Target Zero
A Human Factors Approach to Safety Campaigns
June 7, 2022: Monthly Partner Update
Agenda

• Partner Spotlight: Walk Like MADD Tallahassee
• Brand Awareness Campaign Developments
  • Outdoor Assets Design
  • NHTSA Distraction Co-branded Messaging
• Behavior Campaign Developments
  • AB Testing Results
• Evaluation of Effectiveness
• Internal and External Coordination
• Ambassador Program Update
• Next Steps
Recent Target Zero Activities
Walk Like MADD Tallahassee
Statewide Brand Awareness Campaign
Owned Media and Branded Items

Tent, Tablecloth

Front, Side, Back, Top
Owned Media and Branded Items

Feather Banner

Back Details

ZERO FATALITIES & SERIOUS INJURIES ON FL ROADWAYS

EVERYONE HAS SOMETHING TO GET HOME TO
Owned Media and Branded Items

Van Wraps

Vehicle Decals
Owned Media and Branded Items

June Poster

JUNE IS NATIONAL SAFETY MONTH

SAFETY IS IN YOUR HANDS!

Let’s Get Everyone Home

In Florida over 3,000 lives are lost every year to PREVENTABLE CRASHES. TOGETHER, we can bring this number down to ZERO.

TargetZeroFL.com
‘Owned’ June Social Media – FDOT Account

Here’s the tea, y’all: getting there faster does not make you a better driver. In fact, every additional 10 mph above the speed limit can triple the chance of fatalities in a crash.

Join us in slowing down and observing posted speed limits. With your help, we can get everyone home safely.

Role models come in all shapes and sizes, including dad-shaped!

Happy Father’s Day to all the awesome dads out there that teach us how to be safer drivers. Do you have a favorite story from learning to drive?

Social norms, downplaying of symptoms, etc. - there are lots of factors that make men less likely to seek help for mental health, which can lead to increased stress and emotional outbursts.

Men – don’t let it get the best of you, especially on the road. Prioritize your mental health - you’re worth it. ❤️
#MensHealthMonth

It’s National Selfie Day! Be sure to get those good angles, but also celebrate responsibly. Repeat after us: No. Selfies. While. Driving.

It doesn’t matter if it’s golden hour – the selfie can wait. Keep your eyes on the road and avoid distractions, even if it’s your best hair day in the history of hair days.
#LetsGetEveryoneHome

Did you know that June is National Safety Month?

This month and every month, we need your help in keeping every roadway user safe. Over 3,000 lives were lost to preventable crashes in 2020 alone – together, we can bring this number down to zero by eliminating distractions, slowing down, and sharing the road with others.
## Statewide Brand Awareness Paid Media Elements

<table>
<thead>
<tr>
<th>Brand Awareness Campaign*</th>
<th>Paid Media (NHTSA Funded)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work Zone*</td>
<td>May</td>
</tr>
<tr>
<td>Distracted Driving*</td>
<td>June</td>
</tr>
<tr>
<td>Stop Speeding*</td>
<td>July</td>
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<tr>
<td>Railroad Crossing*</td>
<td>August</td>
</tr>
</tbody>
</table>

### Examples of Paid* Media:
- Targeted social media
- Billboards
- Audio / Radio
- Streaming Platforms
- Gas pump ads/videos

*While this is statewide brand awareness, there are behavior reference requirements for our NHTSA paid media funding source. The timing may not necessarily align with safety calendar of events.
Statewide “Brand Awareness” Paid Media Examples

June*

*While this is statewide brand awareness, there are behavior reference requirements for our NHTSA paid media funding source.
Behavioral Campaign Development
Behavioral Campaign Development
April AB
Testing and Results
OVERVIEW: PURPOSE

WHAT IS PRETESTING?
Pretesting is the stage in research when survey questions and questionnaires are tested on members of target population/study population (in the case of Target Zero, males 22-27), to evaluate the reliability and validity of developed material prior to official launch and provide an opportunity to make important refinements as necessary.

WHAT IS A/B TESTING?
A/B testing is a method of testing in which two potential options are presented side-by-side, and respondents provide input on their preferences - in this case, the two options were differing versions of proposed Target Zero campaign creative.

