

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*August 13, 2024:
Monthly Partner Statewide Meeting*



Agenda

Updates and Sharing

- **Recent Activities**
- **Recap Campaigns**

Continued Development and Deployment

Speeding, Distracted, and Aggressive Driving

- **Resources**
- **Suggestions?**
- **Next Steps**

The image features a dark teal background. On the left side, there is a graphic consisting of three concentric circles. The innermost circle is a solid dark teal color. The middle ring is white, and the outermost ring is a slightly lighter shade of teal. The text 'Recent Activities' is centered within the innermost circle.

**Recent
Activities**

Since We Last Met in April...

FDOT 'on tour' to share Florida's Target Zero campaign approach!

- American Council of Engineering Companies (ACEC) Florida Annual Conference
- FDOT Transportation Symposium
- Transportation Research Board (TRB) International Roadside Safety Conference
- Florida Association of County Engineers and Roadway Superintendents (FACERS) Statewide Annual Conference



ACEC Annual Conference



TRB Conference

Roadside Safety Conference – SunTrax



Roadside Safety Conference – SunTrax



Congratulations Florida Highway Patrol!



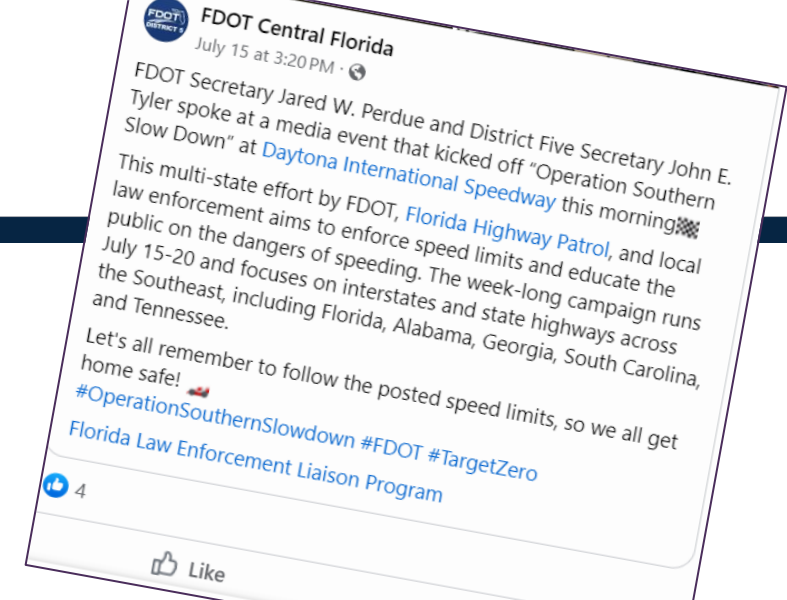
Florida Law Enforcement Traffic Safety Challenge Awards





OPERATION
SOUTHERN SLOW
DOWN

Operation Southern Slow Down



Southern Slowdown Press Conference



Operation Southern Slow Down – D4/D6 Joint Effort



<https://www.nbcmiami.com/news/local/cracking-down-on-speeders-operation-southern-slow-down-aims-to-save-lives-on-the-road/3362121/>



Stop on Red

Target Zero recently visited the University of Florida and Jacksonville Beach as part of their "Stop on Red" campaign, engaging with students and citizens on the critical importance of stopping at red lights. The initiative aimed to raise awareness about traffic safety and reduce accidents at intersections. Target Zero representatives shared statistics, personal stories, and safety tips to emphasize that stopping at red lights can save lives and prevent injuries. The event fostered meaningful conversations and reinforced the community's commitment to safe driving practices.



National Stop on Red Week

Target Zero – August Events, contd.

8/4/24-8/10/24 (Event: 8/7)
National Stop On Red Week - D4 Pop-up
(Broward)



Signage shown at the TMC from Commercial Blvd.



Signage shown at D4 HQ from Commercial Blvd.

Target Zero – August Events, contd.

8/10/24

Back 2 School Extravaganza – Town of Lake Park
(Palm Beach)



TOWN OF LAKE PARK
BACK 2 SCHOOL EXTRAVAGANZA

FREE BACKPACKS, SCHOOL SUPPLIES & RESOURCES FOR STUDENTS GRADES K-12
PARENT & STUDENT MUST BE PRESENT

SATURDAY, AUGUST 10
10:00 AM - 1:00 PM
TOWN HALL
535 PARK AVENUE
LAKE PARK, FL 33403

ACADEMIC & TECHNICAL PROGRAM
INFORMATION FOR COLLEGE STUDENTS

FOR SPONSORSHIP, VENDOR, DONATION & VOLUNTEER
INFORMATION PLEASE CONTACT THE SPECIAL
EVENTS DEPARTMENT AT 561-840-0160 OR
SPECIALEVENTS@LAKEPARKFLORIDA.GOV
WWW.LAKEPARKFLORIDA.GOV



FDOT Tallahassee Headquarters – Target Zero





Campaign Recap

Influencing Behavior | Saving Lives

Identify behaviors contributing to serious and fatal crashes, and the **reasons for those behaviors**.

Influence safe behavior.

