Target Zero
Partner Meeting
February 8, 2022
February Meeting Agenda

• Welcome
• January Meeting Recap
• Let’s Get Everyone Home Implementation
• Behavioral Campaign Development
• Partner Engagement
• Ambassador Program
• Safety Moment
Polling Question #1
Welcome Partners, please share your name and agency.

Go to menti.com on either your cellphone or computer and insert code

36425166

Scan the QR Code
Partner Input #1

- Tracy Hisler-Pace, FDOT - District Two
- Dayna Griffin, FDOT Office of Innovation
- Larry Coggins, MADD FL HQ
- Sara Hendricks, USF
- Kris Carson, FDOT District 7
- David Botello, FDOT D7 Digital and Social Media Coordinator, Public Information
- Marta Flores, Florida Department of Transportation District 6
- Josette Severyn, Broward County
- Jessica, FLHSMV
- Brittany Nesbitt, FDOT D5
- Yaisel Gonzalez, FDOT D4, CTS
- William Riha, District 7
- Katie Kehres, FDOT D4
- Logan Lewkow, Florida Sheriffs Association
- Claudia Gellis from MADD
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

9 out of every 10 fatal crashes & 3 out of every 4 injury crashes involves a VITAL FEW emphasis area.
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.
Behavior Change, Human Factors and Social Marketing

- **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
January Meeting Recap
January Meeting Recap

- Welcome
- December Meeting Recap
- Campaign Development
- Campaign Concepts
- Partner Engagement
- Ambassador Program
- Safety Moment
Partner Input #1

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?
- Is Zero achievable?
- Shared resources on a one stop web-site.
- How many cities, counties and MPOs are Vision Zero?
- How does Target Zero work with all other safety campaigns?
- Who needs to be involved?
- How many cities, counties and MPOs are Vision Zero?
- How are you going to achieve zero working with the county/cities when their priorities are different from FDOT?
- How do we effectively get the enforcement message out to low enforcement
- How do we measure progress?
Partner Input #1

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

- It will take us infinity time to get there, how can we keep going?
- Some best practices... Showing how we measure up nationally.
- Best practices on collaboration
- What are the Engineering and Enforcement parts of Target Zero?
- Showing real life examples/testimonials
- How do we get people to stop speeding?
- Mayors and Commissioners
**Partner Input #2**

Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

<table>
<thead>
<tr>
<th>Educators</th>
<th>FDOE</th>
<th>MPO’s /MPOAC if they are not already included.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple Law Enforcement Agencies and all thr MPO’s</td>
<td>SADD, high schools, PTA, VA groups</td>
<td>Government agencies, TPO, municipalities, private and public entities, school boards, courts of law. Offer co-branding opportunity</td>
</tr>
<tr>
<td>College/Universities.</td>
<td>Community centers and local non-profits.</td>
<td>Homeless shelters</td>
</tr>
<tr>
<td>SAFE KIDS</td>
<td>Student groups and clubs.</td>
<td>Mental health groups</td>
</tr>
<tr>
<td>HUD</td>
<td>Local businesses</td>
<td>Mayors and commissioners</td>
</tr>
</tbody>
</table>
Partner Input #2

Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

<table>
<thead>
<tr>
<th>HOA</th>
<th>Developers</th>
<th>Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety patrol students</td>
<td>Public Officials</td>
<td>Hospitals</td>
</tr>
<tr>
<td>Land use planning entities</td>
<td>CADR team</td>
<td>Fitness Clubs</td>
</tr>
<tr>
<td>High school driving instructors</td>
<td>Large employers</td>
<td>Sororities and fraternities</td>
</tr>
</tbody>
</table>
Partner Input #3

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

- Special recognition
- Appeal to people’s passions
- Put faces with names during recognition

- Remember everything we do is all about the safety!
- To encourage employers, sell it as community or corporate positive social impact.
- First, educate or inform what is an ambassador and what it means to be an ambassador

- Work with hr departments form non fdot entities to help engage and dedicate special compensation for involvement
- Utilize on signature line as “District Ambassador.”
- Empower staff to get involved in decision making and making a difference.
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)
Campaign Development
Target Audiences

**PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN**

**EVERYONE WHO DRIVES ON THE ROAD**

**PHASE 2: BEHAVIOR CHANGE CAMPAIGN**

**AND INFLUENCERS OF TARGETED DRIVERS**

**SECONDARY AUDIENCE**
- PARTNERS
- FRIENDS
- FAMILY
- EMPLOYERS
- CELEBRITIES

**PRIMARY AUDIENCE**
- MALES 22-27
Phased approach of implementing foundational Target Zero campaign:

1. Formative Research
   Use crash data, human factors research, and focus group findings to inform campaign messaging

2. Statewide Campaign
   Target Zero Statewide Brand Awareness

3. Behavior Campaigns
   Develop targeted behavior campaigns

4. Evaluation
   Make adjustments as needed to maximize effectiveness
## Target Zero Approach Chart

<table>
<thead>
<tr>
<th>Florida Strategic Highway Safety Plan (FSSH)</th>
<th>Florida Department of Transportation Vital Few Focus Area-Safety</th>
<th>Target Zero Formative Research</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal and serious injury crashes are rarely influenced by a single factor. Based on partner and stakeholder input, a review of Florida’s traffic safety resources, and analysis of crash data between 2015 and 2019, 11 top Emphasis Areas were identified.</td>
<td>Four Vital Few emphasis areas were selected based on crash data. These are lane departure, intersection, bicyclist and pedestrian. Campaigns will focus on these four, assigned to geographic hot spots: Tampa Bay, Orlando/Volusia, Miami/Broward and West Florida/Fort Myers/Naples. If an area overlapped, the next region was selected.</td>
<td>Review of literature to understand how researchers have segmented audiences for safety projects, review of prior safety campaigns in Florida, global scan of behavior change campaigns, scoping review of safety social marketing campaigns, primary data collections using focus groups and gap analysis</td>
<td></td>
</tr>
</tbody>
</table>

These 11 emphasis areas provide focus to our safety initiatives.

These are the regions and behaviors resulting in serious injuries and fatalities.

These are the focus groups feelings and driver behaviors/reactions.

This is the why.

Behavioral theme outcomes.

<table>
<thead>
<tr>
<th>Emphasis Areas</th>
<th>Crash Data – Regions, Behaviors</th>
<th>Driver Actions/Reactions</th>
<th>Precursor Behavior</th>
<th>Focused Behavioral Themes</th>
<th>Evaluation approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lane Departures Intersections Pedestrians/Bicyclists</td>
<td>Tampa Bay Orlando/Volusia Miami/Broward West Palm/FL Myers/Naples</td>
<td>Quick Maneuvers • Switching lanes • Weaving Speeding** Reacting to Other Drivers Running Lights Erratic Maneuvers Reacting to Other Drivers • Brake Checking • Tailgating • No Signal Improper Lane Use</td>
<td>Distracted • Phone • Apps • Food • Music Running Late/Rushing Thrill/Adrenaline Multi-tasking, Overcommitted Confidence in Abilities Stress/Pressure/Angry Less Care for Own Safety Lack of Empathy Confidence in Abilities Personality/Emotions</td>
<td>Distraction Reckless/Agressive Speeding** *Impairment was not a finding in detailed discussions with focus groups compared to the topics listed above. Impairment will be addressed with partnerships with NHTSA and MADDO. **Speeding discussed at length in focus groups. Speeding citations are on the rise as reported by enforcement data. A direct relationship has been found between speed and the severity of injury in crashes.</td>
<td>Pre-test/Post-test survey of knowledge, feelings and beliefs. Pre-test/Post-test observations of specific actions.</td>
</tr>
</tbody>
</table>
Let’s Get Everyone Home Implementation
Statewide Launch Components

- Target Zero Statewide Brand Awareness Campaign
- Fact Sheet
- FDOT Ambassador Program
- Website Resource Page
- Partner Meetings and Toolkit
- Social Content
- PESO Plan
- Community Presentations
Statewide Brand Awareness

• Pretesting data was used to create social media guide
• Social Media Launch
  • January 20
  • Focused on ESO
    • Earned
    • Shared
    • Owned
Social Media – Thank you!