TOGETHER, THESE TESTING METHODOLOGIES ALLOW US TO:

- Confirm the direction of our messaging and imagery for currently-developed campaign creative and ensure it is attention-grabbing, clear, and resonant with the target audience (males 22-27)
- Gain proof of the efficacy of creative concepts OR receive vital feedback to adjust what may not be working
- Maximize our ability to be influential in the campaign and present the most effective, favored options to promote receptivity and behavior change
A/B TESTING SUMMARY REPORT

59 respondents
SURVEY IMPLEMENTATION

*Intercept surveys* - An intercept survey is a research method used to gather in-person feedback from an audience. The survey team used the digital platform SurveyMonkey on iPads to intercept an audience at local events and collect data.

EVENTS ATTENDED

- **TACO FIESTA AT LAKE WORTH BEACH**
  - West Palm Beach
- **FLORIDA GROVES FESTIVAL**
  - Orlando
- **BLOOM ON FRANKLIN AND RIVERWALK**
  - Tampa
- **FORT LAUDERDALE AIR SHOW ON THE BEACH**
  - Fort Lauderdale

PLEASE NOTE:

We are espousing a *quality over quantity* model of testing in this approach. Therefore, although several of the numbers of surveyed participants may appear low, this quantity is more than sufficient and has been confirmed by our survey team to provide us ‘saturation’ - ie, the the point in the research process when no new information is discovered in data analysis.
WHERE DO PARTICIPANTS WANT TO SEE THIS?*
*Question asked varied per city, see individual pages for specific question.

1 | SOCIAL MEDIA
2 | BILLBOARDS
3 | WEB ADS
4 | TV

COMMON THEMES:
The primary audience was most drawn to messages that had a **POSITIVE / HAPPY TONE**. The word **VIBE**, tested overwhelmingly well as did a **RELAXED / CALM TONE**, and **VIBRANT COLORS**.

EFFICACY:

![Likelihood Chart]

- Likely - 78%
- Neutral - 6%
- Unlikely - 9%

**TOP 3 EYE CATCHERS:**

Respondents in every city said **APPAREL** was the **MOST ATTENTION GRABBING**, followed by money/gift cards and then food.

- APPAREL | 52%
- MONEY | 25%
- FOOD | 23%
**WEST PALM BEACH | SPEEDING**

**A/B TESTING SUMMARY REPORT**

**PREFERENCE:**

- **A** | 8%
- **B** | 75%
- 17% Redirected because Answered No in a Previous Question

**COMMON THEMES:**

**Visual Design** and **Color** was important to our primary audience, with the top two comments being **"Eye-Catching"** and **"Easy To Understand."** They responded well to B because of the driver’s **Relaxed / Calm Tone.**

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.*

*SPEEDING IS NOT A VIBE*

**CAPTION:** We all know life can be stressful, but don’t take your frustration out on the gas pedal. Helps us keep every road user safe by living your best life in the slow lane.

**SLOW IS A VIBE**

**CAPTION:** We all know life can be stressful, but don’t take your frustration out on the gas pedal. Helps us keep every road user safe by living your best life in the slow lane.
TAKEAWAYS:

**WHAT IS THE AD TELLING YOU TO DO?**

- Slow down - 75%
- Don’t Speed - 8%
- Redirected because they answered No in a Previous Question - 17%

**HOW LIKELY ARE YOU TO DO WHAT IS SUGGESTED ON THE AD?**

- Likely - 50%
- Neutral - 17%
- Unlikely - 17%
- Redirected because they answered No in a Previous Question - 16%

When participants were asked if there was anything offensive or hard to understand in the ads, no participants were confused by the language.

67% of participants said they wouldn’t recommend any changes.
A/B TESTING SUMMARY REPORT

ORLANDO | DISTRACTED

A | 32%
B | 58%
11% | NO PREFERENCES

PREFERENCE:

COMMON THEMES:
Participants RESONATED with elements of BOTH EXAMPLES. They ENJOYED the PRESENCE OF A DRIVER and thought the DO NOT DISTURB ICON made it easier to understand. The data suggests we merge both artworks.

*CAPTION: WHO YA GONNA TEXT? No one, you’re driving.

*CAPTION: Make driving you time – when you’re out and about, put that phone on Do Not Disturb to make sure you get to your destination distraction-free.