Influencing people requires understanding **human factors**:

- Why people behave the way they do
- How people change
- How to help people in their efforts to change

Human Factors Safety Marketing

Going beyond education of facts and laws:

- **Focusing on influencing behavior** rather than direct education of laws
- **Addressing the precursors/root cause of behaviors** that lead to serious injuries and fatalities
- **Focusing on targeted regions and audience**, their values and influencers
- **Conducting a comprehensive evaluation of effectiveness** to continually improve



New Campaign Development



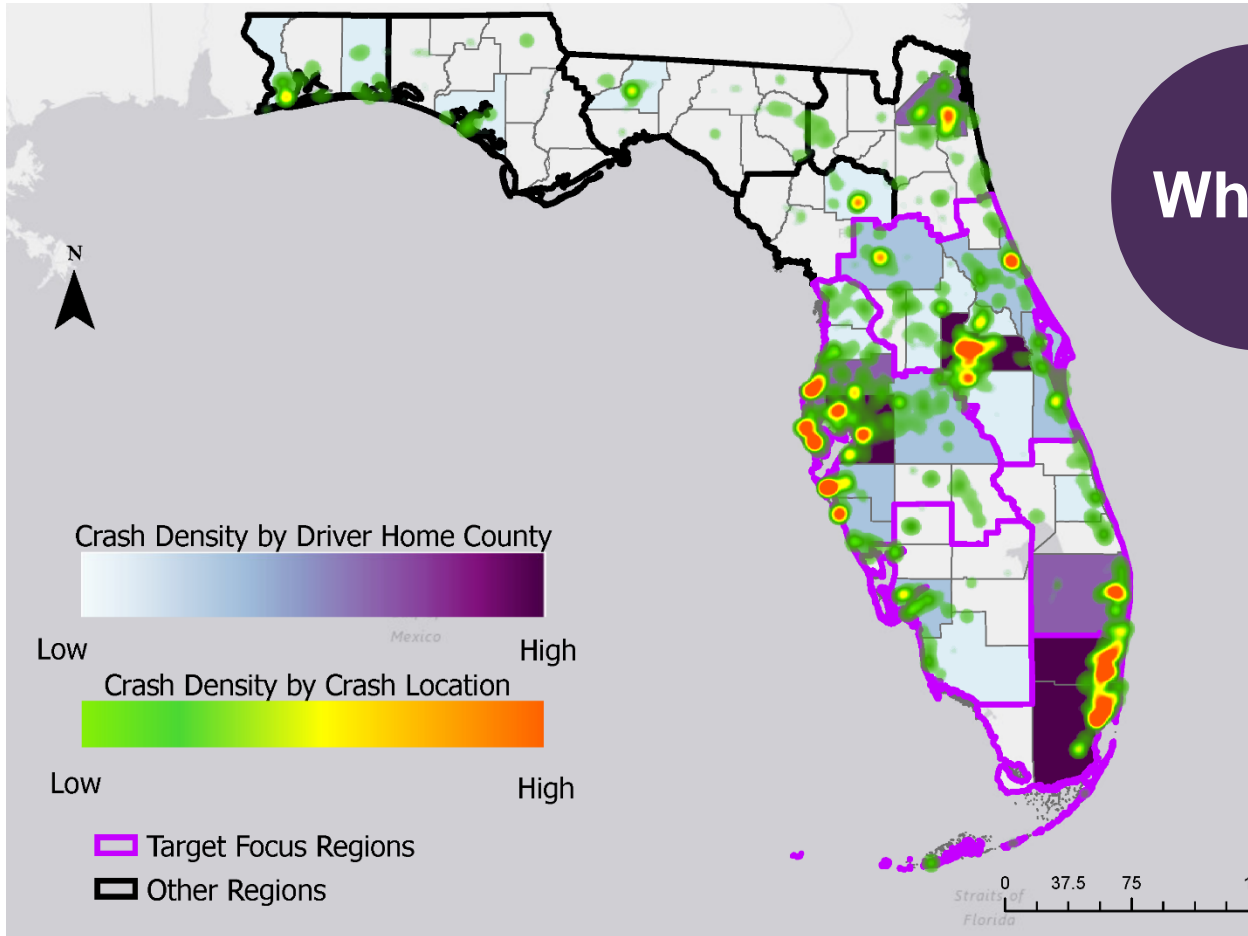
LANE DEPARTURES



INTERSECTIONS



PEDESTRIANS
AND BICYCLISTS



Where?

Who?



**Young Males:
Driver in Over 50% of fatal
and serious crashes**

Influential Behavior Campaigns

Audience: MALE DRIVERS AGE 22-27:

Managing time, stress, overcommitments, need for constant connection, staying calm and in control.

