

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*April 3, 2024:
Monthly Partner Statewide Meeting*



Agenda

Safety Outreach Focus - Sharing

- **Statewide Updates**
- **Partner Highlights**

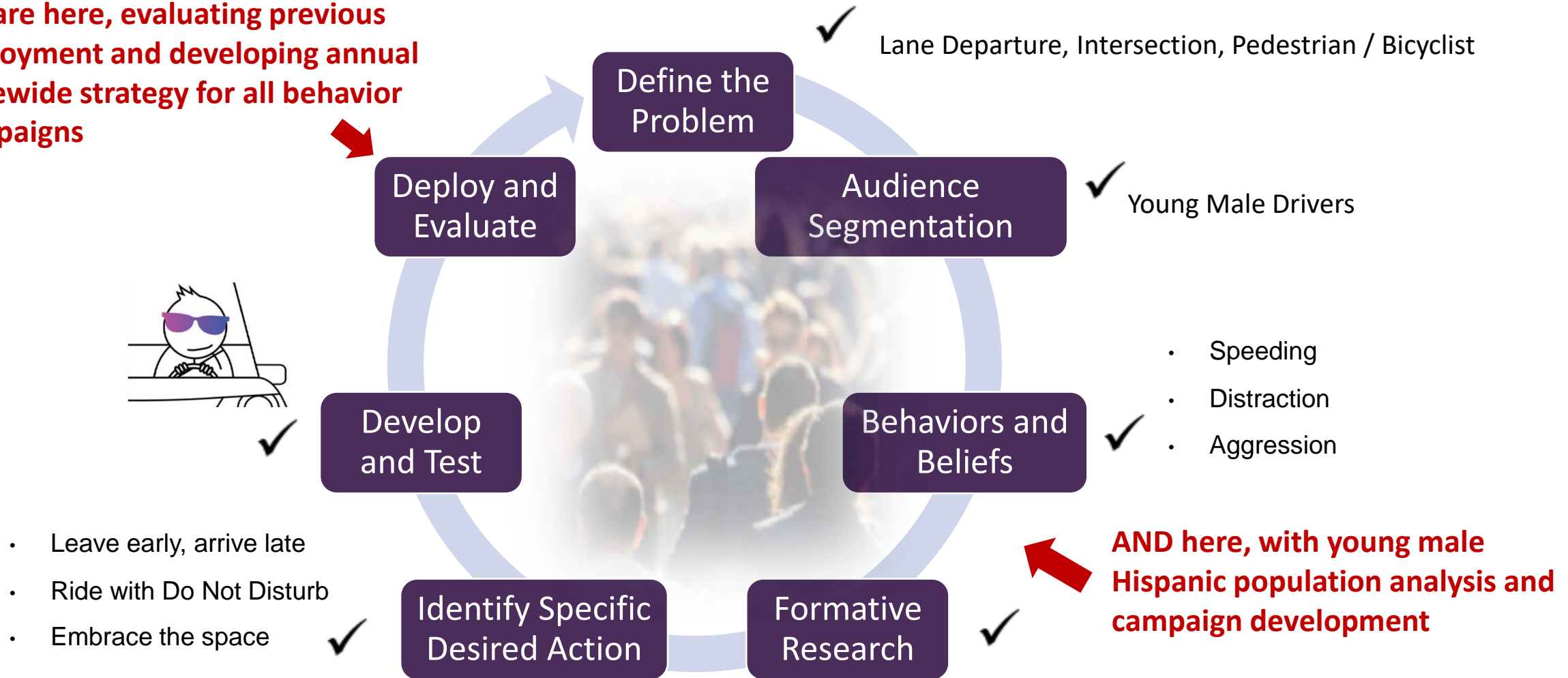
Continued Development and Deployment

Speeding, Distracted, and Aggressive Driving

- **Action Items**
- **Next Steps**

Campaign Development Cycle – Social Marketing

We are here, evaluating previous deployment and developing annual statewide strategy for all behavior campaigns





Statewide Updates

2024 Campaign Strategy

Goal: Develop a Target Zero-focused Communications Strategy for the State Safety Office

- Create a unified messaging framework for all FDOT safety campaigns and coalitions.
 - Ensures all safety campaigns and initiatives on annual observance calendar align under the Target Zero umbrella for consistent, impactful messaging.
 - Streamlines development and resource allocation for all associated campaigns on annual calendar.
 - Accommodates the unique needs and nuances of each specific campaign on annual calendar.

Goal: Establish a State Safety Office Safety Marketing Contract

- Streamline marketing efforts by consolidating all safety campaigns under a single contract.
 - One contract simplifies coordination and strategy.
 - A single partner helps ensure uniform messaging across all safety campaigns.
 - Optimizes resource allocation, both human and financial.

Strategic Development

Goal: Develop Young Hispanic Male Population Focused Campaign

- Starting development process again from scratch
 - Conducting market research for next target audience.
 - Creating tailored messaging that is audience specific (i.e. not translating English campaigns to Spanish).

