

Traffic Safety Campaign

A Human Factors Approach

October 5, 2021



Meeting Agenda

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





Mentimeter

During the polling questions, go to menti.com on either your cellphone or computer and the insert code

OR

Scan the QR Code



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

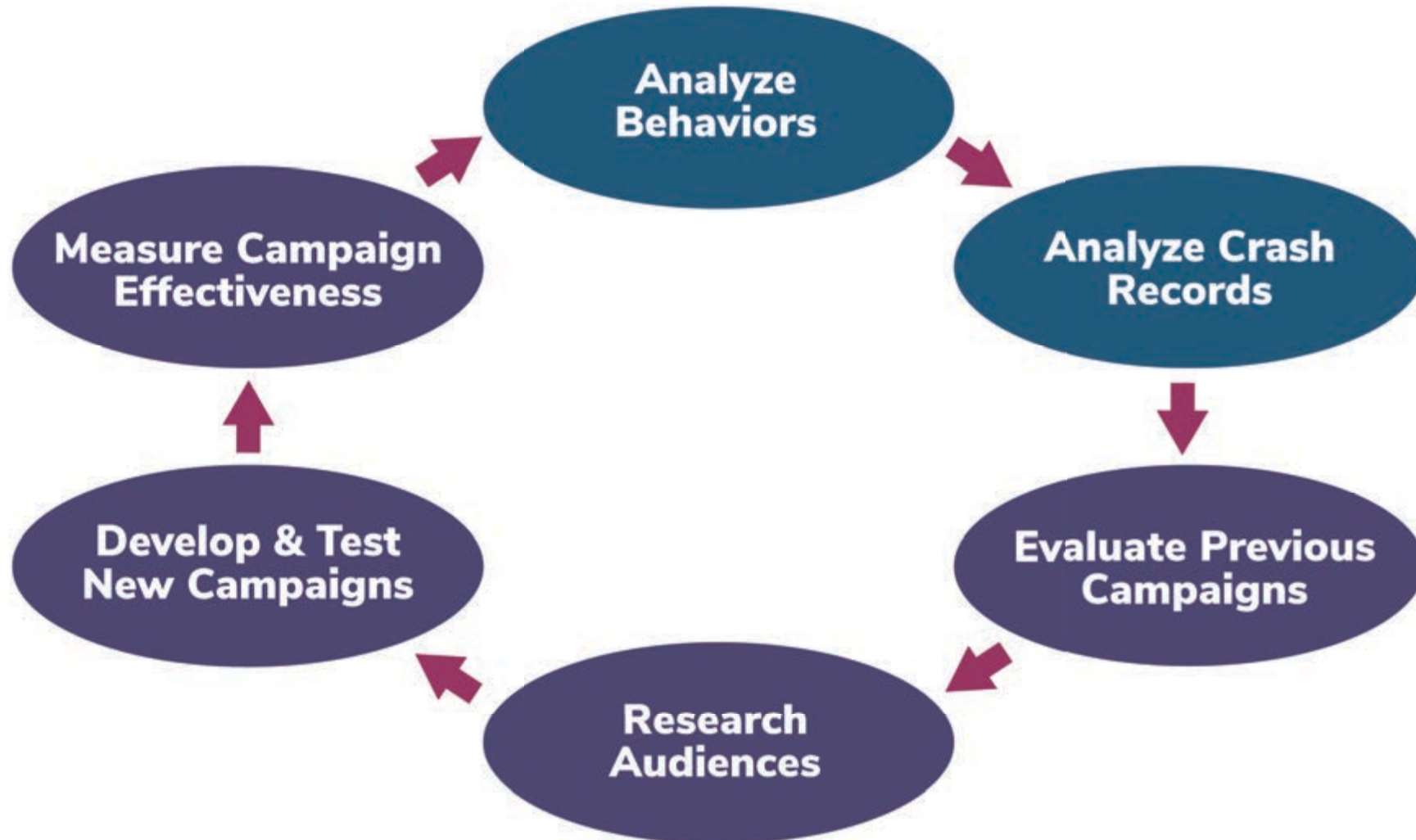
ROAD USERS:

- Pedestrian and bicyclist safety
- 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

Campaign Approach

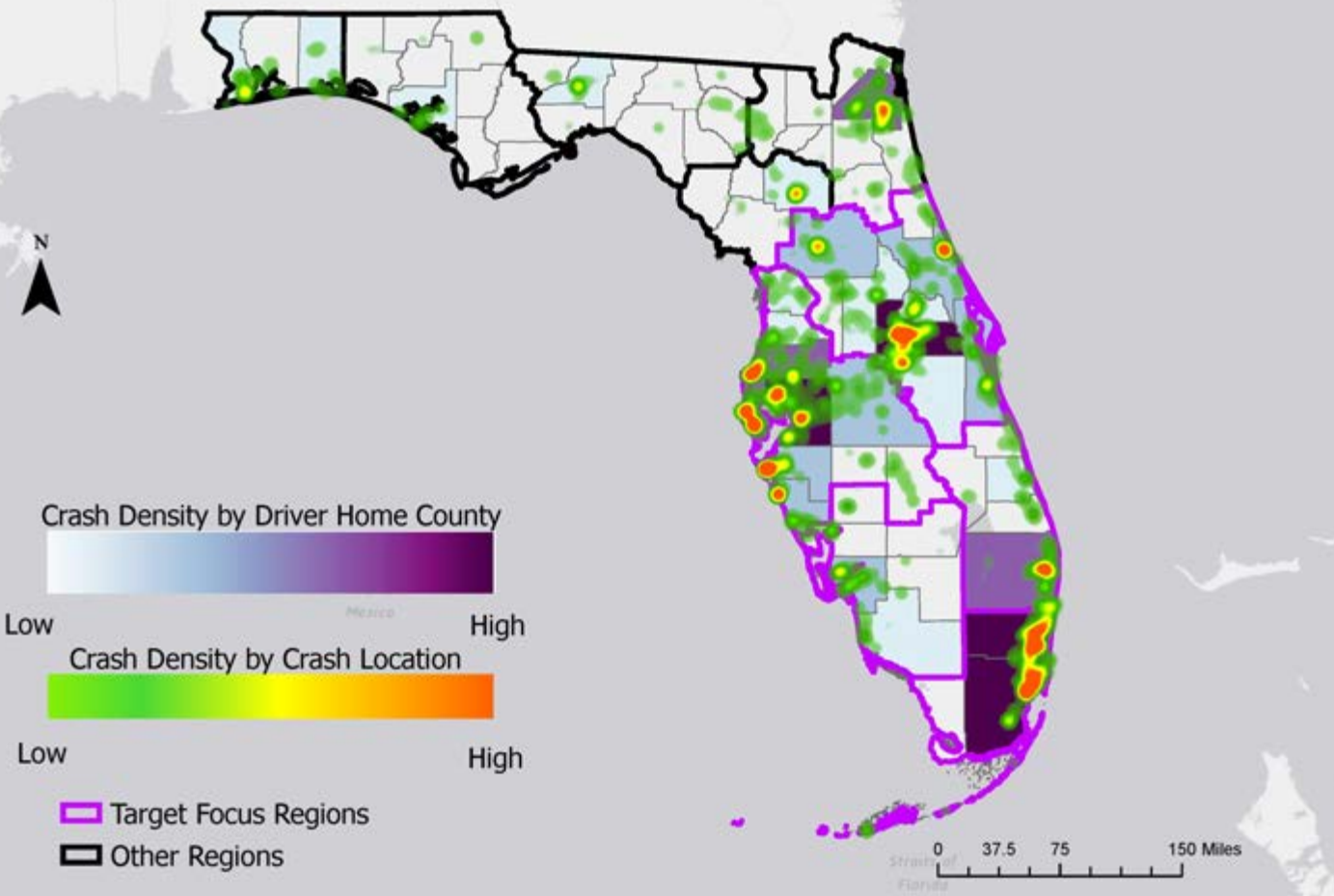


A man in a blue uniform is pointing at a whiteboard in a meeting room. The whiteboard has a diagram of a car's interior and some text. The background is a blurred office setting.

