Driver Safety Campaign
A Human Factors Approach
January 11, 2022
Meeting Agenda

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

Go to menti.com on either your cellphone or computer and insert code 3126 4130

OR

Scan the QR Code
<table>
<thead>
<tr>
<th>Welcome Partners, please share your name and agency.</th>
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</thead>
<tbody>
<tr>
<td>Sar</td>
</tr>
<tr>
<td>Larry Coggin MADD FL</td>
</tr>
<tr>
<td>Kris Carson FDOT D7</td>
</tr>
<tr>
<td>Kristen Allen, MADD</td>
</tr>
<tr>
<td>Tim Freed - FDOT</td>
</tr>
<tr>
<td>Chris Craig - FDOT</td>
</tr>
<tr>
<td>Yaisel Gonzalez FDOT D4</td>
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<tr>
<td>David Guttenplan fdot</td>
</tr>
<tr>
<td>Katie Kehres - FDOT District 4</td>
</tr>
<tr>
<td>Rupert Giroux, FDOT</td>
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<tr>
<td>Jessica Kelleher, FLHSMV</td>
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<tr>
<td>Josette Severyn, Broward County</td>
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<tr>
<td>FDOT District 3</td>
</tr>
<tr>
<td>Stephanie Moss, FDOT, D5, Office of Safety</td>
</tr>
<tr>
<td>Brittany Nesbitt - FDOT D5</td>
</tr>
<tr>
<td>Chief Art BodenheimerLake Alfred Police Department/Florida Police Chief’s Association</td>
</tr>
<tr>
<td>Cynthia Turcios D6 FDOT</td>
</tr>
<tr>
<td>Mary Lou Veroline, Florida’s Turnpike</td>
</tr>
<tr>
<td>Emmeth Duran D7</td>
</tr>
<tr>
<td>Andrew Booth D5 FDOT</td>
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<tr>
<td>Aaron Keller, FLHSMV</td>
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</tbody>
</table>
94% of crashes nationally involve driver behavior as a contributing factor.

On Florida’s Roads …

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
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
December Meeting Recap

- Welcome
- November Meeting Recap
- Campaign Development
- Creative Brief
- Partner Engagement
- Ambassador Program
- Safety Moment
What are some questions you have, or have heard that should be addressed?

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the best way to support our locals?</td>
<td></td>
</tr>
<tr>
<td>How are you going to achieve Sierra working with the county when their priorities are different from yours?</td>
<td></td>
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<tr>
<td>Is Zero achievable?</td>
<td></td>
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<tr>
<td>How does Target Zero work with all other safety campaigns?</td>
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<tr>
<td>How do we measure progress?</td>
<td></td>
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<tr>
<td>What is Vision Zero?</td>
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<tr>
<td>How are Zero...</td>
<td></td>
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<tr>
<td>Shared resources on a one stop web-site.</td>
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<tr>
<td>Who needs to be involved?</td>
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<tr>
<td>Suggestion: a quick reference fact/guide sheet. Website</td>
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<tr>
<td>How are local agencies involved in Vision Zero and Target Zero?</td>
<td></td>
</tr>
<tr>
<td>How many cities, counties and MPOs are Vision Zero?</td>
<td></td>
</tr>
<tr>
<td>How are you going to achieve zero working with the county/cities when their priorities are different from FDOT?</td>
<td></td>
</tr>
<tr>
<td>How do we effectively get the enforcement message out to law enforcement</td>
<td></td>
</tr>
</tbody>
</table>
**What are some questions you have, or have heard that should be addressed?**

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will take us infinity time to get there, how can we keep going?</td>
<td>Best practices on collaboration</td>
</tr>
<tr>
<td>What are the Engineering and Enforcement parts of Target Zero?</td>
<td>Showing real life examples/testimonials</td>
</tr>
<tr>
<td>Mayors and Commissioners</td>
<td>How do we get people to stop speeding?</td>
</tr>
<tr>
<td>Educators</td>
<td>FDOE</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>--------------------------------------------------</td>
</tr>
<tr>
<td>Multiple Law Enforcement Agencies and all thr</td>
<td>SADD, high schools, PTA, VA groups</td>
</tr>
<tr>
<td>MPO's</td>
<td>Community centers and local non-profits.</td>
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<td></td>
<td></td>
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<tr>
<td>College/Universities.</td>
<td></td>
</tr>
<tr>
<td>SAFE KIDS</td>
<td>Student groups and clubs.</td>
</tr>
<tr>
<td>HUD</td>
<td>Local businesses</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?

- HOA
- Safety patrol students
- Land use planning entities
- High school driving instructors
- Developers
- Public Officials
- CADR team
- Large employers
- Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.
- Hospitals
- Fitness Clubs
- Sororities and fraternities
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)
Q. As we get closer to campaign implementation, what resources would you feel could be useful in your organization or membership?

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Scan the QR Code

OR
As we get closer to campaign implementation, what resources would you feel could be useful in your organization or membership?