Table 1. Target Zero Region Population by Race

	Orange / Volusia	Miami-Dade / Broward	Tampa Bay	West Palm Beach / Ft. Myers / Naples	Total Population	Total Percentage
Total Population	2,871,441	4,646,142	2,418,869	3,150,398	13,086,850	-
White	1,361,756	1,005,747	1,352,254	1,820,063	5,539,820	42%
Black or African American	402,527	896,374	315,910	410,313	2,025,124	15%
American Indian or Alaska Native	5,338	4,506	4,759	4,181	18,784	0%
Asian	109,530	115,712	103,628	69,677	398,547	3%
Native Hawaiian or Other Pacific Islander	1,996	1,081	1,711	990	5,778	0%
Other Race	26,545	36,056	14,490	19,317	96,408	1%
Two or More	119,309	114,080	96,297	99,209	428,895	3%
Hispanic or Latino	844,440	2,465,641	529,820	725,861	4,565,762	35%

Source: 2020 American Community Survey Data (ACS)

Congratulations to our FDOT and Target Zero Team Members!!!

Recent Graduates of the University of South Florida Social Marketing in Transportation Certificate Program:



John Kubicki	Safety Work Program Manager	District 1
Megan Gann	Social Media Manager	District 1
Bessie Reina	Planning Manager	District 1
Deborah Gray	District 2 Budget Specialist	District 2
Paula S. Scott	Community Traffic Safety Coordinator	District 4
Yanique Kelly	Railroad Safety Coordinator	District 4
Raj Shanmugam	Planning Supervisor	District 4
Jeff Purdy	Contract Manager	District 5
Maqueda YeeLoy-Sanderson	Administrative Assistant	District 5
Rashad Yousuf	Senior Heavy Equipment Operator	District 5
Shieda Castillo	Community Traffic Safety Specialist	District 6
Gina Victoria-Garzon	Passenger Operations Specialist IV	District 6
Anobb Hyacinthe	Statewide Toll Systems Maintenance Manager	Florida's Turnpike Enterprise
Andrea Sistrunk	Senior Audit Supervisor	Central Office

Offered Annually and FREE for Florida Residents!

Target Zero Program Recognition

Erin McDade

FRONT

BACK

PROOF 3

- 3D
- Epoxy
- Dual Plating
- Offset Printed
- Sequential Numbering
- Sequential Edge Engraving
- Custom Engraving
- Custom Edge Engraving
- Cutouts
- Silkscreen
- Glow in the Dark
- Spinner
- Translucent Colors

FRONT		BACK	
<input type="checkbox"/> WHITE	<input type="checkbox"/> WHITE	<input type="checkbox"/> WHITE	<input type="checkbox"/> WHITE
<input type="checkbox"/> 294 C	<input type="checkbox"/> 267 C	<input type="checkbox"/> 152 C	<input type="checkbox"/> 7441 C
<input type="checkbox"/> 186 C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Colors: 3 Colors: 4
EDGE: FLAT

© 3 / 2024 Signature Coins HK

Next Orders?

Outreach Materials:

- Tents, Table Covers, Banners, Backdrops
- Engagement – Promise Boards, Selfie Frames, Surveys, QR Code Flyers
- Print Materials - Tip Cards, Bookmarks, Door Hangers
- **Branded Tangible Items***

*Requires state funding

DRIVE TIME = YOU TIME
Relax on the road...and *enjoy the ride*

FL VIBE GUY'S LO-FI BEATS
Ultimate chill experience
Featuring artists such as Shiro, Maple Syrup, Enlux, KXIII, and The Surf

FL VIBE GUY'S FEEL THE GROOVE
Upbeat and positive
Featuring artists such as Caddis, Harry Styles, Post Malone, and Ed Sheeran

FL VIBE GUY'S COOL AS A CUKE
Calming tunes to relax
Featuring artists such as Jack Johnson, Khalid, John Mayer, Weezer, and Adele

FL VIBE GUY'S VIBE GUY CLASSICS
Hits from all eras
Featuring artists such as The Beatles, Bob Marley, The Beach Boys, Toto, and Elton John

Scan and start your playlist before you start your drive

Find your new DND messages and activate or customize your autoreply messages here

Currently driving. Don't worry. I'm worth the wait :)

Sorry, fam. Driving and vibing rn. Can't talk but I'll get back to you when I'm there.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

This is my phone autoreplying. I'm driving and I'll hit you back once I'm at my destination. Sorry for the inconvenience.

Yo! Sorry I can't text rn, I'm behind the wheel. I'll get back to you when I'm done. Thx.