Crash Analysis Findings

Vital Few Focus Areas - Statewide Crashes

VFS Fatal and Serious Injury Crashes (2015-2020)



**Vital Few Focus Areas =
79.1% of All Crashes**
(Lane Departure, Intersection,
Pedestrian & Bicycle)

Statewide Crashes

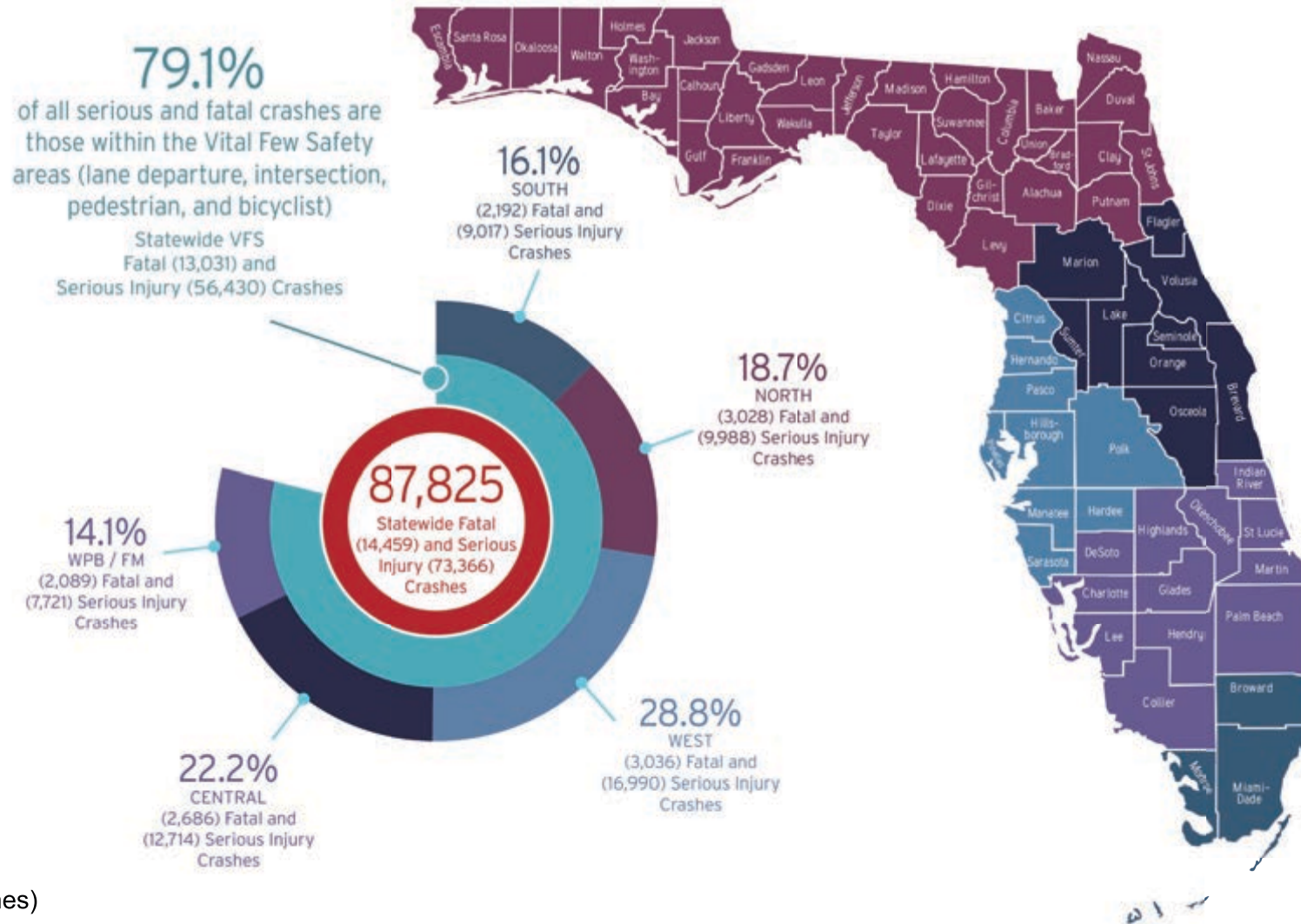
Statewide Serious Injury and Fatal Crashes

Common Findings for All Regions

- Time of Day = 2:00 p.m. – 9:00 p.m.
- Day of Week = Friday
- Months = March, May, and December