Facebook Post
Reach (Unique Individuals): 3,365
Engagement (Interactions):
108 likes, 20 comments, 31 shares

Instagram Post
Reach (Unique Individuals): 258
Engagement (Interactions):
9 likes, 1 send, 1 bookmark

• Florida Department of Highway Safety and Motor Vehicles /FLHSMV
• Florida Sheriffs Association /floridasheriffsassociation
• Florida League of Cities, Inc. /FLCities
• Florida Police Chiefs Association /TheFPCA
• Florida Association of Counties /flcounties
Follow Pages to Get Alerts

facebook.com/MyFDOT/

twitter.com/MyFDOT

instagram.com/my_fdot/
Behavioral Campaign Development
Behavioral Campaign Development

- Regional Hotspots/Focus Areas
- Statewide Branding Campaign running simultaneously
- What’s Next?
  - Creative
  - Pretesting
  - Launch
- PESO Development Underway
  - Paid, Earned, Shared, Owned
PESO Plan Update

- Social media launched Jan 20
- Earned launches late Feb
- Behavioral campaigns launch March, April, May (PESO)
- Examples of our Paid multi-media approach:
  - Social media
  - Billboards
  - TV/ Radio
  - Digital Advertising
  - Streaming Podcasts
  - Native Advertising
Earned Media Launch

Launches Late February

- Blog posts – FDOT E-newsletter
- Byline and Op-ed articles
- Media pitching/ interviews
- Speaking opportunities
- Ambassador Program (FDOT employees)
- FDOT employee orientation
- Target Zero Partners and Stakeholders
- Organic social media posts (pitching users to share and give shoutouts)
- Mentions on local podcasts
Partner Engagement
Partner Resource Page/Toolkit

CONTENTS

01 Toolkit Overview

02 Communications and Branding
  - Messaging
  - Fact Sheet
  - Brand Guidelines
  - Logo
  - Templates

11 Partner Meetings
  - 2022 Partner Meeting Calendar
  - Past Partner Meetings
FAQ

Target Zero

What is Target Zero?
Target Zero is a statewide initiative to reduce the number of transportation-related serious injuries and deaths across Florida by 20%.

Why does Florida need Target Zero?
On average, eight people are killed and 412 are seriously injured in Florida’s roadways every day. The majority of those serious and fatal crashes are caused by one critical factor: human error. Bad decisions, impatience, inconsiderate behavior, and improper handling of a vehicle or a bicycle are the root causes of these crashes.

How can Florida end Target Zero?

FDOT
Polling Question #2
After reviewing the Partner Toolkit, what do you think we need to ensure a successful implementation?

Go to menti.com on either your cellphone or computer and insert code

Scan the QR Code

OR
Partner Engagement Speaking Opportunities

Developed

Partner Agencies: Speaking Opportunities Database

Target Zero - Partner Agencies: Speaking Opportunities

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>Event Date</th>
<th>CONTACT</th>
<th>EMAIL</th>
<th>WEBSITE</th>
<th>ACTION TAKEN</th>
<th>COMMUNICATION CHANNEL(S)</th>
<th>SPEAKING OPPORTUNITY/EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ped/Bike Coalition</td>
<td>6/30/23</td>
<td>Brenda McPherson</td>
<td><a href="mailto:brenda.mcpherson@at.state.fl.us">brenda.mcpherson@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Present/Engage</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
</tr>
<tr>
<td>Ped/Bike Coalition</td>
<td>7/1/23</td>
<td>Brenda McPherson</td>
<td><a href="mailto:brenda.mcpherson@at.state.fl.us">brenda.mcpherson@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Present/Engage</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
</tr>
<tr>
<td>Ped/Bike Coalition</td>
<td>8/1/23</td>
<td>Brenda McPherson</td>
<td><a href="mailto:brenda.mcpherson@at.state.fl.us">brenda.mcpherson@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Present/Engage</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
</tr>
<tr>
<td>Traffic Records Coordinating Council</td>
<td>9/1/23</td>
<td>Brenda Yang</td>
<td><a href="mailto:brenda.yang@at.state.fl.us">brenda.yang@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
<td>Florida Traffic Congress</td>
</tr>
<tr>
<td>Florida Department of Transportation</td>
<td>10/1/23</td>
<td>Brenda Yang</td>
<td><a href="mailto:brenda.yang@at.state.fl.us">brenda.yang@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
<td>Florida Traffic Congress</td>
</tr>
<tr>
<td>Florida Department of Transportation</td>
<td>11/1/23</td>
<td>Brenda Yang</td>
<td><a href="mailto:brenda.yang@at.state.fl.us">brenda.yang@at.state.fl.us</a></td>
<td>[Website]</td>
<td>Telephone/In-person</td>
<td>Florida Traffic Congress</td>
<td>Florida Traffic Congress</td>
</tr>
</tbody>
</table>

Driver Safety Initiative
A Human Factors Approach
UPDATE

Ped/Bike Coalition Presentation
Polling
Question #3
What events and speaking opportunities should we include in the database/schedule to support the Target Zero initiative?

