



Space Coast Transportation Planning Organization Safety Update

Presentation to the Central Florida MPO Alliance

April 10, 2026

Space Coast TPO Vision Zero History



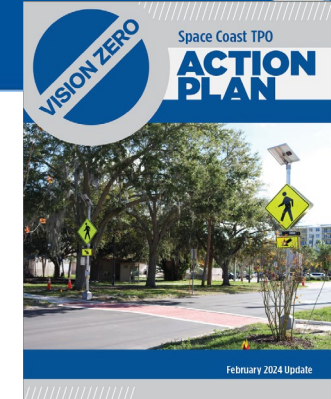
Complete Streets & Road Safety Audits



FDOT Launches Target Zero



First Action Plan Finalized



Updated Action Plan

2014/
2015

2016

2017

2019

2020

2022

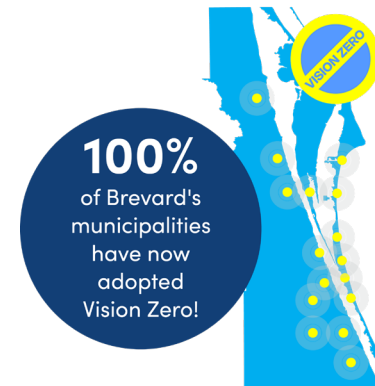
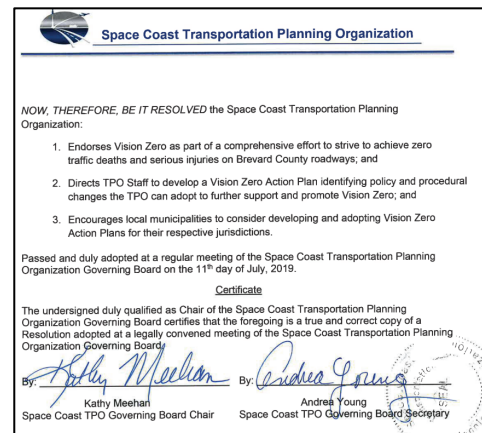
2024

Dangerous by Design

Adopted Resolution by the Board

100% Resolution Adoption

Pedestrian Danger Index (PDI) in Florida Metro Regions, 2016



Adopted Resolution

February 8, 2024 Space Coast TPO Governing Board Meeting

Support target of **zero fatalities and serious injuries**, and adopted a year of **2050** to reach this goal

Supports **continued efforts needed to implement the 2024 Vision Zero Action Plan**

Supports the **education and engagement of citizens, technical staff, and elected officials on Vision Zero and the Safe System Approach**



Space Coast Transportation Planning Organization

RESOLUTION # 24-13

2024 VISION ZERO ACTION PLAN

A RESOLUTION, adopting the Space Coast Transportation Planning Organization's 2024 Vision Zero Action Plan for the Palm Bay-Melbourne and Titusville Urbanized Areas.

WHEREAS, the Space Coast Transportation Planning Organization (SCTPO) is the designated and constituted body responsible for the urban transportation planning and programming process for the Palm Bay-Melbourne and Titusville Urbanized Areas; and

WHEREAS, the SCTPO conducts safety studies, implements programs that provide bicycle and pedestrian education, coordinates with law enforcement and prioritizes projects that incorporate best design practices to enhance traffic safety; and

WHEREAS, the life, safety and health of residents, employees, and visitors to Brevard County are the SCTPO's highest priority; and

WHEREAS, traffic crashes are among the leading cause of death and injury in Brevard County and in the past five years there have been 427 fatalities and 2,317 serious injury crashes on Brevard County roads, with 18 percent of those crashes involving vulnerable road users such as people walking and bicycling; and

WHEREAS, streets and transportation systems have traditionally been designed for maximum vehicular capacity and mobility, rather than the safe accommodation of all road users; and

WHEREAS, the SCTPO adopted a Safety Performance Measure with a target of zero deaths and serious injuries through Resolution 19-07 on October 11, 2018 in addition to a Strategic Plan with an emphasis on safety; and

WHEREAS, the SCTPO adopted Resolution 20-02 supporting Vision Zero and the development of the 2020 Vision Zero Action Plan on July 11, 2019; and

WHEREAS, Vision Zero focuses on safety as a primary objective for the transportation system and successful Vision Zero programs are a result of a complete government approach and community support of Vision Zero objectives.

NOW THEREFORE, BE IT RESOLVED the Space Coast Transportation Planning Organization:

1. Adopts the updated, 2024 Vision Zero Action Plan; and



Space Coast Transportation Planning Organization

2. Supports setting a target of zero fatalities and serious injuries on our roadways by 2050 in conjunction with our 2050 Long Range Transportation Plan goals; and
3. Supports continued efforts needed to implement the 2024 Vision Zero Action Plan; and
4. Supports the education and engagement of citizens, technical staff, and elected officials on Vision Zero and the Safe System Approach to road safety.