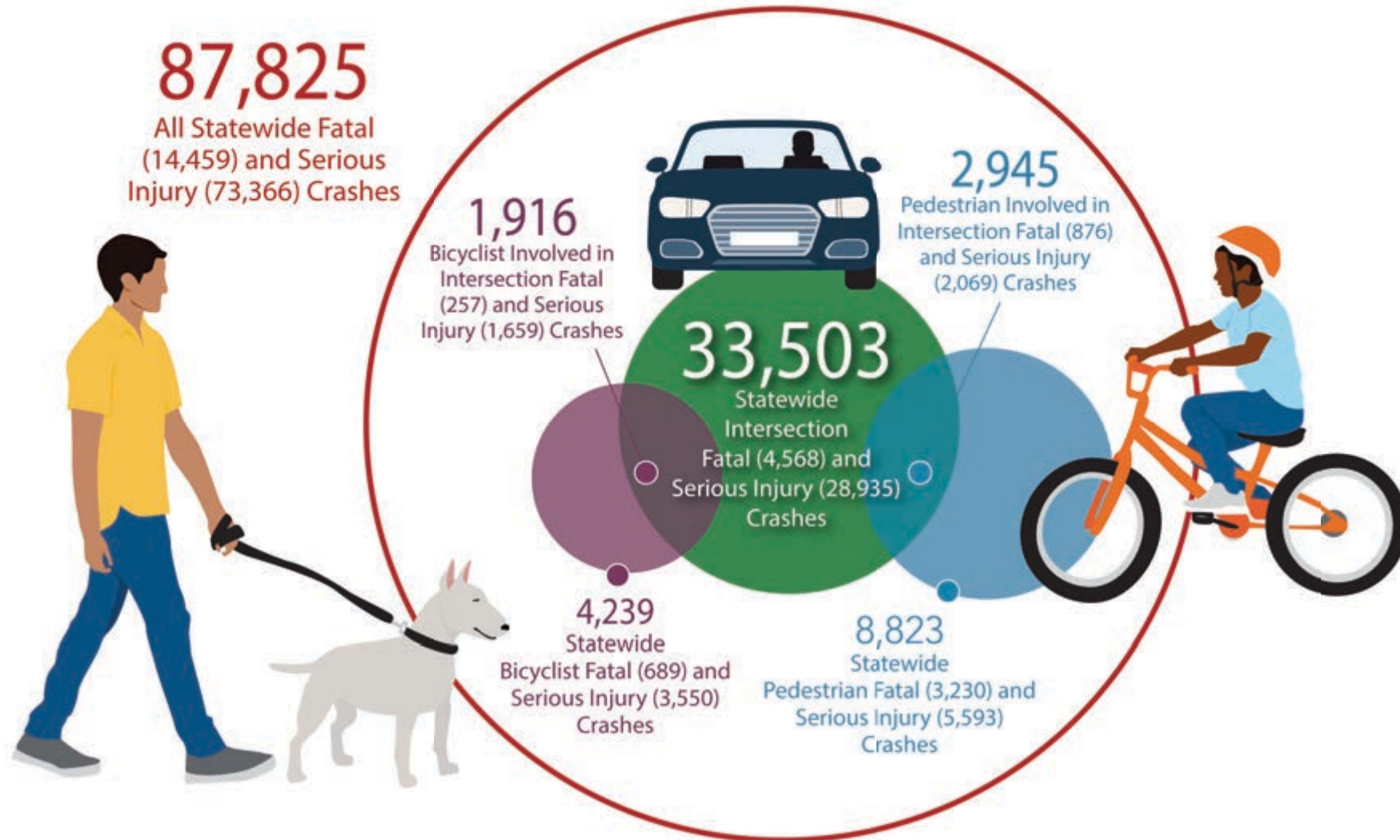


Vital Few Safety Area Crashes



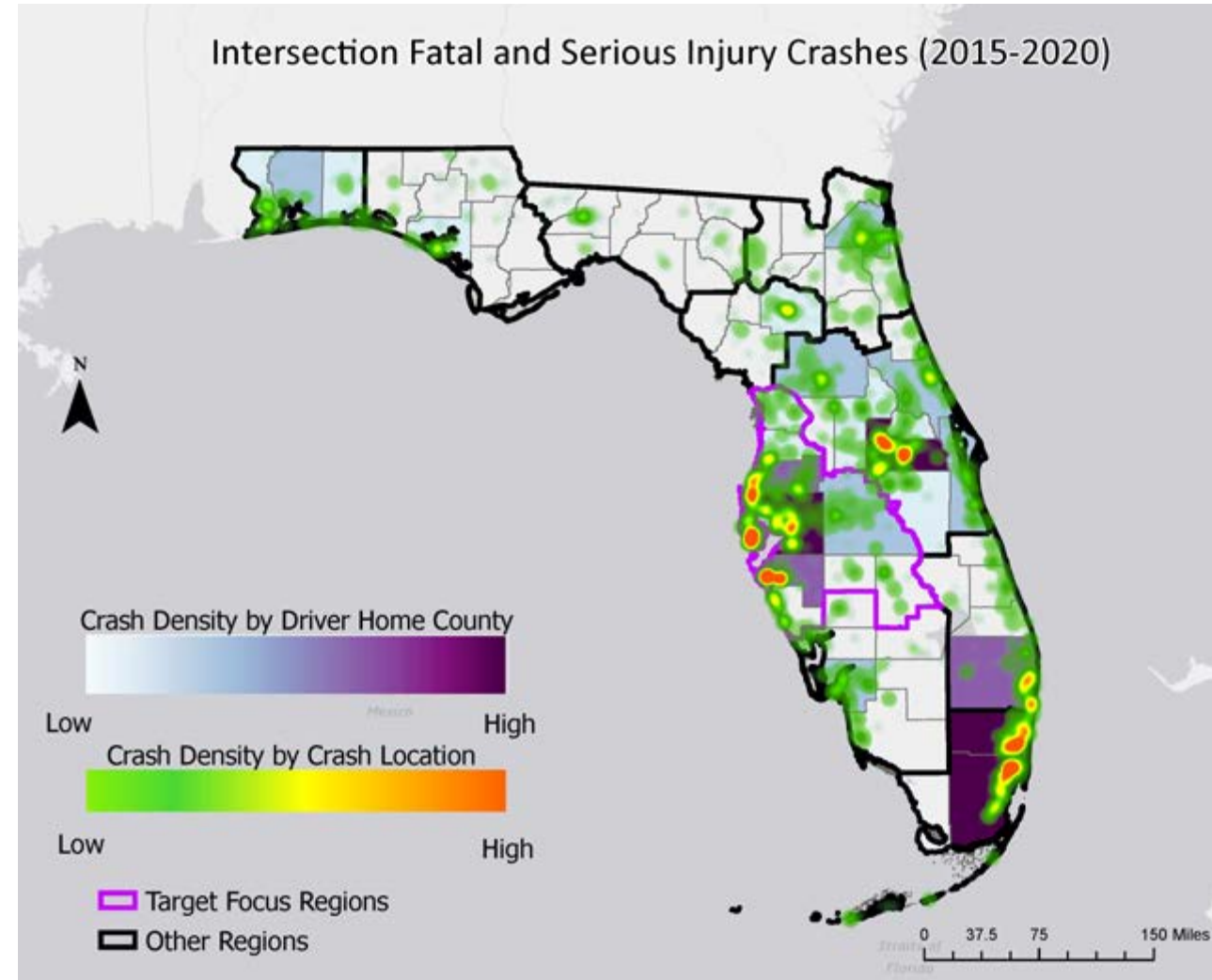
(2015-2020 statewide all crashes)

Intersection Crashes = 38% Statewide

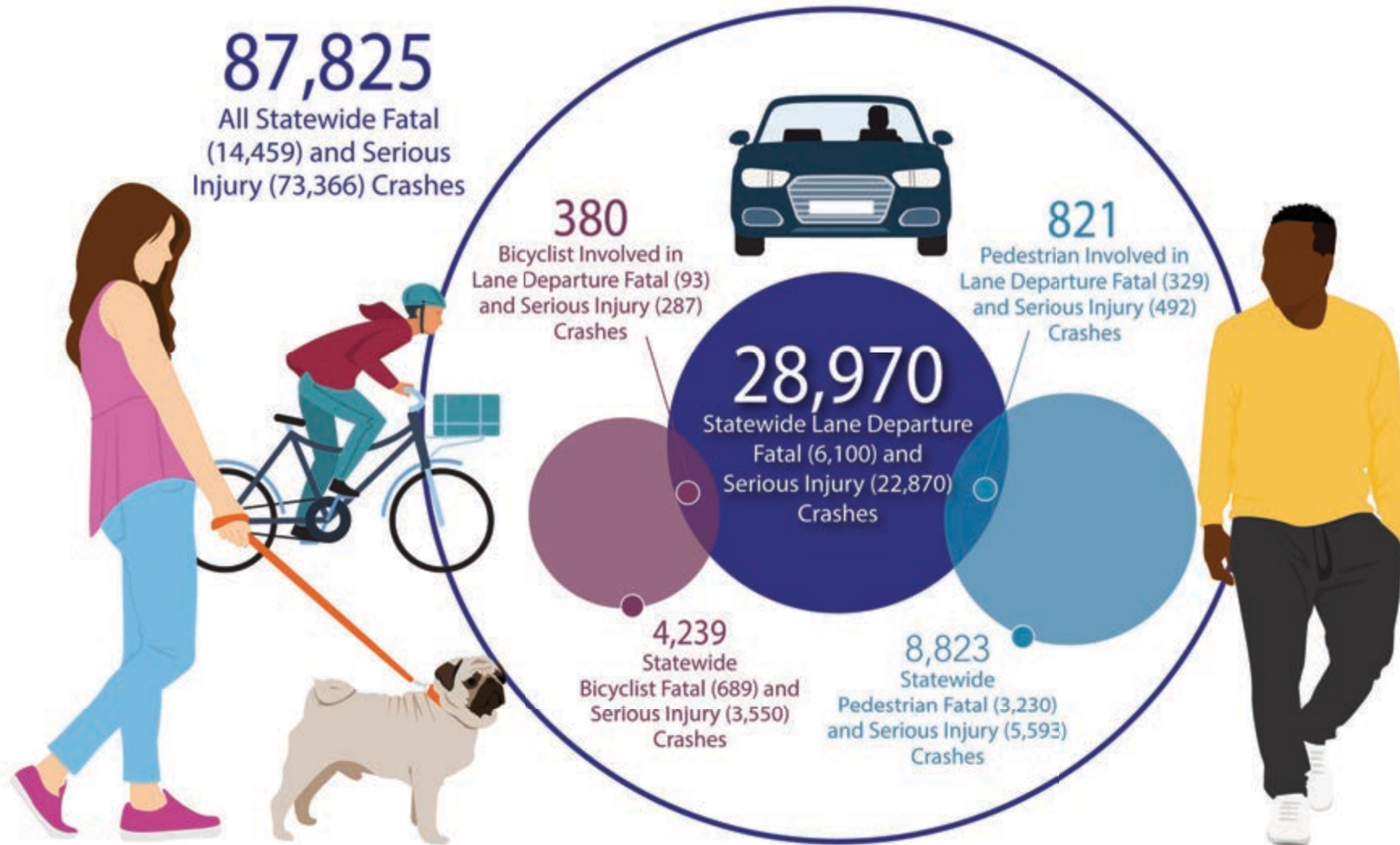


Intersection Crashes

- *Who* = Males ages 17 – 43
- *Where* = **Tampa Bay Region (30.8%)**
 - Central Florida Region (19.9%)
 - South Florida Region (14.1%)
 - North Florida Region (7.9%)
 - Southeast Florida Region (5.4%)
 - Southwest Florida Region (2.8%)

