



Florida Department of Transportation  
District 7  
11201 N. McKinley Drive  
Tampa, FL 33612-6456

**CTST MEETING SCHEDULE:**

Hillsborough County CTST - 4th Wednesday at 9:30 a.m.  
Pasco County CTST - 4th Wednesday at 1:30 p.m.  
Pinellas County CTST - 1st Thursday at 9:30 a.m.  
West Central Florida CTST - 2nd Wednesday at 1:00 p.m.

**TRAFFIC SAFETY EVENTS:**

**Toyota Driving Expectations, June 2-3**

(Tampa Bay Downs Parking Lot)

**CTST State Coalition Meeting, July 10**

(Seminole County Sheriff's Office—100 Bush Blvd., Sanford, FL)

**Labor Day Enforcement Wave, August 18—Sept. 5th**

For information on location of meetings and events, contact Jeanette Rouse at 813-975-6256 or [jeanette.rouse@dot.state.fl.us](mailto:jeanette.rouse@dot.state.fl.us)

**What is Toyota Driving Expectations?**

Toyota's Driving Expectations is a new program from Toyota designed to educate teens and parents about driving and road safety through a unique combination of interactive tutorials and simulated defensive driving exercises. Toyota wants to help you and your teen learn more about hitting the road safely.



Participants must be 16-19 years of age and have a valid driver's license or learner's permit. The event is free, and registration can be done online. All classes are approximately 4 hours long and each teen must have one parent present.

A unique aspect of the program is that a parent must accompany the teen driver to the program. Teens tend to spend most of their time learning from their parents. However, parents rarely receive training on how to properly teach defensive driving and give constructive feedback to their children. Parents will learn how to design and set driving rules for their teen.

For more information including class locations, dates, and registration, go to [www.toyotadrivingexpectations.com](http://www.toyotadrivingexpectations.com).

The Florida Department of Transportation is an equal opportunity employer without regard for race, religion, sex, or age.



June 2006

A newsletter published by the Community Traffic Safety Teams (CTST), sponsored by the Florida Department of Transportation, District 7.



*Local People Solving Local Problems*

*In this issue:*

- **Seatbelts Save Lives**
- **District 7 Media Campaigns**
- **Motorcycles... See and Be Seen**
- **Toyota Driving Expectations**

**Seatbelts Save Lives!**

**Katlyn Marie Marchetti's Story**

(From Dianne Ford Sipe's story at [www.thekatiemarchettimemorialfoundation.com](http://www.thekatiemarchettimemorialfoundation.com))

What can be done to prevent deaths from occurring due to lack of latching that seatbelt buckle? Education is a good start. Constant reminders to buckle up should be made on a daily basis. Before a teenager, spouse, or friend walks out the door, they should be reminded to fasten their seatbelt. Everyone can help to save a life by using three simple words, "Fasten your seatbelt!" Auto manufacturers can build cars that won't start unless seatbelts are in place or cars that have a buzzer that stop buzzing until the seatbelt is fastened.

The story of Katie Marchetti is one of yet another tragic death caused by NOT wearing a seatbelt. The 16 year-old from Valrico, Florida, was thrown from the vehicle in which she was riding when the driver fell asleep and struck a guard rail and then a concrete wall.

*Continued on page 2*

**Congratulations to the Newly Elected CTST State Coalition Officers:**

**Robin Butler**  
Chairperson  
(Seminole County)

**Gary Tait**  
Vice Chairperson  
(Hillsborough County)

**Mark Van Hala**  
Secretary  
(Orange County)



*The Marchetti family made a trip to Tallahassee in support of a law that would make being an unbuckled driver a primary offense. Governor Bush supports the law and extended his sympathy to the family.*



### Katie Marchetti's Story *continued*

Katie's family and friends took two buses to Tallahassee in April to lobby legislators to pass the Dori Slosberg Safety Belt Law. The law is named for the late daughter of State Representative Irving Slosberg, who was not wearing a seat belt when she died at age 15 in a car crash in Boca Raton. The law would allow enforcement officers to stop motorists of any age for not wearing a seat belt as a primary offense. Current Florida law requires all drivers to wear a seat belt, but officers are not allowed to stop an unrestrained driver as a primary offense unless the driver appears to be under the age of 18.

