

AASHTO Innovation Initiative

[Proposed] Nomination of Innovation Ready for Implementation

Sponsor

Nominations must be submitted by an AASHTO member DOT willing to help promote the innovation. If selected, the sponsoring DOT will be asked to promote the innovation to other states by participating on a Lead States Team supported by the AASHTO Innovation Initiative.

1. **Sponsoring DOT (State):** Florida DOT
2. **Name and Title:** Steven Kelly, Maintenance Environmental Specialist

Organization: Florida Department of Transportation

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State: Florida

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Innovation Description (10 points)

The term “innovation” may include processes, products, techniques, procedures, and practices.

3. **Name of the innovation:**

Tailgate Wraps – Improving Safety

4. **Please describe the innovation.**

The original idea was to place a bumper sticker on all FDOT vehicles with the message “3” to Pass It’s the Law.” This bumper sticker is part of an awareness campaign to improve bicycle safety. As part of the

process to review innovative ideas, the original bumper sticker idea evolved into tailgate wraps. In 2020, Theresa Chesnut, FDOT District One Community Traffic Safety Program Coordinator, prepared a 402 Grant to obtain tailgate wraps for educational purposes. The idea was to use the District One fleet of work trucks as mobile billboards to reach more users.

5. What is the existing baseline practice that the innovation intends to replace/improve?

Historically, FDOT has used print ads, including billboards to highlight safety messages. Roadside billboard costs vary widely in a large state like Florida. In addition, billboards only reach drivers who travel on a particular roadway. The tailgate wraps are like mobile billboards that allow us to get more “views” or “eyes” as our staff travel throughout the District One counties.

6. What problems associated with the baseline practice does the innovation propose to solve?

Expanding the number of viewers who see our safety messages.

7. Briefly describe the history of its development.

This innovative idea started in December 2019. We researched bumper stickers, magnets, and vehicle wraps. In 2020, the FDOT District One CTST Coordinator submitted a 402 Grant to obtain tailgate wraps. The grant was awarded, and the wraps were installed on 47 District One trucks in June of 2021. The plan is to wrap the tailgates of all the District One fleet trucks within the next few years.

8. What resources—such as technical specifications, training materials, and user guides—have you developed to assist with the deployment effort? If appropriate, please attach or provide weblinks to reports, videos, photographs, diagrams, or other images illustrating the appearance or functionality of the innovation (if electronic, please provide a separate file). Please list your attachments or weblinks here.

Data was used from the Highway Safety Matrix, input from Community Traffic Safety Program Communities, and our law enforcement partners to identify and focus areas of concern for messaging. A total of 19 safety messages were selected. A comprehensive list of the safety messages is attached.

Attach photographs, diagrams, or other images here. If images are of larger resolution size, please provide as separate files.



State of Development (40 points)

Innovations must be successfully deployed in at least one State DOT. The All selection process will favor innovations that have advanced beyond the research stage, at least to the pilot deployment stage, and preferably into routine use.

9. How ready is this innovation for implementation in an operational environment? Please select from the following options. Please describe.

- Prototype is fully functional and yet to be piloted
- Prototype has been piloted successfully in an operational environment
- Technology has been deployed multiple times in an operational environment
- Technology is ready for full-scale implementation

47 tailgate wraps were installed on District One trucks in June 2021. We shared the results of our program with other FDOT offices and worked with our neighbors in District 7 (Tampa area) to implement the tailgate wrap program.

10. What additional development is necessary to enable implementation of the innovation for routine use?

There is no additional development necessary.

11. Are other organizations using, currently developing, or have they shown interest in this innovation or of similar technology?? Yes No

If so, please list organization names and contacts. Please identify the source of this information.

Organization	Name	Phone	Email
Other FDOT District Offices throughout FL.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Potential Payoff (30 points)

Payoff is defined as the combination of broad applicability and significant benefit or advantage over baseline practice.

12. How does the innovation meet customer or stakeholder needs in your State DOT or other organizations that have used it?

The truck is a cost-effective tool that can be used to highlight safety messages across the state of Florida.

