Driver Safety Campaign
A Human Factors Approach
December 7, 2021
Meeting Agenda

• Welcome
• November Meeting Recap
• Campaign Development
• Creative Brief
• Partner Engagement
• Ambassador Program
• Safety Moment
Welcome Partners, please share your name and agency.

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OR
Welcome Partners, please share your name and agency.

Larry E. Coggins, JrMADD Florida
Gail Holley, FDOT
Carlos Sarmiento - FDOT Distinct 6
Ginger FDOT
Dalita Singh, FTE
Chris Craig - FDOT
Yasir Mercado, Florida's Turnpike Enterprise/WSP
Paula S. Scott, FDOT, D4
Logan Lewkow, Director of Communications for the Florida Sheriffs Association
Welcome Partners, please share your name and agency.

<table>
<thead>
<tr>
<th>Name</th>
<th>Agency/Role</th>
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</thead>
<tbody>
<tr>
<td>Aaron Keller, FLHSMV</td>
<td></td>
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<tr>
<td>Rupert Giroux, FDOT</td>
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<tr>
<td>Mahmooda Khaliq Pasha, University of South Florida</td>
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<tr>
<td>Mo, FDOT D5</td>
<td></td>
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<tr>
<td>John Kubicki, FDOT D1 (GEC support)</td>
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<tr>
<td>LTC Mark Brown, FHP</td>
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<tr>
<td>Tish Burgher, FDOT</td>
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<tr>
<td>Eric Gordin, FDOT</td>
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<tr>
<td>Jeff Branch, Florida League of Cities</td>
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</tbody>
</table>
Welcome Partners, please share your name and agency.

- Melissa Wandal
  - NCSR Alert Today VZ and campaign Ambassador
- Sarita Taylor
  - FDOT
- Michael Lewis
  - FDOT District 3
- Cynthia Turcios
  - FDOT D6
- Paige Landrum
  - FLHSMV
- Billy Canedo
  - FDOT District Four Communications
- Tim Freed
  - FDOT (in house consultant)
- Jessica Kelleher
  - FLHSMV
- Sara Hendricks
  - USF
Welcome Partners, please share your name and agency.

- Mary Lou Veroline, Florida’s Turnpike
- Junias Aldajuste Florida Turnpike
- MIKE ZINN FDOT D-7 CTST PROGRAM MANAGER
- Jeanette Gorgas- Media Relations Group
- Hampton Ray, FDOT District Two (consultant)
- Andrea Atran Fdot d2
- Kristen Allen, MADD
- Robert Wallace FDOT District 7
- Mark Plass FDOT D4 Traffic Operations Engineer
Influencing Behavior | Saving Lives

On Florida’s Roads …

94% of crashes nationally involve driver behavior as a contributing factor.

8 Daily Fatalities

49 Daily Serious Injuries

…but even one life lost is too many
Florida Strategic Highway Safety Plan

Vital Few Focus Areas

- Lane Departures
- Pedestrians and Bicyclists
- Intersections
Influencing Safe Behavior

The 2021 Strategic Highway Safety Plan (SHSP) acknowledges crashes rarely have a single contributing factor. The plan outlines strategies to address high-priority issues facing the transportation system, including:

ROADWAYS:
- Lane departures
- Intersections

ROAD USERS:
- Pedestrians and bicyclists
- Aging road users
- Motorcyclists and motor scooter riders
- Commercial motor vehicle operators
- Teen drivers

USER BEHAVIOR:
- Impaired driving
- Occupant protection
- Speeding and aggressive driving
- Distracted driving
Identify behaviors contributing to serious and fatal crashes, and the reasons for those behaviors.

Influence safe behavior.
Influencing behavior change requires a better understanding of human factors and why people behave the way they do, how people change, and how to help people in their efforts to change.

Social marketing is the application of commercial marketing principles to influence desired behavior, increase use of a product or services. All of this is done for the good of the individual and society.
Campaign Approach

- Analyze Behaviors
- Analyze Crash Records
- Evaluate Previous Campaigns
- Research Audiences
- Develop & Test New Campaigns
- Measure Campaign Effectiveness
November Meeting Recap
November Meeting Recap

- Welcome
- October Meeting Recap
- Focus Group Findings
- Campaign Development
- Partner Engagement
- Ambassador Program
What are some opportunities you envision to use co-branding with your agency?

- We could include the logo on printed materials that are distributed to the public.
- Digital logo for DMS.
- Since we (FDOT) provide funds to local transit agencies, we should be able to leverage internal and external bus/train space to place safety campaign messaging. We could have posters, etc. at bus stops, train stations, etc.
- Include in project specific education/outreach.
- Great question for partners to inform fdot on what their capabilities are.
- Seat belt usage is down and fatal crashes with no seat belts is up. Partner with FHP in click it or ticket.
- It would be great to have a shared calendar site, where agencies can also submit their events as well, in building the Statewide calendar.
- Include all of our partners to have them and us on the same page.
- In the short term, FLHSMV-led driver safety campaigns like Move Over, Hi-And-Run awareness, etc.
- Scale vector graphics files of logos.
Q. We're developing a Target Zero Q&A document and want to include information you feel is pertinent. What are some questions you have, or have heard, that should be addressed?