<table>
<thead>
<tr>
<th>Active website, multi-lingual materials</th>
<th>A communications package</th>
<th>Posters for internal. Tip cards for public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media/Intro kits. FDOT and/or partner-led intro events &quot;tours&quot; such as safer fairs, partnership kickoff events.</td>
<td>Social media toolkit to include social content, any videos for digital, sample messaging, and any infographics. Note: This is the Florida Sheriffs Association.</td>
<td>The ability to post on multiple social media outlets</td>
</tr>
<tr>
<td>Website</td>
<td>Social media graphics to share on various platforms</td>
<td>Tip cards, social media messaging.</td>
</tr>
<tr>
<td>Examples or samples</td>
<td>Tool kits</td>
<td>Branded messages and phrasing</td>
</tr>
<tr>
<td>What message would this group want the Chief's Association to get out to law enforcement officers to assist in the goal?</td>
<td>Geofencing</td>
<td></td>
</tr>
</tbody>
</table>
Campaign Development
Campaign Approach
Target Zero Phased Approach

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
Audiences

**PHASE 1:** STATEWIDE BRAND AWARENESS CAMPAIGN

**PHASE 2:** BEHAVIOR CHANGE CAMPAIGN

**EVERYONE WHO DRIVES ON THE ROAD**

**INFLUENCERS**

**MALE DRIVERS 22-27**

**AND INFLUENCERS OF TARGETED DRIVERS**

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

**PRIMARY AUDIENCE**
- MALES 22-27
Statewide Campaign Concepts
Statewide Campaign Concepts
Focus Group & Audience Research
Statewide Campaign Concepts Pretesting
Statewide Awareness Campaign Pretesting Survey
Statewide Awareness Campaign Pretesting Survey

61 TOTAL SURVEY RESPONDENTS

<table>
<thead>
<tr>
<th>LANGUAGE</th>
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<tbody>
<tr>
<td>English</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>Spanish</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>11 skipped</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
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<tbody>
<tr>
<td>Male</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>18 skipped</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th></th>
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<tbody>
<tr>
<td>18-27</td>
<td>39%</td>
<td>59%</td>
</tr>
<tr>
<td>28+</td>
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<tr>
<td></td>
<td>2%</td>
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</table>

4 LOCATIONS
(THE VITAL FEW EMPHASIS AREAS)

- Tampa: 20 respondents
- Orlando/ Volusia: 15 respondents
- Miami-Dade: 20 respondents
- Ft. Myers: 6 respondents

19 skipped / 1 prefer not to answer
The majority of respondents understood the concept.
High understanding that the ads were speaking to everyone.
Overall positive reaction from respondents.
Respondents offered several suggestions, mostly around images, color, text, and that messaging needs to be more direct and include driver.

38% reported some level of confusion.
0% reported some level of offensiveness.
TOP SUGGESTIONS FOR IMPROVEMENT

**Imagery**
- Retain family imagery.
- Integrate driving-related imagery.
- Make colors brighter if possible.

**Messaging**
- Use the word ‘drive’ or ‘driver’ to tie to transportation.
- Emphasize the message, possibly larger text.
- Make sure to make this distinct from COVID messaging.
- Clarify why people are not making it home safely.
FHP/FLHSMV Workshop #2 Overview

• Second joint creative team meeting was held with FHP/FLHSMV

• Provided insights and input on statewide campaign concepts, discussion related to enforcement and the overall campaign concepts approach

• Reviewed Creative Brief, campaign implementation schedule, and testing of two campaign concepts
Target Zero PESO Plan
PESO Plan

Campaign Deployment

**PAID MEDIA**
- Social media sponsored posts
- Twitter cards
- Online News
- Travel apps
- Broadcast
- Spotify
- 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**

**Paid** – Paid media for a brand awareness campaign is social media advertising, sponsored content, digital advertising, and email marketing. Simply put, paid media is content you must pay to place and promote, and you have heavy influence over the content.

**Examples:**

- Sponsored Social Media on Facebook, Instagram, Twitter, YouTube, and Potentially TikTok
- TV and Radio Broadcasting
- Digital Advertising - Pay Per Click Ads
- Digital Advertising SEO
- Digital Advertising - Sponsored Advertising/Banner Ads
- Streaming Audio and Podcast Ads- Pandora, Waze, Apple Podcasts, Spotify
- Digital and Print Newspaper Ads Sunday Edition
- Sponsored Website Links
- In-market Activation/Grass Roots
- Publications
Earned - Refers to publicity and developing media relations. This approach aims to get your name out there, in print or otherwise, promoting and or talking about your product or service from an authoritative voice. Traditionally there are five phases with earned media: listen, connect, publish, amplify, and measure.

Examples:

- Media Pitching
- SEO/Blogging
- Social Media Shares/Shoutouts
- Influencer Pitching
- Satellite Media Tour
- Link Building

- Guest Posts
- Speaking Opportunities
- Byline and Op-ed Articles
- Interviews
- Surveys
- Awards
- Speaking Engagements
- Media Relations Strategies
**Shared** - Amplifying content through your own audience or shared media uses the social aspects of media to help take advantage of social networking for community partnerships, distribution, and promotion. Simply stated, shared media is content that is shared across social media or shared between multiple owners.