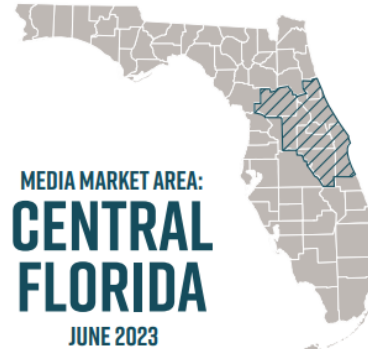
SPEEDING CAMPAIGN

**TIME MANAGEMENT:
LEAVE EARLY FOR YOUR TRIP OR ARRIVE LATE**



DISTRACTED CAMPAIGN

ADDRESSING CONSTANT CONNECTION AND MULTI-TASKING: SET 'DO NOT DISTURB' BEFORE YOUR TRIP



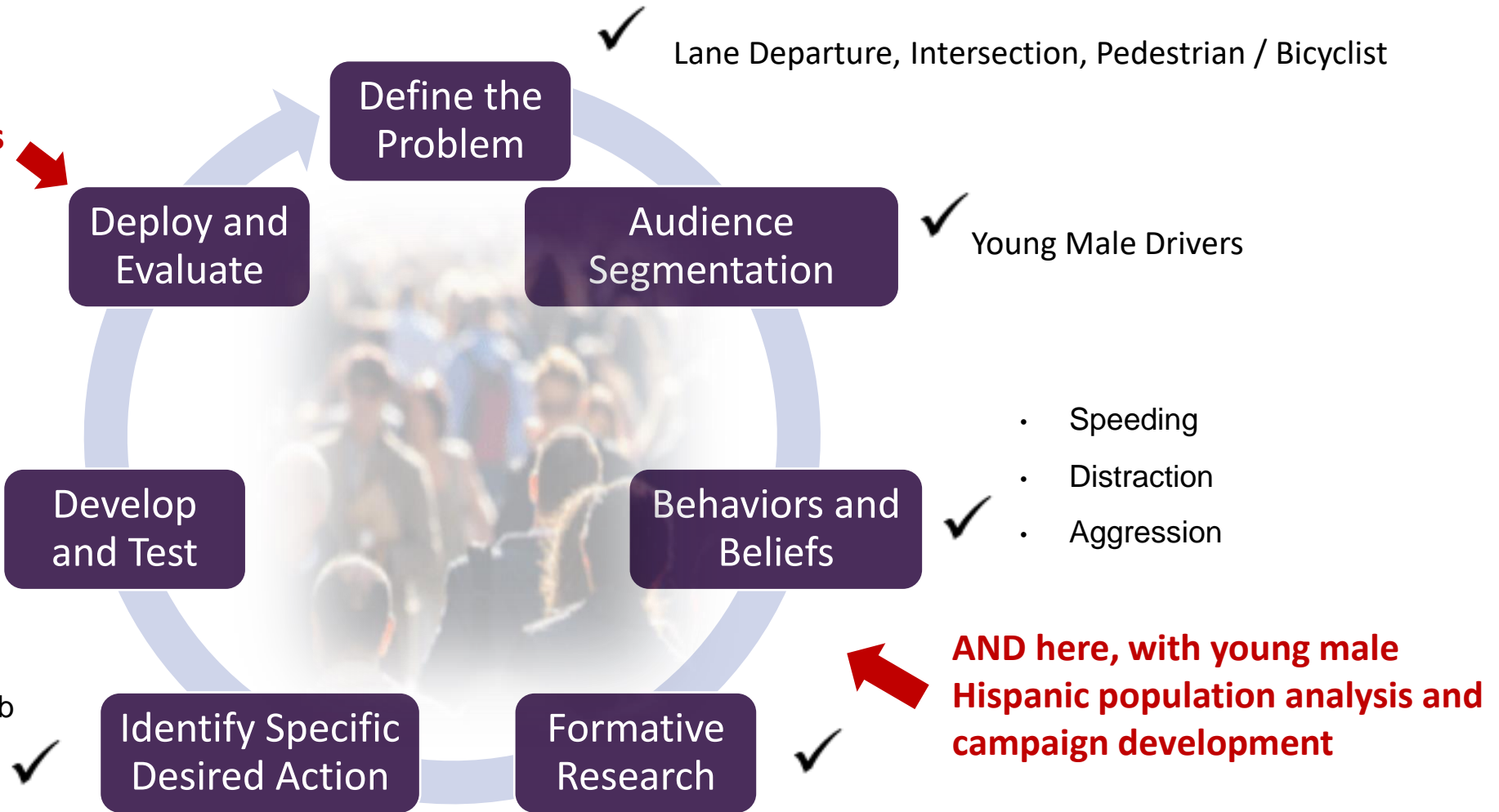
AGGRESSIVE CAMPAIGN

**STRESS MANAGEMENT:
LEAVE SPACE BETWEEN YOU AND THE DRIVER**



Campaign Development Cycle – Social Marketing

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



Speeding Campaign – Paid Media Evaluation

SPEEDING/TIME MANAGEMENT

Call to action: Leave early for your trip or arrive late.

\$1M October 2022; \$1M June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS
73,670,866

MEDIA CHANNELS
social media, audio and video streaming, gas pump videos, radio, billboards

WEB PAGE VISITS
63,041



"Simple design is eye-catching and different"

"Stick figures are relatable to anyone"

Distracted Campaign – Paid Media Evaluation

DISTRACTED/MULTITASKING

Call to action: Set do not disturb before your trip.

\$1M June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS
45,886,770

MEDIA CHANNELS
social media, audio and video streaming, gas pump videos, radio, billboards

WEB PAGE VISITS
30,323



"I remembered this video and instantly thought – what's better? Arriving 5 minutes late or not arriving at all? Once I get there, if someone asks, I'll blame it on traffic."

Aggressive Campaign – Paid Media Evaluation

AGGRESSIVE/STRESS MANAGEMENT

Call to action: Keep your distance from the driver ahead of you.

