

Florida 2020

Pedestrian & Bicyclist HVE

Florida Department of Transportation

Pre-Test Survey



Preliminary Report
March 2, 2020

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The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation, and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government. The contents of this report reflect the findings of the authors, who are responsible for the facts and the accuracy of the data presented herein. This report is not intended for construction, bidding, or permit purposes. The researcher in charge of the project was Dr. Michael Binder, Faculty Director of the Public Opinion Research Laboratory at the University of North Florida. To contact Dr. Michael Binder, please call (904) 620-2784 or email porl@unf.edu.



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Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The U.S. Census estimates that Florida's 18 years of age and older population in 2018 was at approximately 17,070,244 individuals living within 58,560 square miles according to the Florida Department of State. The approximate racial/ethnic breakdown according to the 2018 Census is as follows: 53.3% white, 15.3% black, 26.1% Hispanic/Latino origin, and 2.7% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,099 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2018.

Project Background

FDOT has several pedestrian and bicyclist safety messages that are distributed to the public, one of which being the Operation Vision Zero safety campaign. Operation Vision Zero aims to eliminate traffic fatalities and severe injuries for all pedestrians, bicyclists, and automobile drivers. FDOT adopted a "Vision Zero" policy in 2012, and has been proactively implementing engineering, education, and enforcement measures to reduce fatalities and severe injuries on our roadway system.

According to FDOT:

More than fifteen law enforcement agencies across Orange, Seminole, Volusia and Brevard Counties are on a mission to save lives with the launch of Operation Vision Zero, the first multi-jurisdictional, high visibility enforcement and public awareness campaign calling on drivers, bicyclists and pedestrians to exercise greater caution and obey Florida's traffic safety laws when on the road. Each participating law enforcement agency has identified high-crash locations, referred to as Vision Zero Zones, where bicycle and pedestrian fatalities and injuries are the greatest, along with the time of day and types of violations that led to those crashes. At each Vision Zero Zone location, special attention will be directed towards drivers speeding, failing to stop for signs and signals, and failing to yield and stop for pedestrians in crosswalks. Officers will look for pedestrians crossing the street illegally or failing to yield drivers who have the right of way and bicyclists failing to obey the same rules as drivers, including traffic signs, signals and lane markings.

Broadly, Florida reported 853 bicyclist and pedestrian fatalities in 2018, up from the 787 fatalities in 2017 and the 804 fatalities in 2016. In 2018, 2,370 bicyclists and pedestrians were incapacitated in traffic crashes. Of the pedestrian crashes in 2018, 69 percent were incapacitating, and 31 percent were fatal. In the same period, 85 percent of bicycle crashes were incapacitating, while the remaining 16 percent were fatal.

These statistics were sourced from the Department of Transportation's Crash Analysis Reporting System.

Executive Summary

This report serves to inform FDOT about the effectiveness of their high-visibility enforcement (HVE) efforts towards the Operation Vision Zero safety campaign. In order to best accomplish this, the Public Opinion Research Laboratory (PORL) at the University of North Florida (UNF) conducted a survey that yielded the following results:

- In all four counties, pre-HVE awareness of "Operation Vision Zero" was low, topping out at 3% in Orange County.
- Seminole County had the highest pre-HVE awareness of the "Shared Road, Shared Responsibility," and "Alert Today, Alive Tomorrow" campaign messages at 43%.
- Overall, 35% the total pre-HVE sample indicated they had seen or heard the "Shared Road" and "Alert Today" messages, compared to 3% for "Vision Zero."
- In the pre-HVE sample, respondents who bike at least one hour per week had a higher rate of correct answers on only one of the two Florida law questions relating to bike safety.
- Similarly, pedestrians in the pre-HVE sample who reported walking at least one hour per day on the roadway had a higher correct answer rate on only one of the two Florida law questions relating to pedestrian safety.
- Orange County had the highest instance of pre-HVE respondents reporting crossing intersections when the signal said, "do not cross," as well as outside the crosswalk when there was one in sight.
- Of the total sample of pre-HVE respondents, 58% indicated they did not know the purpose of a Vision Zero Zone, and 33% guessed that it involved areas of low visibility.

Methodology

Study Purpose

FDOT contracted with the PORL at UNF to gather information about the attitudes and awareness of adults living in four counties that experience some of the most serious injuries and fatal crashes involving pedestrians and bicyclists in the State of Florida. Participants were asked about FDOT's bicyclist and pedestrian safety awareness campaigns, their transportation habits, and knowledge about Florida laws pertaining to bicyclists and pedestrians. The performance goal is to measure the effectiveness of FDOT's HVE efforts regarding the Operation Vision Zero campaign and its coverage throughout the four select counties.

In order to evaluate the effectiveness of FDOT's messaging and enforcement efforts, the PORL administered a pre-test/post-test design in the form of

two telephone surveys. The pre-test survey was conducted from January 27, 2020 to February 10, 2020, about three weeks before HVE efforts began on to provide a starting benchmark. The post-test will be conducted from April 9 to April 22, 2020, about one week after HVE efforts ends in the participating counties. The two samples will allow PORL to measure how respondent awareness, reported behavior, and knowledge of safety laws may be affected by the counties' HVE efforts.

Study Design

In the effort to accurately capture the awareness and driving habits of adult Florida drivers, PORL conducted a telephone survey totaling 1,009 responses. Individuals were contacted using Random-Digit-Dialing (RDD) methodology for both landlines and cellphones. All surveys were conducted within the four counties shown in Table 1. Quotas were placed on the telephone survey for each of the counties to ensure approximately 250 respondents completed the survey for each county. This helps to decrease margin of sampling error when cross analyzing counties (see Table 1). It is important to understand and recognize the n (sample size) when comparing these counties as their margins of sampling error are much higher and there is more uncertainty towards the true population.

Data collection for the telephone survey took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. Dynata (formerly Survey Sampling International) provided all the telephone numbers used for both surveys.

A single interviewer, through hand dialing, upon reaching individuals answering on a landline telephone sample, asked the first qualified respondent to participate in the survey. Respondents contacted by cell phone were selected by being the first qualified participant to answer the phone. The breakdown of completed responses on a landline phone to a cell phone was 24% to 75% with 1% unknown for the first survey.

At least 5 callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and

Spanish. Calls were made from 4:00 p.m. - 9:00 p.m. seven days a week.

In order to adjust for the oversampling of smaller counties, and to correct for non-response bias, weights were applied to the data. The approaches to weighting first included adjusting for county-specific demographics. Responses from each county were weighted by age, race, sex, and education to the estimated 2018 American Community Survey (ACS) for the adult population of each of the four Florida counties surveyed. Respondents that answered at least one of those questions with 'Don't Know' or 'Refusal' were given a weight of 1. Second, to ensure that the results presented are reflective of the adult population of all four counties, all responses were weighted by age, sex, race, and education of the combined four counties.

The Pre-HVE study had a 17% response rate. The American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation was used, which consists of an estimate of what proportion of cases of unknown eligibility are truly eligible. There were no statistical adjustments made due to design effects.

Table 1. Sample Statistics

	<i>Pre-HVE Sample</i>	
	Sample Size	Margin of Error
<i>Brevard</i>	252	+/- 6.2
<i>Orange</i>	251	+/- 6.2
<i>Seminole</i>	254	+/-6.2
<i>Volusia</i>	252	+/-6.2
<i>Total</i>	1,009	+/-3.1

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

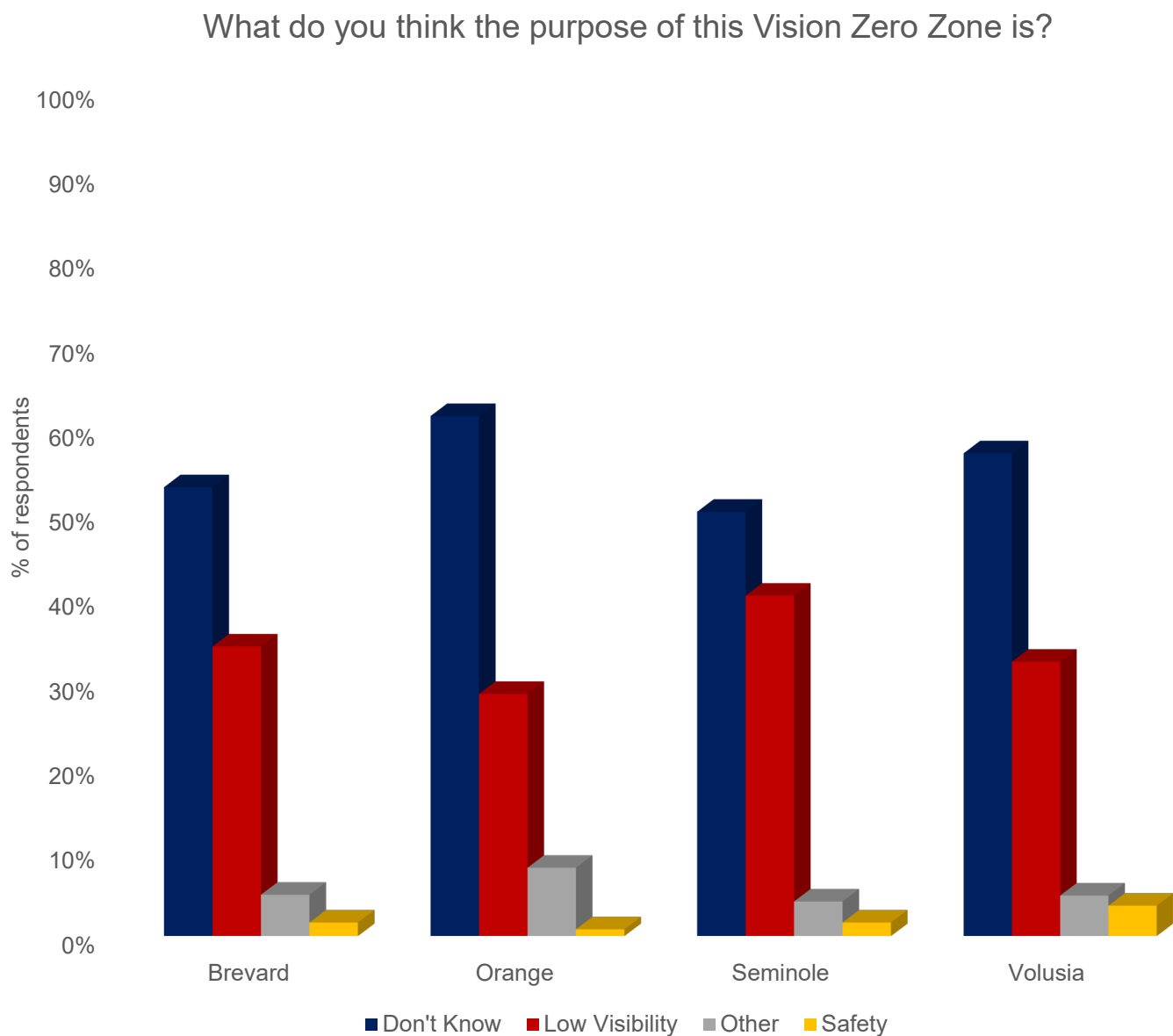
Summary of Findings
Figure 1. Zone by County, Pre-HVE and Post-HVE



In Figure 1, respondents were asked whether they had driven through or seen a Vision Zero Zone in the past month. Respondents were not given any other information regarding the purpose or locations of Vision Zero Zones. In the pre-HVE survey, the percentages of respondents

who indicated that they had seen or driven through a Zone was understandably low across all four counties given that enforcement had not begun. Brevard and Seminole counties each had 3 percent awareness, while Orange and Volusia had 2 and 1 percent, respectively.