Go to menti.com on either your cellphone or computer and insert code 3642 5166
Partner Input #3

MPOAC would be a great way to capture all the MPOs in Florida.

Opportunity for the Florida Sheriffs Training Institute
Ambassador Program
Current Registrations

TARGET ZERO AMBASSADOR PROGRAM STATS
as of 1.28.2022

- 18 Central Office FDOT Employees Currently Registered
- 3 Turnpike District 7
- 11 District 6
- 5 District 5
- 8 District 4
- 2 District 3
- 19 District 2
- 8 District 1
Update/Kickoff Meeting February 24
YOU CAN MAKE A DIFFERENCE IN TWO HOURS.

JOIN THE FDOT TARGET ZERO EMPLOYEE AMBASSADOR PROGRAM

TOGETHER, WE CAN SAVE LIVES!

JOIN THE FDOT TARGET ZERO EMPLOYEE AMBASSADOR PROGRAM

TARGET ZERO: Ambassadors are advocates for a safe, stable, and accessible transportation network. We are dedicated to improving the strategies of the FDOT and its partners to provide a safe, sustainable system.

MISSION: We acknowledge the power we have within our workplaces and community to achieve Florida’s mission to target zero fatalities and serious injuries throughout Florida’s transportation system.

VISION: We acknowledge the power we have within our workplaces and community to achieve Florida’s mission to target zero fatalities and serious injuries throughout Florida’s transportation system.

OUR CORE VALUES

INTEGRITY: We are committed to excellence and honesty in our work.

COMPASSION: We want to make a real impact, keeping our families, friends, colleagues, and neighbors safe while traveling throughout Florida’s transportation system.

ACCOUNTABILITY: Each of us is accountable for our behavior, actions, results, and consequences.

EMPOWERMENT: We have the opportunity to lead and make decisions through responsible actions, education, and engagement with our communities and partners.

For more information, please contact Brenda Yang, F.E., CIRP, State Safety Engineer at brenda.yang@dot.state.fl.us.
Next Steps
March 8 Partner Meeting Updates:

• Statewide Campaign
• PESO Plan
• Behavior Campaigns
• Partner Engagement Opportunities
• Ambassador Program
# Target Zero Schedule + Timeline

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyze Existing Safety Campaigns and Scan Successful Behavior Campaigns</td>
<td>SEP</td>
<td></td>
</tr>
<tr>
<td>Analyze Existing Crash Records and Conduct Root Cause Analysis</td>
<td>OCT</td>
<td></td>
</tr>
<tr>
<td>Identify Effective Audience Segmentation Techniques</td>
<td>NOV</td>
<td>JAN</td>
</tr>
<tr>
<td>Methods of Behavior Change Evaluation of Effectiveness</td>
<td>DEC</td>
<td>FEB</td>
</tr>
<tr>
<td>Identify Audiences for Campaigns</td>
<td></td>
<td>MAR</td>
</tr>
<tr>
<td>Conduct Research with Focus Groups and Audiences</td>
<td></td>
<td>APR</td>
</tr>
<tr>
<td>Conduct Target Zero Statewide Awareness Campaign Testing</td>
<td></td>
<td>MAY</td>
</tr>
<tr>
<td>Implement Target Zero Statewide Awareness Campaigns</td>
<td></td>
<td>JUN</td>
</tr>
<tr>
<td>Conduct Target Zero Behavioral Campaign Testing</td>
<td></td>
<td>JLY</td>
</tr>
<tr>
<td>Implement Target Zero Behavioral Campaigns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate Effectiveness of Campaigns</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Safety Moment
By reading this guide and thinking ahead to your future transportation needs, you will learn how to maintain independence and remain active in your community, even beyond the driver’s seat.

Click Here to View!
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:
https://www.fdot.gov/agencyresources/target-zero