

TARGET ZERO

FLORIDA'S TRANSPORTATION SYSTEM SAFETY INITIATIVE

NATIONALLY...



of crashes involve driver **behavior** as a contributing factor

Source: [NHTSA](#)

ON FLORIDA'S ROADS...



Daily Fatalities



Daily Serious Injuries

...BUT EVEN ONE LIFE LOST IS TOO MANY

Source: [FDOT](#)

WHAT IS TARGET ZERO?

Target Zero is a statewide initiative to reduce the number of transportation-related serious injuries and deaths across Florida to ZERO.

HOW WE GET TO ZERO.

Target Zero is taking evolutionary steps to improve how Florida connects, interacts, plans, designs, operates, and maintains its transportation system. Target Zero education and awareness efforts focus on influencing dangerous driver behaviors before serious and fatal crashes occur by:

- › Identifying behaviors contributing to crashes
- › Understanding who exhibits these behaviors and what causes their behaviors (focused audiences and challenges)
- › Identifying best practices and lessons learned from previous campaigns
- › Creating meaningful content that resonates with and reaches the target audiences to influence behavior
- › Evaluating effectiveness of influencing behavior to continually improve messaging



This "human factor" approach to the safety campaign is aimed at influencing **safe travel** behavior to achieve **Florida's Target Zero** vision described in the [Strategic Highway Safety Plan](#). FDOT's Vital Few safety focus areas include **lane departure, pedestrian/bicyclist**, and **intersection crashes**, which represent 9 out of 10 fatal crashes and 3 out of 4 injury crashes in **Florida**.

PARTNERSHIPS

The Target Zero initiative **leverages the work of our partners** in the 4Es and 4Is of safety. Collectively, these efforts are helping Florida **maximize the effectiveness** of our efforts to reach Target Zero.

Target Zero was developed in partnership with FDOT's Executive Leadership, Vital Few Safety Team, [State Safety Office](#), State Communications Office, [Safety Coalitions](#), District Offices, Community Traffic Safety Team, Federal Highway Administration ([FHWA](#)), and industry stakeholders: National Highway Traffic Safety Administration ([NHTSA](#)), Department of Highway Safety and Motor Vehicles ([FLHSMV](#)), Florida Highway Patrol ([FHP](#)), and additional law enforcement agencies.

4 Es OF SAFETY

- › Engineering
- › Education
- › Enforcement
- › Emergency Response

4 Is OF SAFETY

- › Innovation
- › Insight
- › Investments
- › Intelligence

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	✓												
Conduct Target Zero Statewide Awareness Campaign Testing	●												
Implement Target Zero Statewide Awareness Campaigns	●												
Conduct Target Zero Behavioral Campaign Testing	●												
Implement Target Zero Behavioral Campaigns	●												
Evaluate Effectiveness of Campaigns	●												

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