\$1M June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS
47,580,947

MEDIA CHANNELS
social media, audio and video streaming, gas pump videos, radio, billboards

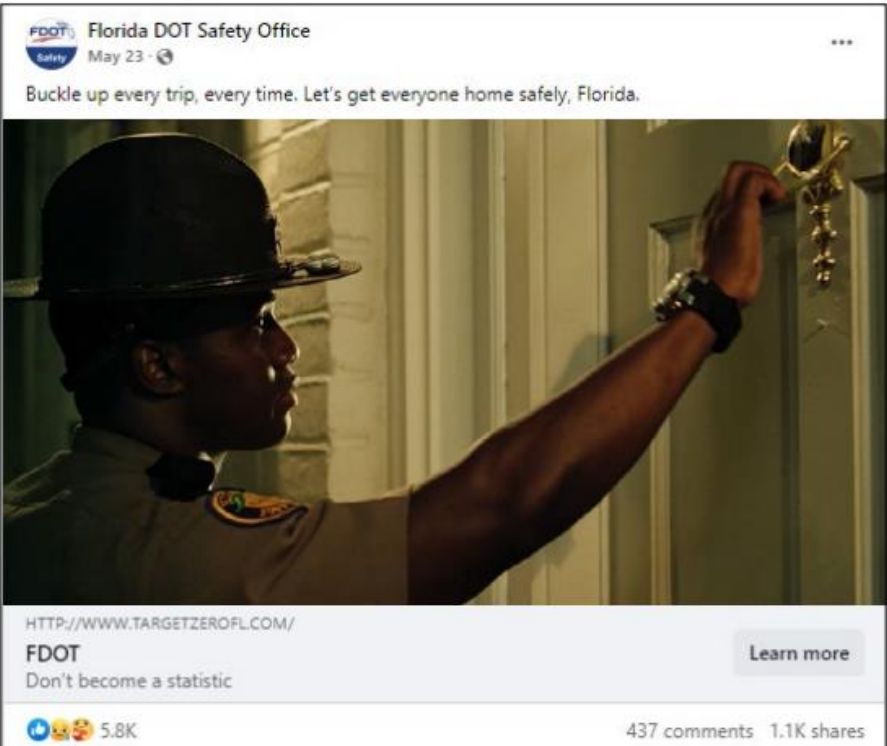
WEB PAGE VISITS
28,047



"Animation video and audio captured and kept my attention"

Influencer Campaign – Paid Media Evaluation

In Partnership With



\$3M

"This ad triggered those protective mom feelings. I reminded my children [in their 20's] to not text and drive. No one ever wants to have an officer come to their house with such horrible news."

Target Audience: Older Adults

LET'S GET EVERYONE HOME SAFELY MEDIA MARKET AREA: STATEWIDE JUNE 1-30, 2023

Research confirmed that young male drivers are influenced by their friends, parents, and co-workers. In partnership with FLHSMV and FHP, three videos, narrated from an influencer perspective, addressed the importance of not becoming a statistic, turning on do not disturb, and buckling up every trip. Videos were distributed in media markets statewide and on FDOT and Target Zero partner's social media channels.

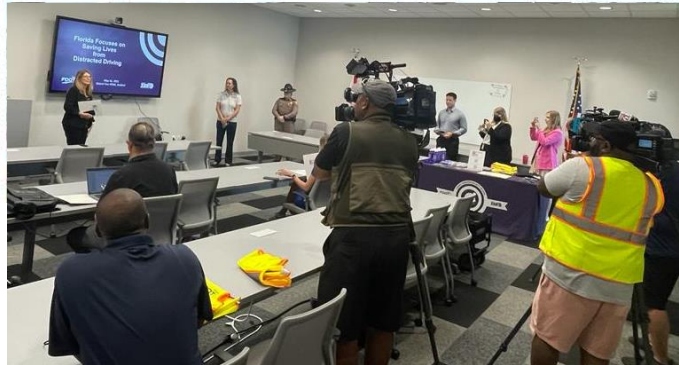
TOTAL PAID IMPRESSIONS
161,684,767

WEBPAGE VISITS
251,513

5.8K reactions 417 comments 1.1K shares



Districts Launch and Community Engagement



 **50+**
COMMUNITY
EVENTS

 **8,000+**
REACH

 **60+**
COMMUNITY
PARTNERS

NEWS > SARASOTA, MANATEE COUNTY

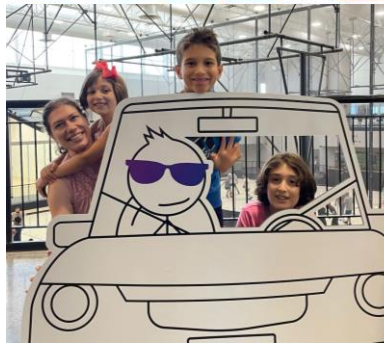
Florida will target young, aggressive drivers with new campaign



abc ACTION NEWS 4

Watch FREE, Live Streaming of Local News & Weather 24/7.

Full Story: <https://www.wtsp.com/story/news/local/2019/04/24/florida-target-young-aggressive-drivers/>



Long Term Monitoring: Behavioral Surveys

Over 3,000 young male respondents before and after the 30-day campaigns:



Campaign Recall
+
Risk Recognition



Social Norms
+
Perceived Behavioral Control



Self-Reported Behavior
+
Intent to Change



Statewide Updates

Results Are In! Young Male Surveys

Evaluation of new campaign to influence speeding, aggressive, distracted behaviors

Young male surveys measured baseline and progress to adopt five safer driving behaviors (ties back to campaign 'calls to action'):

1. Delay making phone calls or texting until after arriving at the destination.
2. Keep full attention on driving and not allow any distractions.
3. Drive at or under the posted speed limit.
4. Start the driving trip early enough to arrive on time without having to exceed the speed limit.
5. Maintain a safe driving distance from the car in front.

