

# 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](https://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

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# Please share your name and agency.



Tracy Hisler-Pace (FDOT)

Matt Nance FDOT District 2

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Nick Hope - District 2 FDOT

Gail Holley, FDOT Safe Mobility for Life Program

Chris Craig, FDOT

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# Please share your name and agency.



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Sara Hendricks, CUTR USF

Paige Landrum - FLHSMV

Michael LewisFDOT District 3

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# Influencing Behavior | Saving Lives



**94%**

of crashes nationally  
involve driver behavior  
as a contributing factor

## On Florida's Roads ...



Daily  
Fatalities



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

# Influencing Behavior | Saving Lives

**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



A blue-tinted photograph of a man in a suit pointing at a screen in a meeting room. The man is in the foreground, looking towards the right. In the background, another person is visible, and there are various items on a table, including a pair of glasses and some papers.

# 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?

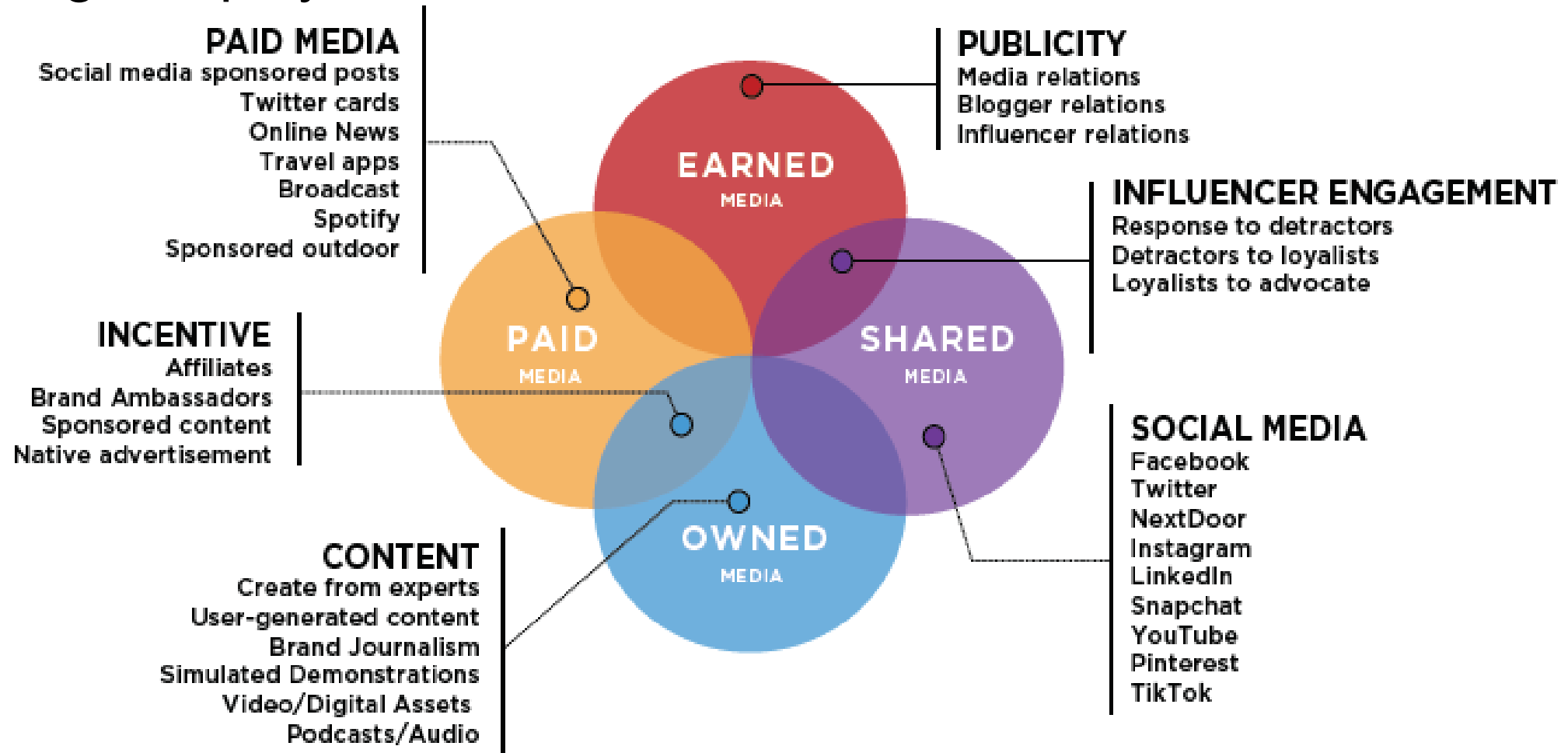
**Agency initiatives or campaigns** FDOT supports through co-branding with Target Zero or support to maximize effectiveness?