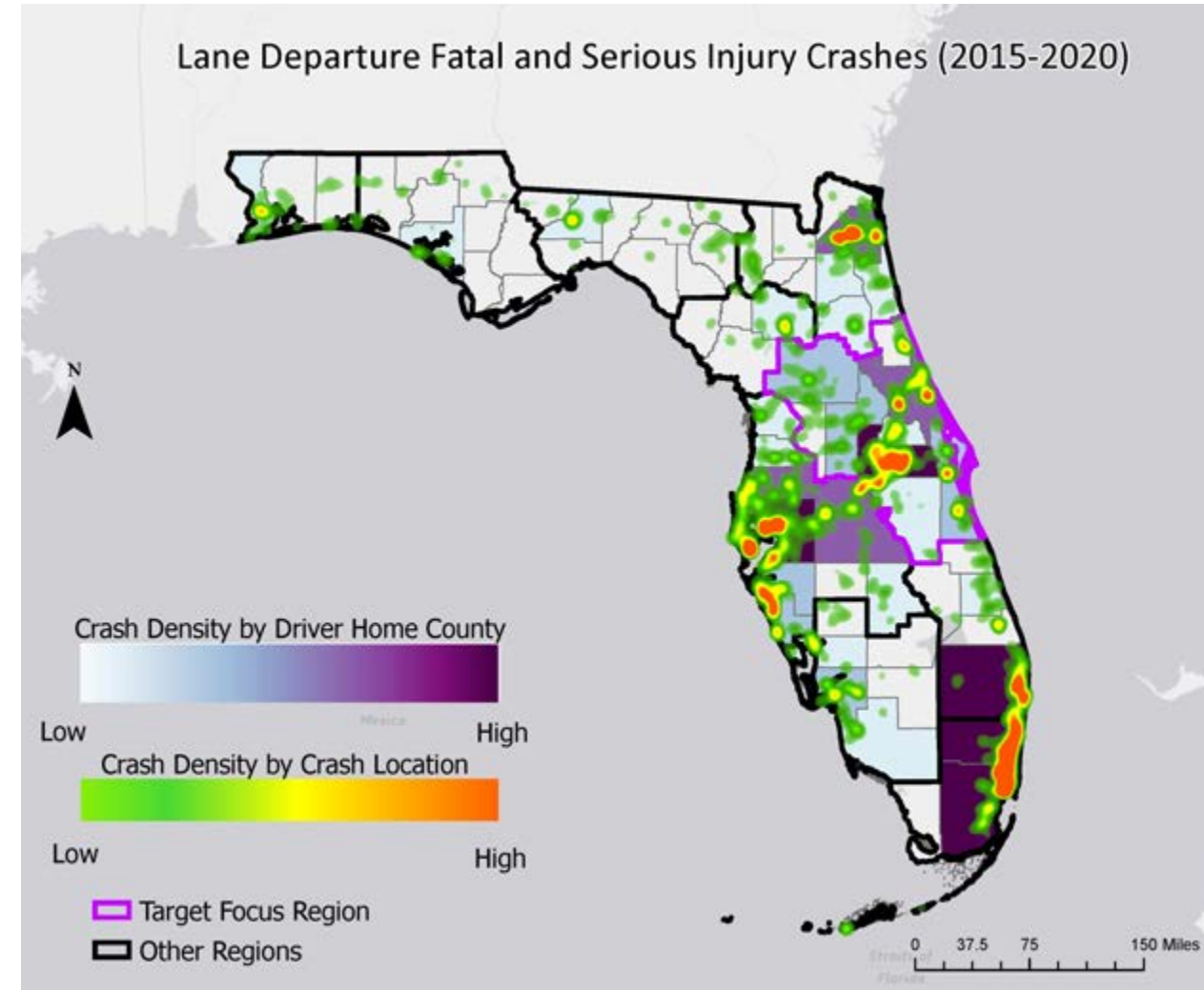


Lane Departure Crashes = 33% Statewide

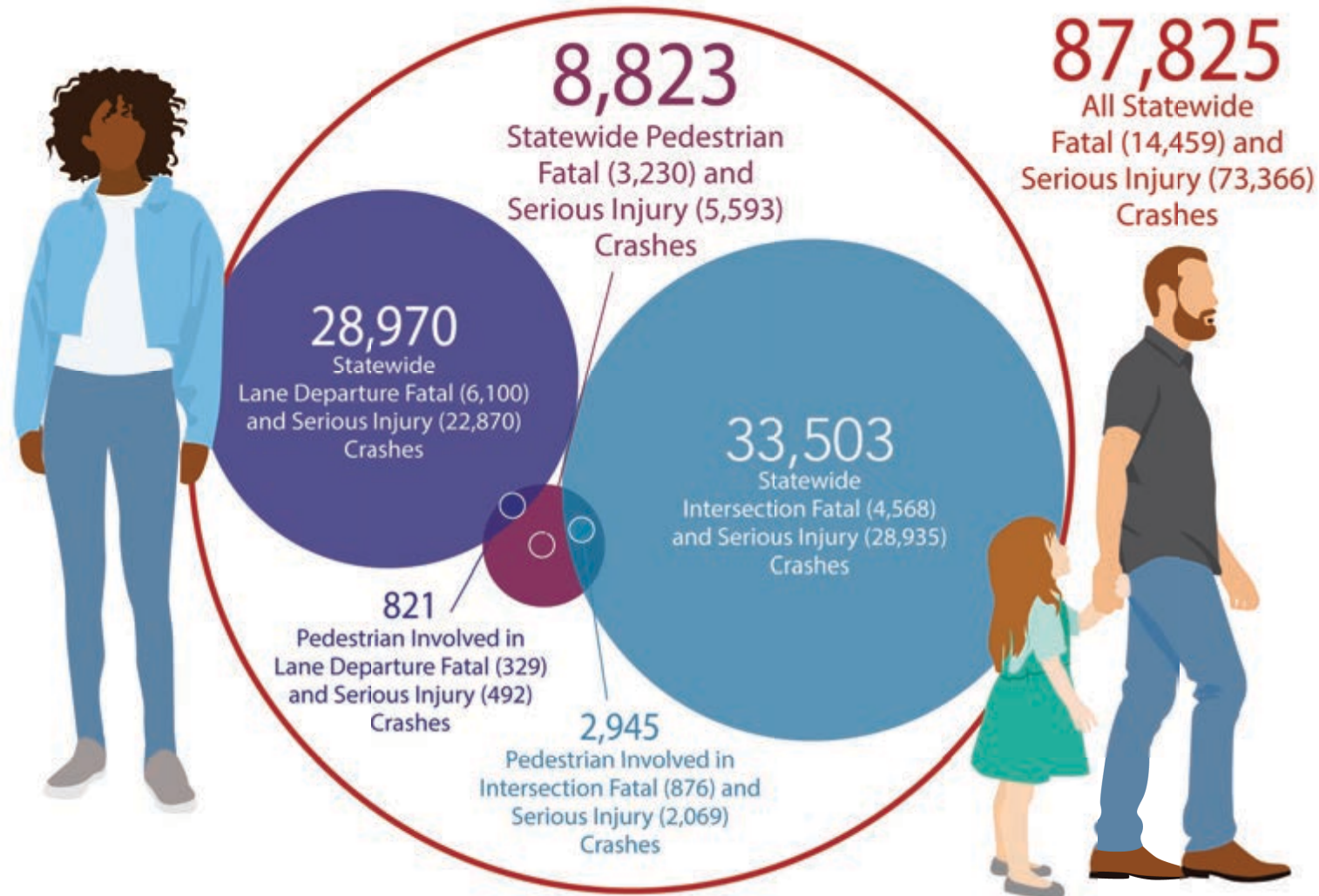


Lane Departure Crashes

- *Who* = Males ages 18 – 35
- *Where* = **Central Florida Region (18.99%)**
Tampa Bay Region (23.55%)
South Florida Region (14.62%)
North Florida Region (11.43%)
Southeast Florida Region (6.14%)
Southwest Florida Region (5.58%)

