

Driver Safety Campaign

A Human Factors Approach

December 7, 2021



Meeting Agenda

- Welcome
- November Meeting Recap
- Campaign Development
- Creative Brief
- Partner Engagement
- Ambassador Program
- Safety Moment





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OR

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Welcome Partners, please share your name and agency.

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Larry E. Coggins, Jr MADD Florida

Ginger FDOT

Yasir Mercado, Florida's Turnpike Enterprise/WSP

Gail Holley, FDOT

Dalita Singh, FTE

Paula S. Scott, FDOT, D4

Carlos Sarmiento - FDOT Distirct 6

Chris Craig - FDOT

Logan Lewkow, Director of Communications for the Florida Sheriffs Association

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Aaron Keller, FLHSMV

Mo - FDOT D5

Tish Burgher, FDOT

Rupert Giroux FDOT

John Kubicki - FDOT D1 (GEC support)

Eric Gordin FDOT

Mahmooda Khaliq Pasha, University of South Florida

LTC Mark Brown- FHP

Jeff Branch, Florida League of Cities

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Melissa WandallNCSR Alert Today VZ and campaign Ambassador

Sarita Taylor. FDOT

Michael LewisFDOT District 3

Cynthia Turcios FDOT D6

Paige Landrum - FLHSMV

Billy Canedo, FDOT District Four Communications

Tim Freed, FDOT (in house consultant)

Jessica Kelleher, FLHSMV

Sara Hendricks. USF

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Mary Lou Veroline, Florida's Turnpike

Junias Aldajuste Florida Turnpike

MIKE ZINN-FDOT D-7 CTST
PROGRAM MANAGER

Jeanette Gorgas- Media Relations
Group

Hampton Ray, FDOT District Two
(consultant)

Andrea Atran Fdot d2

Kristen Allen, MADD

Robert Wallace FDOT District 7

Mark Plass FDOT D4 Traffic
Operations Engineer

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Influencing Behavior | Saving Lives



94%

of crashes nationally
involve driver behavior
as a contributing factor

On Florida's Roads ...



Daily
Fatalities



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:

- Pedestrians and bicyclists
- 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

Influencing Behavior | Saving Lives

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

Influence safe behavior.

Behavior Change, Human Factors, and Social Marketing

- **Influencing behavior change** requires a better understanding of **human factors** and why people behave the way they do, how people change, and how to help people in their efforts to change.
- **Social marketing** is the application of commercial marketing principles to influence desired behavior, increase use of a product or services. *All of this is done for the good of the individual and society.*

Campaign Approach



A photograph of a man in a meeting, pointing at a whiteboard. The image is overlaid with a semi-transparent blue filter. The man is in the foreground, looking towards the right. In the background, another person is visible, and a whiteboard with some diagrams or charts is partially seen.

November Meeting Recap

November Meeting Recap

- Welcome
- October Meeting Recap
- Focus Group Findings
- Campaign Development
- Partner Engagement
- Ambassador Program



Partner Input



What are some opportunities you envision to use co-branding with your agency?

We could include the logo on printed materials that are distributed to the public.

Great question for partners to inform fdot on what their capabilities are.

include all of our partners to have them and us on the same page

Digital logo for DMS

Seat belt usage is down and fatal crashes with no seat belts is up. Partner with FHP in click it or ticket.

In the short term, FLHSMV-led driver safety campaigns like Move Over, Hit-And-Run awareness, etc.

Since we (FDOT) provide funds to local transit agencies, we should be able to leverage internal and external bus/train space to place safety campaign messaging. We could have posters, etc. at bus stops, train stations, etc.

It would be great to have a shared calendar site, where agencies can also submit their events as well.. in building the Statewide calendar.

Scale vector graphics files of logos.

Include in project specific education/outreach



Q. We're developing a Target Zero Q&A document and want to include information you feel is pertinent. What are some questions you have, or have heard, that should be addressed?