FDOT TargetZeroFL.com ZERO

DRIVE TIME = YOU TIME
Do Not Disturb messages designed to manage your replies so you can focus on SAFE driving

Find your new DND messages and activate or customize your autoreply messages here

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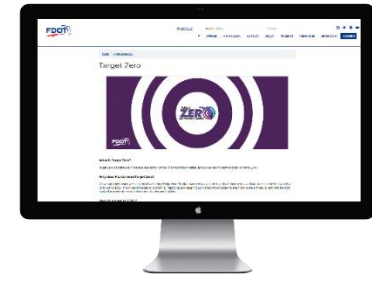
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FDOT TargetZeroFL.com ZERO



FDOT Florida Department of Transportation **ZERO** Transportation Safety Program Evaluation

- On average, how many people die each day in Florida due to traffic crashes?

a. 0-7	Extremely Rare
b. 8-15	
c. 16-25	
d. 26-35	
e. 36-45	
f. 46-55	
- On average, how many people are seriously injured each day in Florida due to traffic crashes?

a. 0-20	Extremely Rare
b. 21-40	
c. 41-60	
d. 61-80	
e. 81-100	
- How many crashes have you been involved in over the past five years when you were the driver?

a. 0-1	Extremely Rare
b. 2-3	
c. 4-5	
d. 6-7	
e. 8-9	
f. 10-15	
- How many times in the past year have you been pulled over by law enforcement?

a. 0-1	Extremely Rare
b. 2-3	
c. 4-5	
d. 6-7	
e. 8-9	
f. 10-15	
- How likely or unlikely are you to do the following? Please rate the following statements.

Statement	1	2	3	4	5	6	7
1. I drive safely.							
2. I wear my seat belt.							
3. I don't drink and drive.							
4. I don't use my cell phone while driving.							
5. I don't use my laptop while driving.							
6. I don't use my tablet while driving.							
7. I don't use my smartphone while driving.							
8. I don't use my navigation system while driving.							
9. I don't use my music player while driving.							
10. I don't use my video player while driving.							
11. I don't use my social media while driving.							
12. I don't use my email while driving.							
13. I don't use my GPS while driving.							
14. I don't use my car radio while driving.							
15. I don't use my car stereo while driving.							
16. I don't use my car phone while driving.							
17. I don't use my car charger while driving.							
18. I don't use my car camera while driving.							
19. I don't use my car mirror while driving.							
20. I don't use my car seat while driving.							
21. I don't use my car door while driving.							
22. I don't use my car window while driving.							
23. I don't use my car wheel while driving.							
24. I don't use my car tire while driving.							
25. I don't use my car engine while driving.							
26. I don't use my car transmission while driving.							
27. I don't use my car suspension while driving.							
28. I don't use my car steering while driving.							
29. I don't use my car brakes while driving.							
30. I don't use my car lights while driving.							
31. I don't use my car horn while driving.							
32. I don't use my car wipers while driving.							
33. I don't use my car mirrors while driving.							
34. I don't use my car door handles while driving.							
35. I don't use my car window handles while driving.							
36. I don't use my car seat handles while driving.							
37. I don't use my car door locks while driving.							
38. I don't use my car window locks while driving.							
39. I don't use my car seat locks while driving.							
40. I don't use my car door locks while driving.							
41. I don't use my car window locks while driving.							
42. I don't use my car seat locks while driving.							
43. I don't use my car door locks while driving.							
44. I don't use my car window locks while driving.							
45. I don't use my car seat locks while driving.							
46. I don't use my car door locks while driving.							
47. I don't use my car window locks while driving.							
48. I don't use my car seat locks while driving.							
49. I don't use my car door locks while driving.							
50. I don't use my car window locks while driving.							

Optional: please help us with future messages:

County of residence: _____
 Your gender (circle one) M / F / Other _____
 Age (circle one) 18-24 / 25-34 / 35-44 / 45-54 / 55-64 / 65-74 / 75-84 / 85+

Thank you! And remember, YOU have the power to help save lives!



April Observances

Distracted Driving Awareness Month

Work Zone Safety Awareness Week (April 15 – 19)



DRIVE TIME IS YOU TIME
Ride with *DO NOT DISTURB*



DRIVE SAFE.
FLORIDA'S FUTURE DEPENDS ON IT.