Passed and duly adopted at a regular meeting of the Space Coast Transportation Planning Organization Governing Board on the 8th day of February 2024.

Certificate

The undersigned duly qualified as Chair of the Space Coast Transportation Planning Organization Governing Board certifies that the foregoing is a true and correct copy of a Resolution adopted at a legally convened meeting of the Space Coast Transportation Planning Organization Governing Board.



By: 
Joe Robinson
Space Coast TPO Governing Board Secretary



WHY VISION ZERO?

Working together, everyone can get home safely

2,744 PEOPLE
DIED OR WERE SERIOUSLY INJURED ON
OUR ROADS FROM 2018-2022.

To put that number into perspective:



1 Cruise Ship
Carries Around **3,000 People**

SPACE COAST STORY



Developing the Action Plan

Vision Zero Task Force

- City of Palm Bay
- City of Cape Canaveral
- City of Cocoa Beach
- City of Satellite Beach
- City of Cocoa
- Brevard County Traffic Operations
- Space Coast Area Transit
- SCTPO Bicycle Pedestrian & Trails Advisory Committee
- SCTPO Citizens Advisory Committee
- Florida Department of Transportation District 5
- Brevard County Sheriff's Office
- Palm Bay Police Department
- Cocoa Beach Police Department
- Indian Harbour Beach Police Department
- Melbourne Beach Police Department
- Brevard Public Schools
- Tourist Development Council
- Northrop Grumman
- Viera Corporation
- Brevard County Housing
- Public Citizens