13. Identify the top three benefit types your DOT has realized from using this innovation. Describe the type and scale of benefits of using this innovation over baseline practice. Provide additional information, if available, using quantitative metrics, to describe the benefits.

Benefit Types	Please describe:
Cost Savings	A tailgate wrap is approximately \$250 per truck. The expected life cycle of a tailgate wrap is three years. This is a cost-effective way to reach the public compared to other traditional methods including billboards, print ads, and radio spots.
Improved Safety	The tailgate wraps help to improve safety. They also capture the target audience for our safety campaigns while they are driving. In the long term, we hope this type of direct marketing will improve the impact of our safety campaigns.
Improved Operation Performance	With the new wraps, our fleet trucks act as mobile billboards reaching more users within our District.

Provide any additional description, if necessary:

N/A

14 How broadly might this innovation be deployed for other applications. in the transportation industry (including other disciplines of a DOT, other transportation modes, and private industry)?

This innovation could be deployed and used in the transportation industry including other DOT agencies and private industry.

Market Readiness (20 points)

The All selection process will favor innovations that can be adopted with a reasonable amount of effort and cost, commensurate with the payoff potential.

15. What specific actions would another organization need to take along each of the following dimensions to adopt this innovation?

Check boxes that apply	Dimensions	Please describe:
<input type="checkbox"/>	Gaining executive leadership support	Click or tap here to enter text.
<input type="checkbox"/>	Communicating benefits	Click or tap here to enter text.
<input checked="" type="checkbox"/>	Overcoming funding constraints	We were able to implement the tailgate wrap program using a \$5,000 grant from the National Highway Traffic Safety Administration.
<input type="checkbox"/>	Acquiring in-house capabilities	.
<input type="checkbox"/>	Addressing legal issues (if applicable) (e.g., liability and intellectual property)	Click or tap here to enter text.
<input type="checkbox"/>	Resolving conflicts with existing national/state regulations and standards	Click or tap here to enter text.
<input type="checkbox"/>	Other challenges	Click or tap here to enter text.

16. Please provide details of cost, effort, and length of time expended to deploy the innovation in your organization.

Cost: We used a \$5,000 grant from the National Highway Traffic Safety Administration to implement this innovation.

Level of Effort: The effort required a lot of persistence from Kelly Thomas, District One, Fleet Maintenance Manager, and Theresa Chesnut, Community Traffic Safety Program Coordinator.

Time: It took approximately 19 months to implement this idea. The original innovation "3' to Pass Bumper Stickers" was submitted in December 2019. This idea evolved into the Tailgate Wraps with a final implementation date in June 2021.

17. To what extent might implementation of this innovation require the involvement of third parties, including vendors, contractors, and consultants? If so, please describe. List the type of expertise required for implementation.

This innovation was a “home-grown” innovation and did not include third parties. FDOT staff did consult with other Community Traffic Safety Coordinators and our law enforcement partners to pick the best safety messages.