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What are some questions you have, or have heard that should be addressed?

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What is the best way to support our locals

What is Vision Zero?

Suggestion: a quick reference fact/guide sheet. Website

How are you going to achieve Sierra working with the county when their priorities are different from yours?

How are Zero....

How are local agencies involved in Vision Zero and Target Zero?

Is Zero achievable?

Shared resources on a one stop web-site.

How many cities, counties and MPOs are Vision Zero?

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What are some questions you have, or have heard that should be addressed?

Mentimeter

How does Target Zero work with all other safety campaigns?

Who needs to be involved?

How do we effectively get the enforcement message out to law enforcement

How are you going to achieve zero working with the county/cities when their priorities are different from FDOT?

How do we measure progress?

Best practices on collaboration

It will take us infinity time to get there, how can we keep going?

Some best practices... Showing how we measure up nationally.

How do we get people to stop speeding?

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What are some questions you have, or have heard that should be addressed?

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What are the Engineering and Enforcement parts of Target Zero?

Showing real life examples/testimonials

can we achieve zero when not everyone gets be on board with doing the right thing?

Mayors and Commissioners



Your Thoughts?



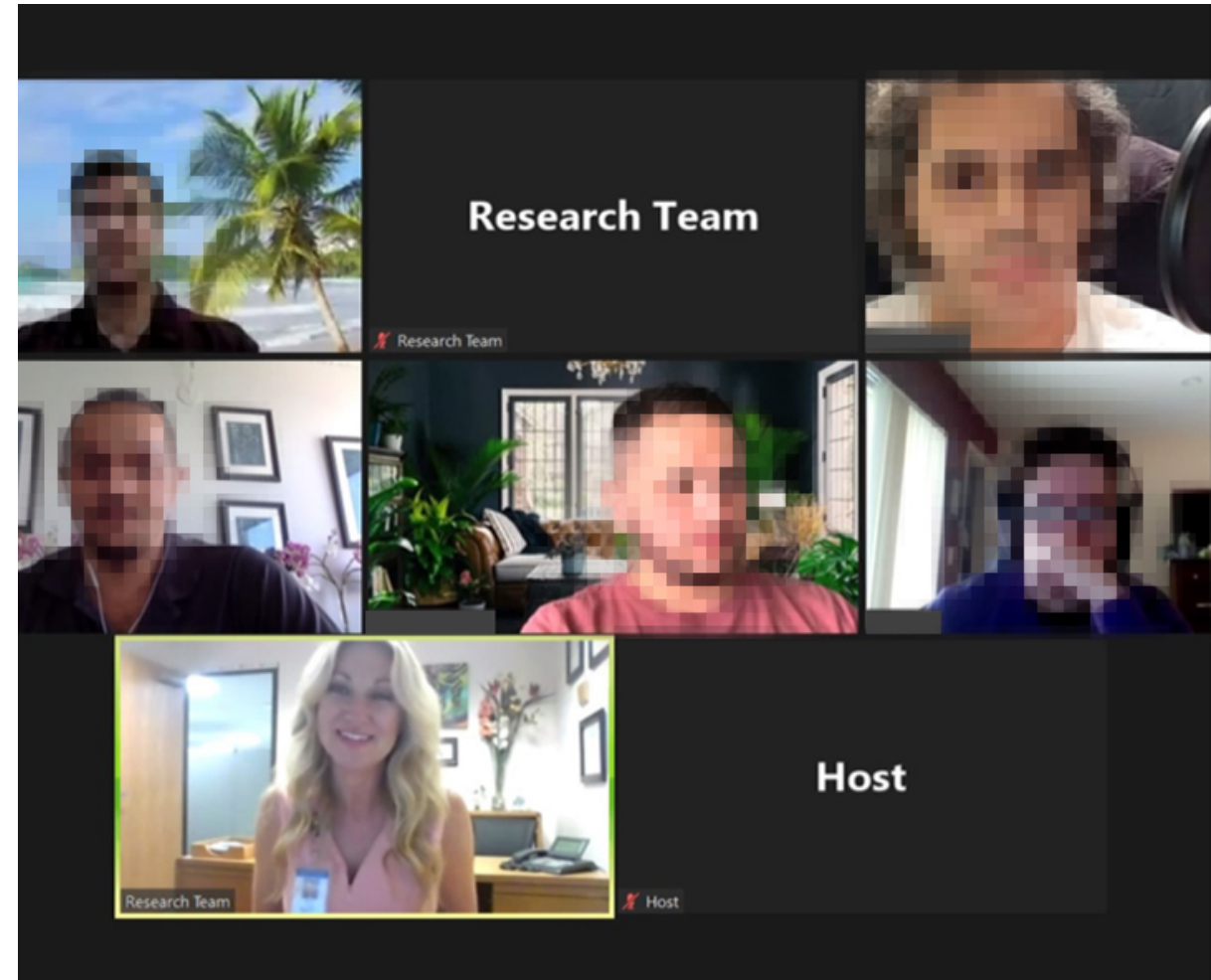
A photograph of a group of people in a meeting, with a man in the foreground looking thoughtful. The image is overlaid with a dark purple gradient.