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What are some questions you have, or have heard that should be addressed?

- What is the best way to support our locals
- What is Vision Zero?
- Suggestion: a quick reference fact/guide sheet. Website
- How are you going to achieve Sierra working with the county when their priorities are different from yours?
- How are Zero....
- How are local agencies involved in Vision Zero and Target Zero?
- Shared resources on a one stop web-site.
- How many cities, counties and MPOs are Vision Zero?
What are some questions you have, or have heard that should be addressed?

- How does Target Zero work with all other safety campaigns?
- Who needs to be involved?
- How do we effectively get the enforcement message out to law enforcement?
- How are you going to achieve zero working with the counties/cities when their priorities are different from FDOT?
- How do we measure progress?
- Best practices on collaboration
- Some best practices... Showing how we measure up nationally.
- How do we get people to stop speeding?
- It will take us infinity time to get there, how can we keep going?
What are some questions you have, or have heard that should be addressed?

- What are the Engineering and Enforcement parts of Target Zero?
- Showing real life examples/testimonials
- Can we achieve zero when not everyone gets on board with doing the right thing?
- Mayors and Commissioners
Your Thoughts?
Focus Group & Audience Research
Focus Group Synopsis

What challenges does our Primary Audience face as relates to consistently driving safely?

➢ They know it’s wrong, but will still do it
  • Speed, text, drink, no seatbelt etc.
➢ Why do they do it?
  • Running late, dopamine hit, adrenaline rush
➢ Until something bad happens, there’s no victim
  unless they are caught, there’s no penalty
  (risk/reward)
FLHSMV Workshop Overview

• Joint creative team meeting was held with FLHSMV

• Provided insights to focus group discussion related to enforcement and the overall campaign

• Key Takeaways from Focus Group and FLHSMV Input
FLHSMV and Focus Group Takeaways

- Drivers should be more focused, every driver can help contribute to safe roadways
- Distracted driving is much more dangerous than it seems
- Social norms about distracted driving need to change
- Distractions can be reduced by preparation
- It is possible to drive without preventable distractions
- Change requires modification of a behavior
Campaign Development
Phased approach of implementing foundational Target Zero campaign:

1. Formative Research
   Use crash data and focus group findings to inform campaign messaging

2. Statewide Campaign
   Target Zero Statewide Brand Awareness

3. Behavior Campaigns
   Develop targeted behavior campaigns; iterate as needed

4. Continued Awareness
   Continue building general awareness of Target Zero
Statewide Awareness Campaign

• Further Branding Awareness
  • Creating brand and sharing

• Audience
  • Internal FDOT – Ambassador Program
  • Partners
  • Community

• Message
Creative Brief

- **What**
  - Documentation of the plan
  - The "bible" of a creative project

- **Why**
  - Builds consensus
  - Keeps us honest and on track

- **How**
  - Used before artwork to eliminate bias
  - Helps stakeholders see the plan to gain approval to move forward
Sample Audience Persona

Chad, 26

Occupation: Marketing Associate  
Education: Community College Graduate  
Living Situation: Shares apartment with a roommate in Miami  
Personality: Extroverted, Competitive, Assertive

Hobbies / Interests:  
• Apple products  
• Football  
• Watching NASCAR  
• Netflix  
• Gym 5x/week  
• Fast & Furious franchise

Favorite Celebrities, Influencers:  
• Podcasters  
• Twitch streamers  
• Movie stars like Vin Diesel and Tom Cruise

Attributes:  
• Likes being ‘macho’  
• Parties with friend group on weekends  
• sometimes drives a ‘little’ drunk  
• Uses phone to text while driving
Target Zero Statewide Awareness

- Broad Approach vs Targeted
- Messaging vs Data Driven
- Memory Recall Flooding vs One Offs
Target Zero Brand Guidelines

**Logo**
- Target Zero (Full Color)
- Target Zero (100% Black)
- Target Zero (White for Dark Backgrounds)

**Usage**
- Gimme space: Minimum 1/4" clear space
- Size Matters: No smaller than 1" wide
- No: Target Zero (Zero tolerance for treatments)
- Do not change colors: Brand colors only

**Colors**

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>#4A2D5B</td>
<td>RGB 74-45-91</td>
</tr>
<tr>
<td></td>
<td>#1A495D</td>
<td>RGB 19-77-93</td>
</tr>
<tr>
<td></td>
<td>#221A0E</td>
<td>RGB 34-26-14</td>
</tr>
<tr>
<td>Secondary</td>
<td>#E36026</td>
<td>RGB 227-102-38</td>
</tr>
<tr>
<td></td>
<td>#655B53</td>
<td>RGB 191-185-180</td>
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<tr>
<td></td>
<td>#BF9B94</td>
<td>RGB 207-20-43</td>
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Target Zero Co-branding
Your Input into Action

Campaign Deployment

PAID MEDIA
- Social media sponsored posts
- Twitter cards
- Online News
- Travel apps
- Broadcast
- Sponsored outdoor