**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





# Your Thoughts?



A photograph of a group of people in a meeting, with a man in a suit in the foreground. The image is overlaid with a dark purple gradient. The text 'Focus Group & Audience Research' is written in white, bold, sans-serif font across the middle of the image.

# Focus Group & Audience Research

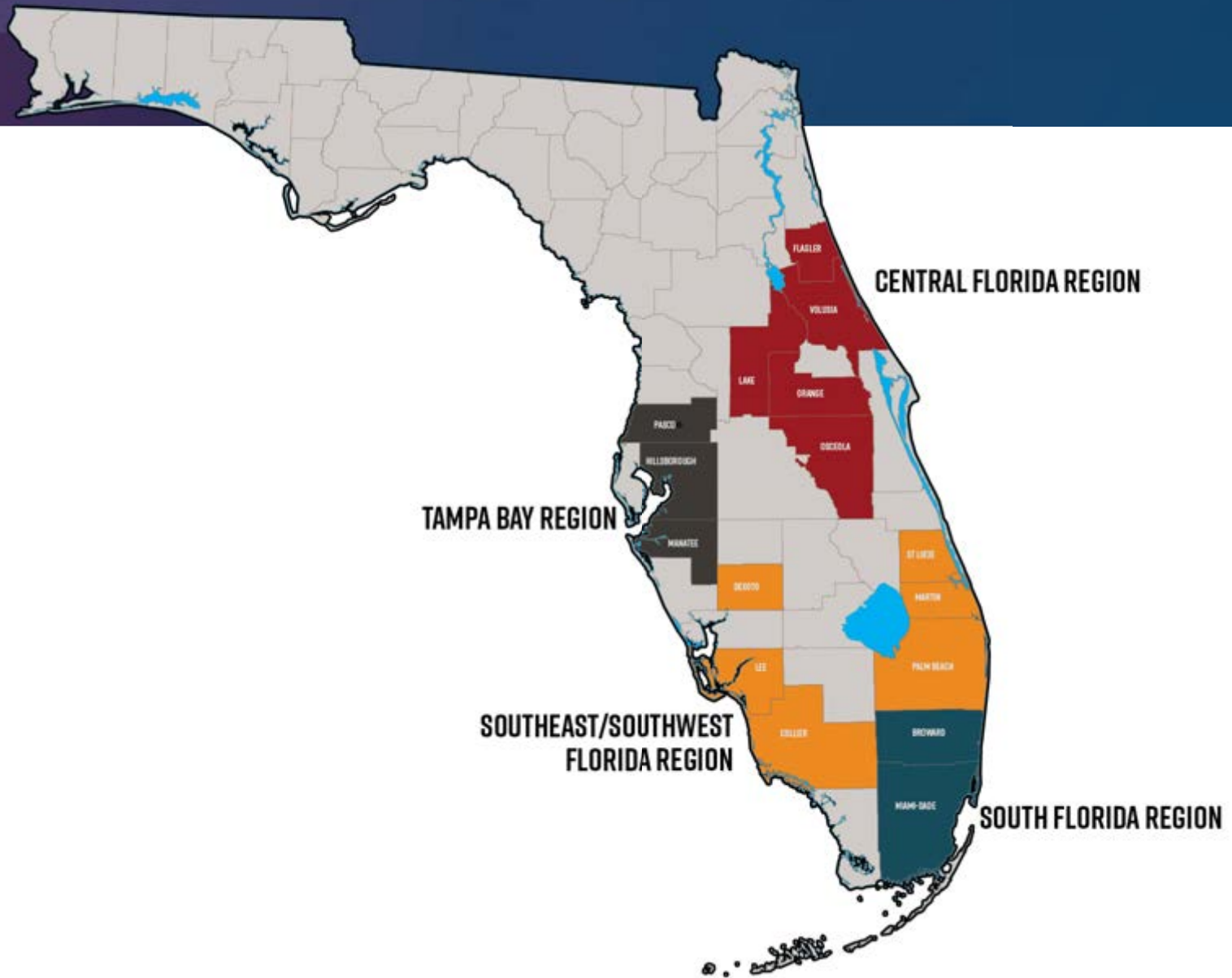
# Campaign Approach



# Focus Groups

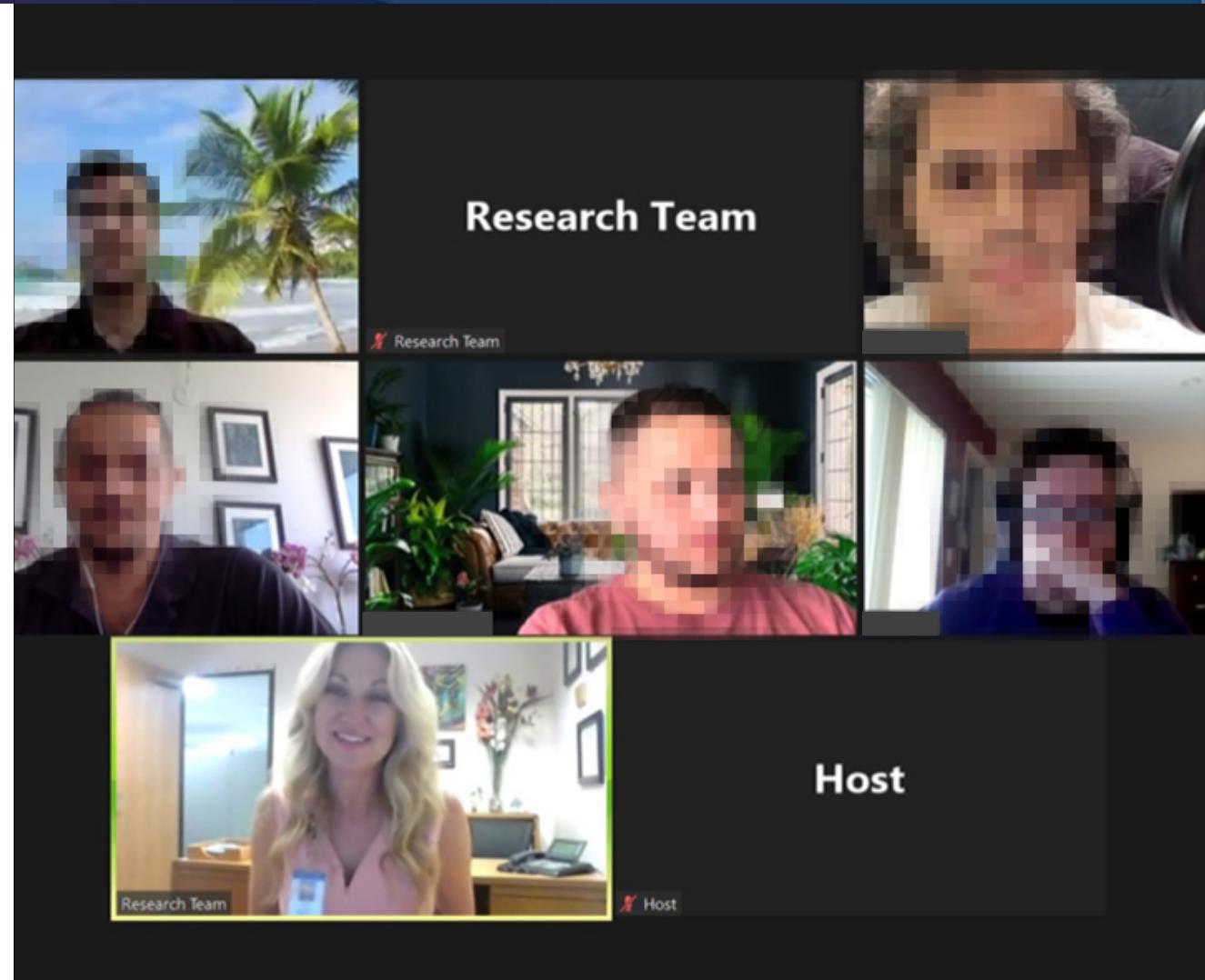
Who  
Where  
When  
What

# 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

### Total Calls / Texts



**43** - Tampa  
**102** - Orlando / Volusia  
**199** - Miami / Ft. Lauderdale  
**101** - West Palm / Naples / Ft. Myers

