Traffic Safety Campaign
A Human Factors Approach

October 5, 2021
Meeting Agenda

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

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:**
- 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

1. Analyze Behaviors
2. Analyze Crash Records
3. Evaluate Previous Campaigns
4. Research Audiences
5. Develop & Test New Campaigns
6. Measure Campaign Effectiveness
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

79.1% of all serious and fatal crashes are those within the Vital Few Safety areas (lane departure, intersection, pedestrian, and bicyclist).

- Statewide VFS
  - Fatal (13,031) and
  - Serious Injury (56,430) Crashes

16.1% SOUTH
- (2,192) Fatal and
- (9,031) Serious Injury Crashes

18.7% NORTH
- (3,028) Fatal and
- (9,988) Serious Injury Crashes

22.2% CENTRAL
- (2,666) Fatal and
- (12,714) Serious Injury Crashes

28.8% WEST
- (3,036) Fatal and
- (16,990) Serious Injury Crashes

(2015-2020 statewide all crashes)
Intersection Crashes = 38% Statewide

87,825
All Statewide Fatal (14,459) and Serious Injury (73,366) Crashes

1,916
Bicyclist Involved in Intersection Fatal (257) and Serious Injury (1,659) Crashes

33,503
Statewide Intersection Fatal (4,568) and Serious Injury (28,935) Crashes

2,945
Pedestrian Involved in Intersection Fatal (876) and Serious Injury (2,069) Crashes

4,239
Statewide Bicyclist Fatal (689) and Serious Injury (3,550) Crashes

8,823
Statewide Pedestrian Fatal (3,230) and Serious Injury (5,593) Crashes
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

- **87,825** All Statewide Fatal (14,459) and Serious Injury (73,366) Crashes
- **380** Bicyclist Involved in Lane Departure Fatal (93) and Serious Injury (287) Crashes
- **821** Pedestrian Involved in Lane Departure Fatal (329) and Serious Injury (492) Crashes
- **28,970** Statewide Lane Departure Fatal (6,100) and Serious Injury (22,870) Crashes
- **4,239** Statewide Bicyclist Fatal (689) and Serious Injury (3,550) Crashes
- **8,823** Statewide Pedestrian Fatal (3,230) and Serious Injury (5,593) Crashes
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

- 28,970 Statewide
  - Lane Departure Fatal (1,230) and Serious Injury (22,870) Crashes
- 821 Pedestrian Involved in Lane Departure Fatal (329) and Serious Injury (492) Crashes
- 33,503 Statewide
  - Intersection Fatal (4,318) and Serious Injury (28,935) Crashes
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- 8,823 Statewide Pedestrian Fatal (3,230) and Serious Injury (5,593) Crashes
- 87,825 All Statewide Fatal (14,459) and Serious Injury (73,366) Crashes
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

87,825
All Statewide
Fatal (14,459) and
Serious Injury (73,366)
Crashes

4,239
Statewide Bicycle
Fatal (689) and
Serious Injury (3,550)
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Bicycle Involved in
Lane Departure Fatal (93)
and Serious Injury (287)
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1,916
Bicycle Involved in
Intersection Fatal (257)
and Serious Injury (1,659)
Crashes
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**

<table>
<thead>
<tr>
<th>Behaviors that increase risk of a crash</th>
<th>Driving behavior**</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Answering/making calls on cell phone</td>
<td>• Operated vehicle in careless/negligent manner</td>
</tr>
<tr>
<td>• Manipulating cell phone for texting, email, web searching, social media, etc.</td>
<td>• Failure to yield right of way</td>
</tr>
<tr>
<td>• Eating/drinking</td>
<td>• Failure to keep in the proper lane</td>
</tr>
<tr>
<td>• Grooming</td>
<td>• Ran red light</td>
</tr>
<tr>
<td>• Reaching for, holding, looking at, or manipulating other objects inside the vehicle</td>
<td>• Ran off roadway</td>
</tr>
<tr>
<td>• Talking to/listening to passengers</td>
<td></td>
</tr>
<tr>
<td>• Looking at objects external to the vehicle</td>
<td></td>
</tr>
</tbody>
</table>

** Crash data analysis conducted using existing crash data (2015-2020) by HNTB
Focus Group & Audience Research
Campaign Approach

1. Analyze Behaviors
2. Analyze Crash Records
3. Evaluate Previous Campaigns
4. Research Audiences
5. Develop & Test New Campaigns
6. Measure Campaign Effectiveness
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
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?