Measuring Behaviors

Intermediate steps measuring progress include:

1. Attitudes about the perceived risk of a crash when engaging in risk taking behaviors while driving.
2. Beliefs about one's behavioral control and capability to successfully carry out safe behaviors while driving.
3. Perceptions about social norms, including what you believe others important to you think about the acceptability of safe driving behaviors and risky driving behaviors.
4. Self-reported past driving behaviors.
5. Self-reported intentions to practice safe driving behaviors in the future.

Measuring Behaviors

Approx. 3,000 male drivers, aged 18-34 responded to surveys

- Analysis shows how perceived risks, behavioral control, social norms, and previous behavior relate to intentions to practice safe driving behaviors
- Statistical analysis using Spearman's correlation
- Correlation is the strength of association between stated intentions and responses to other survey items.

Almost 54 percent have been in a crash (last 5 years) or been pulled over by law enforcement (past year) at least once.

Measuring Behaviors

Men with crash and/or traffic stop history self-reported they were:

- More likely to have exceeded the speed limit in past month to make up for lost time.
- More likely to exceed the speed limit in the future to make up for lost time.
- Less likely to delay making phone calls or texting until after arrival at destination.

Perceived risk / penalty of unsafe driving practices showed **weak correlations with behavioral intentions.**

Aggressive Driving

- Those who agreed with the statement “Most people who are important to me think it is alright for me to drive especially close to the car in front of me” are more likely to tailgate (.55).
- Those who agreed with the statement “I can win the respect of most people who are important to me by maintaining a safe distance from the car in front of me” are less likely to tailgate (-.35).
- Those who agreed with the statement “While driving, maintaining a safe distance from the car in front of me demonstrates self-control” are less likely to tailgate (-.45).
- Those who agreed with the statement “While driving, I have the power to control my anxiety and stressors” are less likely to tailgate (-.31).

Speeding

- Those who agreed with the statement “**Most people who are important** to me think it is **alright for me to exceed the speed limit** to make up for lost time” are **more likely to exceed the speed limit** (.49).
- Those who agreed with the statement “**I can win the respect** of most people who are important to me **by exceeding the speed limit to make up for lost time**” are **more likely to exceed the speed limit** (.40).
- Those who agreed with the statement “While driving, staying within the speed limit demonstrates **self-control**” are **less likely** to exceed the speed limit (-.25).
- Those who agreed with the statement “While driving, **I have the power** to start my driving trip early enough so I can arrive on time without having to exceed the speed limit” are **less likely** to exceed the speed limit (-.23).

Distracted Driving

- Those who agreed with the statement “Most people who are important to me think it is alright for me to wait to make a phone call or text until after I arrive at my destination”, are more likely to delay phone calls or text (.44).
- Those who agreed with the statement “I can win the respect of most people who are important to me by waiting to make a phone call or text until after I arrive at my destination” are more likely to delay phone calls or text (.45).
- Those who agreed with the statement “While driving, I am in control of whether to make phone calls or text” are more likely to delay phone calls or text (.36).

Conclusions

- Focus formative research exploration more on social norms and behavioral control, **not so much on perceived risk.**
- Frequency of previous behavior has moderate positive correlation with intentions to practice same behavior in future.
- Future efforts should consider drilling down further to men with history of crashes and/or traffic stops (54 percent of total survey respondents).

Next Campaign 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).

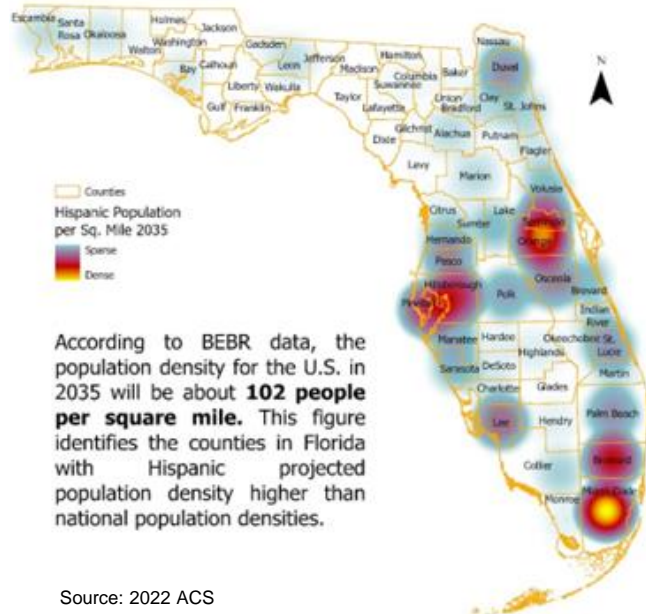
Table 1. Target Zero Region Population by Race

	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)

Who

- Leaders within the Hispanic communities in the 3 identified regions (Tampa, Orlando, Miami/Fort Lauderdale)
- Young males aged 18-35 that are part of the Hispanic population in the State of Florida



What

METHODS:

- Interviews with community leaders
- Focus groups with young Hispanic males
- Journey mapping
- Survey tools (screener / background information)

SEEKING TO UNDERSTAND:

- Social norms
- Behaviors
- Influence
- Perceptions

Why

- Methods informed by Phase 1 survey, formative research, and literature review
- To develop effective marketing materials that resonate with young Hispanic males to influence positive behavior change