#### A Cross Your Heart Promise: "Click it for Katie!"

Every time you fasten your seatbelt, it crosses your heart. Make a commitment to yourself and your loved ones that you will cross your heart with your seatbelt every time you get into an automobile.

**Cross it. Click it. Live.** It is as simple as that.



Two buses loaded with Katie's friends and family made the trip to Tallahassee to urge legislators to pass the Seatbelt Law.



Many heartfelt signs displayed strong support for passage of the Seatbelt Law.

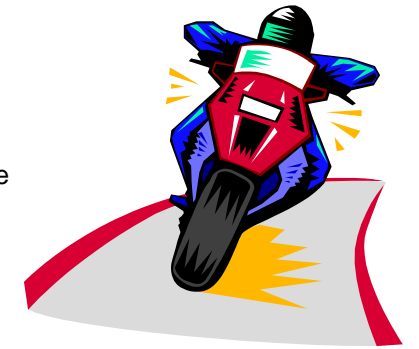
### District 7 CTST has several media campaigns currently underway:

- **Tampa Bay's 10—WTSP TV**—Pedestrian Public Service Announcement to encourage using crosswalks
- **ABC Action News**—Public Service Announcement on wearing seatbelts
- **USF Action Sports Media**—Using the "Buckle Up in Your Truck" and "Click it or Ticket" graphics on the USF marquee on Fowler Avenue



### Motorcycles... See and Be Seen!

Steve Cook, Florida Department of Transportation, District Seven



Bikers like black. Black leather, black helmets, and black boots. But, is black the best color for visibility? Probably not, in most instances. Fortunately, manufacturers today are making motorcycle gear in a variety of colors to increase their visibility.

The recurring statement heard in nearly every crash involving a motorcycle and car is, "I didn't see him." It is a biker's responsibility to make an effort to increase his or her visibility. This can be done in several ways. Wear gear that is more eye attracting. Position yourself on the roadway to be more visible. Light motorcycles to be more attention getting.

Helmets in colors other than black are one way to increase visibility. It has been shown that a white helmet is more eye-catching than a black one, for instance. Helmets are available in bright yellow or orange, among other highly visible colors. One manufacturer makes a jacket in that same fluorescent lime green that fire trucks are painted. Certainly this is not for everyone, but jackets are available in red, blue, and a variety of more eye attracting colors than black. If a cyclist must wear black, he should make sure it has some reflective tape on it.

Lane positioning is important to increase visibility. Experts say motorcyclists should ride in the left side of the lane to be most visible. Tucking in close behind an SUV or truck decreases the chance that cyclists will be seen by the driver wanting to turn out into traffic. Riding in a blind spot is a no-no.

Many years ago, it was mandated by law that motorcycles be equipped with headlights that stayed on at all times. This made the motorcycle more visible when seen in a group of approaching cars that didn't have their lights on. The idea sounded so good that it was decided to have car headlights on all the time, too. Now, car headlights and bike headlights all blend together, and motorcycles don't stand out anymore. Motorcyclists can increase visibility by running with high beam lights on during the day, using turn signals, and making sure taillights and brake lights are working. If it doesn't ruin the aesthetics of the ride, lights can be added to the rear to augment that little taillight. The new LED lights are much brighter and increase driver awareness.

Modern electronics has enabled the use of modulated headlights. These are headlights that pulsate as a motorcycle is driven, creating an attention attracting condition. The jury is out on the use of these modulated headlights. The proponents believe that their use greatly increases the recognition factor. The detractors argue that this same attention draw is also annoying to motorists. They also argue that the possibility exists for eye fixation on the pulsating light, causing the motorist to veer toward the light and possibly cause a crash. There has not been a scientific study of the use of these modulators. They are allowed by federal law and may not be pre-empted by state law.

Most important is the need to assume that cyclists can't be seen and to ride accordingly. Assume cars are going to move over, pull out in front, and do other unexpected things.

Ride safely. Be seen...

The lives of 432 Floridians were lost in 2004 due to motorcycle crashes...only 42 percent were wearing helmets. In 148 cases, the motorcycle operator had been drinking.