Figure 2. Zone Purpose by County, Pre-HVE



As shown in Figure 2, knowledge of the purpose of Vision Zero Zones was low across all four counties in the pre-HVE survey, with most respondents in each county indicating they did not know the purpose of the zones. Within the respondents who guessed the purpose, most thought Vision Zero related to an area of low visibility

due to fog, smoke, or other road obstructions. Orange county had the greatest number of respondents who indicated they did not know the purpose of the zones, at 62 percent. Overall, 56 percent of the total sample did not know the purpose.

Figure 3a. Hours Walked by County, Pre-HVE and Post-HVE

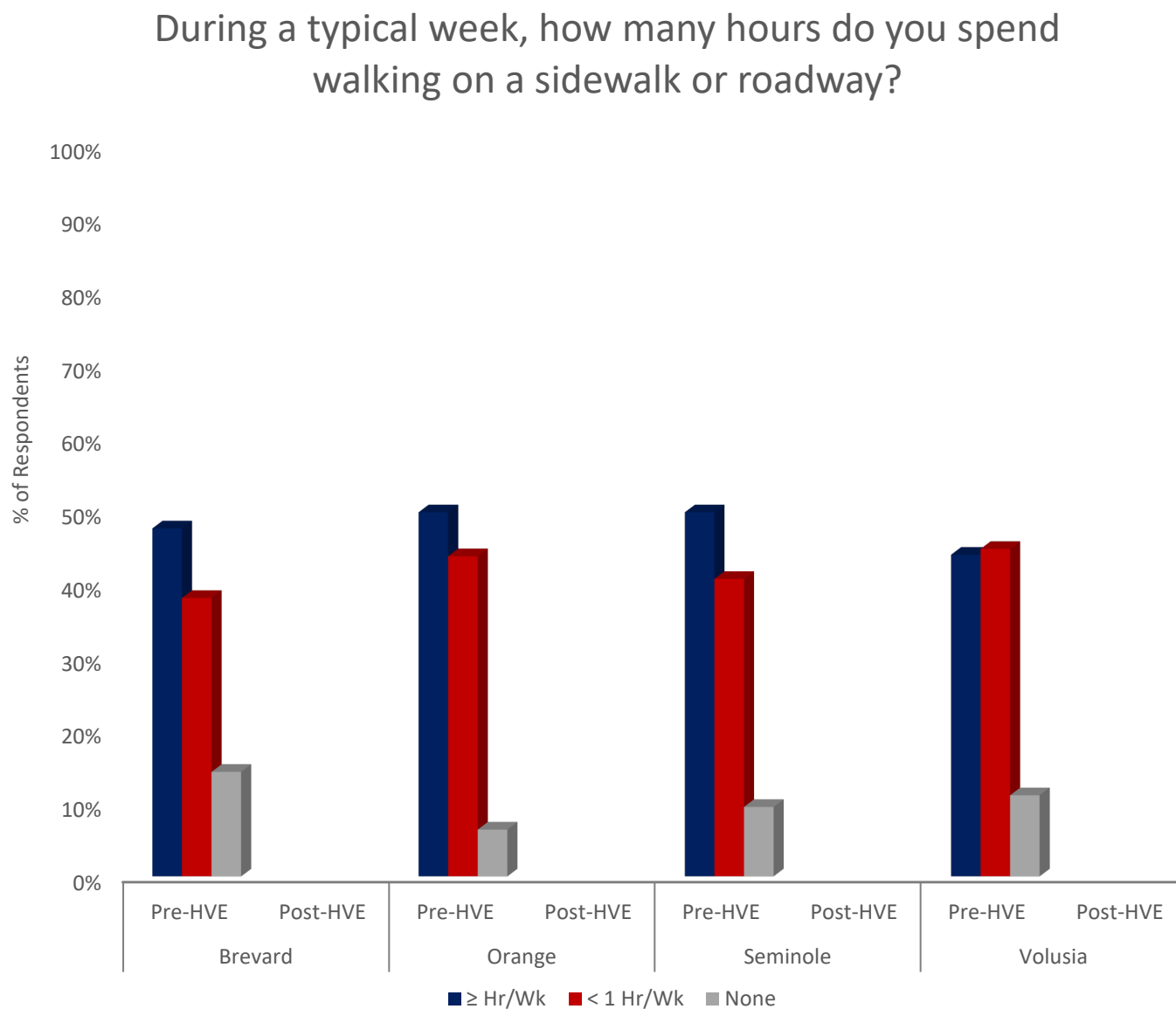


Figure 3a displays the number of respondents in each county who indicated that they walk at least one hour on a sidewalk or roadway during a typical week. In the pre-

HVE sample, Volusia County had the highest instance of respondents who indicated they walk at least one hour per week on the roadway at 56 percent.

Figure 3b. Hours Bicycled by County, Pre-HVE and Post-HVE

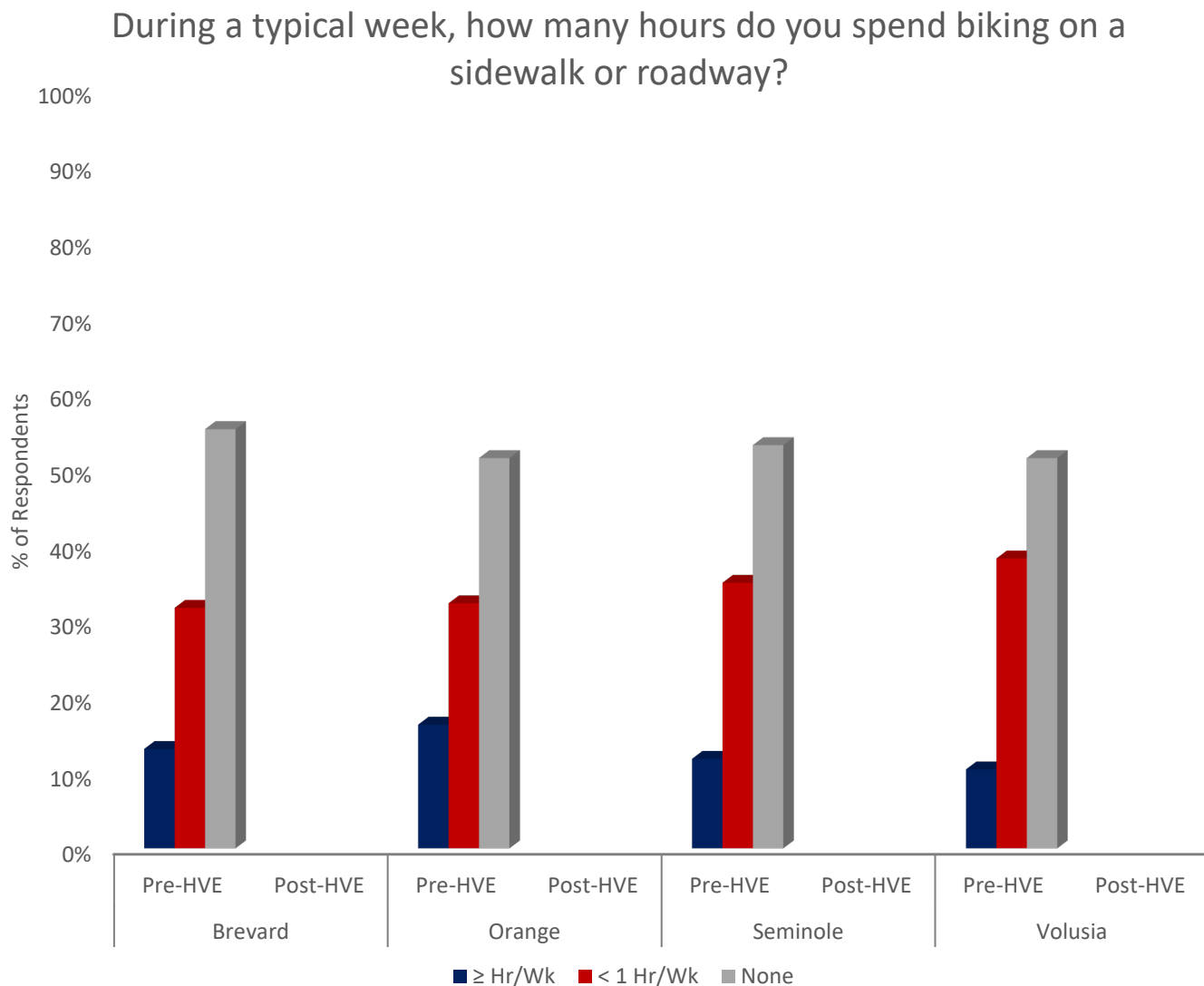
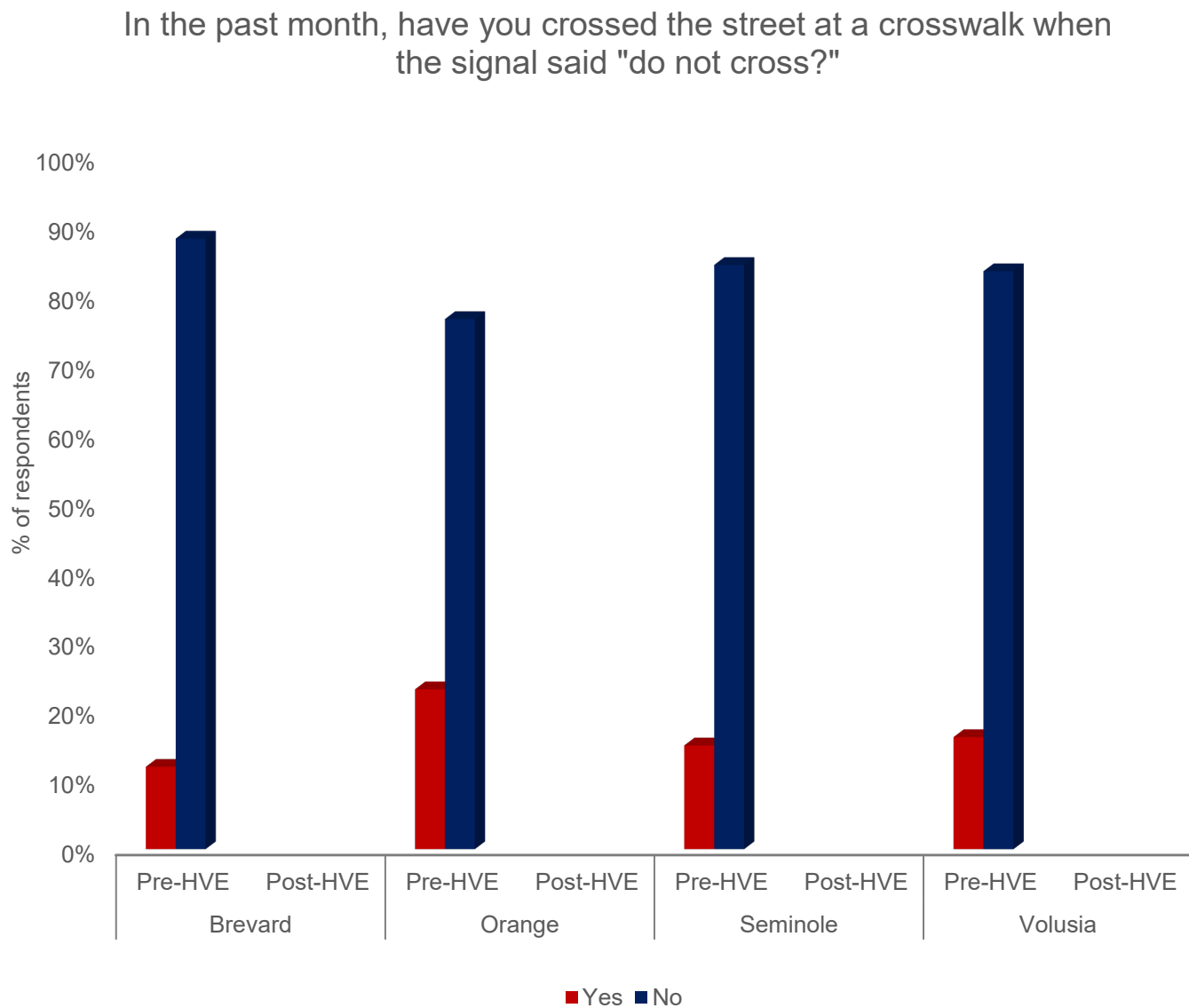