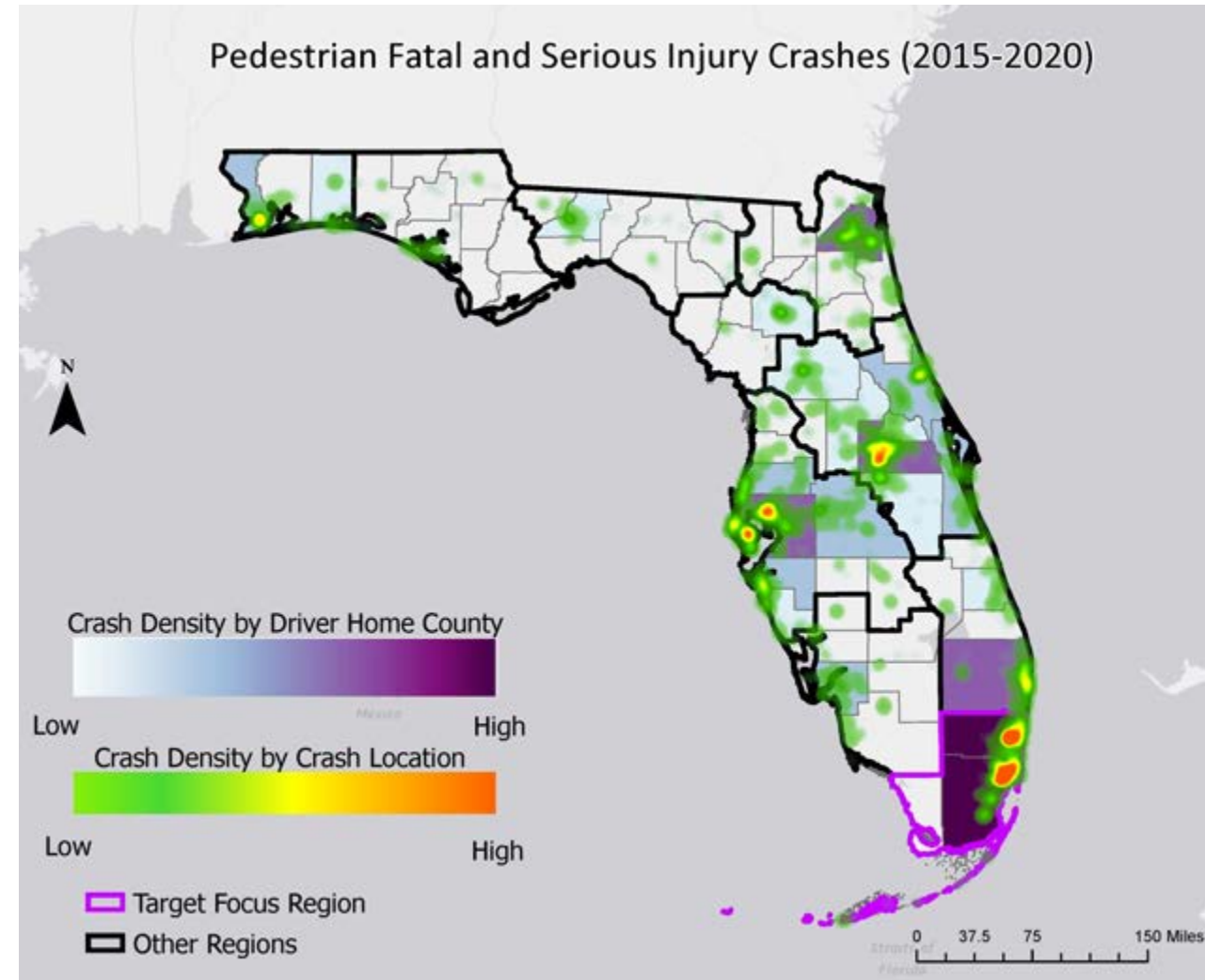


Pedestrian-Involved Crashes = 10% Statewide

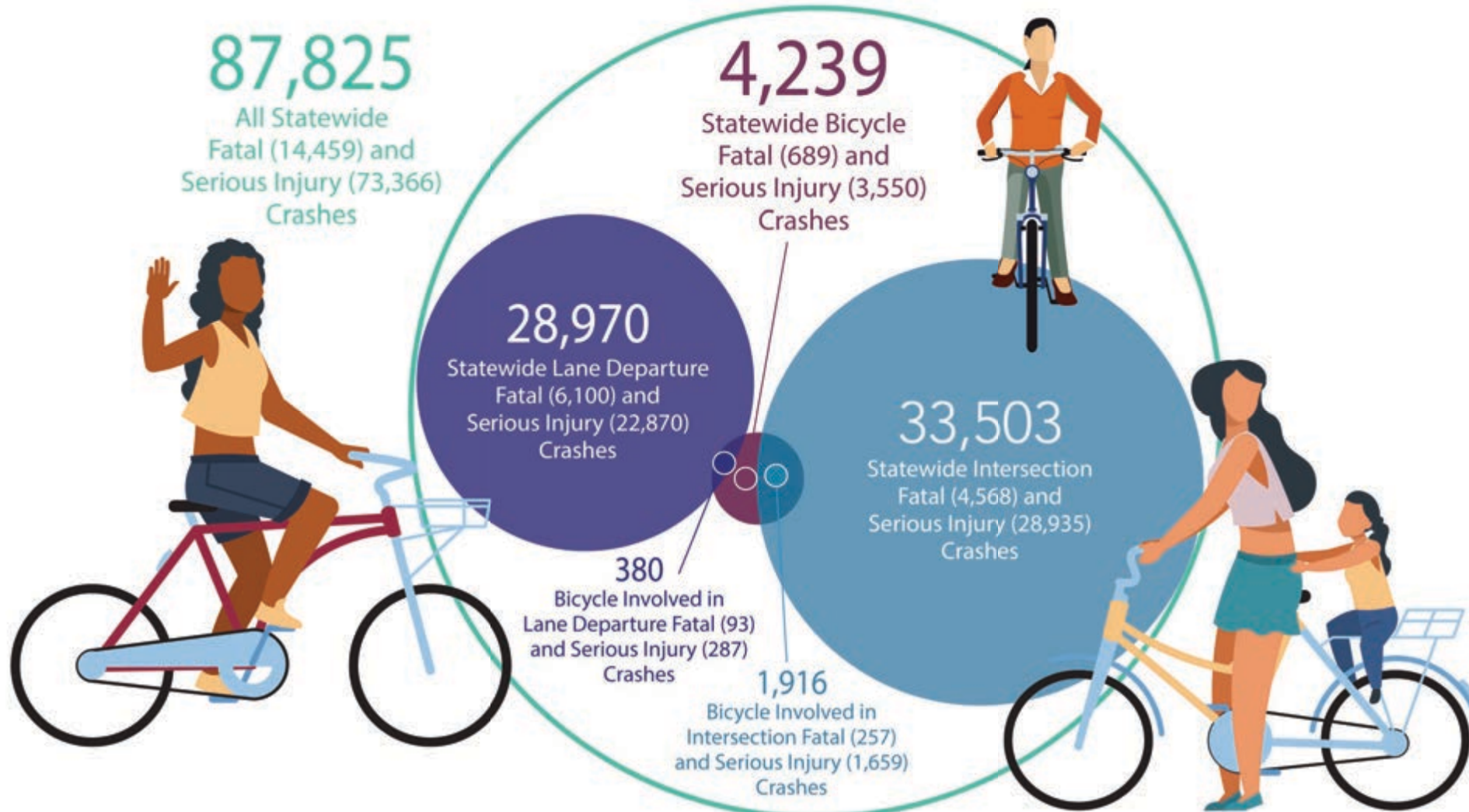


Pedestrian-Involved Crashes

- *Who* = Males ages 20 – 46
- *Where* = **South Florida Region (22.0%)**
Tampa Bay Region (21.6%)
Central Florida Region (18.0%)
North Florida Region (9.4%)
Southeast Florida Region (6.4%)
Southwest Florida Region (2.5%)