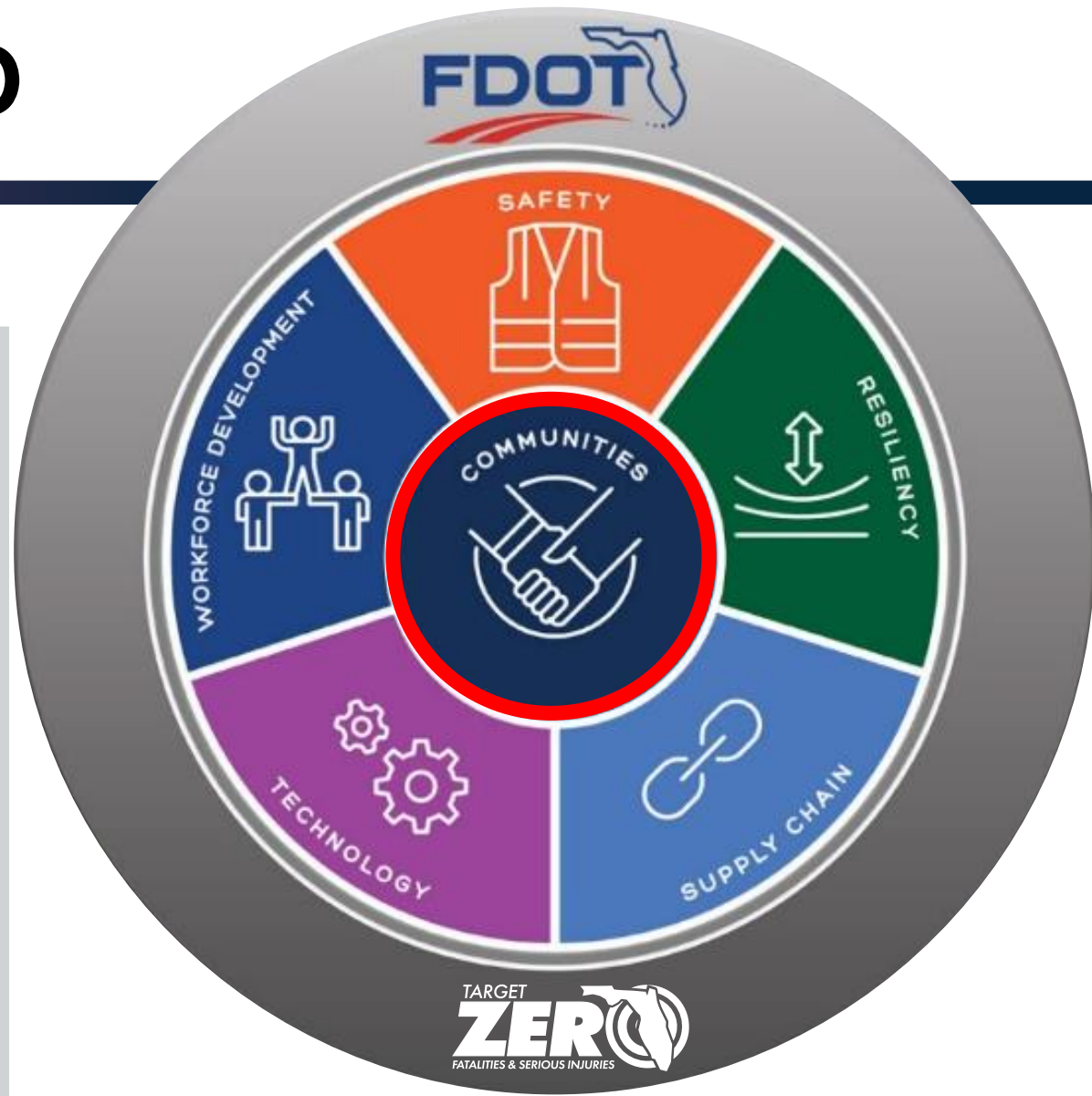
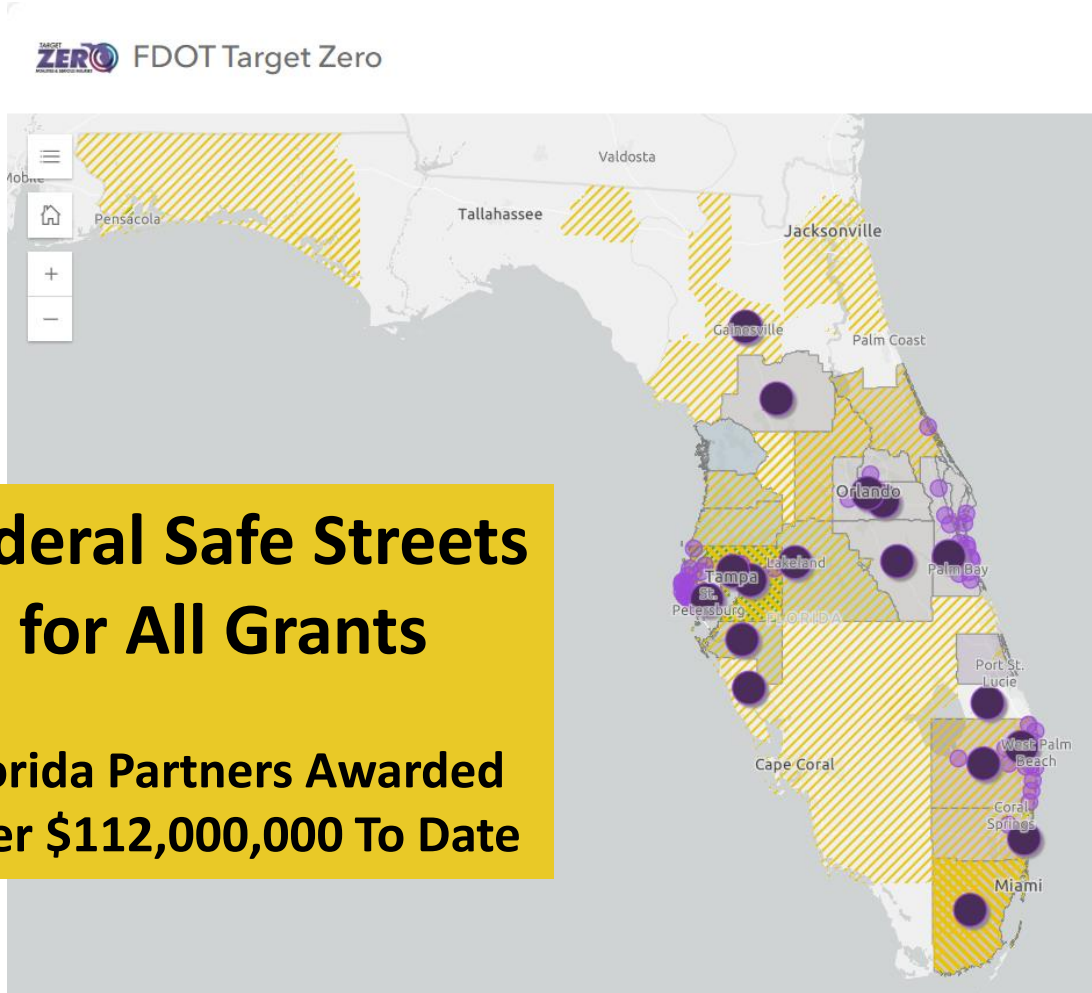
Rest Area Safety Initiative- Pole Banners at the WB Leon County Rest Area.