Figure 3b displays the number of respondents in each county who indicated that they ride a bicycle for at least one hour on a sidewalk or roadway during a typical week. In the pre-HVE sample, Orange County had the greatest

number of respondents who indicated they ride a bike on the roadway at least one hour per week, at 16 percent. The county with the fewest respondents who bike at least one hour per week was Volusia County at 10 percent.

Figure 4. No Cross by County, Pre-HVE and Post-HVE



In Figure 4, respondents were asked whether in the past month they had crossed the street at a cross walk while the signal said, “do not cross.” In the Pre-HVE survey, the percentages of respondents in each county

indicating that they crossed illegally was relatively low, the highest being in Orange county at 23 percent. Conversely, Brevard had the lowest instance of “yes” respondents at 12 percent.

Figure 5. Sight by County, Pre-HVE and Post-HVE

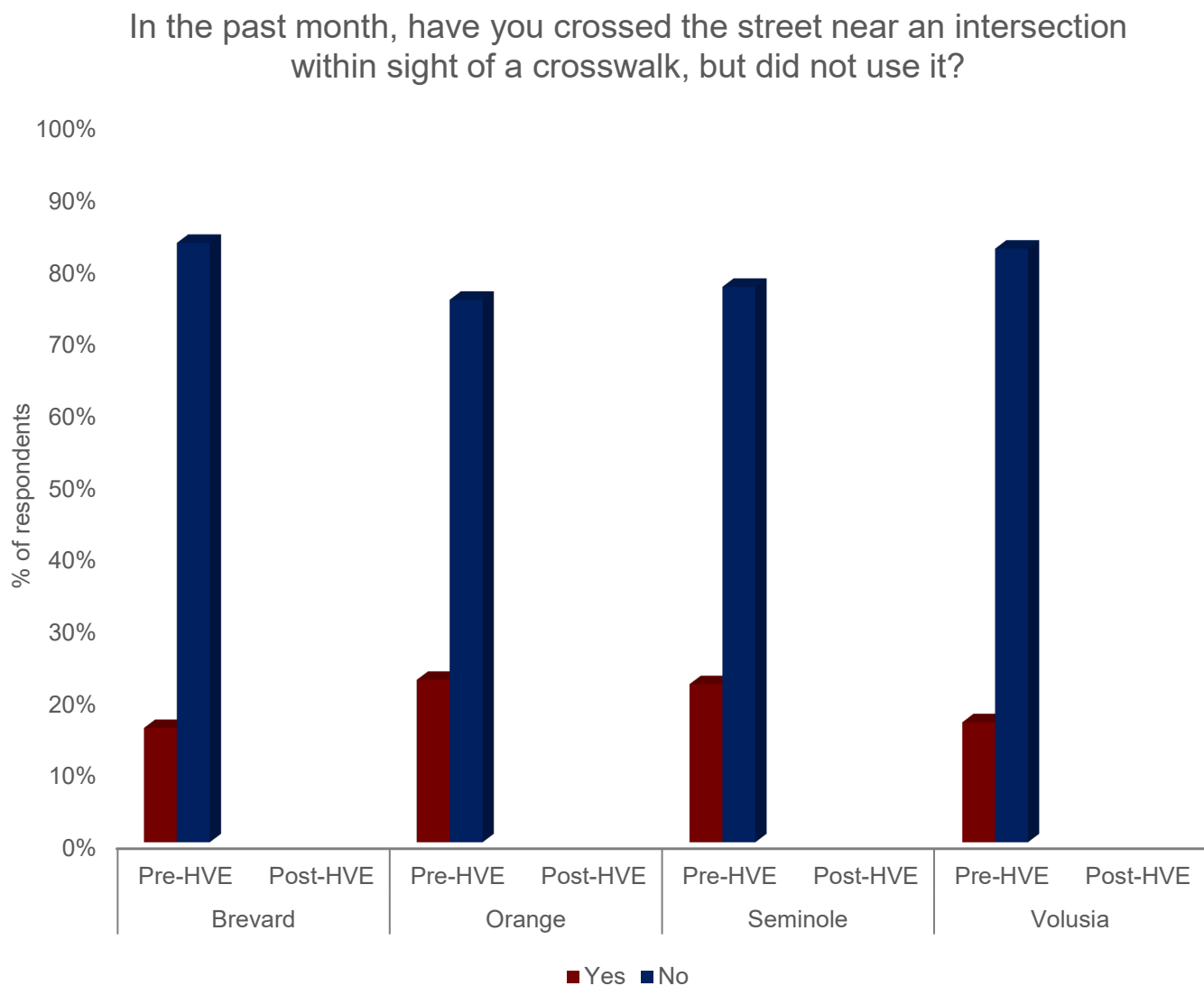


Figure 5 displays the percentages of respondents in each county that indicated that in the past month they had crossed the street in sight of a crosswalk, but did not use it. Again, Brevard county had the lowest instance of

respondents crossing outside the crosswalk in the pre-test at 16 percent, and Orange had the highest instance at 23 percent.