FDOT Tailgate Wrap Design Options



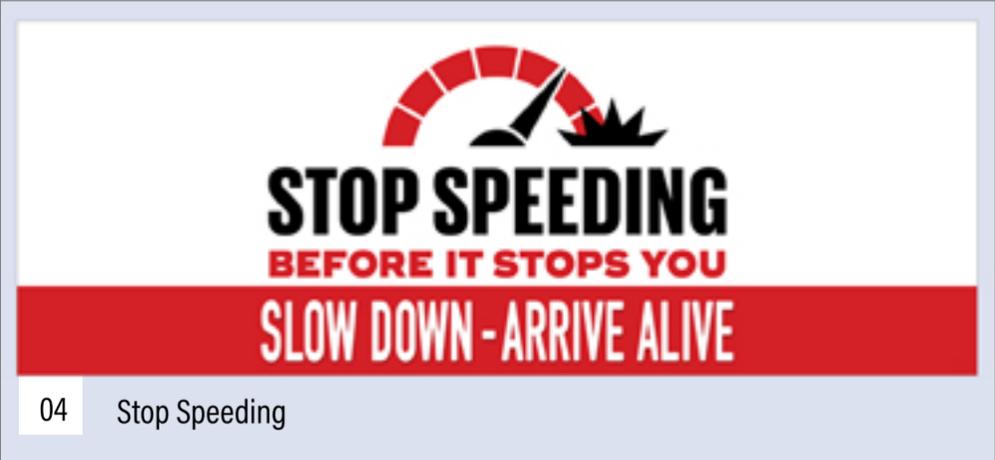
01 Bicycle Safety Design



02 Every Bicyclist & Pedestrian is Important to Someone



03 Put It Down | Focus on Driving!



04 Stop Speeding



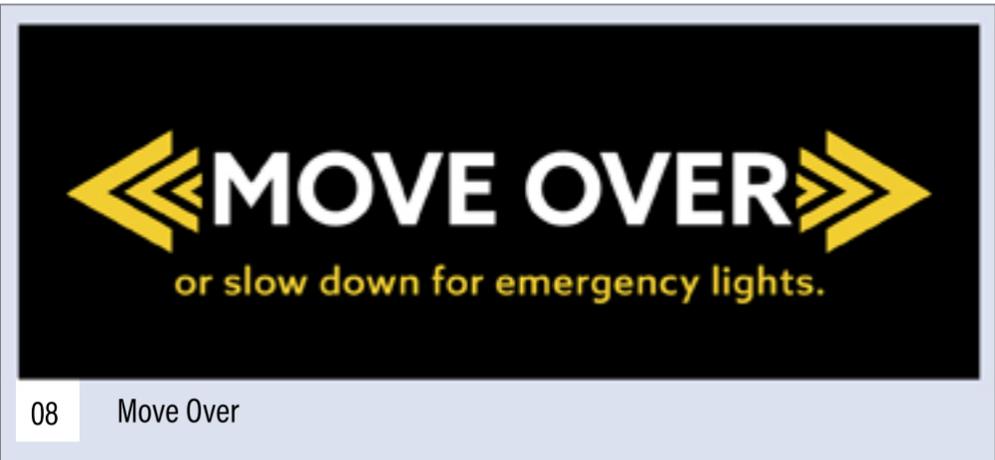
05 Kids For Work Zone Safety



06 Work Zone Safety | It's Everyone's Job



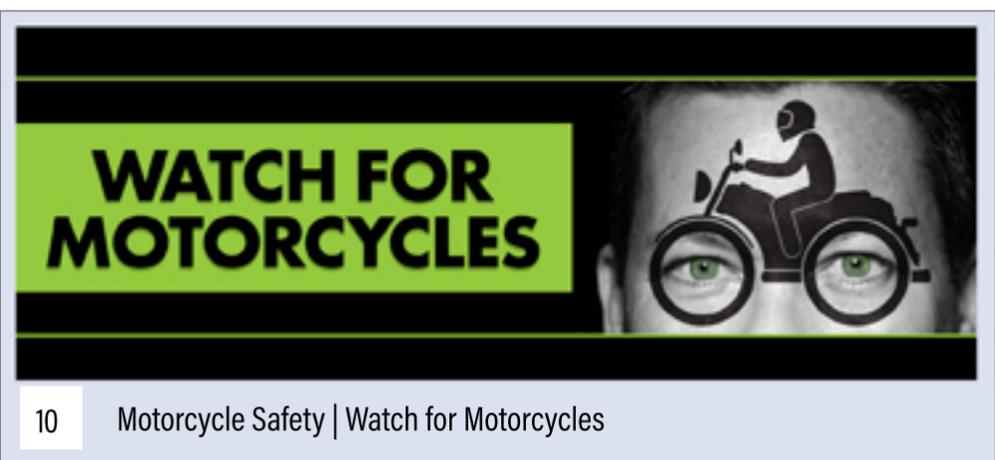
07 Drive Sober | Drinking and Driving Don't Mix



08 Move Over



09 Buckle Up Florida



10 Motorcycle Safety | Watch for Motorcycles