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.
ORLANDO | DISTRACTED
A/B TESTING SUMMARY REPORT

TAKEAWAYS:

WHAT IS THE AD TELLING YOU TO DO?
- Don’t text & drive - 79%
- Don’t use your phone & drive - 11%
- Redirected because answered No in a Previous Question - 10%

HOW LIKELY ARE YOU TO DO WHAT IS SUGGESTED ON THE AD?
- Likely - 68%
- Unlikely - 21%
- Redirected because answered No in a Previous Question - 17%

TOP 3 EYE CATCHERS:
- Apparel | 59%
- Money | 29%
- Food | 12%

Where do participants want to see this?
Question Asked: Where would you like to see/hear this messaging?
Check one only.

- Social Media | 48%
- Billboards | 52%

19 respondents
**CAPTION:** Aggressive drivers = ⚠ ⚠ ⚠ ⚠ ⚠ ⚠ ⚠ 

*A Captions were not tested in this round of A/B testing, but were tested in initial pretesting.*

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**CAPTION:** Safety is legendary when you’re in the driver’s seat. When it comes to driving, there’s no red flag behavior from you. ⚠ ⚠ ⚠ ⚠ You get attention for all the right reasons – by using clear turn signals and communicating your moves.

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**PREFERENCE:**

A | 86%
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B | 14%

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**COMMON THEMES:**

Respondents in general thought this referred to DISTRACTED rather than AGGRESSIVE driving behavior.

Note: Due to inconclusive data for this set, a focus group will be conducted that is specifically aimed at understanding aggressive driving behavior and its root causes, and revised creative will be A/B tested again.
TAKEAWAYS:

WHAT IS THE AD TELLING YOU TO DO?
- Focus on the road - 36%
- Keep your distance from other cars - 36%
- Drive safe - 28%

Note: Testing results did not seem to indicate enough awareness that the ad is targeting aggressive driving. The team will be conducting a follow-up focus group and then administering another round of A/B testing with revised creative.

HOW LIKELY ARE YOU TO DO WHAT IS SUGGESTED ON THE AD?
- Likely - 93%
- Neutral - 7%

TOP 3 EYE CATCHERS:
- Apparel | 50%
- Money | 40%
- Food | 10%

Where do participants want to see this?
Question Asked: Where would you like to see/hear this messaging? Check all that apply.
- Social Media | 42%
- Poster | 5%
- Billboards | 53%
*CAPTION: Make driving ✨your time✨ - when you’re out and about, put that phone on Do Not Disturb. Safety is self-care (and we stan self-care).

*CAPTION: VIBE CHECK – Nothing makes the vibes more👌 immaculate👌 than safe driving. So set up your playlist ahead of time, keep that phone out of your hands, and save that text for later.

PREFERENCE:
A | 7%
B | 93%

COMMON THEMES:
FEELINGS associated with the ad are very important to our primary audience with the top two comments being “RELAXED / CALMING,” and POSITIVE REACTIONS towards the word “VIBE.”

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.
FORT LAUDERDALE | PRECURSOR
A/B TESTING SUMMARY REPORT

TAKEAWAYS:

WHAT IS THE AD TELLING YOU TO DO?
- Drive safe - 100%

HOW LIKELY ARE YOU TO DO WHAT IS SUGGESTED ON THE AD?
- Likely - 100%

TOP 3 EYE CATCHERS:

- Apparel | 75%
- Money | 25%
- Food | 0%

Where do participants want to see this?
Question Asked: Where would you like to see/hear this messaging? Check all that apply.

- Social Media | 59%
- Billboards | 18%
- Web Ads | 18%
- TV/Streaming | 5%
KEY TAKEAWAYS - ALL CREATIVE
A/B TESTING SUMMARY REPORT

SPEEDING PREFERENCE:

Considerations:
- Make image more Florida-like
- Make image more vibrant

PRECURSOR PREFERENCE:

Considerations:
- Vibe tested very well
- No significant changes recommended

DISTRACTED PREFERENCE:

Considerations:
- Combine both options

AGGRESSIVE PREFERENCE:

Requires a focus group to better understand causes of aggressive driving behavior, and then another round of pretesting will be conducted.

OVERALL:

The content was understandable and impactful to the primary audience.

They were most drawn to messages that had a POSITIVE / HAPPY TONE. The word VIBE, tested overwhelmingly well as did a RELAXED / CALM TONE, and VIBRANT COLORS.
Program Evaluation
The “sharing the road” part of safe driving is not optional. This National Bike Month (and every month), be a good fellow roadway user and keep an eye out for your cycling friends. Why? Because everyone deserves to make it home safe at the end of the day.

