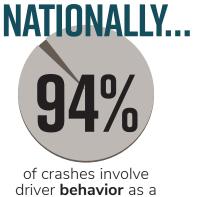
TARGET ZERO FLORIDA'S TRANSPORTATION SYSTEM SAFETY INITIATIVE



contributing factor

Source: NHTSA

ON FLORIDA'S ROADS...



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.



TargetZeroFL.com



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, <u>State Safety Office</u>, State Communications Office, <u>Safety Coalitions</u>, District Offices, Community Traffic Safety Team, Federal Highway Administration (FHWA), and industry stakeholders: National Highway Traffic Safety Administration (<u>NHTSA</u>), Department of Highway Safety and Motor Vehicles (<u>FLHSMV</u>), Florida Highway Patrol (<u>FHP</u>), and additional law enforcement agencies.

4 Es OF SAFETY

- Engineering
- Education
- Enforcement
- Emergency Response

4 Is OF SAFETY

- Innovation
- Insight
- Investments
- Intelligence



Questions? FDOT State Safety Engineer, Brenda Young (Brenda.Young@dot.state.fl.us), FDOT Communications Director, Beth Frady (Beth.Frady@dot.state.fl.us), or FDOT Traffic Safety Marketing Coordinator, Trenda McPherson (Trenda.McPherson@dot.state.fl.us)