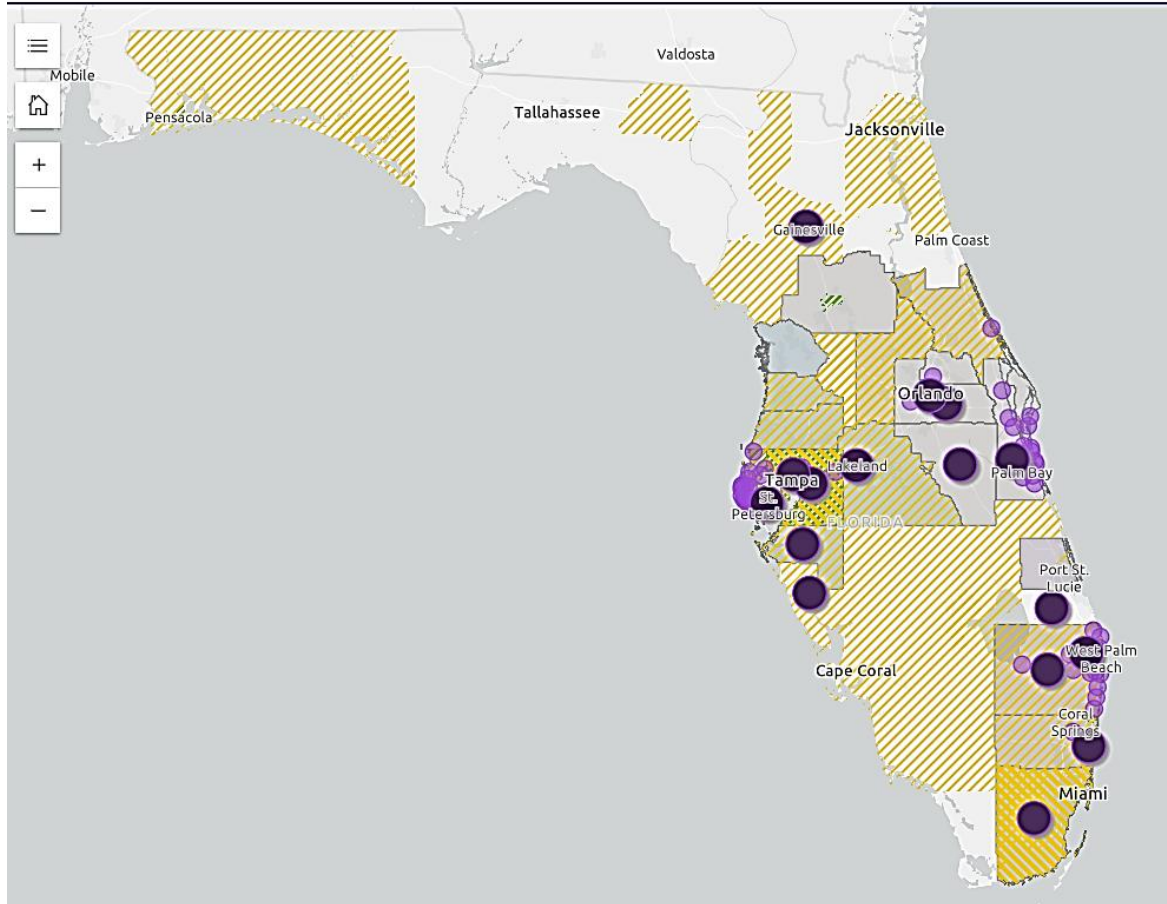


WORK ZONE AHEAD



Partners Toward ZERO!

 FDOT Target Zero



Vision Zero Communities with a Plan



Vision Zero Communities with a Resolution



SS4A Implementation Grant Communities






SS4A Action Plan Grant Communities



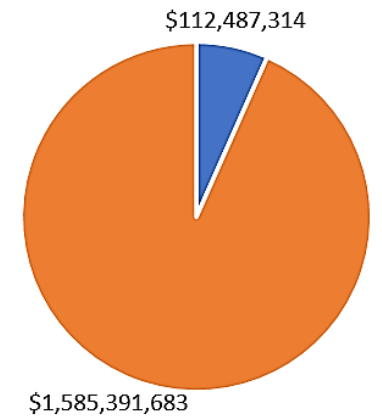
SS4A Demonstration Activity Communities



FDOT Focused Initiative Counties

-  Central Florida Region
-  West Florida Region
-  South Florida Region

Total SS4A Awards to Date



■ Florida ■ Other States

76 Awards!



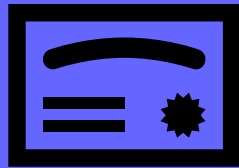
Partner Highlights

The logo features three concentric circles on the left side of the page. The innermost circle is dark teal and contains the text. The middle circle is white, and the outermost circle is also dark teal. The background of the entire page is a solid dark teal color.

Florida's School Crossing Guard Program



FLORIDA SCHOOL CROSSING GUARD TRAINING PROGRAM



AWARDS 2024



CROSSING GUARD APPRECIATION DAY 2-2-24



RON DeSANTIS
GOVERNOR

SCHOOL CROSSING GUARD APPRECIATION DAY IN FLORIDA

WHEREAS, the state of Florida is home to millions of school-aged children whose safety and well-being is fundamental; and

WHEREAS, each school day, regardless of weather, thousands of loyal school crossing guards ensure the safety of our children and families as they arrive to and depart from school; and

WHEREAS, the state of Florida prioritizes public safety and the significant role of education to ensure the protection of our children and the crossing guards who assist them; and

WHEREAS, the Ramon Turnquest School Crossing Guard Act, in Florida Statute, requires local government entities that administer school crossing guard programs to train their crossing guards according to state guidelines to ensure the preparedness of these vital professionals in our communities; and

WHEREAS, the commendable service, responsibility, and professionalism demonstrated by our school crossing guards is recognized annually through the Florida Department of Transportation's *School Crossing Guard of the Year* award; and

WHEREAS, Florida school crossing guards provide essential public safety and services to our communities and deserve acknowledgement and praise for their diligent efforts to protect our children and families; and

WHEREAS, school bus and pedestrian safety resources to establish supplementary safety measures for school crossing guards and the schoolchildren, families, and pedestrians they protect are further provided by the Florida Department of Highway Safety and Motor Vehicles; and

WHEREAS, the first Friday in February is an opportunity for Floridians to recognize and celebrate the essential service and steadfast dedication these admirable individuals provide to protect Florida's schoolchildren across the state.