Figure 6. Road by County, Pre-HVE and Post-HVE

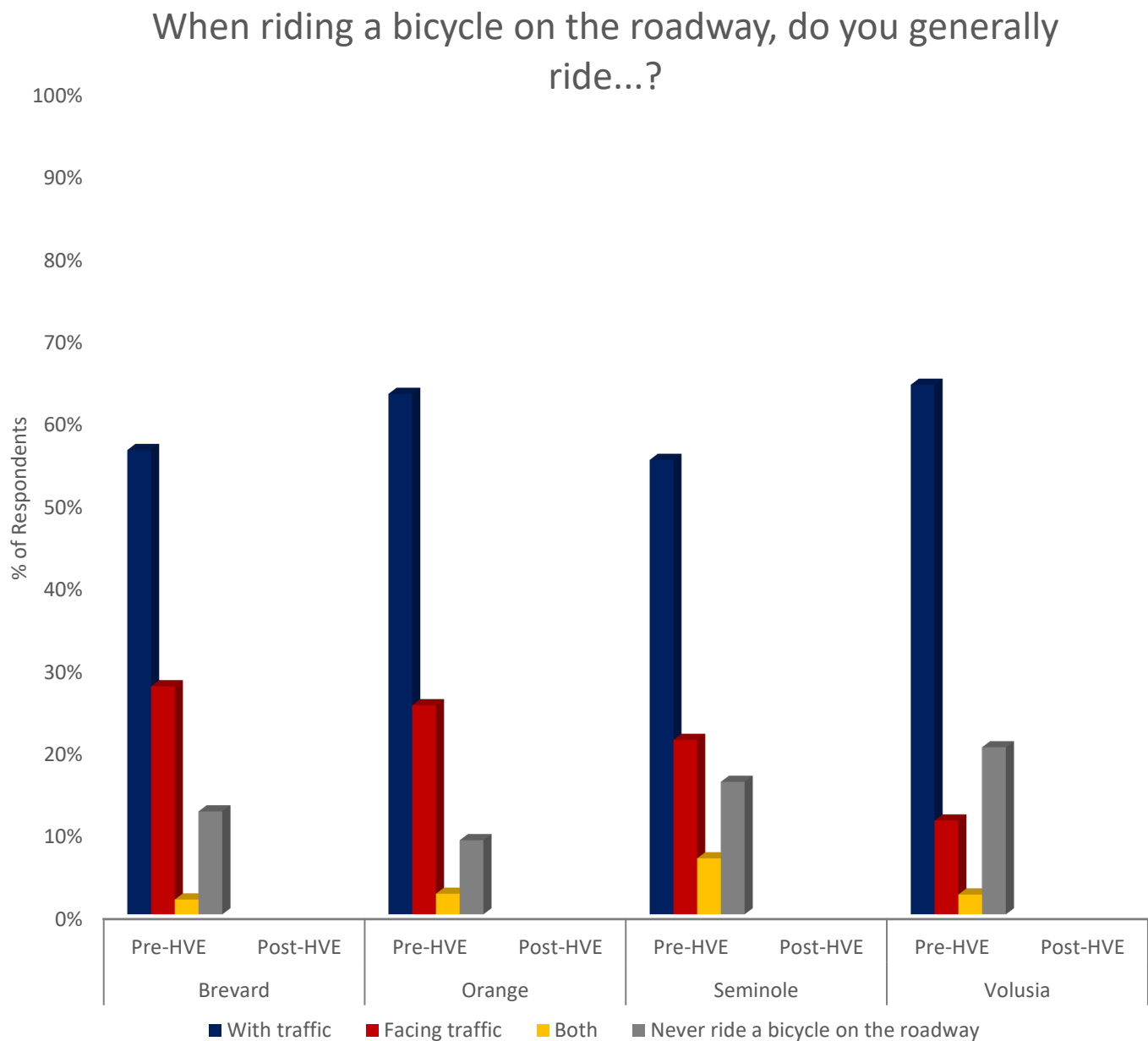
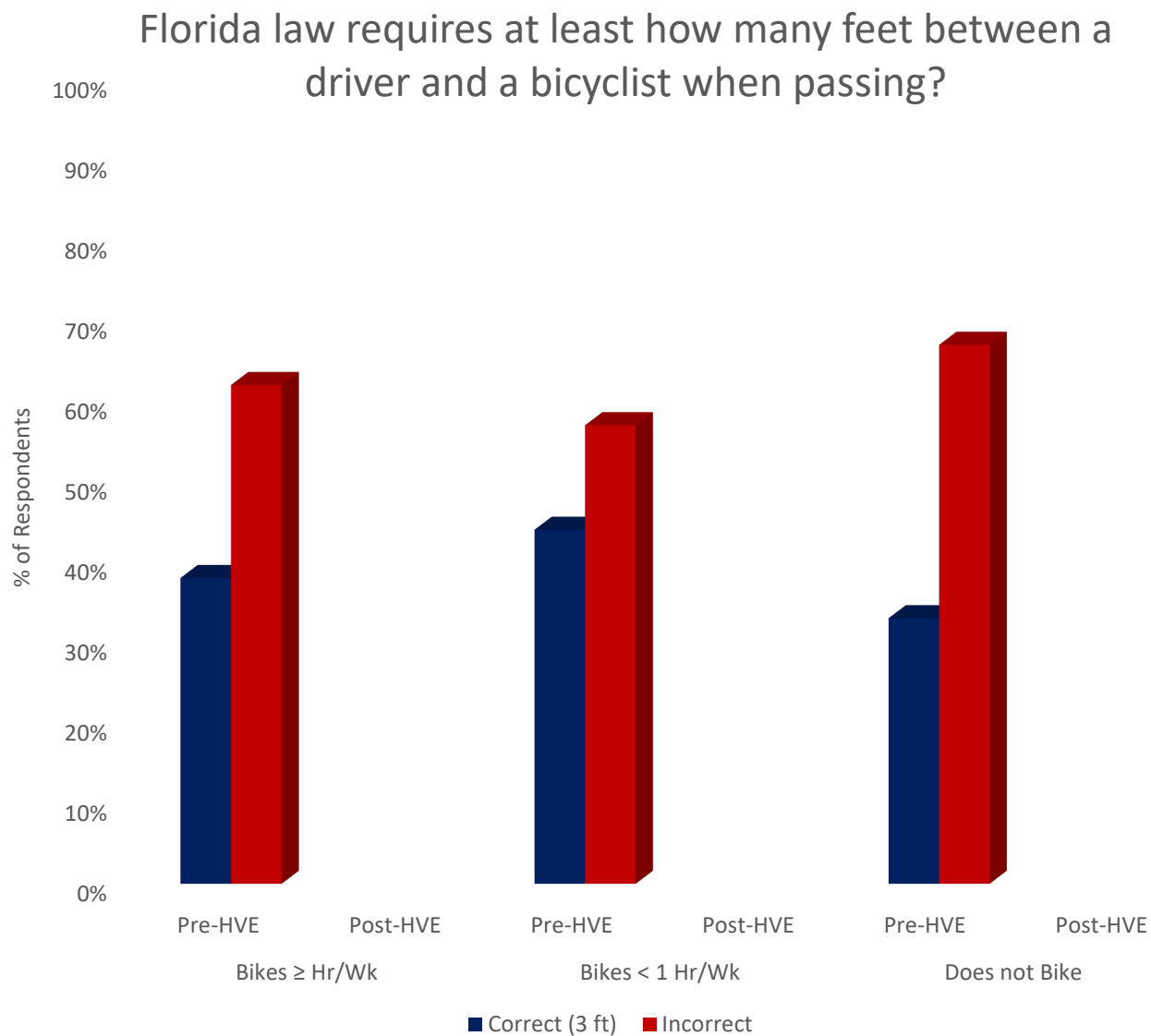


Figure 6 shows the reported behavior of respondents in each county when riding a bike in the roadway. In the pre-test, respondents in all counties indicated that they generally ride with traffic when cycling in the roadway,

which is the current recommendation of the Florida Department of Transportation. Volusia and Orange counties had the highest percentages of respondents that ride with traffic at 64 and 63 percent, respectively.

Figure 7. Bike Pass by Hours Biked, Pre-HVE and Post-HVE



In Figure 7, respondents were asked about the minimum legal distance of a driver when passing a bicyclist, according to Florida law. Their responses are broken down by the number of hours they reported bicycling in a typical week. In the pre-HVE sample, respondents who indicated that they bike at least one hour per week had a

slightly higher awareness of the law than those who reported biking less than one hour per week. Frequent cyclists had a correct response rate of 38 percent, compared with 33 percent from non-cyclists, and 34 percent in the total sample.