Focus Group & Audience Research

Focus Group Synopsis

What challenges does our Primary Audience face as relates to consistently driving safely?

- They know it's wrong, but will still do it
 - Speed, text, drink, no seatbelt etc.
- Why do they do it?
 - Running late, dopamine hit, adrenaline rush
- Until something bad happens, there's no victim unless they are caught, there's no penalty (risk/reward)



FLHSMV Workshop Overview

- Joint creative team meeting was held with FLHSMV
- Provided insights to focus group discussion related to enforcement and the overall campaign
- Key Takeaways from Focus Group and FLHSMV Input



FLHSMV and Focus Group Takeaways

- Drivers should be more focused, every driver can help contribute to safe roadways
- Distracted driving is much more dangerous than it seems
- Social norms about distracted driving need to change
- Distractions can be reduced by preparation
- It is possible to drive without preventable distractions
- Change requires modification of a behavior



A photograph of a woman with long dark hair, seen in profile from the side, smiling warmly at a baby. The baby is seated in a dark-colored car seat and is also smiling. The scene is set inside a vehicle, with the interior of the car visible. The entire image is overlaid with a semi-transparent blue filter. The text 'Campaign Development' is centered over the image in a white, sans-serif font.

Campaign Development

Campaign Approach



Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:



Statewide Awareness Campaign

- Further Branding Awareness
 - Creating brand and sharing
- Audience
 - Internal FDOT – Ambassador Program
 - Partners
 - Community
- Message



An infographic for the 'Target Zero Safety Campaign'. It features statistics: 'NATIONALLY... 94% of crashes involve driver behavior as a contributing factor' and 'ON FLORIDA'S ROADS... 8 Daily Fatalities' and '49 Daily Serious Injuries'. It includes a circular 'CAMPAIGN APPROACH' diagram with steps: ANALYZE BEHAVIORS, ANALYZE CRASH RECORDS, EVALUATE PREVIOUS CAMPAIGNS, RESEARCH AUDIENCE, DEVELOP & TEST NEW CAMPAIGNS, and MEASURE CAMPAIGN EFFECTIVENESS. Text includes 'WHAT IS TARGET ZERO?' and 'HOW WE GET TO ZERO.' with a list of factors contributing to crashes. The FDOT logo, TargetZeroFL.com, and Target Zero logo are at the bottom.