**Vision Zero
Leadership Team**

**Collaboration
is one of the
main keys to
success!**

HIGH INJURY NETWORK

Where Crashes Happen

2018-2022 Data

2,303 Fatal and Serious Injury Crashes

1,910 Serious Injury Crashes

393 Fatal Crashes

HIN Includes

63% of all Brevard County Fatal Crashes

23% of all Brevard County Serious Injury Crashes

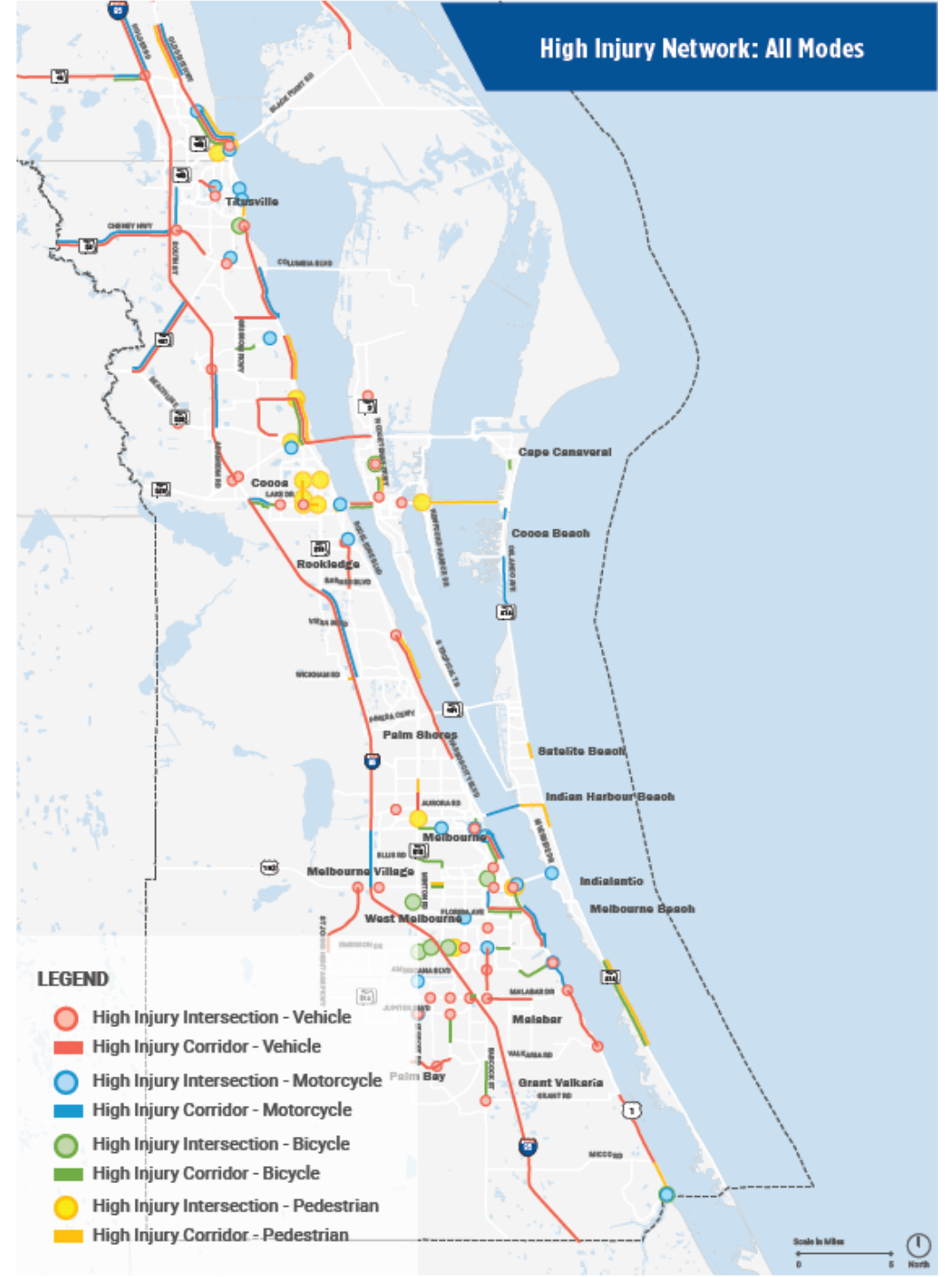
By Mode

Vehicle

Motorcycle

Bicycle

Pedestrian



TARGETED SAFETY CORRIDORS

Vision Zero List of Targeted Safety Corridors

≤ 1.3 TD Population Equity Score

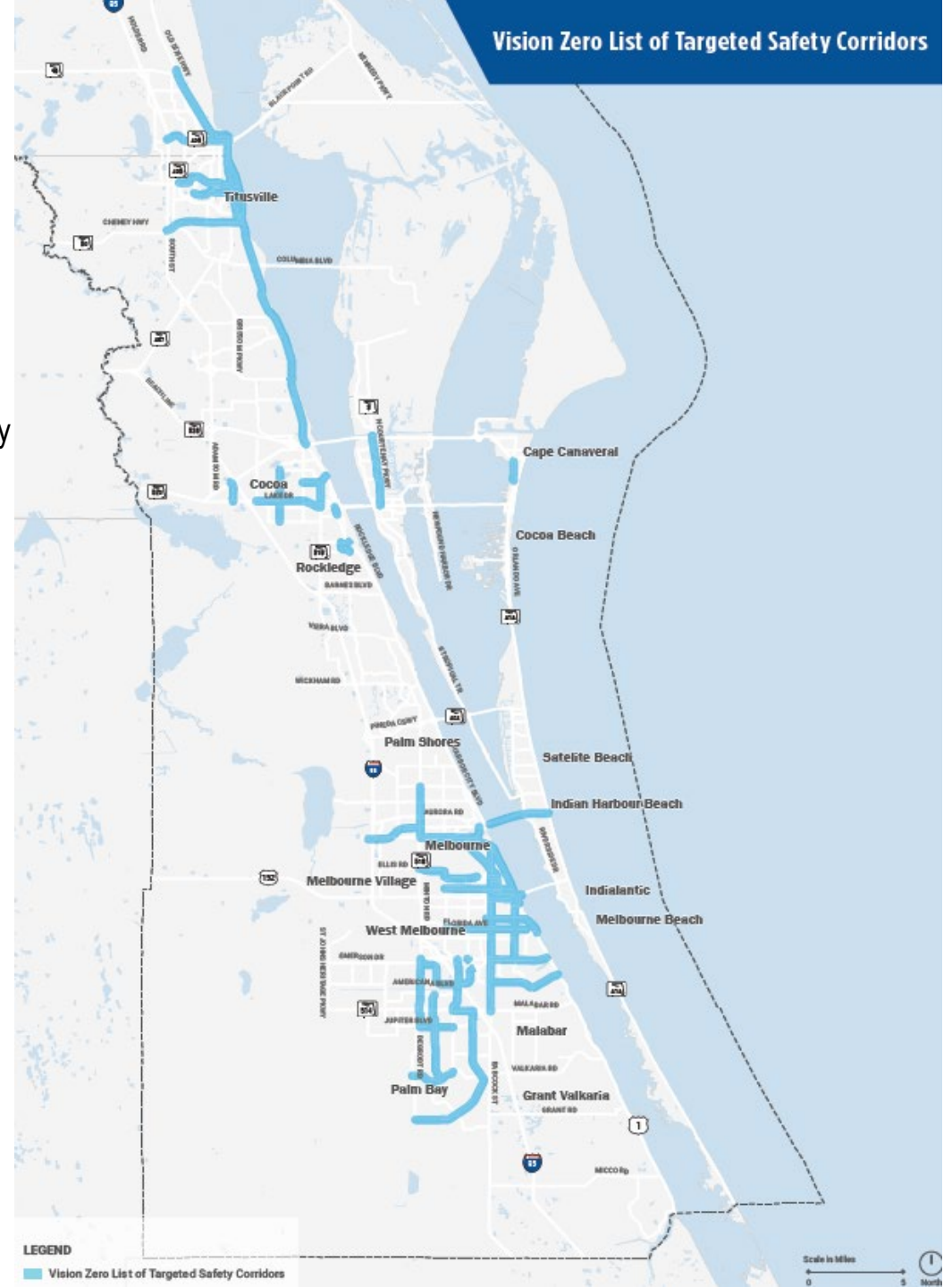


On the USDOT ETC and/or the USDOT CEJST

Vehicle
Motorcycle
Bicycle
Pedestrian

On the High Injury Network

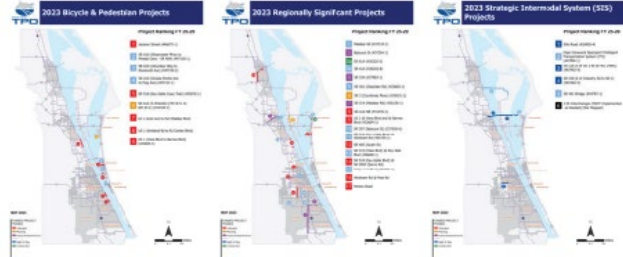
Vision Zero List of Targeted Safety Corridors



LEGEND
■ Vision Zero List of Targeted Safety Corridors

Scale in Miles
 0 5 North

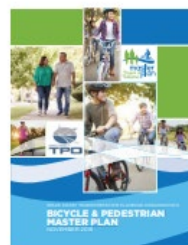
Space Coast TPO List of Project Priorities



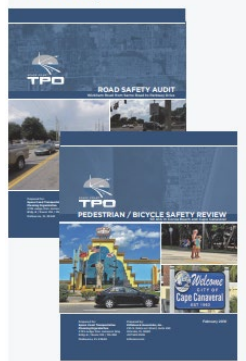
Corridor Planning Studies



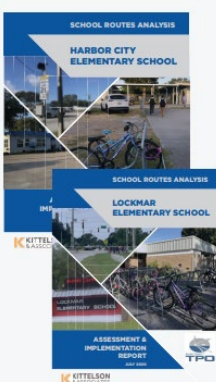
Bicycle & Pedestrian Master Plan



Road Safety Audits



Safe Routes to School



ACTION PLAN STRATEGIES

THE SAFE SYSTEM APPROACH TO A SUCCESSFUL PROGRAM



Objective

The Safe System Approach

1. Facilitate Collaboration between Allied Agencies



2. Increase Awareness of the Vision Zero Program, Objectives, and Actions



3. Improve Data Collection and Reporting



4. Encourage and Support the Implementation of Proven Safety Countermeasures and People-First Roadway Design



5. Identify Funding Opportunities and Resources for Transportation Safety Projects



6. Increase Support of Transportation Safety Legislation and Policy



7. Educate Road Users on the Relationship between Individual Behaviors and Crashes



2024 Vision Zero Annual Report

34 collaborative partnerships

12 meetings with Law Enforcement Agencies

6 community partners engaged in High Injury Network (HIN) areas

35 communities where free safety materials and resources were distributed

Wins & Highlights



4

Vision Zero Leadership Team Meetings Conducted



12

Law Enforcement Agencies meetings to reignite our commitment to Vision Zero partnership efforts



12

12 in person collaborations and 6 virtual collaborations with regional/statewide Coalition, committee, and community meetings