PUBLICITY
- Media relations
- Blogger relations
- Influencer relations

INFLUENCER ENGAGEMENT
- Response to detractors
- Detractors to loyalists
- Loyalists to advocate

INCENTIVE
- Affiliates
- Brand Ambassadors
- Sponsored content
- Native advertisement

SOCIAL MEDIA
- Facebook
- Twitter
- NextDoor
- Instagram
- LinkedIn
- Snapchat
- YouTube
- Pinterest
- TikTok

CONTENT
- Create from experts
- User-generated content
- Brand Journalism
- Simulated Demonstrations
- Video/Digital Assets
- Podcasts/Audio

OWNED MEDIA

SHARED MEDIA

EARNED MEDIA

PAID MEDIA
Partner Engagement
Partner Engagement

- Share Input = Incorporate Feedback
- Build Awareness = Build Brand
- Monthly Virtual Meeting = Stay Engaged
- Campaign Development = Meaningful Message
- Engagement Opportunities = Share & Co-Brand Campaigns
Q. Who else would you recommend we include in our Partner Meetings, and how do we entice them to participate?

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<table>
<thead>
<tr>
<th>Educators</th>
<th>FDOE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Law Enforcement Agencies and all the MPO's</td>
<td>MPO's /MPOAC if they are not already included.</td>
</tr>
<tr>
<td>College/Universities</td>
<td>SADD, high schools, PTA, VA groups</td>
</tr>
<tr>
<td></td>
<td>Community centers and local non-profits.</td>
</tr>
<tr>
<td></td>
<td>Homeless shelters</td>
</tr>
<tr>
<td></td>
<td>Government agencies, TPO, municipalities, private and public entities, school boards, courts of law. Offer co-branding opportunity</td>
</tr>
</tbody>
</table>
Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

<table>
<thead>
<tr>
<th>SAFE KIDS</th>
<th>Student groups and clubs.</th>
<th>Mental health groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUD</td>
<td>Local businesses</td>
<td>Mayors and commissioners</td>
</tr>
<tr>
<td>HOA</td>
<td>Developers</td>
<td>Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.</td>
</tr>
</tbody>
</table>
Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

- Safety patrol students
- Public Officials
- Hospitals
- Land use planning entities
- CADR team
- Fitness Clubs
- High school driving instructors
- Large employers
- Sororities and fraternities
Ambassador Program
WE NEED YOUR HELP TO SAVE LIVES!

JOIN THE FDOT TARGET ZERO EMPLOYEE AMBASSADOR PROGRAM!

All FDOT employees are eligible to participate!

For more information, visit our SharePoint site.

Ambassador Program Launch Timeline
Target Zero Ambassadors will be able to participate in a variety of activities that support the key objectives of the program through:

- Internal promotion/meetings
- Review of campaign materials
- External promotion and representation
- Internal reporting and documentation of program activities and events
- Internal housekeeping

Steps for distribution of assignments:

- Ambassador Program Kick-off Meeting in January
- Creation of internal sub-committees by February
- Committee leads track and report monthly
Q. What strategies should we consider to engage others to become active Ambassadors?

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What strategies should we consider to engage others to become active Ambassadors?

<table>
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<th>Special recognition</th>
<th>Remember everything we do is all about the safety!</th>
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<tbody>
<tr>
<td>Appeal to people's passions</td>
<td>To encourage employers, sell it as community or corporate positive social impact.</td>
</tr>
<tr>
<td>Put faces with names during recognition</td>
<td>Work with HR departments and non-Florida entities to help engage and dedicate special compensation for involvement.</td>
</tr>
<tr>
<td>First, educate or inform what is an ambassador and what it means to be an ambassador</td>
<td>Utilize on signature line as “District Ambassador.”</td>
</tr>
<tr>
<td>Empower staff to get involved in decision making and making a difference.</td>
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</tbody>
</table>
What strategies should we consider to engage others to become active Ambassadors?

- T-shirts…part of the club and walking billboards
- Show real life testimonials on the need for safety and their involvement
- Provide relevant resources/training
- Short, catchy videos/media
- Different staff from different backgrounds are needed to make the difference.
- Endorsements from leadership
- Ambassador Club (with certain discounts/perks)
Next Steps
January Partner Meeting

- Statewide campaign concepts
- Share behavior campaigns concepts and A/B testing
- Partners invite guests to next meeting
- Ambassador Program official launch
Safety is always in season
Key Messages
Educate and engage the motoring public on the importance of traveling safely during the holiday season. Primary messages:
- Never Drive Impaired
- Buckle Up
- Road Readiness

Primary Target Audience
General motoring public with an emphasis on male drivers 18-50 years old.

Channels
Additional Resources
Visit flhsmv.gov/Holiday for:
• Safe Holiday Travel tips
• Posters
• Social media graphics
• Website and email banners
• Road trip checklist
Thank You!

Brenda Young, P.E.
State Safety Engineer
brenda.young@dot.state.fl.us

Beth Frady
Communications Director
beth.frady@dot.state.fl.us

For more information, visit:
http://www.fdot.gov/safety