NOW, THEREFORE, I, Ron DeSantis, Governor of the State of Florida, do hereby extend greetings and best wishes to all observing February 2, 2024, as *School Crossing Guard Appreciation Day in Florida*.



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 2nd day of February, in the year two thousand twenty-four.


Governor

PRESS RELEASE

Florida Department of Transportation Honors Crossing Guards on Appreciation Day 2024 (fdot.gov)



For Immediate Release
February 2, 2024

CONTACT FDOT: FDOT COMMUNICATIONS OFFICE
(850) 414-4590 | FDOTCommunicationsOffice@dot.state.fl.us

Florida Department of Transportation Honors Crossing Guards on Appreciation Day 2024

TALLAHASSEE, Fla. — The Florida Department of Transportation (FDOT) joins communities across the state to celebrate the selfless service of Florida's school crossing guards, recognizing their crucial role in enhancing community safety and protecting our schoolchildren. In a [proclamation](#) signed by Governor Ron DeSantis, February 2, 2024, has been officially designated as *Crossing Guard Appreciation Day in Florida*, acknowledging the unwavering commitment and efforts of these guardians of safety.

"Florida's school crossing guards are invaluable assets to our communities, ensuring the safety of millions of school-aged children and their families," **stated Florida Department of Transportation Secretary Jared W. Perdue, P.E.** "Their dedication to safeguarding our children's journeys to and from school is exemplary. On behalf of FDOT, I extend our deepest gratitude to these devoted individuals for their relentless service to the state and local communities."

For the past 15 years, the first Friday of February has provided Floridians with an opportunity to recognize and celebrate the admirable services provided by thousands of school crossing guards throughout the state. In addition to community recognition, FDOT annually highlights their dedication and professionalism through the School Crossing Guard Awards. This year, we are proud to announce the following individuals as the 2023 award recipients who have been chosen for their exceptional service:

2024 FLORIDA SCHOOL CROSSING GUARD OF THE YEAR AWARD

SANDY LAZAR

St. John's County
Sheriff's Office

“Sandra crosses hundreds of kids every week at a challenging intersection and cares about the safety and wellbeing of each and every one.”



2024 FLORIDA SCHOOL CROSSING GUARD OF THE YEAR AWARD

QUEENIE HOWE

Seminole County Sheriff's Office



EXTRA MILE AWARD

YAMILE DIAZ

Miami-Dade Police Department



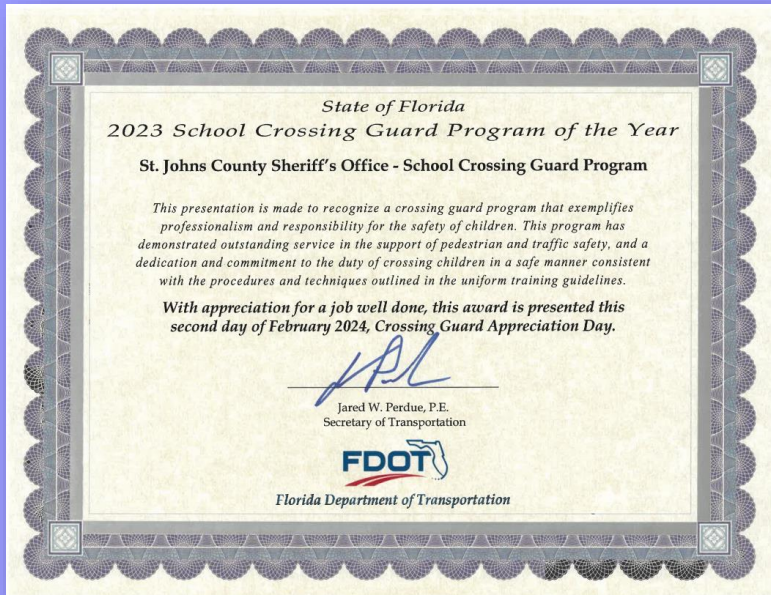
AGENCY OF THE YEAR AWARD (LARGE AGENCY)

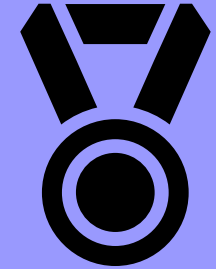
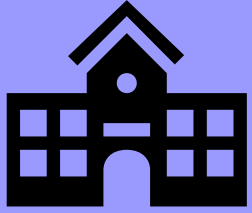
PASCO SHERIFF'S OFFICE



AGENCY OF THE YEAR AWARD (MEDIUM AGENCY)

ST. JOHN'S COUNTY SHERIFF'S OFFICE





THANK YOU!