Creative Brief



- What
 - Documentation of the plan
 - The "bible" of a creative project
- Why
 - Builds consensus
 - Keeps us honest and on track
- How
 - Used before artwork to eliminate bias
 - Helps stakeholders see the plan to gain approval to move forward

Behavior Campaign Primary Audience



Sample Audience Persona

Chad, 26

Occupation: Marketing Associate

Education: Community College Graduate

Living Situation: Shares apartment with a roommate in Miami

Personality: Extroverted, Competitive, Assertive

Hobbies / Interests:

- Apple products
- Football
- Watching NASCAR
- Netflix
- Gym 5x/week
- Fast & Furious franchise

Favorite Celebrities, Influencers:

- Podcasters
- Twitch streamers
- Movie stars like Vin Diesel and Tom Cruise

Attributes:

- Likes being 'macho'
- Parties with friend group on weekends
- sometimes drives a 'little' drunk
- Uses phone to text while driving

Target Zero Statewide Awareness

- Broad Approach vs Targeted
- Messaging vs Data Driven
- Memory Recall Flooding vs One Offs



Target Zero Brand Guidelines

LOGO



Full Color



100% Black



White for Dark Backgrounds

USAGE

GIMME SPACE:



MINIMUM 1/4" CLEARSPACE

SIZE MATTERS:



NO SMALLER THAN 1" WIDE

NOPE:



ZERO TOLERANCE FOR TREATMENTS

DO NOT CHANGE COLORS:



BRAND COLORS ONLY

COLORS

PRIMARY:



SECONDARY:

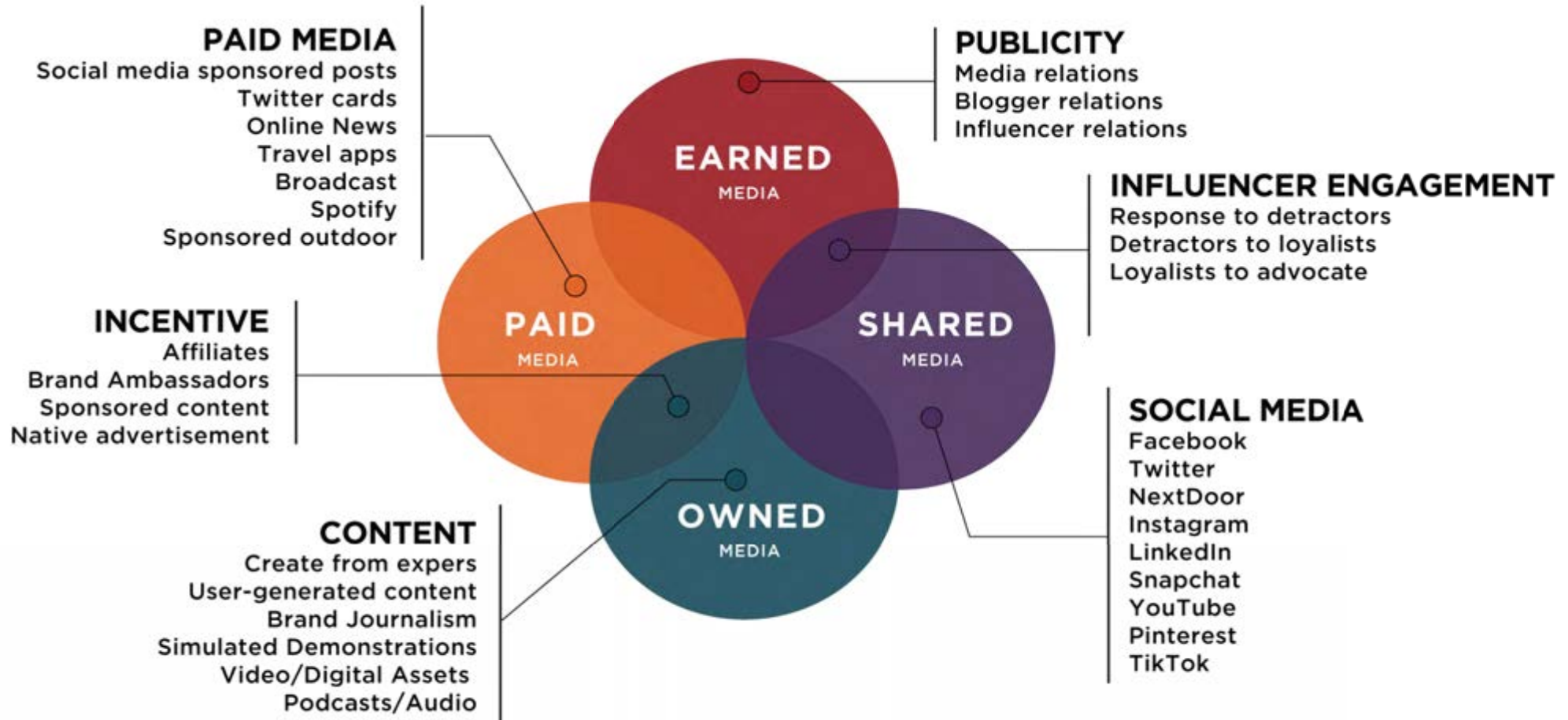


Target Zero Co-branding



Your Input into Action

Campaign Deployment





Partner Engagement

Partner Engagement

- Share Input = Incorporate Feedback
- Build Awareness = Build Brand
- Monthly Virtual Meeting = Stay Engaged
- Campaign Development = Meaningful Message
- Engagement Opportunities = Share & Co-Brand Campaigns





Q. Who else would you recommend we include in our Partner Meetings, and how do we entice them to participate?

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Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

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Educators

FDOE

MPO's /MPOAC if they are not already included.

Multiple Law Enforcement Agencies and all thr MPO's

SADD, high schools, PTA, VA groups

Government agencies, TPO, municipalities, private and public entities, school boards, courts of law. Offer co-branding opportunity

College/Universities.

Community centers and local non-profits.

Homeless shelters



Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

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SAFE KIDS

Student groups and clubs.

Mental health groups

HUD

Local businesses

Mayors and commissioners

HOA

Developers

Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.

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Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?

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Safety patrol students

Public Officials

Hospitals

Land use planning entities

CADR team

Fitness Clubs

High school driving instructors

Large employers

Sororities and fraternities

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A woman with dark hair is smiling from the driver's seat of a car. The image is viewed through the car window and has a blue tint. The text 'Ambassador Program' is overlaid in white.

Ambassador Program


Ambassador Program Launch Timeline

WE NEED YOUR HELP TO SAVE LIVES!



 **JOIN THE FDOT TARGET ZERO
EMPLOYEE AMBASSADOR
PROGRAM!**

All FDOT employees are eligible to participate!





For more information,
visit our SharePoint site.

Ambassador Program Activities

Target Zero Ambassadors will be able to participate in a variety of activities that support the key objectives of the program through:

- Internal promotion/meetings
- Review of campaign materials
- External promotion and representation
- Internal reporting and documentation of program activities and events
- Internal housekeeping

Steps for distribution of assignments:

- Ambassador Program Kick-off Meeting in January
- Creation of internal sub-committees by February
- Committee leads track and report monthly



Q. What strategies should we consider to engage others to become active Ambassadors?

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What strategies should we consider to engage others to become active Ambassadors?

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Special recognition

Remember everything we do is all about the safety!

Work with hr departments form non fdot entities to help engage and dedicate special compensation for involvement

Appeal to people's passions

To encourage employers, sell it as community or corporate positive social impact.

Utilize on signature line as "District Ambassador."

Put faces with names during recognition

First, educate or inform what is an ambassador and what it means to be an ambassador

Empower staff to get involved in decision making and making a difference.

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What strategies should we consider to engage others to become active Ambassadors?

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T-shirts...part of the club and walking billboards

Show real life testimonials on the need for safety and their involvement

Provide relevant resources/training

Short, catchy videos/media

Different staff from different backgrounds are needed to make the difference.