Resources

Together Toward ZERO



Federal Safe Streets for All Grants

Florida Partners Awarded Over \$112,000,000 To Date

Focus on Top Counties for Lane Departure, Intersection, Pedestrian and Bicyclist Fatalities and Serious Injuries



Partner Agencies with 'Zero' Resolutions and/or Action Plans




Partners Awarded with 'Safe Streets for All' Federal Grants



Links to Resources

www.TargetZeroFL.com



TARGET ZERO
FATALITIES & SERIOUS INJURIES

TARGET ZERO
FLORIDA'S TRANSPORTATION SAFETY INITIATIVE

WHY?

TOGETHER TOWARD ZERO

Florida's target is **ZERO FATALITIES AND SERIOUS INJURIES.**

WHY?

ON FLORIDA'S ROADS...

8 daily fatalities

49 daily serious injuries

But when it comes to human lives, no fatality or serious injury is acceptable.

Source: 2021 Florida Strategic Highway Safety Plan

HOW DO WE GET THERE?

Florida established Target Zero in the **Strategic Highway Safety Plan** to provide a framework for how Florida's communities work to achieve the national vision of zero fatalities and serious injuries **TOGETHER**, by:

- Establishing the **FORMAL PERFORMANCE TARGET OF ZERO** fatalities and serious injuries with the **Federal Highway Administration (FHWA)** and **National Highway Traffic Safety Administration (NHTSA)**, and **TRACKING PROGRESS** toward that goal.
- Supporting safety partners by collecting, analyzing, and using data to identify and address **FLORIDA-SPECIFIC NEEDS**, AND prioritize **STRATEGIC INVESTMENTS**.
- Employing a **HUMAN-FACTORS APPROACH** to mitigate human errors in a **SAFE SYSTEM APPROACH**.
- Establishing a **FLORIDA NETWORK** for resource and information **SHARING AMONG COMMUNITY PARTNERS**.

FDOT **TARGET ZERO**



TARGET ZERO TEAM

JOIN FLORIDA'S TARGET ZERO NETWORK

- Participate in the development and implementation of Florida's Strategic Highway Safety Plan.
- Access safety-related data, analysis tools, and dashboards in the **Safety Data Integration Space**.
- Access extensive safety analysis of Florida's top safety challenges, to maximize resources. **See countermeasures to address Florida's top lane departure, pedestrian, and bicyclist safety challenges.**
- Access over **100 FREE** and pre-recorded **safety courses**, and receive announcements for upcoming safety courses.
- Access **video, audio digital media, social media posts, print materials and more** to support community outreach and engagement.
- Join one of Florida's statewide multiagency and multidisciplinary **Traffic Safety Coalitions**.

AND GET CONNECTED TO THESE SAFE SYSTEM APPROACH RESOURCES:

SAFE ROADS

- Design and operate **SAFE ROADS** with context-based engineering criteria from the **FDOT Design Manual**, the **FDOT Traffic Engineering Manual**, and more.
- Obtain FHWA funding for safety infrastructure investments to achieve **SAFE ROADS** on all public roadways. See **The Highway Safety Improvement Program Guidelines** for eligibility.

SAFE ROAD USERS

- Promote **SAFE ROAD USERS** with access to video and audio digital media, social media posts, print materials, and more! See our **Annual Safety Calendar** for comprehensive access to resources.
- Develop **SAFE ROAD USERS** with funding for safety education and enforcement efforts! See **Traffic Safety Subgrants (fdot.gov)** for programs and eligibility.