**Bike Walk
Central Florida**

BFF Launch – Activities Summary



CROSSWALK EVALUATION



35
Crosswalks
Evaluated

35
Data Collection
Sessions

2,100
Staged
Crossings

MEDIA VISIBILITY



73
Media
Placements

1.02M
Viewers
Reached

\$130K
Media
Value

EDUCATION & OUTREACH



6
Events &
Presentations

1,065
People
Reached

1,898
Resources
Distributed

SOCIAL MEDIA



74
Content
Posted

25,131
Total
Impressions

1,853
Total
Engagements

HIGH-VISIBILITY ENFORCEMENT



13
Crosswalk
Details

49
Crosswalk
Warnings

130
Crosswalk
Citations

PARTNER COALITIONS



38
Partner
Organizations

66
Coalition
Members

16
Partner
Meetings



BFF Launch Coalition-Building Process



Presentations to TPO Boards and County Councils

Resolutions of Support



BFF Launch Coalition-Building Process



Crosswalk Selection Workshops



Law Enforcement Orientations



BFF Launch Coalition-Building Process



Operation Best Foot Forward Coordination



Steering Committee Meetings



Jurisdiction	Time	Location	Warnings	Citations
Brevard County Sheriff's Office				
Wed. Feb. 14	9:30 – 11:00 AM	Stadium Pkwy midblock near Govt. Center	9	25
Brevard County Sheriff's Office (Cape Canaveral)				
Thu. Feb. 8	7:30 – 9:00 AM	Washington Ave. & Rosalind Ave.	1	0
Thu. Feb. 8	9:30 – 11:00 AM	N. Atlantic Ave. & Southgate Mobile	2	0
Thu. Feb. 15	10:00 – 11:30 AM	N. Atlantic Ave. & Southgate Mobile	3	1
Thu. Feb. 15	1:30 – 3:00 PM	Washington Ave. & Rosalind Ave.	0	0
Indian Harbour Beach Police Department				
Fri. Feb. 16	1:00 – 2:00 PM	Yuma Dr. & Cheyenne Dr.	1	0
Fri. Feb. 16	2:30 – 3:30 PM	Yacht Club Blvd. & Cheyenne Ct.	2	0
Marion County Sheriff's Office				
Thu. Feb. 15	7:00 – 9:00 AM	SE 28 th St. & SE 52 nd Ave.	7	10
Volusia County Sheriff's Office				
Tue. Feb. 6	8:30 – 10:00 AM	Dirksen Dr. & Mansion Blvd.	0	13
Tue. Feb. 13	8:00 – 10:00 AM	Ocean Shore Blvd. & Tom Renick Park	6	31
Daytona Beach Shores Department of Public Safety				
Fri. Feb. 9	9:00 – 11:00 AM	S. Atlantic Ave. & Bellemead Dr.	12	22
Holly Hill Police Department				
Wed. Feb. 14	1:00 – 2:30 PM	Walker St. & Center Ave.	6	0
New Smyrna Beach Police Department				
Thu. Feb. 15	10:00 AM – 1:00 PM	S. Atlantic Ave. & Ocean Ave.	0	28

BFF Launch: Enforcement



BFF Launch: Operation Best Foot Forward



14

Participating Agencies

25

Crosswalk Details

366

Warnings & Citations



46

Media Placements


646,583

Est. Media Impressions

\$52,661

Est. Earned Media Value



SITE ID & NAME	SITE DETAILS			YIELD RATE
 <p data-bbox="280 299 586 364">Best Foot Forward for pedestrian safety</p>	Juris.	Speed Limit (Wave)	Travel Lanes (Wave)	JAN 2024
S. Beach St. & Cedar St.	Daytona Beach	30	2	34%
S. Atlantic Ave. & Poinsettia Rd.	Daytona Beach	35	4	25%
E. Fairview Ave at Main St. Bridge	Daytona Beach	30	2	16%
S. Atlantic Ave. & Bellemead Dr.	Daytona Beach Shores	35	4	43%
S. Atlantic Ave & Broad Ave	Daytona Beach Shores	35	4	70%
Dirksen Dr. & Mansion Blvd.	DeBary	45	3	19%
W. Highbanks Rd. & Spring to Spring Trail	DeBary	40	2	59%
Walker St. & Center Ave.	Holly Hill	25	2	97%
S. Atlantic Ave & Ocean Ave.	New Smyrna Beach	35	3	39%
Canal St. & N. Myrtle Ave	New Smyrna Beach	35	2	78%
Seville St. & S. Beach St.	Ormond Beach	35	4	38%
Ocean Shore Blvd & Tom Renick Park	Ormond Beach	40	2	19%
S. Atlantic Ave. & Winterhaven Park	Ponce Inlet	35	4	83%