9

Helmet Fit Certification Trainings



3

Grants awarded to support Safety Improvements



5

Best Practices Events attended by staff



6

Community Partners engaged in HIN areas



7

Resurfacing Candidate Projects Reviewed



34

Collaborative Partnerships



6

SCTPO Partnership Digital Education Safety Campaigns



3

Bike/Ped Education Programs Conducted



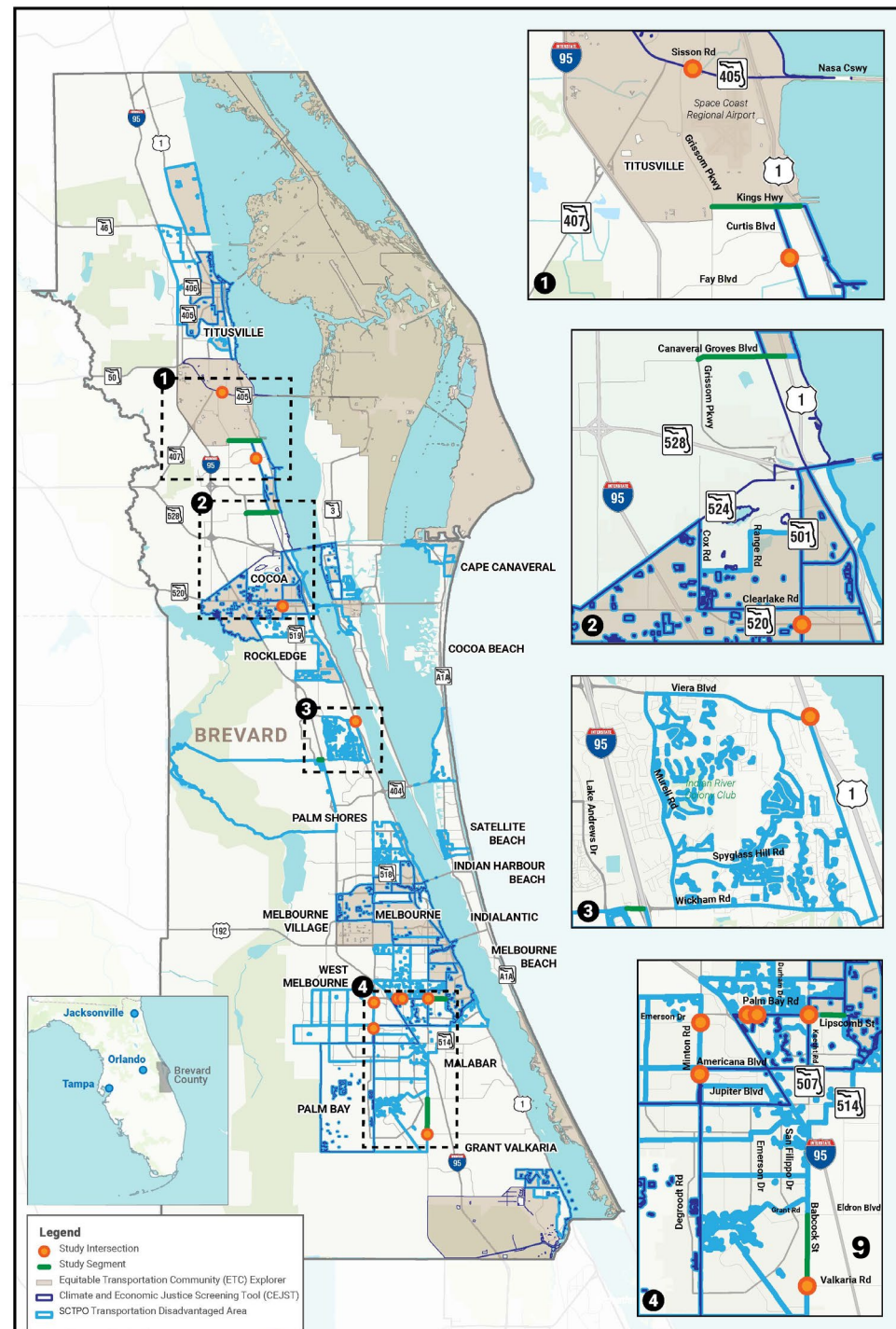
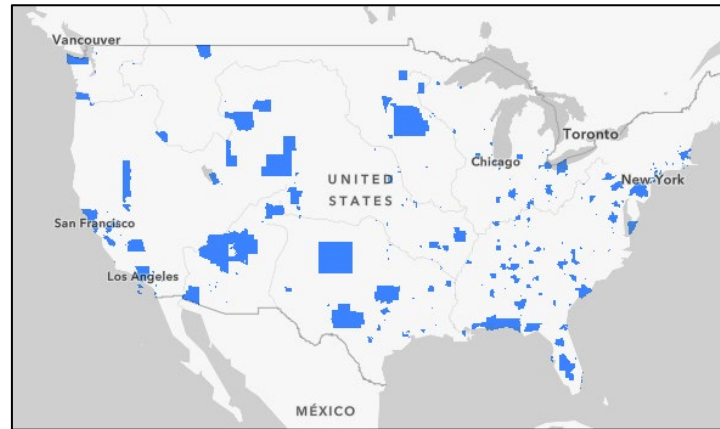
35