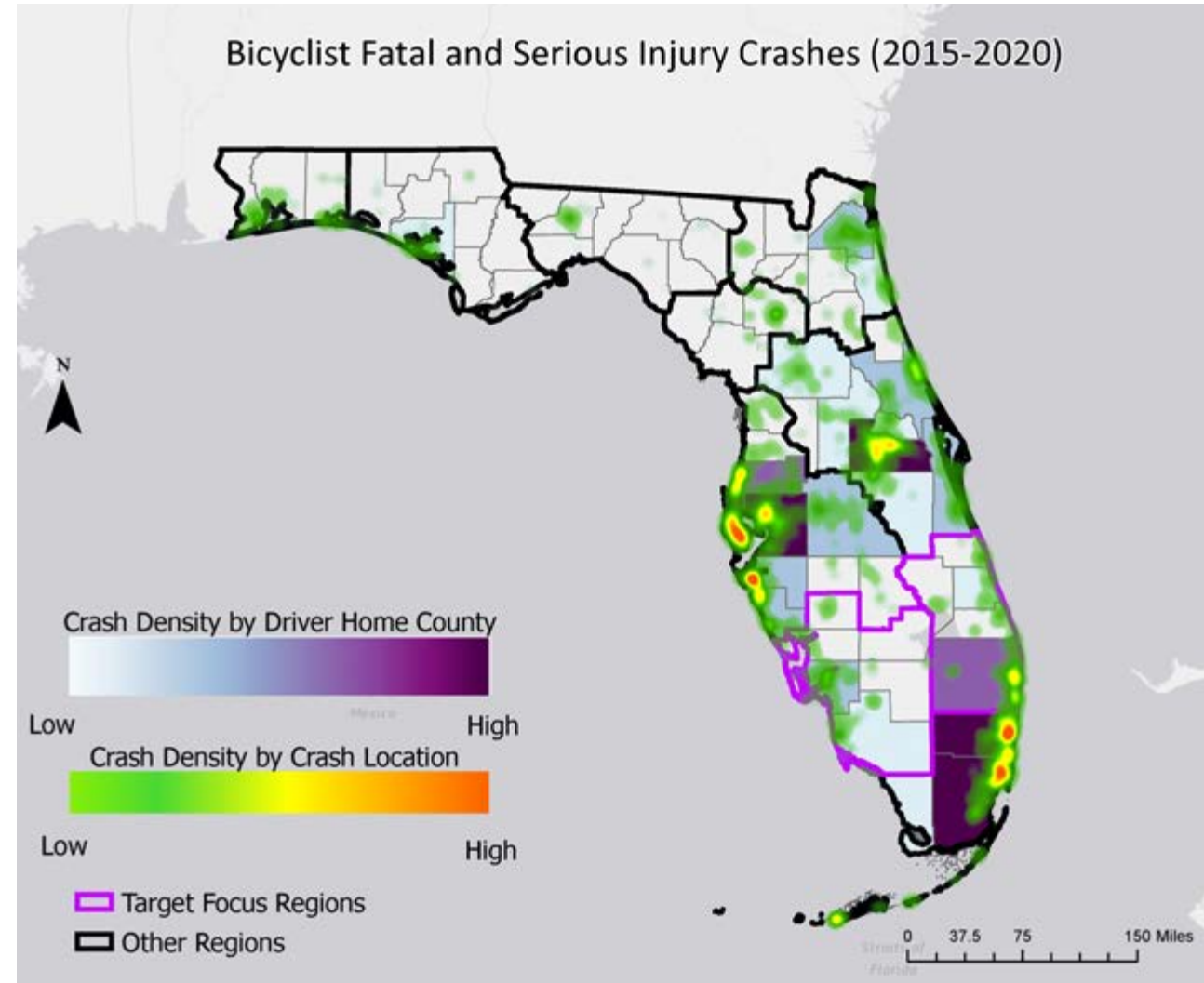


Bicyclist-Involved Crashes = 4.8% Statewide



Bicyclist-Involved Crashes

- *Who* = Males ages 18 – 44
- *Where* = **Southeast/Southwest Florida Region (10.97%)**
Tampa Bay Region (29.21%)
South Florida Region (18.35%)
Central Florida Region (17.43%)
North Florida Region (4.58%)



Contributors to Serious and Fatal Crashes

- *Research shows there are 4 main determinants associated with crashes:*
 - *Driver ability or skill*
 - *Driver experience*
 - *Driver style or personality*
 - *Driver behavior*
- *Top 3 precursor behaviors identified in the crash data:*
 - *Distraction*
 - *Impairment*
 - *Aggressive/Reckless**

* Indicates common behavior in the top 20 of traffic stop data

Driver Behaviors

Precursor behaviors influence driving behavior, increasing the risk of a crash

Behaviors that increase risk of a crash Precursor Behavior**	Driving behavior**
<ul style="list-style-type: none">• Answering/making calls on cell phone• Manipulating cell phone for texting, email, web searching, social media, etc.• Eating/drinking• Grooming• Reaching for, holding, looking at, or manipulating other objects inside the vehicle• Talking to/listening to passengers• Looking at objects external to the vehicle	<ul style="list-style-type: none">• Operated vehicle in careless/negligent manner• Failure to yield right of way• Failure to keep in the proper lane• Ran red light• Ran off roadway

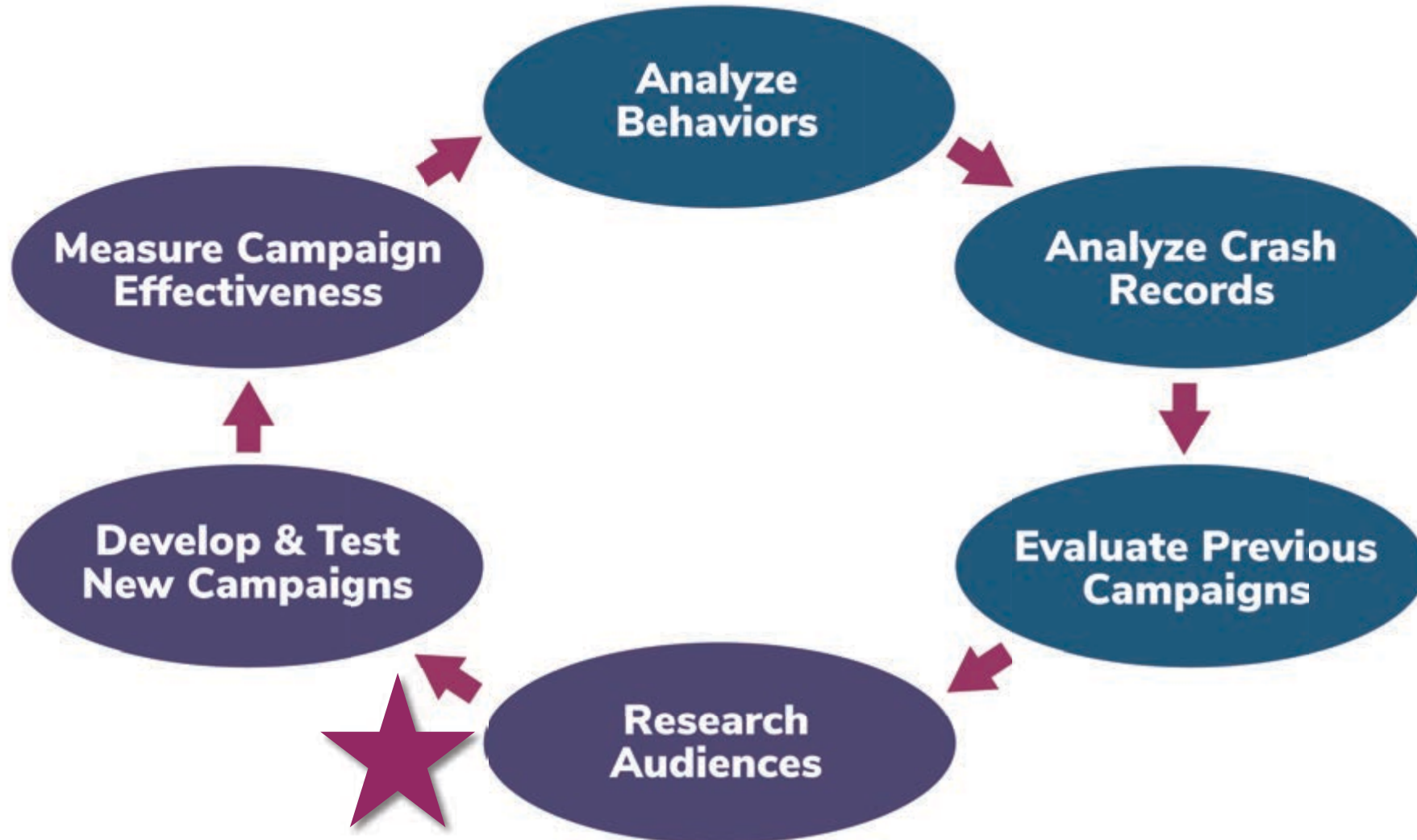
** Molnar, L. J., Eby, D. W., Zakrajsek, J. S., Kostyniuk, L. P., Zanier, N., LeBlanc, D. J., & Sayer, T. (2021). Guidelines for Development of Evidence-Based Countermeasures for Risky Driving-Final Technical Report, Volume 2. University of Michigan, Ann Arbor, Transportation Research Institute.