Social Media Performance – Humor Approach

- **Facebook**
  - 5,564 reached
  - 207 engagements
    - 62 reactions
    - 17 comments
    - 4 shares
    - 124 link clicks

- **Instagram**
  - 384 reached
  - 26 engagements
    - 21 likes
    - 1 comment
    - 4 shares
Social Media Performance – Fact Approach

One of the safest choices you can make behind the wheel is to buckle up. Remember to use your seatbelt the right way every time you enter your vehicle.

Also, it's the law.
#ClickItOrTicket
NHTSA

- **2,693** reached
- **43** engagements
  - 16 reactions
  - 3 comments
  - 7 shares
  - 17 link clicks

- **169** reached
- **12** engagements
  - 8 likes
  - 4 shares
Social Media Performance – Empathy Approach

We don’t know who needs to hear this today— but drive safely. Someone cares about you.
Don’t let your loved ones get that phone call.

- **2,267 reached**
- **35 engagements**
  - 19 reactions
  - 2 comments
  - 8 shares
  - 6 link clicks

- **181 reached**
- **16 engagements**
  - 10 likes
  - 6 shares
Recommendations

- Pre-test phone survey or online survey, formatted for laptop or mobile phone
- Timing is prior to the first behavior campaign launch
- Cluster sample of an equal number of respondents across four selected regions, with emphasis on selected codes
- Inclusion Criteria
  - Male aged 22 to 27
  - Has driver’s license
  - 5th-grade reading level
  - Reside in selected zip codes and four regions
- Exclusion Criteria
  - Not meeting all inclusion criteria, an employee of FDOT, FHP or Ambassador

Key Performance Indicators

**KNOW**
- the facts
- self-recognition of responsibility
- power to act

**FEEL**
- change attitudes
- injunctive norms
- perceived susceptibility to driving behaviors relating to distraction, aggressive driving, and speeding

**DO**
- self-reported driving behaviors relating to distraction
- aggressive driving and speeding and behavioral intention

Survey sample size of 1600 responses determined, applying 95% confidence interval and power of feeding, as used in Public Health Sciences to measure expected effort
How likely is it that you will have a crash or close call in the next year if you engage in the following?

- Making a phone call or texting while driving.
- Exceeding the speed limit.
- Driving especially close to the car in front of you.
• Please rate the following statements how they best describe you, on the 7-point scale ranging from 1 (Strongly Agree) to 7 (Strongly Disagree).
  • I have the power to start my driving trip early enough so I can arrive on time without having to exceed the speed limit.
  • While driving, I am in control of whether to make phone calls or text.
  • While driving, I have the power to keep my full attention on driving and not allow any distractions.
  • While driving, staying within the speed limit demonstrates self-control.
  • While driving, maintaining a safe distance from the car in front of me demonstrates self-control.
  • While driving, I have the power to control my anxiety and stressors.
  • It is up to me to safeguard others by the way I drive.
Changed Attitudes

• I can win the respect of most people who are important to me by…
  • …starting my driving trip early enough so I can arrive on time without having to exceed the speed limit.
  • …waiting to make a phone call or text until after I arrive at my destination.
  • …keeping my full attention on driving and not allowing any distractions.
  • …exceeding the speed limit to make up for lost time.
  • …maintaining a safe distance from the car in front of me
• Most people who are important to me think it is all right for me to...
  • …wait to make a phone call or text until after I arrive at my destination.
  • …exceed the speed limit to make up for lost time.
  • …drive especially close to the car in front of me
In the past month, how often did you start your driving trip early enough so you could arrive on time without having to exceed the speed limit?

In the past month while driving, how often did you wait to make phone calls or text until after you arrived at your destination?

In the past month while driving, how often did you keep your full attention on driving and not allow any distractions?

In the past month while driving, how often did you exceed the speed limit to make up for lost time?

In the past month while driving, how often did you drive especially close to the car in front of you (called tailgating or following too closely)?
While driving in the next month, how likely or unlikely is it that you will do the following?

- Start your driving trip early enough so you can arrive on time without having to exceed the speed limit.
- Delay making phone calls or texting until after you arrive at your destination.
- Keep your full attention on driving and not allow any distractions.
- Exceed the speed limit to make up for lost time.
- Drive especially close to the car in front of you (called tailgating or following too closely).
Messaging Placement

- In the last 3 months, where have you seen or heard any messages about refraining from making phone calls or texting while driving?
- In the last 3 months, where have you seen or heard any messages about maintaining safe distance from the car in front of you?
- In the last 3 months, where have you seen or heard any messages about not speeding?
- In the last 3 months, where have you seen or heard any messages relating to “Let’s Get Everyone Home”?