**445** - Total

### Total Emails



**88** - Tampa  
**160** - Orlando / Volusia  
**231** - Miami / Ft. Lauderdale  
**414** - West Palm / Naples / Ft. Myers

**893** - Total

### Total Organizations



**88** - Tampa  
**150** - Orlando / Volusia  
**110** - Miami / Ft. Lauderdale  
**401** - West Palm / Naples / Ft. Myers

**749** - Total

### Total Denials



**77** - Tampa  
**92** - Orlando / Volusia  
**74** - Miami / Ft. Lauderdale  
**40** - West Palm / Naples / Ft. Myers

**283** - Total

### Total Participants



**27** - Tampa  
**17** - Orlando / Volusia  
**13** - Miami / Ft. Lauderdale  
**8** - West Palm / Naples / Ft. Myers

**65** - Total

KEY: ■ Tampa ■ Orlando / Volusia ■ Miami / Ft. Lauderdale ■ West Palm / Naples / Ft. Myers

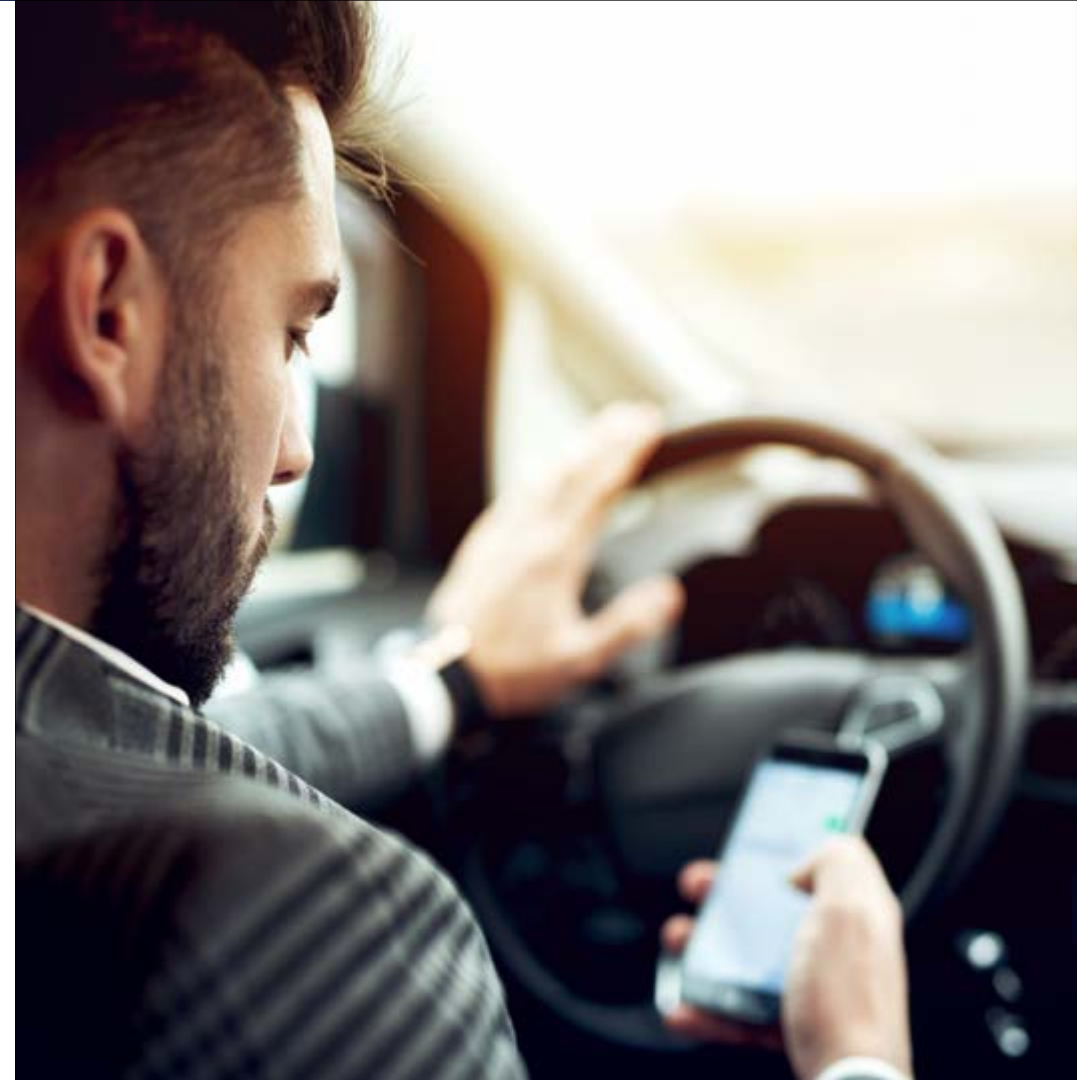
# Focus Group Key Findings

## 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.”*

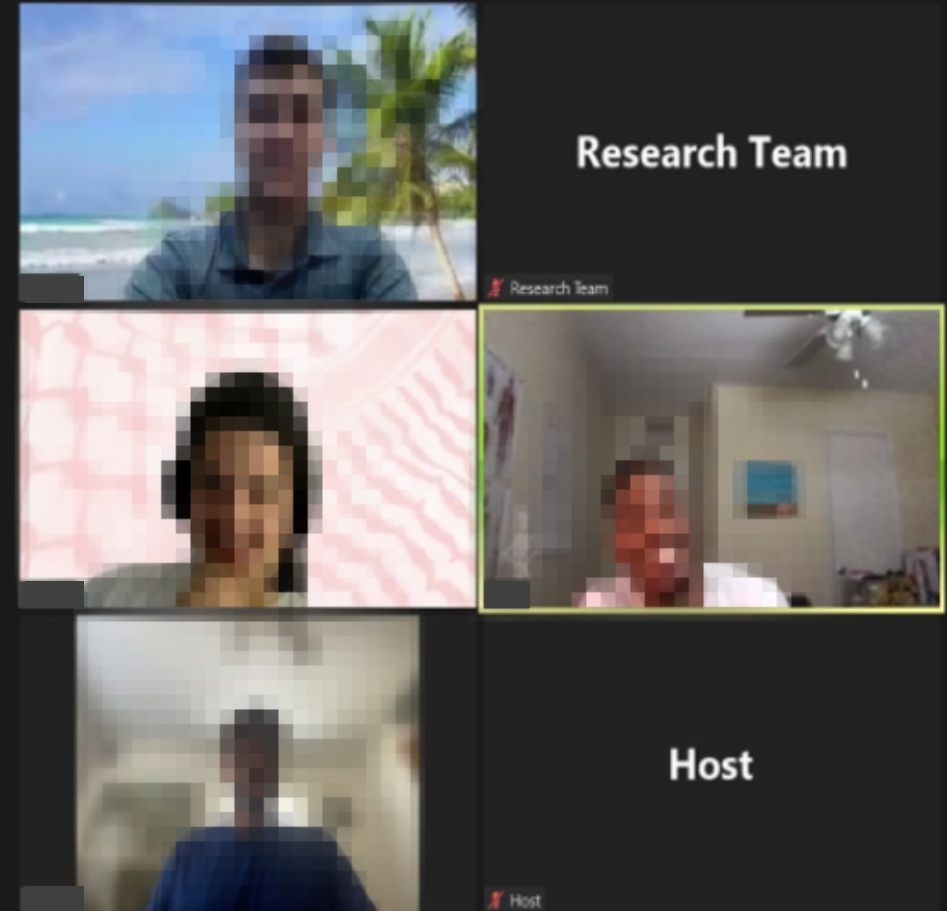