Communities where free safety materials and resources were distributed

FY 2024 SS4A Awards

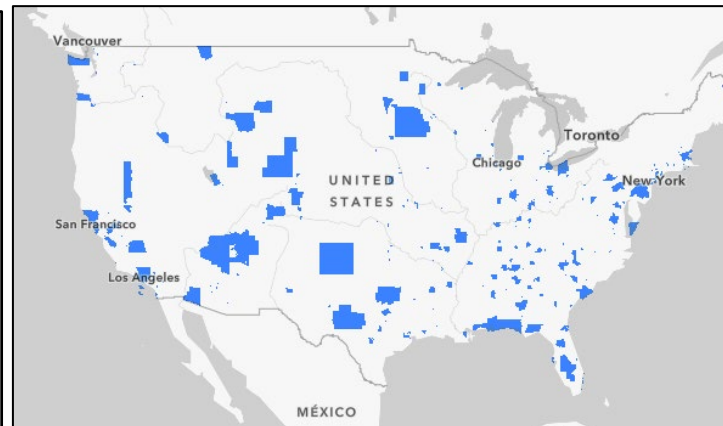
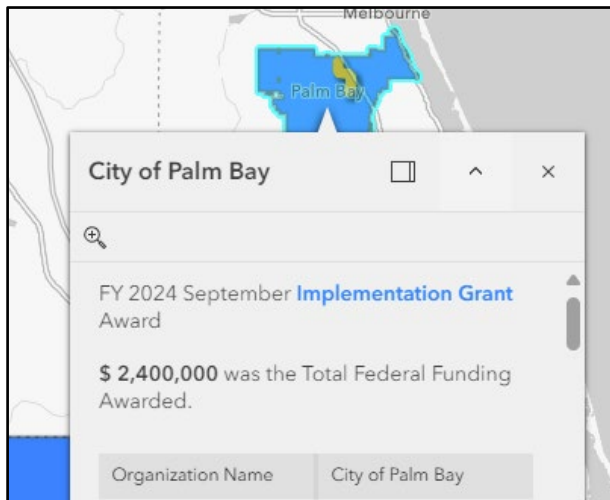
- Brevard County
- Supplemental Planning Activities
- Total \$400,000 for Brevard County!
 - \$320,00 Total Federal Funding Awarded
 - \$80,000 in Local Match