Figure 8. Bike Helmet by Hours Biked, Pre-HVE and Post-HVE

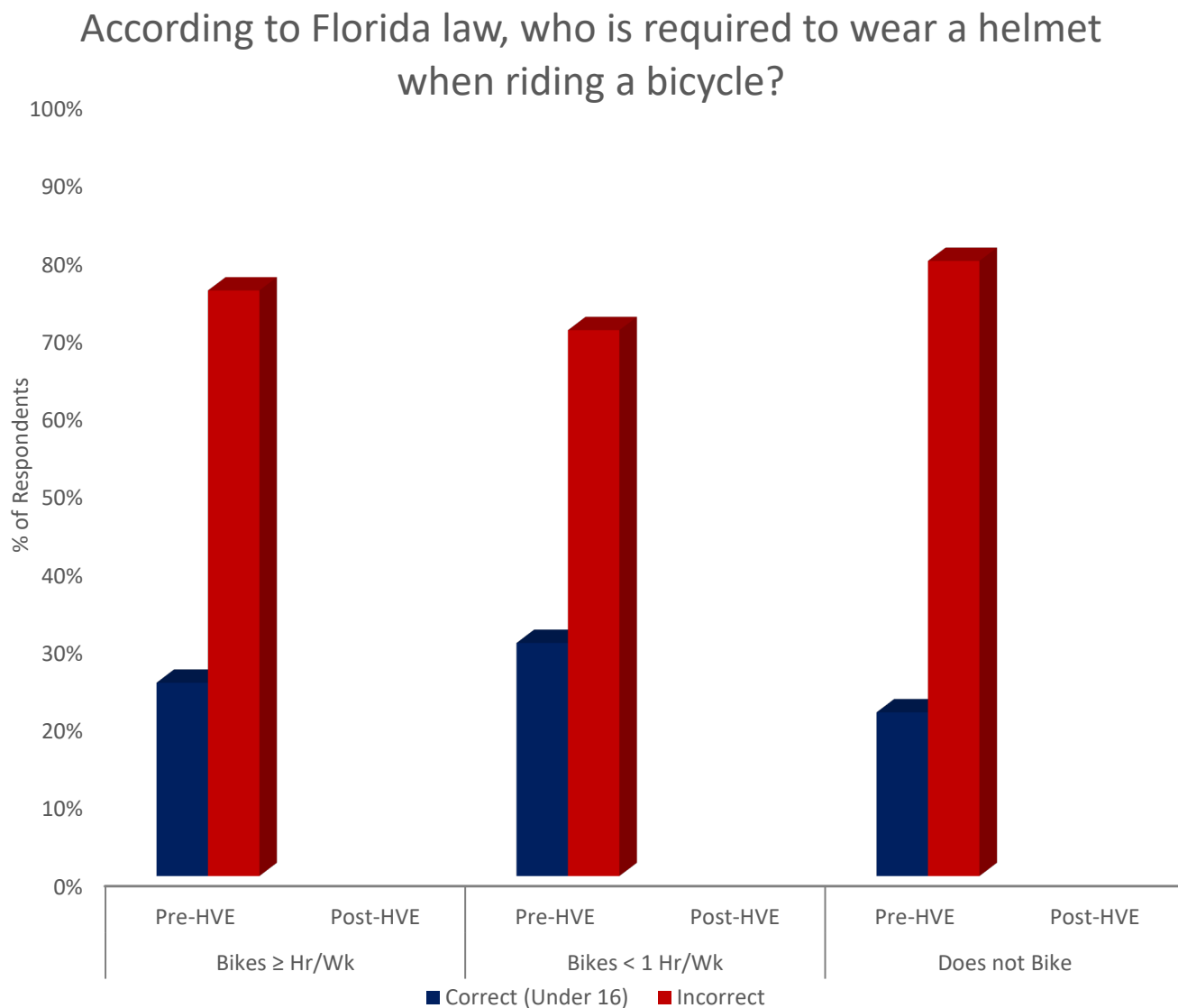
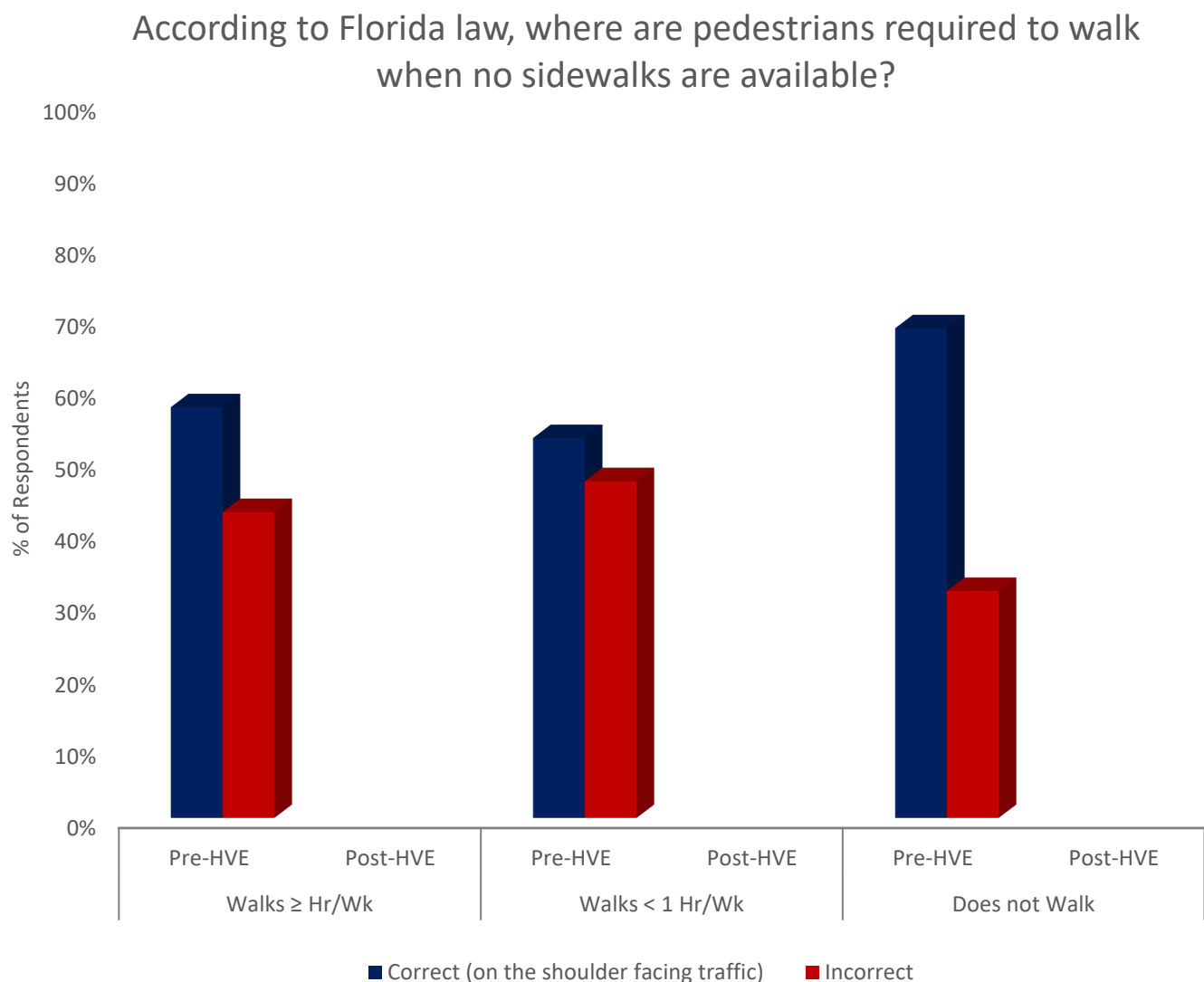


Figure 8 shows the percentages of correct versus incorrect answers when respondents were asked who is required by Florida law to wear a helmet while cycling. Somewhat surprisingly, respondents in the pre-HVE survey who reported biking less than one hour per week

had a slightly higher rate (27 percent) of answering correctly than those who indicated they bicycle at least one hour per week (25 percent). The total pre-HVE sample had a correct answer rate of 25 percent.

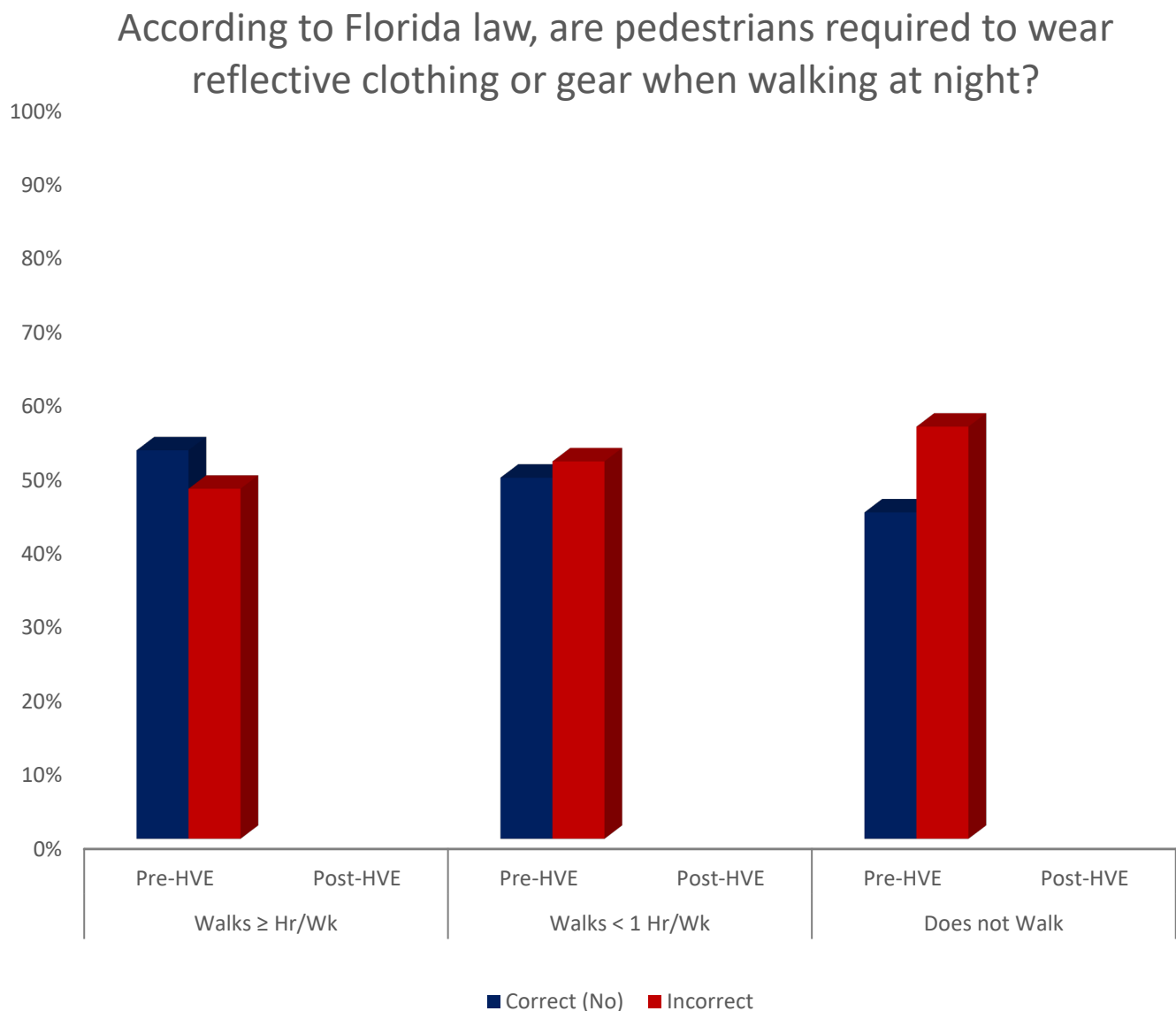
Figure 9. Pedestrian Walk by Hours Walked, Pre-HVE and Post-HVE



In Figure 9 respondents were asked where, according to Florida law, pedestrians are required to walk when there are no sidewalks available. Again, somewhat surprisingly, pre-HVE respondents who indicated they walk on the roadway less than one hour per week had a

slightly higher correct answer rate than those who reported walking at least one hour per week, at 59 versus 55 percent, respectively. The total sample had a correct answer rate of 57 percent.

