Driver Safety Campaign
A Human Factors Approach
November 9, 2021
Meeting Agenda

• Welcome
• October Meeting Recap
• Focus Group Findings
• Campaign Development
• Partner Engagement
• Ambassador Program
Welcome Partners, please share your name and agency.

Go to menti.com on either your cellphone or computer and insert code 5518 0088

OR

Scan the QR Code
Please share your name and agency.

Kris Carson, FDOT

Carlos Sarmiento, FDOT D6

LTC Mark Brown, Florida Highway Patrol

Aaron Keller, FLHSMV

Billy Caneda, FDOT D4 Communications

Stephanie Moss, FDOT District 5

Paula S. Scott, FDOT - District 4

Mo Hassan, FDOT

Mary O'Brien, FDOT (Florida Dept. of Transportation)
Please share your name and agency.

- Tracy Hisler-Pace (FDOT)
- Matt Nance FDOT District 2
- FDOT, District One
- Nick Hope - District 2 FDOT
- Gail Holley, FDOT Safe Mobility for Life Program
- Chris Craig, FDOT
- Jessica, FLHSMV
- Sarita Taylor - FDOT
- Mike Zinn - FDOT D-7
Please share your name and agency.

- Cynthia Turcos, D6 PIO office
- Lora Hollingsworth, FDOT
- Libertad Acosta-Anderson, D5
- Sara Hendricks, CUTR USF
- Paige Landrum - FLHSMV
- Michael Lewis

Deborah Chesna

FDOT
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

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**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

1. Evaluate Previous Safety Campaigns
2. Evaluate Effective Behavior Change Campaigns
3. Analyze Behaviors Contributing to Crashes
4. Research Focus Audience
5. Develop, Test and Deploy New Campaigns
6. Evaluate Effectiveness – Outputs / Outcomes
October Meeting Recap
October Meeting Recap

- Welcome
- Crash Data Findings
- Focus Groups
- Target Zero Initiative
- Partner Engagement
Partner Input

Opportunities that are available to engage with our target audience?

Agency initiatives or campaigns FDOT supports through co-branding with Target Zero or support to maximize effectiveness?

Internal or external obstacles that could impact the success of the campaign?

Local partners that we should engage with about the Target Zero initiative?
Your Input into Action

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

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

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

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

- **PAID MEDIA**
  - Sponsored posts
  - Cards
  - Online News
  - Travel apps
  - Broadcast
  - Spotify
  - Sponsored outdoor

- **EARNED MEDIA**
  - Response to detractors
  - Detractors to loyalists
  - Loyalists to advocate

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

- **SOCIAL MEDIA**
  - Facebook
  - Twitter
  - NextDoor
  - Instagram
  - LinkedIn
  - Snapchat
  - YouTube
  - Pinterest
  - TikTok
Your Thoughts?
Focus Group & Audience Research
Campaign Approach

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Focus Groups

Who
Where
When
What

Why
Focus Groups

- Hosted 17 focus group sessions
- Target audience: men, ages 17 – 44
- Questions focused on feedback around the “why” behind driver behaviors
- Facilitator was within the target demographic audience
# Recruiting Stats

## Florida Driver Focus Group Recruiting Stats

<table>
<thead>
<tr>
<th>Total Calls / Texts</th>
<th>Total Emails</th>
<th>Total Organizations</th>
<th>Total Denials</th>
<th>Total Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>43 - Tampa</td>
<td>88 - Tampa</td>
<td>88 - Tampa</td>
<td>77 - Tampa</td>
<td>27 - Tampa</td>
</tr>
<tr>
<td>102 - Orlando / Volusia</td>
<td>160 - Orlando / Volusia</td>
<td>150 - Orlando / Volusia</td>
<td>92 - Orlando / Volusia</td>
<td>17 - Orlando / Volusia</td>
</tr>
<tr>
<td><strong>445 - Total</strong></td>
<td><strong>893 - Total</strong></td>
<td><strong>749 - Total</strong></td>
<td><strong>283 - Total</strong></td>
<td><strong>65 - Total</strong></td>
</tr>
</tbody>
</table>

**KEY:**
- Tampa
- Orlando / Volusia
- Miami / Ft. Lauderdale
- West Palm / Naples / Ft. Myers
Focus Group Key Findings

Risky Behaviors

- Drive differently depending upon who is in the car
- Most drive faster heading to work, slower coming home
- Believe all drivers make subjective calculations about risk
- Using cell phone, texting, and playing music while driving is normal behavior
- Common risky driving behaviors include speeding, tailgating, brake checking, running a red light, rolling through stop signs, no use of signals, drifting or weaving, phone usage, young and old drivers
- Drive more defensively because of other drivers’ behavior
- They check their phone at stop lights

“More alert in the morning, more tired in the evening. Will speed if late.”