** Crash data analysis conducted using existing crash data (2015-2020) by HNTB



Focus Group & Audience Research

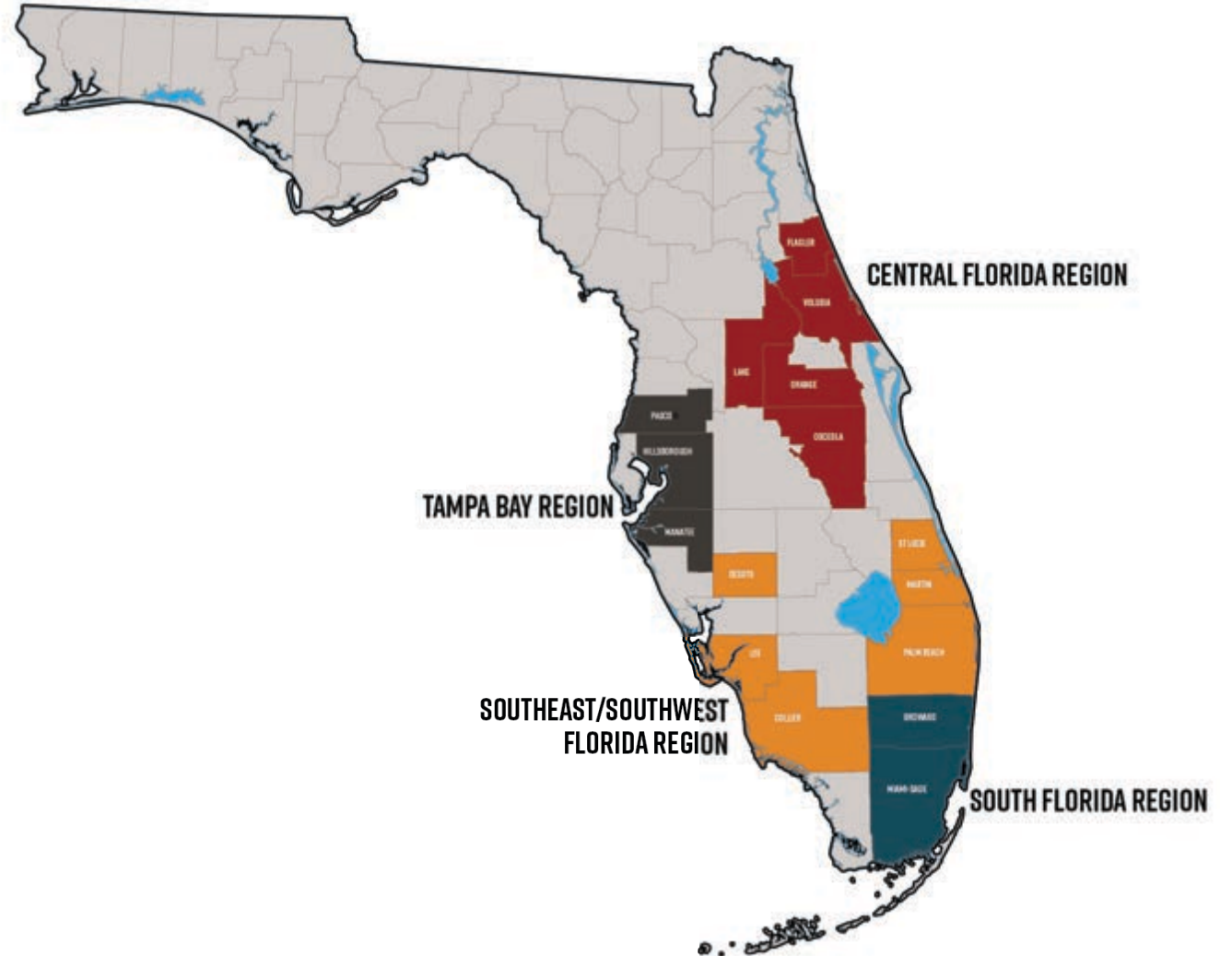
Campaign Approach



Focus Groups

Who
Where
When
What

Why



Focus Groups

- Hosting up to 16 focus group sessions
- Four focus groups in each of the four emphasis areas, Lane Departure, Intersection, Pedestrian, and Bicyclist
- Focus on target audience of men, ages 17 – 44
- Focus group sessions to include 6 – 8 people
- Length of time is 45 – 60 minutes each session



Recruiting Focus Group Participants

- Chambers of Commerce/Economic Development
- Young Professionals
- Municipality/Government
- Educational Institutions
- Faith-based Organizations
- Sporting events, men's organizations/clubs, various retail/restaurant establishments, etc.
- Leverage existing local community and civic events with onsite recruitment



WE'VE ALL BEEN THERE... TELL US ABOUT IT!

REGISTER FOR AN ONLINE FOCUS GROUP HERE.

WHEN: Tuesday, Sept. 28 - 5:30 p.m.
Thursday, Sept. 30 - Noon
Thursday, Sept. 30 - 5:30 p.m.
Saturday, Oct. 2 - Noon

FREE GIFT CARD!
Pick a date and time that works for your schedule. All meetings are online, and your feedback will help us work toward zero traffic fatalities and serious injuries.

ON FLORIDA'S ROADS 49 PEOPLE ARE SERIOUSLY INJURED EACH DAY*

8 PEOPLE DIE EACH DAY*

FDOT **TargetZeroFL.com** **TARGET ZERO**

Text or call (813) 543-6622 | info@TargetZeroFL.com

*Source: The Florida Strategic Highway Safety Plan



Q: Thinking of your available to engage with your region, what are some opportunities that are our target audience?

Go to menti.com on either your cellphone or computer and insert code 5799 9674

OR

Scan the QR Code



Thinking of your region, what are some opportunities that are available to engage with our target audience?

Mentimeter

School districts - senior classes

Fdot Needs to invest in funding for geo fencing advertising to effectively reach audiences.

Social media, sporting events,

Community events and pubs

Auto mechanic shops. High school ROTC. sports teams.

Is there a way to incorporate things into video games?

Safety fairs on campuses

Tiktok

Local sport groups

Thinking of your region, what are some opportunities that are available to engage with our target audience?



School Districts and senior classes in high school

Local bars

High school football games.

something relative to watching sports, particularly football?

Community events

Breweries

Social media

Outreach at colleges in the area

High schools especially seniors

Thinking of your region, what are some opportunities that are available to engage with our target audience?

Mentimeter

Instagram

All the various social media, sports campaigns

Various High School Groups, College Clubs and athletic events, Geofencing, Instagram, Tick Tock, all social events

FB

fraternities

Anyway that you can get the message to them in order to minimize their pain and maximize their gain.

Churches

!#*&!\$

Live music venues

Thinking of your region, what are some opportunities that are available to engage with our target audience?

Mentimeter

fantasy football??

volleyball league

Local groups like Kiwanis

Casinos

Gyms...workouy areas

Need internal share point spot that shows everything related to target zero - staff have had hard time finding things

Teen education outreach

All of d6's branded campaigns.
Fdotsafetyresources.com

Create Target Zero tshirts that FDOT employees can purchase

Thinking of your region, what are some opportunities that are available to engage with our target audience?

 Mentimeter

On the street education

To emphasize all our coalitions

Target Zero Safety Campaign - Partner Engagement Meeting - 10.05.2021 - Mentimeter Poll

Question 1. Thinking of your region, what are some opportunities that are available to engage with our target audience?

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Auto mechanic shops. High school ROTC. sports teams.

Casinos

Churches

Community events

Community events and pubs

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Is there a way to incorporate things into video games?

Local bars

Local groups like Kiwanis

Outreach at colleges in the area

Safety fairs on campuses

School districts - senior classes

School Districts and senior classes in high school

Short, funny YouTube videos to bring attention or interactive games with an integrated message (such the Rail campaign "dumb ways to die").

Social media, sporting events,

Something relative to watching sports, particularly football

TikTok

To emphasize all our coalitions

Various High School Groups, College Clubs, and athletic events, Geofencing, Instagram, TikTok, all social events

Local sport groups

Need internal share point spot that shows everything related to target zero - staff have had hard time finding things

Teen education outreach

Breweries

Live music venues

Create Target Zero t-shirts that FDOT employees can purchase

On the street education

Fraternities

Gyms...workout areas

Focus Group Questionnaire

Sample Questions:

1. What frustrates you most about driving in the Tampa Bay region?
2. When I say the phrase “risky behavior” while driving, what are some words, images that come to mind?
3. In this last week, have you ever used your cell phone while driving?
4. Thinking about driving safely, what is something you think you have to give up in order to drive safety?
5. When you learned to drive, what influenced you the most in relation to your driving behavior?
6. What are credible sources you rely on for information related to driving or overall safety and health?

A photograph of an elderly couple driving in a car. The man is in the driver's seat, and the woman is in the passenger seat. The image is overlaid with a purple gradient that is darker on the right side. The text "Partner Engagement" is written in white, sans-serif font across the lower half of the image.

Partner Engagement

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



Q: What agency initiatives or campaigns can FDOT support through co-branding with Target Zero or support to maximize effectiveness?