BFF Launch: Evaluate

Volusia County

***Crosswalks enforced during Operation Best Foot Forward**

No pedestrian signage at crosswalk

Stop bars compared to no stop bars on the same road—both midblock crossings with “Stop Here for Peds” signs

Flashing lights not functioning during data collection

4-way stop

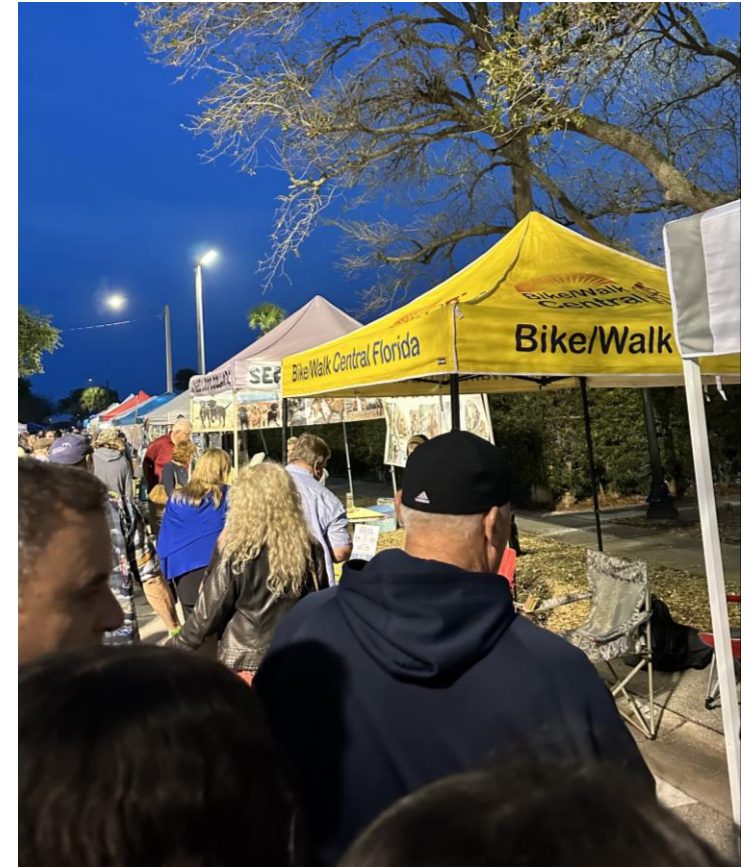
In-street state law sign in center

In-street sign present & flags provided at crosswalk

BFF Launch – Education



Community Outreach Events



BFF Launch – Education



Best Foot Forward
for pedestrian safety

Crosswalk Evaluation Begins in Brevard, Marion, & Volusia Counties

March 25, 2024

Brevard, Volusia, and Marion Counties rank within the top 25 most dangerous counties in Florida for pedestrian and bicycle fatalities,...

BFF Website

Best Foot Forward
for pedestrian safety

BFF Expands Pedestrian Safety Efforts into Brevard, Marion, & Volusia Counties

November 14, 2023
Brevard County, Marion County, Volusia County

In an effort to enhance pedestrian safety and create more walkable communities, the Best Foot Forward for Pedestrian Safety program...

Best Foot Forward
for pedestrian safety

Crossing Guards See Crosswalk Enforcement Ramping Up in Six Central Florida Counties

February 18, 2024
Brevard County, Enforcement, Marion County, Orange County, Osceola County, Seminole County, Volusia County

Operation Best Foot Forward wrapped up its most expansive enforcement to date last Friday, with 14 law enforcement agencies across...

BFF Launch – Education



Social Media

Best Foot Forward
February 19 at 1:49 PM · 🌐

We had a blast last month at the Blue Spring Manatee Festival in Volusia County! We teamed up with [St Johns River-to-Sea Loop Alliance](#) to share information about pedestrian safety and Florida's driver yield law.

Our team was thrilled to be a part of such a fantastic event! By sharing information and answering questions, we're helping make Florida's roads safer for everyone. 🙌

Bike/Walk Central Florida
January 16 · 🌐

Big news-- the Best Foot Forward program has expanded into Brevard County! 🙌

The expansion kicked off with the presentation of the resolution of support from the County at the Commission meeting.

The [Florida Department of Transportation](#) has recognized Brevard County as one of the top 25 counties in Florida for pedestrian and bicycle fatalities. We are ready to join forces with the county and work towards a future where everyone can walk, bike and roll safely.... See more

Best Foot Forward
February 2 · 🌐

In recognition of Crossing Guard Appreciation Day on February 2nd, we will be kicking off our quarterly crosswalk enforcement operation to bring awareness and education to drivers to keep students and crossing guards safe near school zones.

From February 6th to 16th, plainclothes deputies and officers will cross streets at marked crosswalks, giving drivers enough time to slow down and stop safely. Drivers who fail to stop are pulled over and may be issued a warning or a citation of at least \$164 and three points on their license.