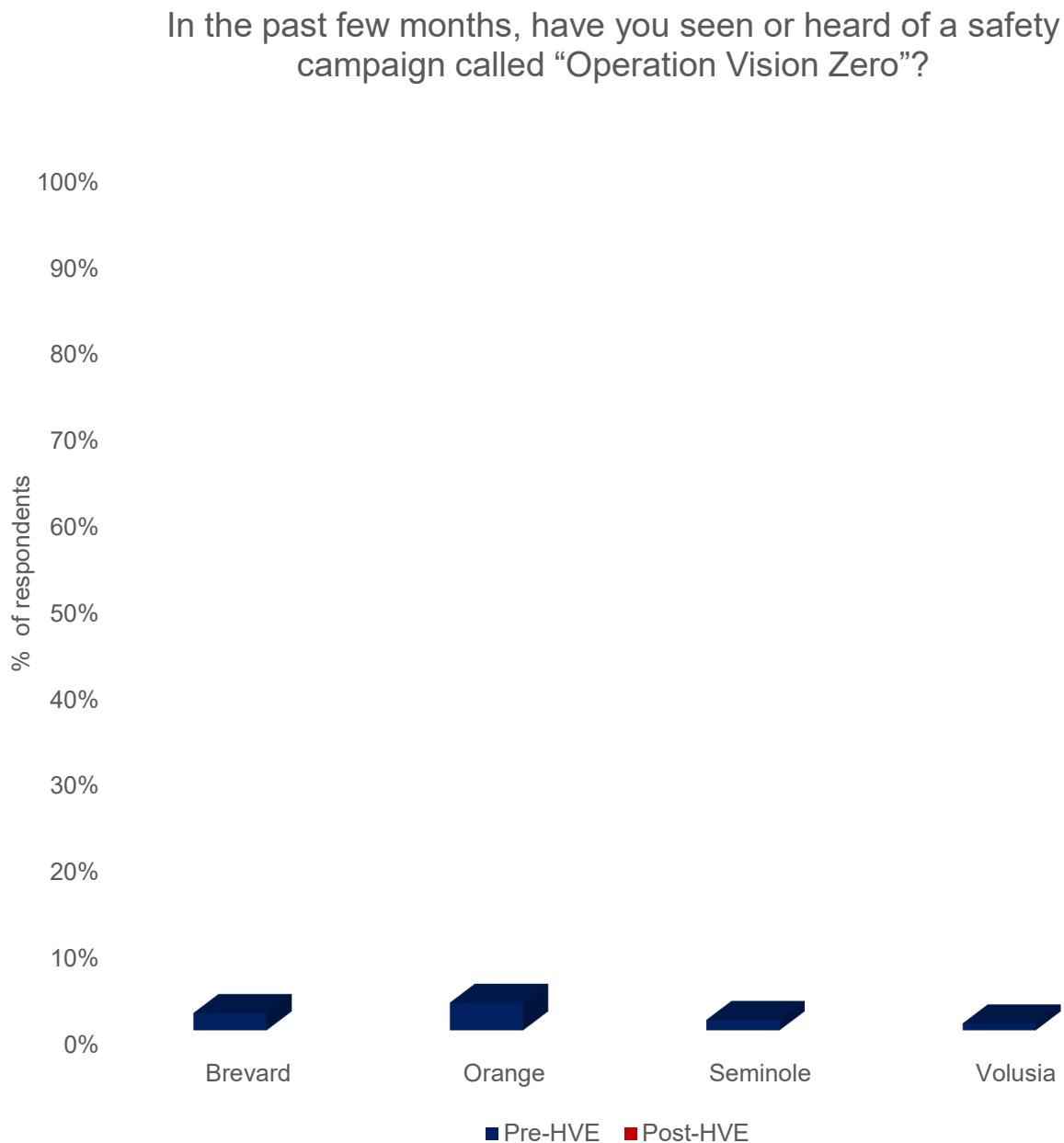
Figure 10. Pedestrian Reflect by Hours Walked, Pre-HVE and Post-HVE



In Figure 10, respondents were asked whether pedestrians walking at night are required by Florida law to wear reflective clothing. In the pre-HVE sample, 51 percent of those who indicated they walk on the roadway

at least one hour per week answered correctly, compared with 44 percent of those who walk less than one hour per week on the roadway. Overall, 47 percent of the total sample answered correctly.

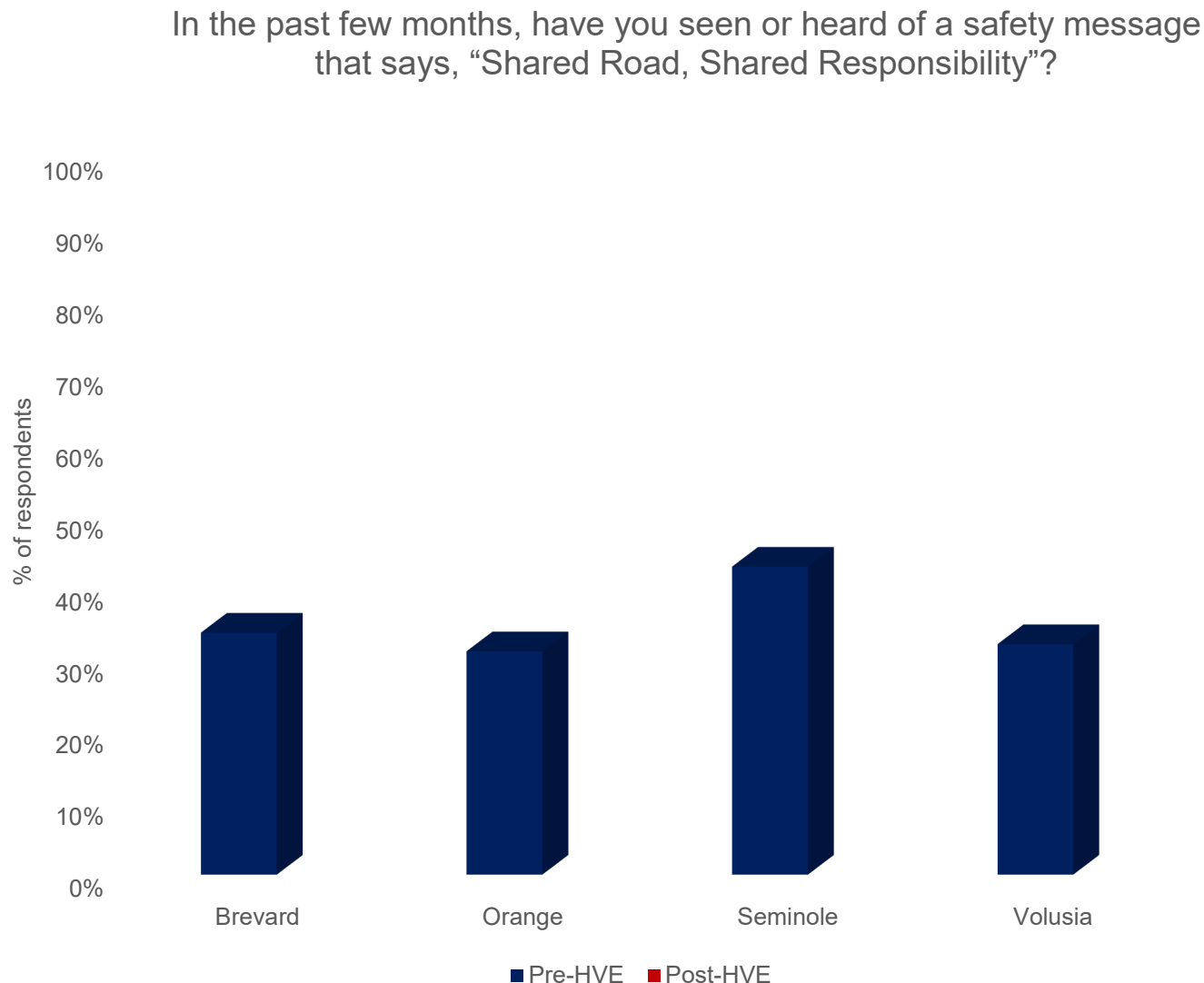
Figure 11. Operation Vision Zero by County, Pre-HVE and Post-HVE



In the pre-HVE survey, very few respondents reported having seen or heard the safety campaign message “Operation Vision Zero” in the past month. Orange county had the greatest percentage of respondents who

said they had seen or heard it, at just 3 percent. This finding is consistent with the fact that the HVE efforts for this particular campaign message had not yet started in any of the four counties.

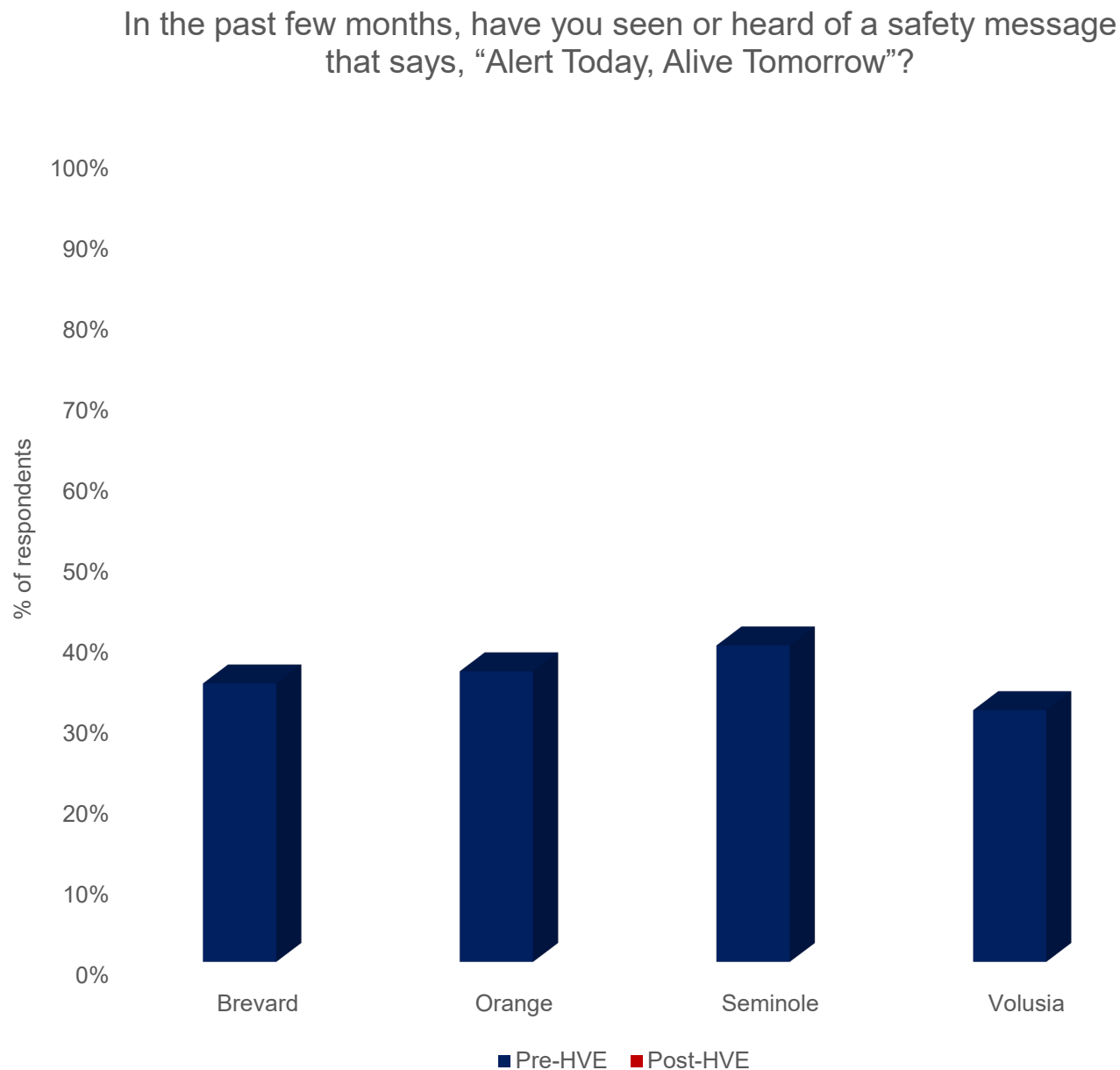
Figure 12. Shared Road, Shared Responsibility by County, Pre-HVE and Post-HVE



In Figure 12, respondents were asked whether they had seen or heard the campaign message “Shared Road, Shared Responsibility” in the past month. In the pre-HVE sample, Seminole county had the greatest awareness rate, with 43 percent of people reporting to have seen or heard the message. Orange County had

the fewest respondents indicate they had seen or heard it at 31 percent. The higher awareness of this safety message relative to that of Operation Vision Zero can be attributed to previous use of the “Shared Road, Shared Responsibility” message in HVE efforts, promotional materials, and community events.