Please check all that apply:

- Billboards
- Radio/streaming (e.g. Spotify, Pandora, etc.) ads
- Social media
- Television/streaming (e.g. Hulu, YouTube, etc.) ads
- Web ads
- I have not seen or heard any messages
- Other (please specify)
Internal and Partner Engagement
Internal Coordination Efforts

- Continued one-on-one District meetings for Safety and Public Information Offices (PIOs):
  - Co-branding of current safety messaging
  - Prepare for community outreach opportunities starting July with new behavior messaging, resource coordination
- PIO weekly statewide calls to discuss challenges and opportunities regularly
- Monthly Target Zero internal update meetings
- Executive updates (May 2021, October 2021, April 2022)
- Executive overview – ‘Marketing 101,’ June 2022
Partner Engagement Opportunities

Monthly Statewide Partner Agency Updates, and Focused Meetings
Safety Coalitions (Occupant Protection, Ped/Bike, Impaired, Teen, Safe Mobility for Life, Motorcycle)
Maryland Highway Safety Office - Annual Highway Safety Summit, April 18th
District 1 Vision Zero Workshop May 4th-5th
GTSITE May 26th
Pedestrian and Bicycle National Webinar- June 29th
Transportation Symposium June 9th
AASHTO National TransComm Webinar June 16th
FCITE Jacksonville August 9th
Gulf Coast Complete Streets Summit November (Mobility Week)
Ambassador Program
Raising Internal Awareness: No matter what office you officially call ‘home,’ we all can play a role to support safety

In the Community: Grass-roots outreach efforts greatly improve safety messaging effectiveness – these conversations one-on-one have far-reaching impacts

In Your Everyday Life: Even when you’re not ‘on-the-clock,’ there are ways to improve safety culture in Florida

Currently 137 members statewide
Ambassador Activities

“Another place you don’t want to go over the load limit is on a scooter.”
Ambassador Activities

Speed vs. Fuel Consumption

<table>
<thead>
<tr>
<th>Make &amp; model</th>
<th>55 mph</th>
<th>65 mph</th>
<th>75 mph</th>
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</thead>
<tbody>
<tr>
<td>Acura TSX 2.4-lter 4-cyl</td>
<td>39.9 mpg</td>
<td>35.5 mpg</td>
<td>30.7 mpg</td>
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<td>30.9</td>
<td>27.4</td>
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<td>Mercury Mountaineer 4.6-lter V8</td>
<td>23.8</td>
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<td>Toyota Camry 2.5-lter 4-cyl</td>
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<td>34.6</td>
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<tr>
<td>Toyota Yaris 1.5-lter 4-cyl</td>
<td>42.5</td>
<td>37.9</td>
<td>34.0</td>
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</tbody>
</table>

Source information can be found at:
https://www.thesimpledollar.com/insurance/auto/fuel-efficient-driving-guide
Next Steps
Behavior Media Components

- **Paid media:** Targeted social media (Instagram, Tik Tok, etc.), audio and video streaming (YouTube, Spotify, etc.), gas pump videos, billboards
- **Earned media:** Media release, talking points, press events, interviews, social blogs
- **Shared media:** FDOT social platforms, partners’ (Facebook, Instagram, Twitter)
- **Owned media:** Website, digital audio and video assets, newsletters, community event engagement items (branded tents, table covers, feather banners, activities, branded tangible items, ‘tip cards’), vehicle wraps, etc.
Next Steps (Year 1)

• Statewide Brand Awareness
  • Continued, co-branding of existing safety messaging
  • Paid media brand awareness May to August

• Behavior Campaigns
  • A/B Creative Testing in April/May
  • Another Round - Aggressive
  • Baseline Evaluation before July
  • Full PESO media starting July

• Additional Resources in Development
  • Support for behavior media pitches
  • Microsite Development
  • Cultural messaging

• Continued Internal and Partner Collaboration
JUNE IS NATIONAL SAFETY MONTH

Over 3,000 lives are lost every year to PREVENTABLE CRASHES in Florida. TOGETHER, we can bring this number down to ZERO.

SAFETY IS IN YOUR HANDS!

Let’s Get Everyone Home

TargetZeroFL.com
Thank You!

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For more information, visit:
www.TargetZeroFL.com