In 2011 the North Florida TPO conducted a traffic study for the Argyle area which found that the crash rates are well above the statewide average and in some cases twice as high. In fact, the area around Blanding Boulevard and I-295 is a hotspot for traffic accidents. In seven square miles, over 500 crashes occur each year with more than 300 of these crashes involving injuries or fatalities. In addition to the personal trauma and family tragedies, the economic cost of crashes in this small area is staggering at over $91 million per year.

This finding led to a detailed crash data analysis, interviews with traffic enforcement personnel, a focus group of people who had accidents in the area and a meeting with stakeholders to discuss the findings. All agreed that increased public awareness of this problem is needed to tackle this challenge.

Based on the crash data, focus group, interviews and stakeholder input, the TPO designated the area encompassing Blanding Boulevard from Collins Road to Wells Road west to Argyle Forest Boulevard and Branan Field Chaffee Road as a “CareMore Driving Zone.” It’s a place where drivers have to be extra careful and “care more, not less” while driving in Argyle.
The CareMore Driving Argyle campaign conducted summer 2012 included public service announcements on television, radio and the AMC 24 Orange Park movie theaters, displays at the theater and Argyle public library, website with social media, dynamic message sign messages, presentations and outreach to community groups.
Crash histories from 2005-2009 were used as baseline data during the study phase. Crash data was collected following the public awareness campaign and compared to the crash histories in prior years.

We can’t say for sure that the reduced number and severity of crashes were directly and solely due to the CareMore Argyle Campaign, but many people who were touched by the campaign reported that it did make them think twice and be more careful while driving in general and especially in the Argyle area.

While additional advertising and research is needed to further evaluate the cause and effect relationship of public information campaigns and crash results, the CareMore Driving Argyle was successful as a pilot program that can be modified or expanded for other areas.

**KEY FINDINGS INCLUDE:**

- The total number of crashes in 2012 (77) was 18 percent less than the average in prior years (94.2).

- Crashes decreased significantly on Fridays (40 percent fewer) and Saturdays (60 percent fewer).

- Crashes were less severe. The percent of crashes involving injuries or fatalities decreased from 16.2 to 3.9 percent with no fatalities reported.