Figure 13. Alert Today Alive Tomorrow by County, Pre-HVE and Post-HVE



In Figure 13, respondents were asked whether they had seen or heard the safety campaign message “Alert Today, Alive Tomorrow”. Like the “Shared Road” safety message, Seminole County had the highest pre-HVE rate of awareness of the message with 43 percent of

respondents indicating they had seen or heard it in the past few months. Volusia County had the lowest awareness of the four counties with 36 percent of respondents having seen or heard the message.

Appendix I: Survey Results¹

Pre-HVE Sample

1. Brevard n=252
2. Orange n=251
3. Seminole n=254
4. Volusia n=252

Total =1,009

Pre-HVE: Which Florida county do you live in?
n=1,009

Brevard	24% 252
Orange	26% 251
Seminole	24% 254
Volusia	26% 252

Pre-HVE: In the past month, have you driven through or seen a Vision Zero Zone?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	3% 22	3% 6	2% 5	3% 6	2% 5
No	86% 872	88% 218	90% 223	84% 217	91% 214
Don't Know	12% 115	9% 28	8% 23	13% 31	8% 33
Refusal	- 0	- 0	- 0	- 0	- 0

¹ Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals.

For more information about weighting, see the "Methodology" section.

Pre-HVE: What do you think the purpose of this Vision Zero Zone is?

	Total n=1009
Low visibility	33% 325
Zero Fatalities	<1% 5
Safety	1% 19
Blind/Vision Impaired Persons	1% 15
Pedestrian/Bicyclist Safety	1% 6
Other	5% 52
Don't Know	58% 566
Refusal	1% 4

Pre-HVE: During a typical week, how many hours do you spend walking on a sidewalk or roadway?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
More than 10 hours	6% 62	7% 13	7% 20	4% 12	5% 17
5 to 10 hours	16% 115	12% 30	11% 33	11% 27	8% 25
1 to 5 hours	28% 298	29% 72	32% 73	35% 84	32% 69
Less than 1 hour	42% 416	38% 101	44% 106	41% 100	45% 109
None	13% 117	14% 36	6% 19	9% 30	11% 32
Don't Know	<1% 1	- 0	- 0	<1% 1	- 0
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past month, have you crossed the street at a crosswalk when the signal said, “do not cross”?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	15% 161	12% 30	23% 56	15% 34	16% 41
No	84% 844	88% 222	77% 194	84% 218	83% 210
Don't Know	1% 4	- 0	<1% 1	1% 2	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past month have you crossed the street near an intersection within sight of a crosswalk, but did not use it?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	17% 186	16% 38	23% 57	22% 53	17% 38
No	82% 815	83% 213	75% 191	77% 199	83% 212
Don't Know	1% 8	1% 1	2% 3	1% 2	1% 2
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: During a typical week, how many hours do you spend riding a bicycle on a roadway?

	Total n=1,009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
More than 10 hours	1% 8	1% 3	1% 1	2% 3	<1% 1
5 to 10 hours	3% 21	3% 7	2% 5	1% 3	4% 6
1 to 5 hours	10% 76	9% 14	13% 25	9% 20	7% 17
Less than 1 hour	32% 321	32% 73	32% 82	35% 81	38% 85
None	59% 582	55% 155	51% 138	52% 147	51% 142
Don't Know	- 0	- 0	- 0	- 0	- 0
Refusal	<1% 1	- 0	- 0	- 0	<1% 1

Pre-HVE: When riding a bicycle on the roadway, do you generally ride...?

	Total n=427	Brevard n=97	Orange n=113	Seminole n=107	Volusia n=110
Facing traffic	24% 89	28% 27	25% 24	21% 20	11% 18
With traffic	52% 249	56% 51	63% 72	55% 63	64% 63
Both	3% 10	2% 2	3% 2	7% 4	2% 2
Never ride a bicycle on the roadway	21% 75	13% 15	9% 15	16% 19	20% 26
Don't Know	1% 4	2% 2	- 0	1% 1	2% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: When riding a bicycle on the roadway, do you generally ride...?

	Total n=427	Brevard n=97	Orange n=113	Seminole n=107	Volusia n=110
Facing traffic	24% 89	28% 27	25% 24	21% 20	11% 18
With traffic	52% 249	56% 51	63% 72	55% 63	64% 63
Both	3% 10	2% 2	3% 2	7% 4	2% 2
Never ride a bicycle on the roadway	21% 75	13% 15	9% 15	16% 19	20% 26
Don't Know	1% 4	2% 2	- 0	1% 1	2% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Florida law requires at least how many feet between a driver and a bicyclist when passing?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
None	1% 14	1% 4	2% 5	<1% 2	2% 3
1 ft	4% 32	3% 8	4% 11	2% 6	2% 7
3 ft	34% 369	43% 109	30% 77	40% 92	37% 91
5 ft	53% 514	45% 110	57% 139	51% 133	53% 132
Don't Know	8% 77	8% 21	8% 19	7% 19	7% 18
Refusal	<1% 3	- 0	- 0	1% 2	<1% 1

Pre-HVE: According to Florida law, who is required to wear a helmet when riding a bicycle?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Everyone	47% 461	48% 114	52% 128	44% 116	69% 103
A rider under 18	16% 159	15% 39	13% 39	21% 42	24% 39
A rider under 16	22% 236	23% 64	17% 45	22% 63	24% 64
It is not a requirement	11% 117	14% 33	13% 29	11% 24	17% 31
Don't Know	4% 36	1% 2	5% 10	2% 9	5% 15
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: According to Florida law, where are pedestrians required to walk when no sidewalks are available?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
On shoulder facing traffic	57% 567	53% 140	56% 128	56% 144	61% 155
On shoulder walking with traffic	27% 274	30% 67	22% 69	29% 74	25% 64
On shoulder, does not matter which direction	10% 114	14% 33	14% 35	10% 22	9% 24
Don't Know	6% 54	3% 12	8% 19	5% 14	5% 9
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: According to Florida law, are pedestrians required to wear reflective clothing or gear when walking at night?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	44% 407	36% 85	51% 120	38% 98	38% 104
No	47% 513	53% 143	40% 114	55% 136	53% 120
Don't Know	9% 89	11% 24	9% 17	7% 20	10% 28
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: In the past few months, have you seen or heard of a safety campaign called "Operation Vision Zero"?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	3% 21	2% 6	3% 7	1% 3	1% 5
No	97% 981	97% 245	97% 243	98% 247	99% 246
Don't Know	1% 7	1% 1	<1% 1	1% 4	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?²

	Total n=21
Television	40% 7
Streaming TV (Roku/Apple/Sling/etc.)	- 0
AM/FM Radio	11% 2
Internet Radio/Pandora/Spotify/Soundcloud	- 0
Newspaper/Magazine	- 0
Electronic amber alert style billboard over the road	4% 1
Traditional billboard on the side of the road	12% 1
Portable electronic signs on the side of the road	5% 1
Sidewalk painting	- 0
Yard sign	- 0
Brochure	- 0
An ad on your cellphone	11% 3
Facebook	7% 1
Instagram	- 0
Twitter	- 0
Police checkpoint	- 0
Police officers	- 0
Somewhere else	10% 3
Don't Know	6% 2

² Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In the past few months, have you seen or heard of a safety message that says, “Shared Road, Shared Responsibility”?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	35% 359	34% 85	31% 84	43% 104	32% 86
No	64% 636	65% 163	66% 161	60% 147	68% 165
Don't Know	2% 14	1% 4	3% 6	1% 3	<1% 1
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?³

	Total n=359
Television	29% 101
Streaming TV (Roku/Apple/Sling/etc.)	1% 4
AM/FM Radio	10% 33
Internet Radio/Pandora/Spotify/Soundcloud	2% 9
Newspaper/Magazine	4% 13
Electronic amber alert style billboard over the road	17% 67
Traditional billboard on the side of the road	19% 79
Portable electronic signs on the side of the road	15% 61
Sidewalk painting	2% 5
Yard sign	4% 14
Brochure	<1% 1
An ad on your cellphone	3% 11
Facebook	6% 17
Instagram	1% 7
Twitter	1% 3
Police checkpoint	<1% 2
Police officers	1% 4
Somewhere else	11% 28
Don't Know	11% 40

³ Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In the past few months, have you seen or heard of a safety message that says, “Alert Today, Alive Tomorrow”?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
Yes	35% 369	35% 86	36% 93	39% 103	31% 87
No	63% 621	64% 162	64% 156	57% 142	68% 161
Don't Know	2% 19	1% 4	<1% 2	4% 9	1% 4
Refusal	- 0	- 0	- 0	- 0	- 0

Pre-HVE: Where did you see or hear it?⁴

	Total n=369
Television	35% 128
Streaming TV (Roku/Apple/Sling/etc.)	2% 9
AM/FM Radio	13% 50
Internet Radio/Pandora/Spotify/Soundcloud	2% 10
Newspaper/Magazine	3% 8
Electronic amber alert style billboard over the road	27% 104
Traditional billboard on the side of the road	22% 83
Portable electronic signs on the side of the road	19% 75
Sidewalk painting	1% 3
Yard sign	2% 9
Brochure	1% 2
An ad on your cellphone	2% 8
Facebook	3% 9
Instagram	1% 3
Twitter	1% 2
Police checkpoint	1% 3
Police officers	2% 5
Somewhere else	6% 19
Don't Know	9% 31

⁴ Percentages may add up to greater than 100% for this select-all question

Pre-HVE: In what ways did these messages change your behavior?