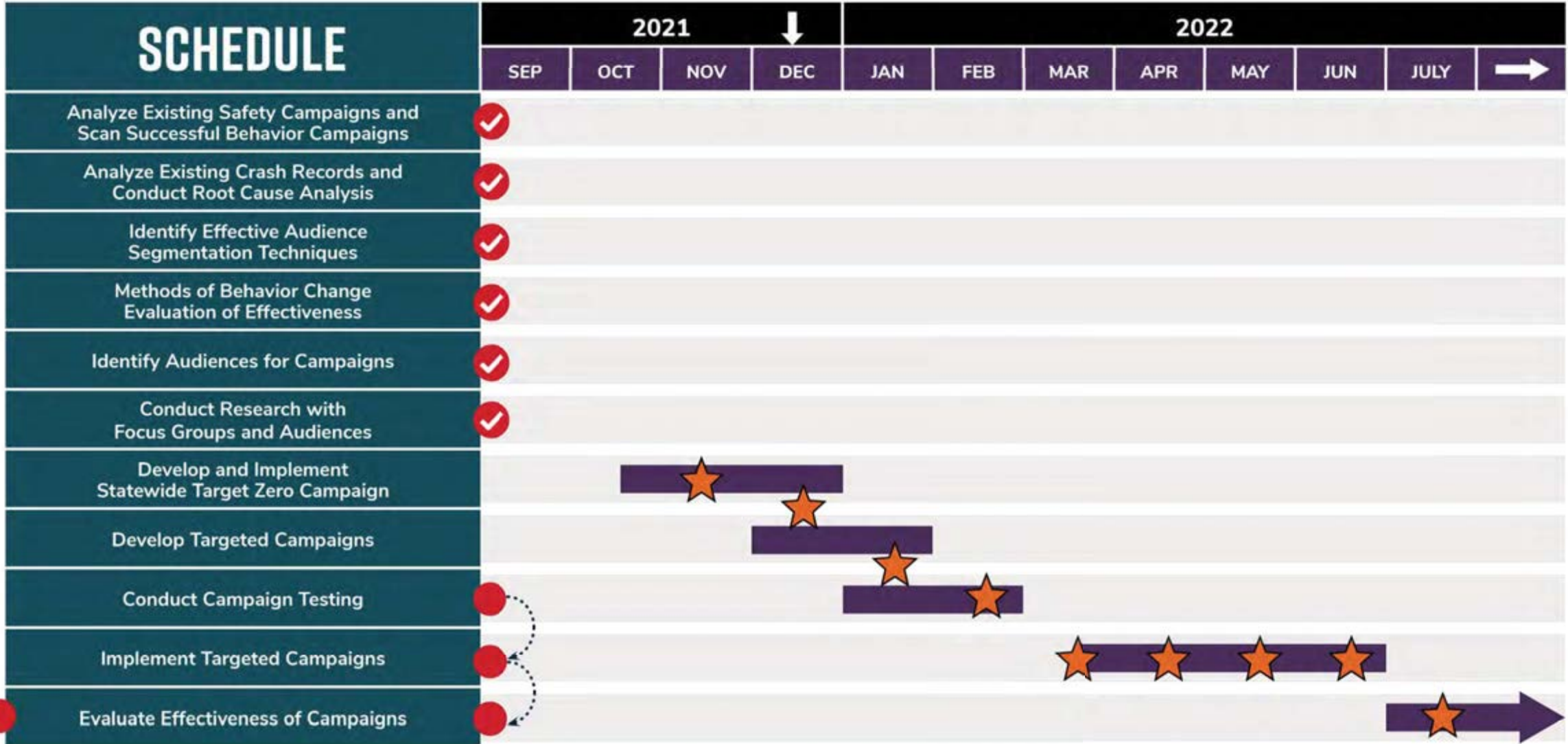
Endorsements from leadership

Ambassador Club (with certain discounts/perks)

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A photograph of a man driving a car, overlaid with a semi-transparent blue filter. The man is in the driver's seat, looking forward with a slight smile. The car's interior, including the steering wheel and dashboard, is visible. The text 'Next Steps' is overlaid in white on the left side of the image.

