Agenda

• Partner Target Zero Activities and Updates
• Recap April Meeting
• Campaign Update
  • Statewide Brand Awareness Implementation
  • Targeted Behavior Campaigns Development
• Evaluation of Effectiveness
• Internal and External Coordination
• Ambassador Program Update
Partner Target
Zero Updates
Go ORANGE Day Statewide
Last Month

• Statewide Brand Awareness Campaign Update
• Behavior Campaign
  • AB Testing Results
  • Sample Creative Revisions
• Baseline Evaluation
• Internal and External Coordination
• Ambassador Update
• District Target Zero Efforts
Campaign Update: Statewide Brand Awareness
Influence what is common and acceptable

Constant connection
Feeling rushed
Reckless thrills

To prevent resulting unsafe driving behavior

Distraction
Aggression
Speeding

Our Challenges Are Bigger Than Transportation

Relating To What People Care About:

Self-care
Time management
Community responsibility

Focus on driving
Empathy for others
Slow the roll
Initial Target Audience, Regions, Behaviors

Brand Awareness – Statewide

Behaviors – Targeted
- Distraction
- Reckless/Aggressive
- Speeding

Causes / Precursors
- Desire to stay connected
- Thrill, adrenaline rush
- Time management
- Stress management
- Cultural norms

MAP OF FLORIDA WITH REGIONS
- Distraction
- Speed
Media Phases (Includes Paid, Earned, Shared, Owned)

**Phase 1: Statewide Brand Awareness Campaign**
- Paid media* funded by NHTSA
  - May 2022 – August 2022
  - September 2022 and beyond**

**Phase 2: Behavior Change Campaign**
- Paid media* funded by FHWA
  - July 2022 – June 2023
  - July 2023 and beyond**

*Accompanied by Shared, Earned, and Owned Media

**With continual evaluation to adjust messaging, audience, and regions of focus
All Safety Messaging Co-Branding, Brand Awareness
Statewide Launch Components

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- Fact Sheet
- Brand Guidelines
- Templates
- Partner Toolkit and Talking Points
- Social Content
- Presentations
- Ambassador Program Information
Target Zero Fact Sheet Updates

• Updated, easy to understand language
• Sharing is caring, please bring to your events
• Use language inside, this is approved and ready for you!
“Did you know? On average, eight people are killed every day on Florida’s roads.

Even one fatality is one too many. Florida’s Target Zero initiative is working toward zero fatalities on our roadways.

Will you help us? Let’s get everyone home.”

“No matter where you’re headed, someone you love is waiting for you at home.

We want to know – who do you drive safe for, Florida?”

“Did you know that listening to Elton John can make you a safer driver? Science says so.

Just be sure to set that playlist before you hit the road – never drive distracted.”
Owned Media and Branded Items

NEXT: Branded tents and tablecloths, vehicle wraps
Posters

Examples of Owned media:
- Website
- Print materials for displays
- Signs/Dynamic Message Signs
- Signal cabinet wraps
- Fleet vehicle wraps
- Posters/displays
- Rest Areas
- Welcome Centers
- Branded tents, table covers
- Branded tangible items
Also Lobby Monitors, Lock Screens, Slides
Engagement Items

**Let’s Get Everyone Home.**

I Pledge to make safety a priority in all of my daily choices whether walking, biking, driving, or working. I know we all have a part to play in driver safety and will do my part in getting myself and others home safe.

#TargetZeroFL
## 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>
</tr>
<tr>
<td>Railroad Crossing*</td>
<td>August</td>
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</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.*
Work Zone Paid Media Examples

GIVE WORKERS A BRAKE
LET’S GET EVERYONE HOME.

LIGHTSPEED PROHIBITED
GIVE WORKERS A BRAKE
PROTECT YOUR CREW
THE WRONG WAY TO TAILGATE
Campaign Update: Targeted Behaviors
Initial Target Audience, Regions, Behaviors

Brand Awareness – Statewide

Behaviors – Targeted
- Distraction
- Reckless/Aggressive
- Speeding

Causes / Precursors
- Desire to stay connected
- Thrill, adrenaline rush
- Time management
- Stress management
- Cultural norms
Behavior Campaigns: Creative Brief Tool

Know/Understand

- People are dying on Florida roads every
- Serious consequences of distracted driving
- Control of anxiety/stressors can help prevent crashes

Feel

- In control of their actions, reactions, and digital distractions
- Empowered change their behavior
- Compassion for themselves and others
- Inspired to make a change

Do/Action

- Be more present
- Leave enough time
- Change phone habits
- Avoid engaging in dangerous behaviors
- Influence others
Sample - Revision:
Image resonated with target audience but not the text; therefore, revisions to text – includes positive and negative
Revisions for AB Testing in April 2022

Sample - Revision:
Text resonated with target audience but not the image; therefore, revisions to include the preferred image from the billboard.
Revisions for AB Testing in April 2022

Sample - Revision:
Text resonated with target audience but not the image; therefore, revisions to include the preferred image from the billboard.
Revision:
Aggressive visuals were interpreted as Distracted, so revised to clarify
Addition: Self-care resonated with audience, is a positive solution to address multiple precursors
After this next round of AB testing is complete, we’ll share the results from our target audience with you.

Your feedback on this is important to us!
Comparison to Traditional Messaging

Don’t text and drive.

Focus on driving.

FLHSMV • FDOT

TARGET ZERO

FDOT

NO ONE, YOU'RE DRIVING.

WHO YA GONNA TEXT?

WHO YA GONNA TEXT?

NO ONE, IT'S YOU TIME.

FLHSMV

FDOT

TARGET ZERO

FDOT
NHTSA Messaging Is Also Evolving

Look at those faces! 😍 These sweet pups are just begging for you to come home! Always drive safely. #NationalPuppyDay

Whoa, whoa, whoa! Put the phone down. You’ll never see spring if I end up as roadkill.
Program Evaluation
Baseline Behavior Evaluation

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 feeling, as used in Public Health Sciences to measure expected effort
Target Zero Social Media Performance

Industry Standard Engagement Rates

**Facebook**
- Good: 5-6%
- Very Good: 7% and above

**Instagram**
- Good: 3-5%
- Very Good: 5% and above

**Twitter**
- Average: 1%
Internal and Partner Engagement
Partner Engagement Opportunities

Developed Partner Agencies Opportunities Database

Monthly Partner Agency Updates, and Focused Meetings – FLHSMV, FHP, FSA 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

GTS ITE May/June

Pedestrian and Bicycle HalMoon Seminars- National Webinar- June

Transportation Symposium June 9th

AASHTO National TransComm Webinar June 16th

ITE Chapter in Jacksonville August 9th

Gulf Coast Complete Streets Summit November (Mobility Week)
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)
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 134 members statewide
Next Steps
Next Steps

- **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
  - Baseline Evaluation before July
  - Full PESO media starting July

- **Additional Resources in Development**
  - Tents, table covers
  - Support for behavior media pitches
  - Microsite Development
  - Cultural messaging

- **Continued Internal and External Collaboration**
MAY IS YOUTH TRAFFIC SAFETY MONTH
Thank You!

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