	Total n=546
More alert/aware of surroundings	23% 121
Drive more safely	4% 16
More aware of traffic laws	3% 12
More cautious	4% 27
Pay more attention to road signs	1% 4
More aware of pedestrians/bicyclists	3% 20
Did not change behavior	53% 289
Other	5% 22
Don't know	5% 32
Refusal	1% 3

Pre-HVE: Which of the following age categories best describes you? Are you:

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
18-24	3% 126	8% 26	13% 53	10% 26	10% 21
25-34	19% 111	14% 32	21% 33	17% 26	14% 20
35-44	17% 118	12% 25	18% 35	18% 24	13% 34
45-54	17% 168	14% 32	17% 51	17% 50	14% 35
55-64	18% 183	20% 51	14% 27	16% 58	18% 47
65 or older	25% 289	30% 83	15% 48	21% 66	31% 92
Don't Know	<1% 1	- 0	- 0	- 0	<1% 1
Refusal	1% 13	1% 3	2% 4	2% 4	1% 2

Pre-HVE: What is your racial background? Are you:

	Total n=973	Brevard n=242	Orange n=244	Seminole n=244	Volusia n=243
White/Caucasian	52% 654	71% 180	38% 123	58% 164	68% 187
Black/African American	14% 121	9% 26	20% 38	11% 33	10% 24
Hispanic	21% 128	10% 18	31% 61	21% 28	14% 21
Other	9% 18	6% 22	8% 19	7% 11	4% 70
Don't Know	<1% 3	1% 2	- 0	- 0	1% 1
Refusal	4% 33	4% 8	4% 7	5% 10	4% 8

Pre-HVE: What language do you speak in your home most often?

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
English	88% 925	94% 235	78% 208	92% 241	93% 241
Spanish	9% 49	4% 9	16% 27	6% 8	4% 5
Creole	<1% 5	<1% 1	1% 4	- 0	- 0
Other	3% 24	2% 6	4% 10	2% 4	2% 4
Don't Know	<1% 1	- 0	- 0	<1% 1	- 0
Refusal	1% 5	<1% 1	1% 2	- 0	1% 2

Pre-HVE: What is the highest grade in school or year of college you have completed?

	Total n=1007	Brevard n=252	Orange n=251	Seminole n=252	Volusia n=252
Less than high school degree	5% 45	2% 8	3% 13	3% 8	3% 16
High school graduate/GED	20% 161	10% 42	10% 43	9% 28	9% 48
Some college	42% 336	18% 87	20% 84	24% 75	12% 90
Bachelor's degree	18% 267	45% 70	38% 61	37% 82	43% 54
Graduate degree or post-graduate degree	13% 177	25% 41	29% 45	24% 51	32% 40
Don't Know	<1% 3	1% 2	<1% 1	- 0	- 0
Refusal	2% 18	1% 2	2% 4	3% 8	2% 4

Pre-HVE: Am I reaching you today on a landline or cell phone?

	Total n=1006	Brevard n=252	Orange n=251	Seminole n=251	Volusia n=252
Landline	23% 239	25% 68	16% 30	25% 79	22% 62
Cell phone	76% 756	74% 182	82% 217	75% 170	77% 187
Don't Know	- 0	- 0	- 0	- 0	- 0
Refusal	1% 11	1% 2	2% 4	1% 2	1% 3

Pre-HVE: Sex of the respondent [Interviewer Determined]

	Total n=1006	Brevard n=252	Orange n=251	Seminole n=251	Volusia n=252
Male	48% 518	49% 143	47% 146	48% 107	48% 122
Female	52% 488	51% 109	53% 105	52% 144	52% 130

Pre-HVE: Language the interview was conducted in [Interviewer Determined]

	Total n=1009	Brevard n=252	Orange n=251	Seminole n=254	Volusia n=252
English	97% 996	99% 249	96% 245	98% 252	100% 249
Spanish	3% 13	1% 3	4% 6	2% 2	<1% 3

Appendix II: Survey Instrument

2020 FDOT Pedestrian & Bicyclist HVE Survey Instrument

INTRODUCTION

Hello, my name is _____, and I am a student from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about transportation safety. May I please speak to someone who is 18 years of age or older?

COUNTY) Which Florida county do you live in?

1. Brevard
2. Orange
3. Seminole
4. Volusia
5. Another County [End Survey]
6. Not Florida Resident [End Survey]
8. Don't Know [End Survey]
9. Refusal [End Survey]

ZIP. What is your zip code?

8. Don't Know [End Survey]
9. Refusal [End Survey]

INFORMED CONSENT

Thank you for your time. These questions should take less than 5 minutes to complete. Your participation is voluntary. Your identity is unknown, and all your responses will remain confidential. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

ZONE) In the past month, have you driven through or seen a Vision Zero Zone?

1. Yes
2. No
8. Don't Know
9. Refusal

ZONEUND) What do you think the purpose of this Vision Zero Zone is?

1. _____
8. Don't Know
9. Refusal

[If ZONE=1]

ZONEREM) What do you remember about your encounter with the Vision Zero Zone?

PED) During a typical week, how many hours do you spend walking on a sidewalk or roadway?

1. More than 10 hours
2. 5 to 10 hours
3. 1 to 5 hours
4. Less than 1 hour
5. None
8. Don't Know
9. Refusal

NOCROSS) In the past month, have you crossed the street at a crosswalk when the signal said, "do not cross"?

1. Yes
2. No
8. Don't Know
9. Refusal

SIGHT) In the past month have you crossed the street near an intersection within sight of a crosswalk, but did not use it?

1. Yes
2. No
8. Don't Know
9. Refusal

BIKE) During a typical week, how many hours do you spend riding a bicycle on a roadway?

1. More than 10 hours
2. 5 to 10 hours
3. 1 to 5 hours
4. Less than 1 hour
5. None [SKIP TO BIKEPASS]
8. Don't Know
9. Refusal

ROAD) When riding a bicycle on the roadway, do you generally ride ...

1. Facing traffic
2. With traffic
3. Both
4. Never ride a bicycle on the roadway
8. Don't Know
9. Refusal

Next I'm going to ask you a couple questions about Florida laws.

BIKEPASS) Florida law requires at least how many feet between a driver and a bicyclist when passing?

1. None
2. 1 ft
3. 3 ft
4. 5 ft
8. Don't Know
9. Refusal

BIKEHEL) According to Florida law, who is required to wear a helmet when riding a bicycle?

1. Everyone
2. A rider under 18
3. A rider under 16
4. It is not a requirement
8. Don't Know
9. Refusal

PEDWALK) According to Florida law, where are pedestrians required to walk when no sidewalks are available?

1. On the shoulder facing traffic
2. On the shoulder walking with traffic
3. On the shoulder, does not matter which direction
8. Don't Know
9. Refusal

PEDNIGHT) According to Florida law, are pedestrians required to wear reflective clothing or gear when walking at night?

1. Yes
2. No
8. Don't Know
9. Refusal

Next we're going to ask you some questions about safety messages.

[RANDOMIZE ORDER OF CAMPAIGNS CREATE 3 BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

OPERATION) In the past few months, have you seen or heard of a safety campaign called, "Operation Vision Zero"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If OPERATION = 1]

OPERATIONSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Television
2. Streaming TV Roku/Apple/Sling/etc.
3. AM/FM radio
4. Internet radio/Pandora/Spotify/SoundCloud
5. Newspaper/Magazine
6. Electronic amber alert style billboard over the road
7. Traditional billboard on the side of the road
8. Portable electronic signs on the side of the road
9. Sidewalk Painting
10. Yard Sign
11. Brochure
12. An ad on your cellphone
13. Facebook
14. Instagram
15. Twitter
16. Police checkpoint
17. Police officers
18. Somewhere else _____
88. Don't Know
99. Refusal

SHARED) In the past few months, have you seen or heard a safety message that says, "Shared Road. Shared Responsibility"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If SHARED = 1]

SHAREDSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list OPERATIONSEE

ALERT) In the past few months, have you seen or heard a safety message that says, "Alert Today, Alive Tomorrow"?

1. Yes
2. No [GO TO NEXT BLOCK]
8. Don't Know [GO TO NEXT BLOCK]
9. Refusal [GO TO NEXT BLOCK]

[If ALERT = 1]

ALERTSEE) Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as OPERATIONSEE

[If SHARED-ALERT <= 1]

CHANGE) In what way did these messages change your behavior?

1. _____
2. Behavior did not change
8. Don't Know
9. Refusal

These last few questions are about you, so we can compare your responses to others in the survey.

AGE. Which of the following age categories best describes you? Are you:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't Know
9. Refusal

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes (SKIP to EDU)
2. No
8. Don't Know
9. Refusal

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other _____
8. Don't Know
9. Refusal

HOMELANG. Which language do you speak in your home most often?

1. English
2. Spanish
3. Creole
4. Other _____
8. Don't Know
9. Refusal

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Some college
4. Bachelor's degree
5. Graduate degree or post-graduate degree
8. Don't Know
9. Refusal

LLCELL. Am I reaching you today on a landline or cell phone?

1. Landline
2. Cell phone
8. Don't Know
9. Refusal

SEX. If you are positive of the sex of the respondent fill this question in and move on to the next question. If you are uncertain, ask: And are you male or female?

1. Male
2. Female

Closing:

Those are all the questions I have for you this evening. Thank you for participating. As I said earlier, this survey is being conducted by the University of North Florida on behalf of the Florida Department of Transportation about the pedestrian and cyclist behaviors of Floridians in order to improve the safety of Florida's roads. If you have any questions regarding this survey or the rights of research subjects, please contact the Principal Investigator, Dr. Michael Binder, Director of the Public Opinion Research Laboratory at (904) 620-2784.