Organization Name	Brevard County
Entity Type	County Government
State	FL



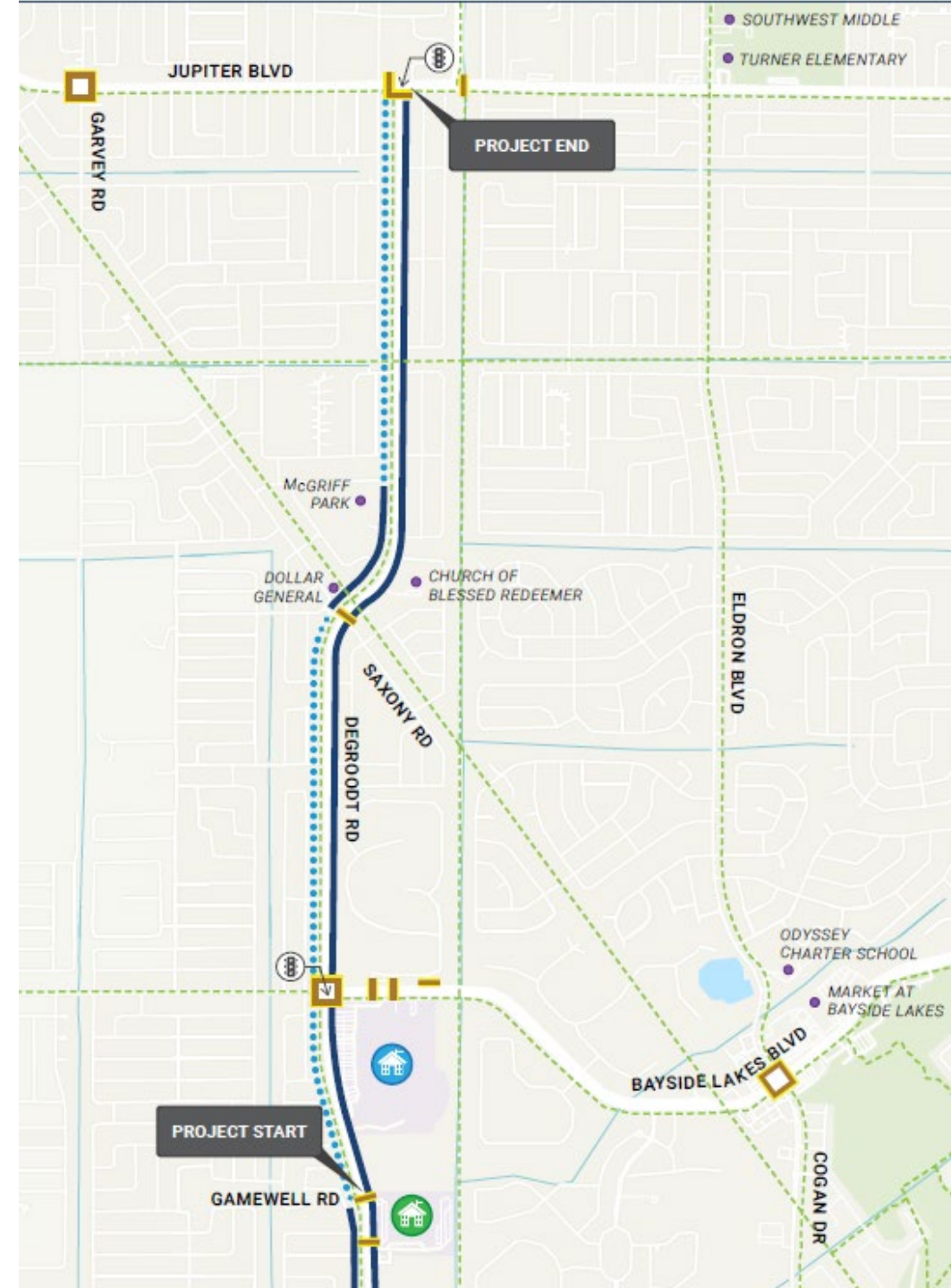
FY 2024 SS4A Awards

- City of Palm Bay
- Implementation Grant Award
- Total \$3,000,000 for Emerson Drive!
 - \$2,400,000 Total Federal Funding Awarded
 - \$600,000 in Local Match



Other SS4A Activities

- Merritt Island Redevelopment Agency
 - FY 2024 - \$280,000 – Action Plan
- City of Titusville
 - FY 2026 - \$136,000 – Action Plan
- City of Satellite Beach
 - FY 2026 - \$250,000 – Action Plan
- City of Palm Bay
 - Pursuing \$2,940,000 for implementation of sidewalks, midblock crossings, and other safety improvements
 - DeGroot Road – Serves Bayside High and Westside Elementary





Space Coast TPO Awarded \$4.9 Million Rail Crossing Elimination Grant



This project, supported by Brevard County, the City of Cocoa, the City of Melbourne, and Brightline, will:

- Enhance seven highway-railroad grade crossings with 15 new exit gates and two medians
- Reduce the loss of life, railway collisions, trespassing, and other safety violations
- Minimize costly damage to public and private property from road/rail crashes and reduce traffic backup



Community Outreach



MOBILITY WEEK
WHAT MOVES YOU?

A Glance Back: 2024 Mobility Week

- 8** Events
- 10+** Community Partners
- 600+** Safety Items Distributed
- 36** Helmets Distributed



SPACE COAST
WELLNESS CHALLENGE

amazon United Way
United Way of Brevard



CROSSING GUARD APPRECIATION DAY
FEBRUARY 7, 2025

Get free resources and ideas for how to celebrate your crossing guard at sctpo.com.



Crash Responder Week
November 18 - 22, 2024

Protect Those Who Protect You.



WORLD DAY OF REMEMBRANCE
FOR ROAD TRAFFIC VICTIMS IN THE U.S.



ORLANDO HEALTH FLORIDA BICYCLE ASSOCIATION
FLORIDA BICYCLE SUMMIT
BREAKING STEREOTYPES
BUILDING COMMUNITIES

Speaker
Sarah Kraum
SPACE COAST TRANSPORTATION PLANNING ORGANIZATION

Join advocates, community leaders and government staff from across the Sunshine State!
Nov 15-17 in Winter Garden and Clermont.
Register at FloridaBicycle.org.

Media Relations



TPO'S INNOVATIVE MEDIA RELATIONS CAMPAIGN THAT SECURED AN UNPRECEDENTED 15 ARTICLES IN FLORIDA TODAY, BREVARD COUNTY'S LEADING NEWSPAPER THAT REACHES THOUSANDS OF RESIDENTS.



Today's News Media Landscape



86% of US adults get their news from a smartphone, tablet, or computer.

Journalists open an average of 49% of the pitches they receive.

Pitching media remains a challenge.

The Challenge

Public understanding of traffic safety often focuses on isolated crash incidents.

Our goal was to present a comprehensive picture, highlighting the multifaceted nature of traffic safety and the collective responsibility we all share.



Florida Today
June 4 · 🌟

The motorcyclist was treated by paramedics and transported to a nearby hospital, where he was pronounced dead.



FLORIDATODAY.COM
Investigation continues into crash that left Palm Bay motorcyclist dead
The motorcyclist was treated by paramedics and transported to a nearby hospital, where he w...

Florida Today
April 18 · 🌟

The Brevard County sheriff's office responded Thursday to reports of deadly Brightline crash in Micco

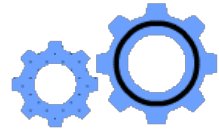
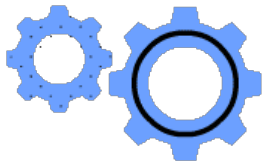


FLORIDATODAY.COM
Pedestrian struck, killed in Brevard's latest Brightline-related crash
The Brevard County sheriff's office responded Thursday to reports of deadly Brightline crash in...



“If you don’t like what’s being said, change the conversation.”