**Examples:**

- Social Media
- Partners, Associations, State Agencies/Organizations, Law Enforcement Agencies, Safety Resource Centers, and County/City Municipalities
- DMV, Defensive Driving Classes/Schools, CareerSource Offices
- School Districts - High School Video Announcements
- Colleges and Universities
- Safety by Design
Owned - Content that you own that is found on a webpage, blog spot or on any other platform that you own and control. This owned media or content can be presented in several ways depending on the message you’re looking to convey.

Examples in FDOT:

- Digital Message Boards
- Website
- Emails/Newsletters
- Brochure/E-book/White Paper
- Office Lobby Monitors/Lock Screens
- Conference/Webinar/Events
- Truck/Vehicle Wraps
- Social Media Content (Copy, Static and Animated Graphics, Video)
- Print Ads/Project Flyers
- Event Display Banners
- Swag
- Traffic Box Wraps
- Rest Areas/Welcome Centers
- Written Content: Op-Eds, News Releases, Email Marketing, Social Media
- Video PSAs
# PESO PLAN Key Performance Indicators (KPIs)

<table>
<thead>
<tr>
<th>Objective</th>
<th>Campaign Goal</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Awareness (these metrics illuminate your current and potential audience)</td>
<td>Followers, impressions, reach, shares</td>
</tr>
<tr>
<td>Consideration</td>
<td>Engagement (these metrics show how the public is interacting with your campaign content)</td>
<td>Comments and questions, likes, @mentions, polling questions, click-thru-rate</td>
</tr>
<tr>
<td>Conversion</td>
<td>Conversions (these metrics demonstrate the effectiveness of your campaign engagement)</td>
<td>Website clicks, email and/or newsletter signups, open rates, call-to-actions taken</td>
</tr>
<tr>
<td>Advocacy</td>
<td>Consumer (these metrics reflect how actively the public supports and advocates on behalf of the campaign)</td>
<td>Testimonials, user-generated content, shares, content downloads</td>
</tr>
</tbody>
</table>
Q. What owned media do you have that could be leveraged in the PESO Plan?

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OR

Scan the QR Code
What owned media do you have that could be leveraged in the PESO Plan?

Have FDOT examine existing contracts (ex: sports advertising contracts and venues) to further add to target zero push.

Geofencing

We have various communications tools that reach legislators, staff, local and state leaders, etc. We have substantial social presence available through all 67 Sheriffs’ offices’ social platforms that often are more influential than local 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
Partner Toolkit

Includes:
• Messaging
• Fact Sheet
• Brand Guidelines
• Visual Templates
• 2022 partner meeting schedule
• Summaries of Previous Partner Meetings
• Links to Additional Resources
Ambassador Program
Our workplace is powerful because you care.

Learn about the I.C.A.R.E. philosophy:

- Innovation
- Compassion
- Accountability
- Representation
- Empowerment

For more information, visit our SharePoint site.
Next Steps
## Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>2021</th>
<th>2022</th>
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<tbody>
<tr>
<td>Analyze Existing Safety Campaigns and Scan</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Successful Behavior Campaigns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analyze Existing Crash Records and Conduct Root</td>
<td>✓</td>
<td></td>
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<tr>
<td>Cause Analysis</td>
<td></td>
<td></td>
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<tr>
<td>Identify Effective Audience</td>
<td>✓</td>
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<tr>
<td>Segmentation Techniques</td>
<td></td>
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<tr>
<td>Methods of Behavior Change</td>
<td>✓</td>
<td></td>
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<tr>
<td>Evaluation of Effectiveness</td>
<td></td>
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</tr>
<tr>
<td>Identify Audiences for Campaigns</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Conduct Research with Focus Groups and Audiences</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Conduct Target Zero Statewide Awareness Campaign</td>
<td>✓</td>
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</tr>
<tr>
<td>Testing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement Target Zero Statewide Awareness Campaigns</td>
<td>✓</td>
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<tr>
<td>Conduct Target Zero Behavioral Campaign Testing</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Implement Target Zero Behavioral Campaigns</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Evaluate Effectiveness of Campaigns</td>
<td>✓</td>
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**2021 and 2022 Key Dates**

- **2021:**
  - September (SEP)
  - October (OCT)
  - November (NOV)
  - December (DEC)
- **2022:**
  - January (JAN)
  - February (FEB)
  - March (MAR)
  - April (APR)
  - May (MAY)
  - June (JUN)
  - July (JULY)
February 8 Partner Meeting

Updates:

- Statewide Campaign
- PESO Plan
- Behavior Campaigns
- Ambassador Program
It is because of these victims/survivors that we have our prevention programming, legislative priorities, designate a driver campaigns, and supporting our law enforcement community.
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