“I drive more defensively when the kids are in the car. Leaving more space between me and another car, more polite to other drivers, allow to merge in. Trying to set a better example and not risk hurting the boys. When I’m by myself it isn’t a bigger deal.”
Focus Group Key Findings

**Anxiety/Stress Factors**

- Anxiety or pressure affects driving
- Fear of being disconnected from family, friends, and work
- Don’t feel the same pressure while running errands
- Common distractions / contributing factors of crashes were noted
- They know they shouldn’t use their phones but still do
- Speed on way to work because feel anxious about being late
- State of mind/ emotions affects driving behavior
- Drive more cautiously with kids, parents, and family members in the car
- Construction causes anxiety and increased risky driving behavior
- Believe that drivers are crazy

“At almost every light, traffic is slow to move when the light turns green because someone is on the phone.”
Focus Group Key Findings

Education/Knowledge of Law

- Driver education is lacking
- Believes law enforcement often overlooks this type of violation
- Most learned to drive from a family member and through experience
- They believe younger drivers engage in risky driving behaviors due to lack of training and experience
- Believe people should be fined for distracted/risky driving, with fines increasing for repeat offenders
- All of them rate themselves as above-average drivers
- Recommend defensive driving courses, continuing education, and even retesting

“Sees very little enforcement of red light running. “It’s shocking how bad it is here.”
Focus Group Key Findings

**Media /Technology**

- Credible information on traffic / driving comes from several sources
- All will check incoming text / notifications
- Use technology like Siri to screen notifications
- All participants use phones to play music while driving
- They are all familiar with “Click It or Ticket” and “Arrive Alive’ Campaigns
- They prefer humor in campaigns
- They use all forms of social media, navigation apps, and local news for traffic and weather updates
- Most have heard of Do Not Disturb but some don’t use it due to privacy concern
- View government, safety officials, and local news media as credible sources of information
- Quick, repetitive and impactful messaging is key

“*Geico or Mayhem commercials are funny and unexpected*”
Campaign Development
Campaign Approach

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Target Zero

Campaign Team is working to:

- Expand the awareness of Target Zero within FDOT and with partners
- Identify opportunities to leverage existing safety awareness
- Build engagement opportunities and share Target Zero information
Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:

1. Target Zero Statewide Brand Awareness
2. Use crash data and focus group findings to inform campaign messaging
3. Develop targeted behavior campaigns
4. Continue building general awareness of Target Zero
Target Zero Co-branding
Target Zero Brand Guidelines

LOGO

**Usage**

GIMME SPACE:

- Minimum 1/4" clear space

SIZE MATTERS:

- No smaller than 1" wide

NOPE:

- Zero tolerance for treatments

Do NOT change colors:

- Only brand colors

COLORS

**Primary:**

- HEX #4A2DB5
- RGB 74-45-91

- HEX #1A485D
- RGB 19-77-93

- HEX #221A0E
- RGB 34-26-14

**Secondary:**

- HEX #E36026
- RGB 227-162-38

- HEX #655833
- RGB 100-91-83

- HEX #BFB984
- RGB 191-185-150

- HEX #4F142B
- RGB 207-29-43
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
Ambassador Program
FDOT Target Zero Employee Ambassadors

**GOAL**
As FDOT employees, we aim to eliminate fatalities and serious injuries throughout Florida’s transportation system through the efforts of Target Zero.

**MISSION**
Target Zero Ambassadors are advocates for a safe and inclusive transportation network. We are dedicated to helping promote the strategies vital for FDOT and its partners to provide a safe multimodal system.

**VISION**
We acknowledge the power we have within our workplace and community to help Florida reach its target of zero fatalities and serious injuries throughout our transportation system.
Next Steps
Let’s Discuss and Merge Our Ideas
Q. What are some opportunities you envision to use co-branding with your agency?

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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.
- Great question for partners to inform FDOT on what their capabilities are.
- Include all of our partners to have them and us on the same page.
- Digital logo for DMS.
- Seat belt usage is down and fatal crashes with no seat belts is up. Partner with FHP in click it or ticket.
- In the short term, FLHEMV-led driver safety campaigns like Move Over, Hit And Run awareness, etc.
- 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.
- It would be great to have a shared calendar site where agencies can also submit their events as well, in building the Statewide calendar.
- Scale vector graphics files of logos.
- Include in project specific education/outreach.
FDOT Safety Moment

If you see a wrong-way driver:

- Use Caution
- Reduce Speed
- Pull Over
- Call 911

Wrong Way Driver Reported. Use Extreme Caution.
Partner Safety Moment
Thank You!

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https://www.fdot.gov/Safety