Next Steps



What's Next

January Partner Meeting

- Statewide campaign concepts
- Share behavior campaigns concepts and A/B testing
- Partners invite guests to next meeting
- Ambassador Program official launch



Safety

is always in season

Key Messages

Educate and engage the motoring public on the importance of traveling safely during the holiday season. Primary messages:

- Never Drive Impaired
- Buckle Up
- Road Readiness

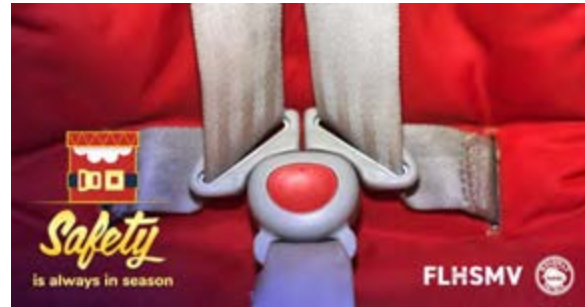
Primary Target Audience

General motoring public with an emphasis on male drivers 18-50 years old.

Channels

Paid. Earned. Shared. Owned.





Additional Resources

Visit flhsmv.gov/Holiday for:

- Safe Holiday Travel tips
- Posters
- Social media graphics
- Website and email banners
- Road trip checklist

SAFE HOLIDAY TRAVEL

Campaign Resources

Social Media Kit

Facebook Cover and Instagram:



Print Media Kit

Safe Holiday Travel Checklist and Safety Tips

Safety is Always in Season Poster – 8.5×11

Safety is Always in Season Poster – 11×17

Additional Resources

- **Safe Holiday Travel Videos**
- **Tow to Go** – AAA and Budweiser have partnered to provide free rides to those who have had too much to drink. Adults in need of a ride can call 1-855-2-TOW-2-GO. AAA will dispatch a tow truck and will take both the driver and the vehicle home, free of charge. This service is available throughout Florida – to both AAA members and non-members.





ROAD TRIP CHECKLIST AND SAFETY TIPS

- Whether traveling across town or across the state, it's important to keep safety in mind. If you prepare and practice safe driving, getting there can be half the fun!

A MONTH BEFORE YOUR TRIP:

- Check your vehicle for recalls and have any necessary repairs completed before hitting the road at flhsmv.gov/recalls.
- Register your Emergency Contact Information at flhsmv.gov/etci.
- Review and understand your car insurance coverage, especially if you recently experienced life changes that could impact your policy. That way, you can make sure your car insurance coverage fits your current needs and life situation.

TWO WEEKS BEFORE YOUR TRIP:

- Perform any regularly scheduled maintenance, including an oil change, and ensure your brakes are in good working order.
- Replace or repair cloudy headlights and replace worn wipers. Check that brake lights and turn signals are working properly.
- Inspect tires for damage and adequate tread depth and replace if necessary. Even if tires are in good shape, schedule an appointment to have them balanced, rotated and aligned. Don't forget to check the condition of the spare tire.

A WEEK BEFORE YOUR TRIP:

- Check that your battery is maintaining a full charge.
- Ensure that you have jumper cables, the necessary equipment to replace a tire and/or your roadside service agreement is up-to-date.

THE DAY BEFORE YOUR TRIP:

- Check vehicle fluids.
- Check tire pressure, including your spare.
- When parking vehicle, be sure not to exceed the maximum weight load for your tires. See the driver side door jamb or vehicle owner's manual for specifications.
- Make sure you have your driver license, proof of insurance and registration.



Thank You!

Brenda Young, P.E.

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For more information, visit:

<http://www.fdot.gov/safety>