# Focus Group Key Findings

## 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.”***



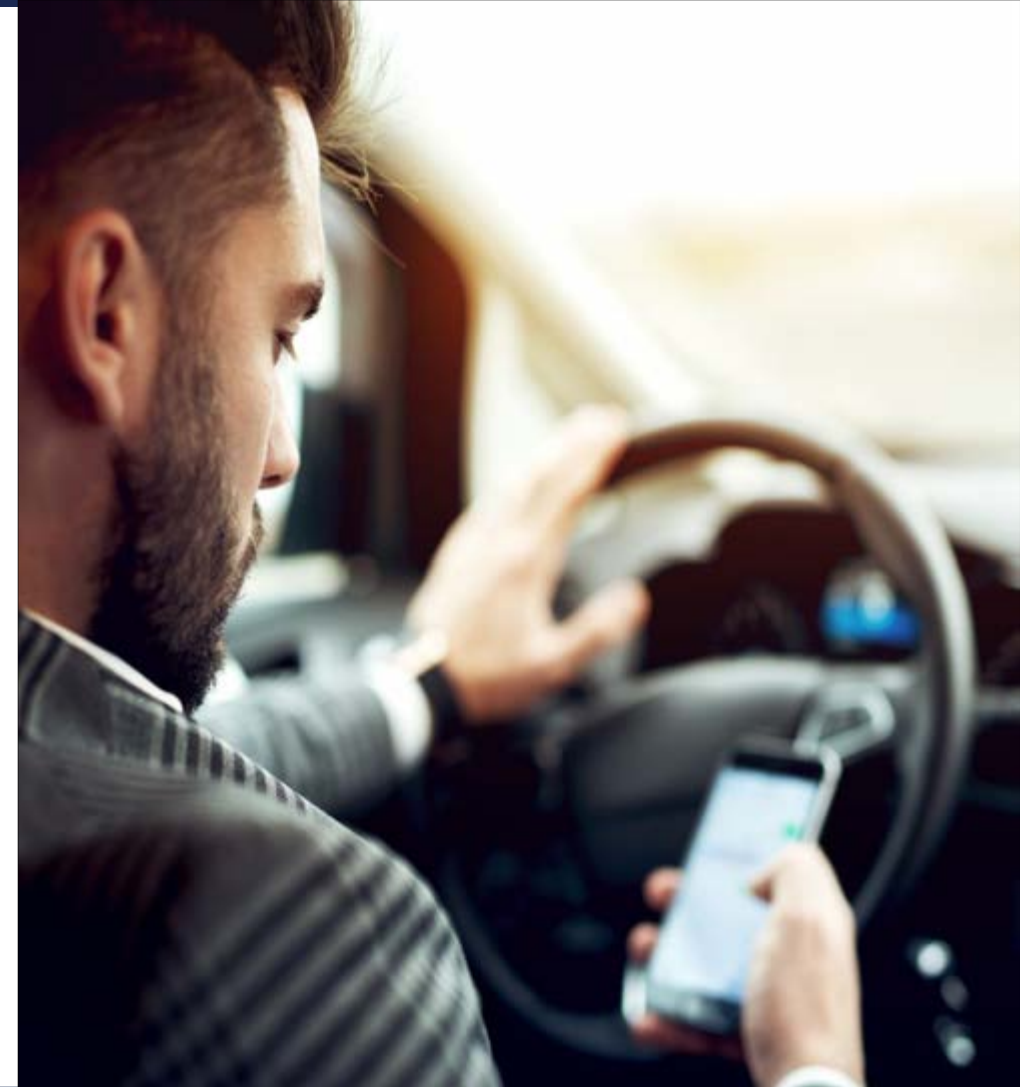


# Focus Group Key Findings

## 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.”***

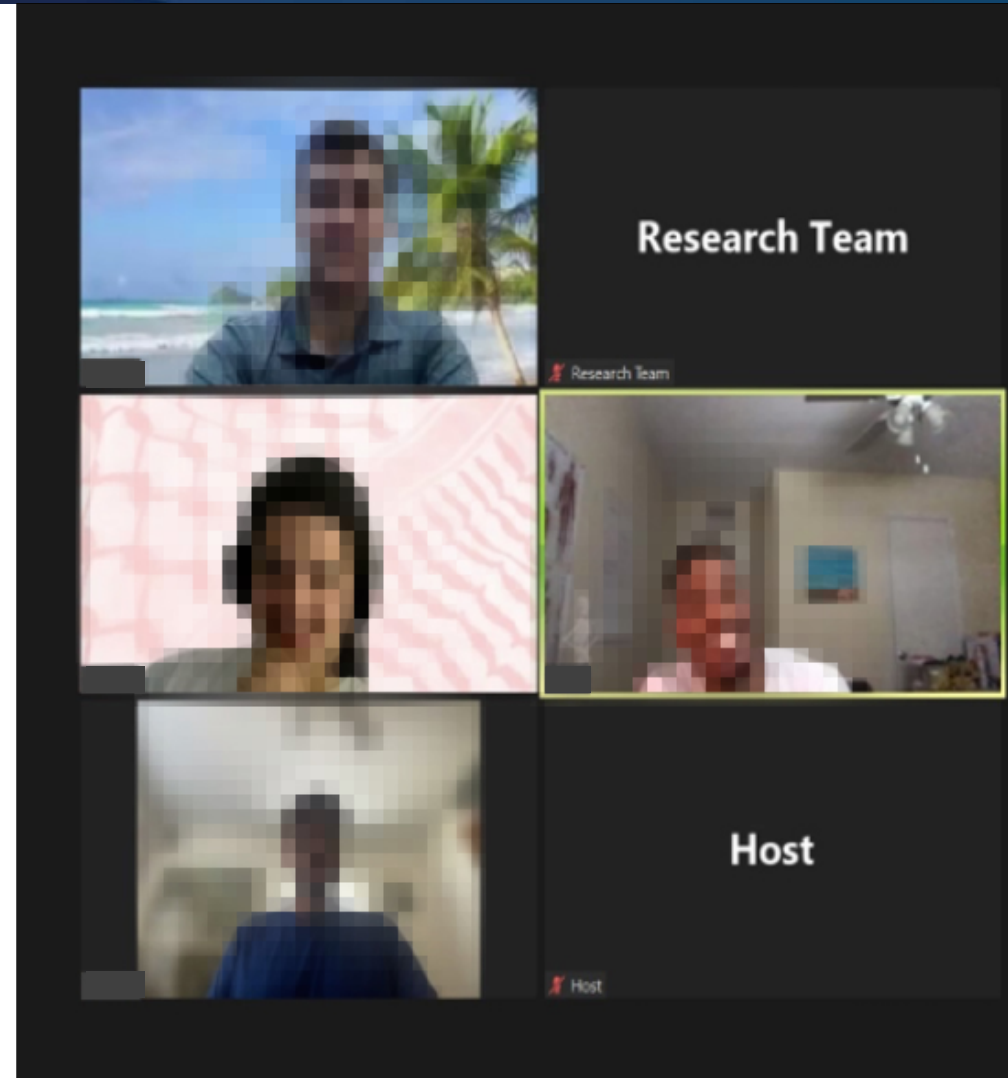


# Focus Group Key Findings

## 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”***



A photograph of a woman with long hair, seen in profile, smiling warmly at a baby seated in a car seat. The scene is set inside a vehicle, with the car seat and window visible. The entire image is overlaid with a semi-transparent blue filter. The text 'Campaign Development' is centered over the image in a white, sans-serif font.

# Campaign Development

# Campaign Approach



# 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



Full Color



100% Black



White for Dark Backgrounds

## USAGE

GIMME SPACE:



MINIMUM 1/4" CLEARSPACE

SIZE MATTERS:



NO SMALLER THAN 1" WIDE

