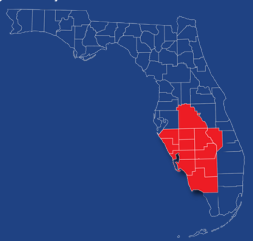
FDOT | TARGET ZERO — FATALITIES & SERIOUS INJURIES | CUTR Center for Urban Transportation Research

FDOT District 1 - Strategic Traffic Enforcement Program

S.T.E.P. Towards Zero

Polk County Pilot • May 22 - September 7, 2026 • 15 Weeks



$150K	11	85	15 Weeks
Program Budget	Participating Agencies	High-Crash Locations	Pilot Duration

PROGRAM OVERVIEW

- **Data-driven high-visibility traffic enforcement initiative**
- **Focused enforcement in identified high-crash corridors and intersections**
- **Participating agencies earn points for enforcement activity**
- **Points may be redeemed for traffic safety equipment**

PROGRAM GOALS

- Reduce fatal and serious injury crashes
- Increase high-visibility traffic enforcement
- Improve interagency coordination
- Provide traffic safety equipment to participating agencies
- Reduce speed-related crashes
- Improve seatbelt and child restraint compliance
- Enhance pedestrian and bicyclist safety
- Reduce impaired driving incidents
- Support data-driven traffic safety strategies

WHY PARTICIPATE

- FREE traffic safety equipment - no cost to your agency
- Reduce fatal and serious injury crashes in your community
- Increase high-visibility enforcement presence on known dangerous corridors
- Improve multi-agency coordination across Polk County
- Data collected supports long-term traffic safety planning

PARTICIPATING AGENCIES

- Auburndale Police Department
- Bartow Police Department
- Davenport Police Department
- Haines City Police Department
- Lake Alfred Police Department
- Lake Hamilton Police Department
- Lake Wales Police Department
- Lakeland Police Department
- Polk County Sheriff's Office
- Winter Haven Police Department
- Florida Highway Patrol

EMPHASIS AREAS

- ✓ **Speeding / Aggressive Driving**
- ✓ **Impaired Driving (DUI)**
- ✓ **Occupant Protection**
- ✓ **Distracted Driving**
- ✓ **Work Zone Speeding**
- ✓ **Pedestrian-Related**
- ✓ **Bicycle-Related**
- ✓ **Motorcycle-Related**

REDEEMABLE EQUIPMENT CATEGORIES (FINAL LIST FORTHCOMING)

SAFETY & VISIBILITY | **ENFORCEMENT TOOLS** | **DATA & TRAFFIC MGMT**

Data collected supports long-term traffic safety planning and improved outcomes for Polk County communities.

Subject to change based on availability.

Questions? Contact:

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