In addition to Orange, Osceola and Seminole Counties, the operation will expand for the first time into Brevard, Volusia and Marion Counties. Check out the full enforcement schedule at <https://www.lyield4peds.org/operationbff/>

#CrossingGuard #BestFootForward

FEBRUARY 6 – 16, 2024
OPERATION BEST FOOT FORWARD

A high-visibility enforcement action to remind drivers about Florida's driver yield law. Studies show that when you combine **enforcement, education and engineering** over a prolonged period of time, driver behavior changes.

Bike/Walk Central Florida
December 8, 2023 · 🌐

Big news for pedestrian safety in Central Florida! 🙌

The Best Foot Forward program has plans to expand its pedestrian safety efforts into Brevard, Marion and Volusia counties in 2024.

This collaborative effort with the Florida Department of Transportation aligns with FDOT's Target Zero Initiative which aims to eliminate transportation-related serious injuries and fatalities throughout the state.... See more

MYNEWS13.COM
Best Foot Forward program launched in Volusia County
The program will focus on improving drivers' behavior.



Action Items

✓ Continue Community Outreach, Partnerships, and Safety Messaging!

✓ Remember All Behavior Campaign Assets Are Available

- All digital assets uploaded to **TargetZeroFL.com** website

✓ Continue to Survey, Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media

DRIVE TIME = YOU TIME
Relax on the road...and *enjoy the ride*

FL VIBE GUY'S LO-FI BEATS

Ultimate chill experience
Featuring artists such as Shiro, Maple Syrup, Enluc, KXIII, and The Surf

FL VIBE GUY'S COOL AS A CUKE

Calm tunes to relax
Featuring artists such as Jack Johnson, Khalid, John Mayer, Weezer, and Adele

FL VIBE GUY'S FEEL THE GROOVE

Upbeat and positive
Featuring artists such as Coldplay, Harry Styles, Post Malone, and Ed Sheeran

FL VIBE GUY'S VIBE GUY CLASSICS

Hits from all eras
Featuring artists such as The Beatles, Bob Marley, The Beach Boys, Toto, and Elton John

Scan and start your playlist before you start your drive

FDOT TargetZeroFL.com ZERO

DRIVE TIME = YOU TIME
Do Not Disturb messages designed to manage your replies so you can focus on SAFE driving

Find your new DND messages and activate or customize your autoreply messages here

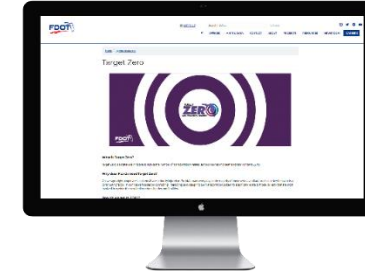
Currently driving. Don't worry. I'm worth the wait :)

Sorry, fam. Driving and vibing rn. Can't talk, but I'll get back to you when I'm there.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

Yd! Sorry I can't text rn, I'm behind the wheel. I'll get back to you when I'm done. Thx.

FDOT TargetZeroFL.com ZERO



FDOT Florida Department of Transportation Transportation Safety Program Evaluation **ZERO**

- On average, how many people die each day in Florida due to traffic crashes?

a. 0-7	_____
b. 8-15	_____
c. 16-23	_____
d. 24-31	_____
e. 32-39	_____
f. 40-47	_____
g. 48-55	_____
- On average, how many people are seriously injured each day in Florida due to traffic crashes?

a. 0-20	_____
b. 21-40	_____
c. 41-60	_____
d. 61-80	_____
e. 81-100	_____
- How many crashes have you been involved in over the past five years when you were the driver?

Extremely Rarely	1	2	3	4	5	6	7
Extremely Often	1	2	3	4	5	6	7
- How likely or unlikely are you to do the following? Please rate the following statements.

1. Start your driving trip each day as you can arrive at work without having to exceed the speed limit.	1	2	3	4	5	6	7
2. Drive without full attention on the road and not allow any distractions.	1	2	3	4	5	6	7
3. Exceed the speed limit to make up for lost time.	1	2	3	4	5	6	7
4. Drive distracted (e.g., Facebook, Instagram, Snapchat, Texting).	1	2	3	4	5	6	7
5. Drive on a cell phone (e.g., Texting, YouTube, etc.).	1	2	3	4	5	6	7
6. Drive on a cell phone (e.g., Texting, YouTube, etc.).	1	2	3	4	5	6	7

Optional: please help us with future messages:

County of residence: _____

Your gender (circle one) M / F / Other _____

Age (circle one) 18-24 / 25-34 / 35-44 / 45-54 _____

Thank you! And remember, YOU have the power to help save lives!





Next Steps

Next Steps

- **Campaign Strategy and Communications Plans**
- **Young Hispanic Male Audience Formative Research**

DRIVE SAFE.

FLORIDA'S FUTURE DEPENDS ON IT.

WORK ZONE AHEAD

USE CAUTION. SLOW DOWN. STAY ALERT.





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com