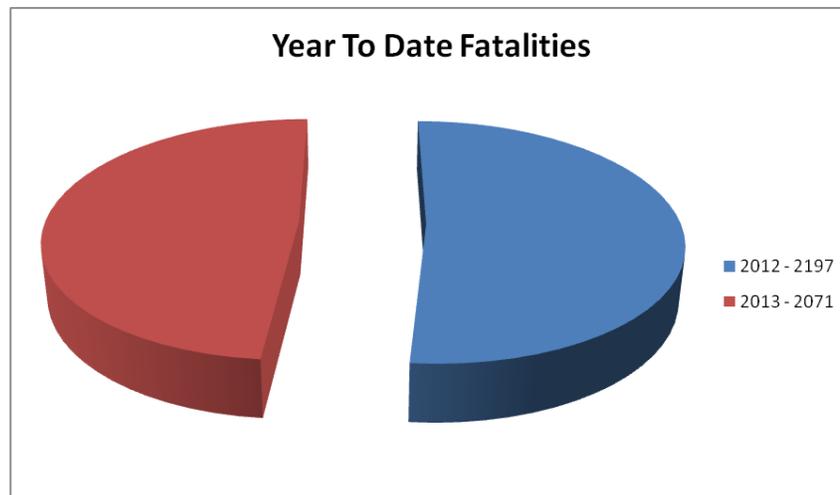
<http://www.trafficsafetymarketing.gov/SuperBowl>

2013 Holiday Drive Sober or Get Pulled Over

The December 2013 Drive Sober or Get Pulled Over media work kit is now available for this campaign that will begin on December 13, 2013 and run through January 1, 2014. Take the opportunity to tap into the NHTSA resources to provide a safer driving environment this holiday season. For more information visit: <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/Holiday+Season>

Daily Fatality Report

Year-to-Date Traffic Fatality report as of December 1, 2013, based on preliminary data supplied by the Florida Department of Highway Safety & Motor Vehicles.



*On behalf of the entire Law Enforcement Liaison Team,
We wish you a very Merry Christmas and a Safe 2014!*

One Team. One Goal. Save Lives.