SAFE SPEEDS

- Design for **SAFE SPEEDS** using speed management design criteria in **FDOT's Design Manual**.
- Establish **SAFE SPEEDS** using **Florida's Speed Zoning Manual**.
- Enforce **SAFE SPEEDS** by obtaining **NHTSA funding for speed enforcement**.

POST CRASH CARE

- Access **POST CRASH CARE** resources with **additional enforcement grants**.

SAFE VEHICLES

- Advance **SAFE VEHICLES** by conducting research, developing, and testing emerging transportation technologies in safe and controlled environments at **Florida's SunTrax facility**.

FDOT **TARGET ZERO**

Click here to learn more at TargetZeroFL.com



All Audio and Video Files Available!

www.TargetZeroFL.com

Time Management (Speeding) Resources:

"Leave a little early or be a little late. Just get there safely."

- Banner Image
 - [Speeding \(5x7\)](#)
- Thumbnails
 - [Target Zero Speeding Thumbnail \(300x250\)](#)
 - [Target Zero Speeding Thumbnail \(640x640\)](#)
- Audio
 - [Target Zero Speeding Audio \(15 seconds\)](#)
 - [Target Zero Speeding Audio \(30 seconds\)](#)
- Video
 - [Target Zero Speeding Video \(15 seconds\)](#)
 - [Target Zero Speeding Video \(30 seconds\)](#)
 - [Speeding and Aggressive Campaign Driving Video \(30 seconds\)](#)

Stress Management (Aggressive) Resources

"Embrace the space. Keep the distance from the driver in front of you."

- Banner Image
 - [Aggressive Driving \(5x7\)](#)
- Thumbnails
 - [Target Zero Aggressive Driving Thumbnail \(300x250\)](#)
 - [Target Zero Aggressive Driving Thumbnail \(640x640\)](#)
- Audio
 - [Target Zero Aggressive Driving Audio \(15 seconds\)](#)
 - [Target Zero Aggressive Driving Audio \(30 seconds\)](#)
- Video
 - [Target Zero Aggressive Driving Video \(15 seconds\)](#)
 - [Target Zero Aggressive Driving Video \(30 seconds\)](#)
 - [Speeding and Aggressive Campaign Driving Video \(30 seconds\)](#)

Multitasking (Distracted Driving)

"Drive time is you time. Ride with Do Not Disturb."

- Banner Image
 - [Distracted Driving \(5x7\)](#)
- Thumbnails
 - [Target Zero Distracted Driving Thumbnail \(300x250\)](#)
 - [Target Zero Distracted Driving Thumbnail \(640x640\)](#)
- Audio
 - [Target Zero Distracted Driving Audio \(15 seconds\)](#)
 - [Target Zero Distracted Driving Audio \(30 seconds\)](#)
- Video
 - [Target Zero Distracted Driving Video \(15 seconds\)](#)
 - [Target Zero Distracted Driving Video \(30 seconds\)](#)
 - [Distracted Driving Campaign Video \(30 seconds\)](#)

www.TargetZeroFL.com/Speeding

www.TargetZeroFL.com/Distracted

www.TargetZeroFL.com/Aggressive



CUSTOM DO NOT DISTURB MESSAGES

Did you know most smartphones have an auto-reply feature for when you're on the road? Turn on Do not Disturb before you drive, and let the phone do all the hard work while you ride around distraction-free.

Just one catch — pre-made do not disturb phone messages are usually bland, boring, and not your style, we're sure. That's where we come in!

We've created a plethora of do not disturb messages for you to add to your phone. With a wide range of tones and emotions, we're sure you'll find the right do not disturb message for you!

[FIND YOUR NEW DND MESSAGE HERE](#) ▾

Not sure how to activate or customize your auto-reply message? [Here's how:](#)



[Apple Tutorial](#)



[Android Tutorial](#)

YOUTUBE MUSIC PLAYLISTS

Looking for a way to make your rides more chill? We've got some playlists to help you vibe out for your next commute. Check 'em out below!



A collection of laid-back, lo-fi, electronic tunes to help drivers relax and vibe out on the roads.



A pop-centric playlist full of upbeat, positive songs to wash away stress and anger when you're behind the wheel.



Mellow songs that are sure to cool down any driver, in any situation.



Hits from every era - a compilation of some of the most happy, relaxing, and positive tunes of all time.

Drive time is you time. Remember to start your playlist before you start your drive. The songs included on each playlist may be subject to change and are not owned or endorsed by the Florida Department of Transportation.

Social Marketing in Transportation Certificate Program

A series of 60-minute highly interactive, instructor-led online training modules taught once a week from September to February.

[Register Now](#)

Available again this fall at the University of South Florida

FREE for Florida residents!!! Last year's graduates:



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



Suggestions?



Next Steps

Next Steps

- **Continued Campaign Deployment**
 - **Speeding, Distraction, Aggression**
- **New Campaign Development**
 - **Young Hispanic Male Audience Formative Research**



IT'S BACK TO SCHOOL TIME

**SLOW DOWN – ESPECIALLY IN SCHOOL ZONES
AND WATCH FOR CHILDREN!**

LET'S ALL HELP THEM MAKE IT A **SAFE SCHOOL YEAR!**



FLORIDA: DO I NEED TO STOP?



Two Lane

Vehicles traveling in both directions **MUST** Stop



Multi-lane paved across

Vehicles traveling in both directions **MUST** Stop



Divided Highway

On a highway divided by a median, cars traveling in opposite directions are not required to stop but should proceed with caution



Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com