- Don Draper, Mad Men



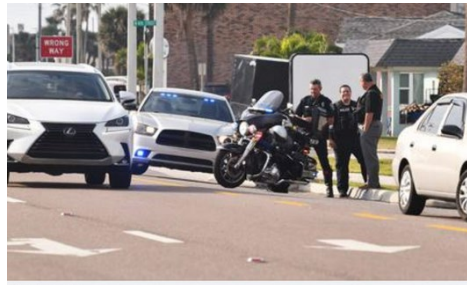
The Outcome

Florida Today published an impressive 15 articles, covering a wide spectrum of traffic safety topics. These articles reached countless readers, sparking conversations and raising awareness of not just the Space Coast Transportation Planning Organization, but our goal of Vision Zero.

We also kicked off the series with a powerful op ed from our Executive Director.



FLORIDATODAY.COM
Roundabouts, traffic circles, diverging diamonds: How to navigate tricky traffic signs



FLORIDATODAY.COM
Rules of the road: Do you know these driving dos and don'ts in Florida? Here are some important rules motorists should know before getting behind the wheel in Florida



FLORIDATODAY.COM
Legal to walk here? What drivers should know about pedestrian crosswalks



FLORIDATODAY.COM
Florida ranks among the most dangerous counties for cyclists. Here's how you can stay safe



FLORIDATODAY.COM
Safeguarding our streets: We must prioritize lives on Brevard roadways. From 2018-2022, 2,744 people died or were seriously hurt on our roadways. The



FLORIDATODAY.COM
Road widening project in Melbourne faces \$40 million shortfall. What's its impact?



Communicating the Partnership



ABOUT US

BOARDS & COMMITTEES

WHAT WE DO

PUBLIC PARTICIPAT

CERTIFICATIONS & AUDITS

STAFF

LEGAL

TITLE VI/NONDISCRIMINATION

CONTACT US

WORK WITH US

Contact

abby Hemenway, APR
Public Information & Outreach
Manager/ Title VI Coordinator
[Email](#)

Font Size: [+](#) [-](#) [+](#) [Share & Bookmark](#)

Florida Today Transportation Safety Series

Post Date: 05/19/2024

The SCTPO wants to express its sincere gratitude to our news media partners at Florida Today for their incredible work on their recent safety series!

Thanks to their close collaboration with our staff, the news outlet published [15 articles](#) covering a wide range of traffic safety and transportation. This informative series reached countless residents and helped raise awareness of important safety measures, including our goal of Zero serious injuries on our roadways. Together, we aim to make the Space Coast a safer place for everyone! Check out the articles:

Florida Today Transportation Safety Series

- 5/26/24 – [“Transportation safety? The body count in Brevard keeps going up.” | John Torres](#)
- 5/26/24 – [“What are Brevard’s most crash-prone roads and intersections?”](#)
- 5/24/24 – [“Brevard’s Space Coast Area Transit buses aim to provide commuters alternative to driving”](#)
- 5/24/24 – [“Roadwork alert: These are the top priorities for improving Brevard’s highways, major roads”](#)
- 5/23/24 – [“Rules for driving golf carts continue to evolve in Florida”](#)
- 5/23/24 – [“Roundabouts, traffic circles, diverging diamonds: How to navigate tricky traffic patterns”](#)
- 5/22/24 – [“What are the busiest roads in Brevard County? Here are the corridors to avoid”](#)
- 5/21/24 – [“Viera roundabout crashes on the rise. But data shows it’s safer than you might think”](#)
- 5/19/24 – [“Roads in Brevard have many safety concerns, from bicycles and golf carts to Brightline”](#)
- 5/19/24 – [“Dozens of pedestrians have died at Brevard’s dangerous intersections. How can they be safer?”](#)
- 5/19/24 – [“Safeguarding our streets: We must prioritize lives on Brevard roadways | Opinion” – Georganna Gillette’s Guest Opinion](#)
- 5/19/24 – [“Driving in Brevard has gotten dangerous. Here’s what we can do about it.” | John Torres](#)
- 5/16/24 – [“Is it legal to walk here? What drivers should know about pedestrian crosswalks in Brevard”](#)
- 5/9/24 – [“Ellis Road widening project in Melbourne faces \\$40 million shortfall. What’s its status?”](#)
- 5/6/24 – [“Brevard ranks among the most dangerous counties for cyclists. Here’s how you can stay safe”](#)



Measuring the Success

Track Metrics

- Reach out to news media for engagement or reach stats
- Track new followers or newsletter sign-ups


Review Insights

- Review article comments, social media post comments
- What content did the audience like best?

Media Relationship Inventory

- What relationships are we missing?
 - Local, regional, broadcast?
- How can we ensure that we invest in our story?





Helpful Tips for Effective Story Telling

Plan ahead


Communicate ahead of time with your news media partners.

Timing matters

Be mindful of the timing of breaking and trending news stories.

Be Consistent in Your Communications

Be brief, to the point, and make sure to answer questions.



This media relations partnership transcended mere news coverage. It ignited a movement. By partnering with Florida Today, we fostered a culture of shared responsibility for road safety.



Thank You!



Sarah Kraum, Senior Transportation Planner

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