NOPE:



ZERO TOLERANCE FOR TREATMENTS

DO NOT CHANGE COLORS:



BRAND COLORS ONLY

## COLORS

PRIMARY:



SECONDARY:







# 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



A woman with dark hair is smiling from the driver's seat of a car. The image is viewed through the car window and has a blue tint. The text "Ambassador Program" is overlaid in white.

# 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**.

A photograph of a man driving a car, overlaid with a semi-transparent blue filter. The man is in the driver's seat, looking forward with a slight smile. The car's interior, including the steering wheel and dashboard, is visible. The text 'Next Steps' is overlaid in white on the left side of the image.

# Next Steps

# SCHEDULE

2021 ↓

2022

SEP

OCT

NOV

DEC

JAN

FEB

MAR

APR

MAY

JUN

JULY



Analyze Existing Safety Campaigns and Scan Successful Behavior Campaigns



Analyze Existing Crash Records and Conduct Root Cause Analysis



Identify Effective Audience Segmentation Techniques



Methods of Behavior Change Evaluation of Effectiveness



Identify Audiences for Campaigns



Conduct Research with Focus Groups and Audiences



Develop and Implement Statewide Target Zero Campaign



Develop Targeted Campaigns



Conduct Campaign Testing



Implement Targeted Campaigns



Evaluate Effectiveness of Campaigns



# Let's Discuss and Merge Our Ideas





## Q. What are some opportunities you envision to use co-branding with your agency?

Go to [menti.com](https://menti.com) on either your cellphone or computer and insert code **5518 0088**



OR

Scan the QR Code





# 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, FLHSMV-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



# Partner Safety Moment



# Thank You!



<https://www.fdot.gov/Safety>

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