- School districts - senior classes
- Community events and pubs
- Safety fairs on campuses
- Fdot Needs to invest in funding for geo-fencing advertising to effectively reach audiences.
- Auto mechanic shops, High school ROTC, sports teams.
- Tiktok
- Social media, sporting events,
- Is there a way to incorporate things into video games?
- Local sport groups
Thinking of your region, what are some opportunities that are available to engage with our target audience?

<table>
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<tr>
<th>School Districts and senior classes in high school</th>
<th>Local bars</th>
<th>High school football games.</th>
</tr>
</thead>
<tbody>
<tr>
<td>something relative to watching sports, particularly football?</td>
<td>Community events</td>
<td>Breweries</td>
</tr>
<tr>
<td>Social media</td>
<td>Outreach at colleges in the area</td>
<td>High schools especially seniors</td>
</tr>
</tbody>
</table>
Thinking of your region, what are some opportunities that are available to engage with our target audience?

- Instagram
- All the various social media, sports campaigns
- Various High School Groups, College Clubs and athletic events, Geofencing, Instagram, Tick Tock, all social events
- Fraternities
- #SIS
- Anyway that you can get the message to them in order to minimize their pain and maximize their gain.
- Live music venues
Thinking of your region, what are some opportunities that are available to engage with our target audience?

- Fantasy football
- Volleyball league
- Local groups like Kiwanis
- Casinos
- Gyms/workout 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 FDOT's branded campaigns: Fdotaresources.com
- Create Target Zero t-shirts that FDOT employees can purchase
Thinking of your region, what are some opportunities that are available to engage with our target audience?

On the street education

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

All of D6's branded campaigns. Fdotaftyresources.com
All the various social media, sports campaigns
Any way that you can get the message to them to minimize their pain and maximize their gain.
Auto mechanic shops. High school ROTC. sports teams.
Casinos
Churches
Community events
Community events and pubs
FB
FDOT Needs to invest in funding for geo fencing advertising to effectively reach audiences.
High school football games.
High schools especially seniors
Instagram
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?
Partner Engagement
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

OR

Scan the QR Code
What agency initiatives or campaigns can FDOT support through co-branding with Target Zero or support to maximize effectiveness?
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

1. Measure Campaign Effectiveness
2. Analyze Behaviors
3. Analyze Crash Records
4. Evaluate Previous Campaigns
5. Develop & Test New Campaigns
6. Research Audiences
Q: What, if any, internal or external obstacles do you think could impact the success of the campaign?

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

OR

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

<table>
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<th>Funding</th>
<th>Attention Grabbers</th>
<th>Resources</th>
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<td>In house awareness</td>
<td>Districts wanting to do things independently</td>
<td>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.</td>
</tr>
<tr>
<td>Existing Speed Limits</td>
<td>Money and time</td>
<td>Educational system. Need mandatory drivers education in our schools</td>
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</table>
What, if any, internal or external obstacles do you think could impact the success of the campaign?

- Politics
  - Driver engagement, to change mentality and to make them realize bad things can happen to them, not just the other guy.
- Sponsors
  - Reluctant to change
- Culture change requires public buy-in
  - Not all districts have the same resources and therefore roll out and effectiveness will not be comparable
- FDOT Policy
  - Lack of enforcement and resources at the state level to support enforcement
- Potential conflicts with branding guidelines
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?

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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?
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
Next Steps
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