Go to menti.com on either your cellphone or computer and insert code 5799 9674

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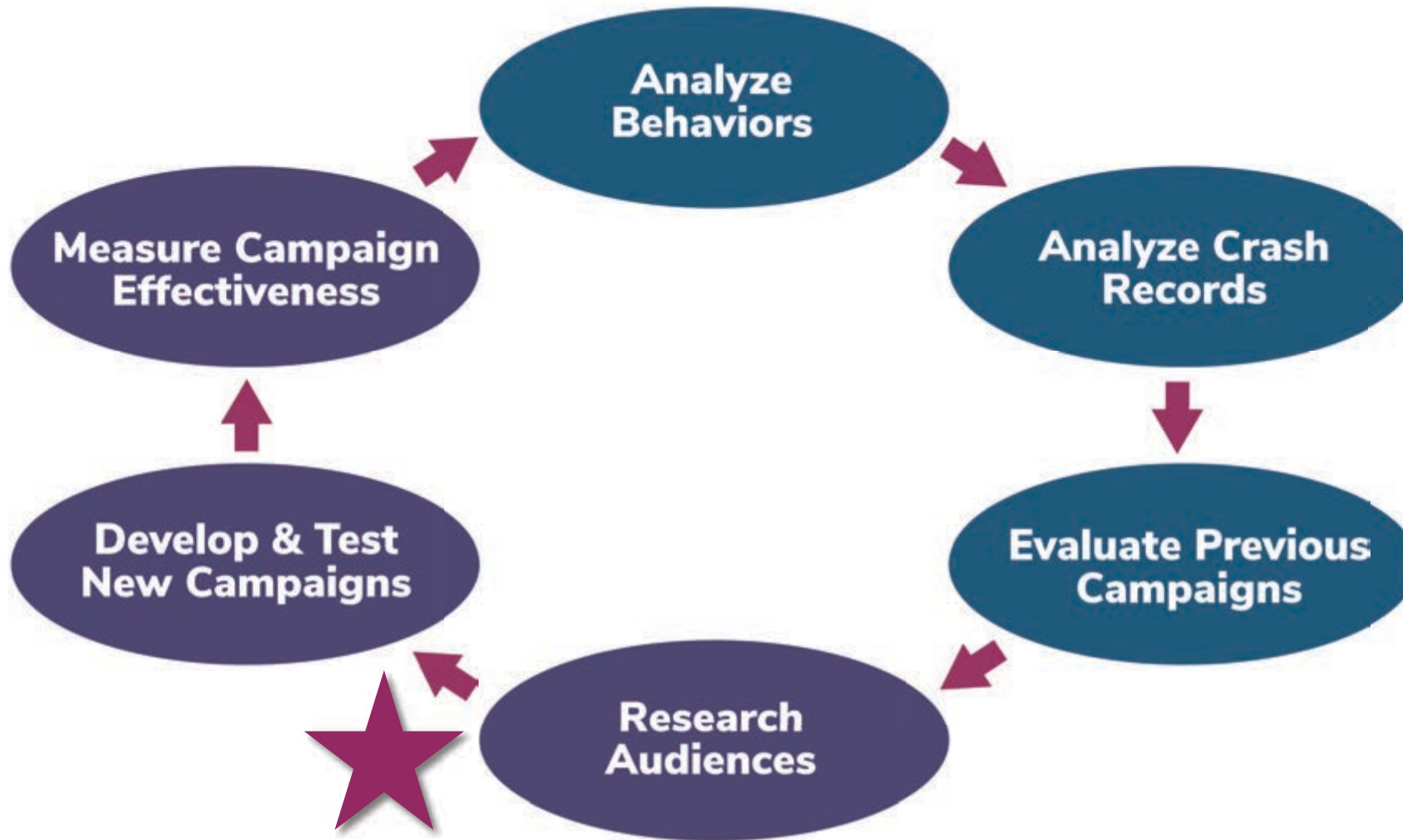
Scan the QR Code



Question 2. What agency initiatives or campaigns can FDOT support through co-branding with Target Zero or support to maximize Effectiveness?

Advertisement education
Alert Today Alive Tomorrow
Arrive Alive
ATAT
Best Foot Forward
Bike to school day
Budget and time
Click it or ticket
Community Events
Create an FDOT safety week
Design Target Zero store
Drive sober get pulled over
Funding
HVE
LGBT Communities
MADD
Mobility Week
Pop up education
Rep Toledo
Ride Smart Florida
RR_MOVE_OVER
Safe Mobility for Life
Safe Routes to School
Safe Routes to School
School drivers ed
SMFL Driver Safety Month
Teen education law enforcement partnership
University System MADD Alert Today Alive Tomorrow
Vital Few Enhance Mobility
Vital Few Innovation
Walk to School Day
We Save Lives Campaign
Work with an insurance co Dori Saves Lives Mothers Against DD

Campaign Approach





Q: What, if any, internal or external obstacles do you think could impact the success of the campaign?

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Scan the QR Code



What, if any, internal or external obstacles do you think could impact the success of the campaign?

Mentimeter

funding

Attention grabbers

Resources

in house awareness

Districts wanting to do things independently

Not applying behavioral psychology to understanding the problem. Having a big media campaign but not promoting it in the right places at the right time.

Existing Speed Limits

Money and time

Educational system. Need mandatory drivers education in our schools

What, if any, internal or external obstacles do you think could impact the success of the campaign?

Mentimeter

Politics

Sponsors

Culture change requires public buy-in

Driver engagement, to change mentality and to make them realize bad things can happen to them, not just the other guy.

Not all districts have the same resources and therefore roll out and effectiveness will not be comparable

Potential conflicts with branding guidelines

FDOT Policy

reluctant to change

Lack of enforcement and resources at the state level to support enforcement

Target Zero Safety Campaign - Partner Engagement Meeting - 10.05.2021 - Mentimeter Poll

Question 3. What, if any, internal or external obstacles do you think could impact the success of the campaign?

Attention grabbers

Chambers

Chambers

Chambers

Chambers

Chambers

Culture change requires public buy-in

Districts wanting to do things independently

Driver engagement, to change mentality and to make them realize bad things can happen to them, not just the other guy.

Educational system. Need mandatory drivers' education in our schools

Existing Speed Limits

FDOT Policy

funding

in house awareness

Increase driving age

Judges are too lenient on violators

Lack of enforcement and resources at the state level to support enforcement

Language barriers

Money and time

MPO's, LE, Trauma Units , MADD

Not all districts have the same resources and therefore roll out and effectiveness will not be comparable

Not applying behavioral psychology to understanding the problem. Having a big media campaign but not promoting it in right places at the right time.

Politics

Potential conflicts with branding guidelines

reluctant to change

Resources

Sponsors

Strengthen distracted driving law

The media needs to give more emphasis on traffic deaths. They cover violent crime with drama, but it is "in other news, 3 more people died on I-4 today..."

Partner Engagement

- Target Zero
 - Share Input
 - Build Awareness
- Monthly Virtual Meeting
- Email Updates
- Engagement Opportunities



Target Zero Ambassadors

Target Zero Ambassador Program

- Generate internal awareness and build engagement with FDOT staff



Q: Are you aware of any local partners that we should engage with about the Target Zero initiative? If so, who?

Go to menti.com on either your cellphone or computer and insert code 5799 9674

OR

Scan the QR Code



Are you aware of any local partners that we should engage with about the Target Zero initiative? If so, who?

Mentimeter

fire department university wellness staff
all law enforcement county public work
health department local police
tpo mpos or tpas
local bocc homeless shelters traffic violators
mpo ctst team organizations friends of the underline
city and county engineers law enforcement
public schools school boards
county judges
hospitals

Target Zero Safety Campaign - Partner Engagement Meeting - 10.05.2021 - Mentimeter Poll

Question 4. Are you aware of any local partners that we should engage with about the Target Zero initiative? If so, who?

County Judges
CTST team organizations
Fire department Local police
Friends of the Underline
Health department
Hospitals
Law enforcement
Local BOCC
MPO
MPOs or TPAs City and county engineers
TPO County public work All law enforcement
university wellness staff
Public schools
Traffic violators
School boards

A photograph of a woman with long brown hair, wearing a blue top, smiling as she adjusts a baby in a car seat. The baby is smiling and looking towards the woman. The scene is set inside a vehicle, with the car seat and window visible. The entire image has a blue tint.

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



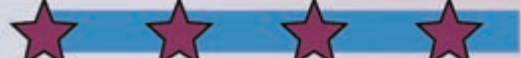
Develop Targeted Campaigns



Conduct Campaign Testing



Implement Targeted Campaigns



Evaluate Effectiveness of Campaigns



Safety Moment

October is Pedestrian Safety Month

It is essential to recognize that safety is a shared responsibility, and at some point in the day, we are all pedestrians. It is up to all road users to look out for one another and take the necessary steps to arrive safely.



Thank You!



Brenda Young, P.E., CPM

State Safety Engineer

Florida Department of Transportation

Email: brenda.young@dot.state.fl.us

How May We Support You?

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