

# Target Zero Partner Meeting

February 8, 2022



# February Meeting Agenda

- Welcome
- January Meeting Recap
- Let's Get Everyone Home Implementation
- Behavioral Campaign Development
- Partner Engagement
- Ambassador Program
- Safety Moment



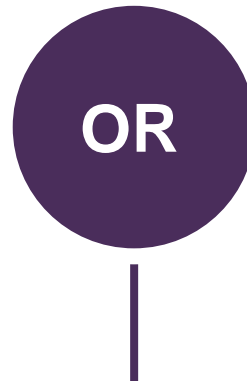


**Polling  
Question #1**

**Welcome Partners, please share your name and agency.**

Go to **menti.com**  
on either your  
cellphone or  
computer and  
insert code

**36425166**



Scan the QR Code



# Partner Input #1

Tracy Hisler-Pace FDOT - District Two

David Botello - FDOT D7 Digital and Social Media Coordinator, Public Information

Yaisel Gonzalez, FDOT D4, CTS

Dayna Griffin - FDOT Office of Innovation

Marta Flores, Florida Department of Transportation District 6

William Riha, District 7

Larry Coggins - MADD FL HQ

Josette Severyn- Broward County

Katie Kehres - FDOT D4

Sara Hendricks USF

Jessica, FLHSMV

Logan Lewkow, Florida Sheriffs Association

Kris Carson FDOT District 7

Brittany Nesbitt, FDOT D5

Claudia Gellis from MADD

# 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



LANE DEPARTURES



PEDESTRIANS  
AND BICYCLISTS



INTERSECTIONS

**9** OUT OF **10** **FATAL** **CRASHES** & **3** OUT OF **4** **INJURY** **CRASHES**  
*involves a VITAL FEW emphasis area.*

# 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





**January  
Meeting Recap**

# January Meeting Recap

- Welcome
- December Meeting Recap
- Campaign Development
- Campaign Concepts
- Partner Engagement
- Ambassador Program
- Safety Moment



# Partner Input #1

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

Mentimeter

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?

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 do we measure progress?

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



# Partner Input #1

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

Mentimeter

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

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

Best practices on collaboration

What are the Engineering and Enforcement parts of Target Zero?

Showing real life examples/testimonials

How do we get people to stop speeding?

Mayors and Commissioners



# Partner Input #2

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



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
SAFE KIDS	Student groups and clubs.	Mental health groups
HUD	Local businesses	Mayors and commissioners





# Partner Input #2

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



HOA	Developers	Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.
Safety patrol students	Public Officials	
Land use planning entities	CADR team	Hospitals
High school driving instructors	Large employers	Fitness Clubs
		Sororities and fraternities



# Partner Input #3

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

Mentimeter

Special recognition

Appeal to people's passions

Put faces with names during recognition

Remember everything we do is all about the safety!

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

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

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

Utilize on signature line as "District Ambassador."

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

16



# Partner Input #3

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

Mentimeter

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

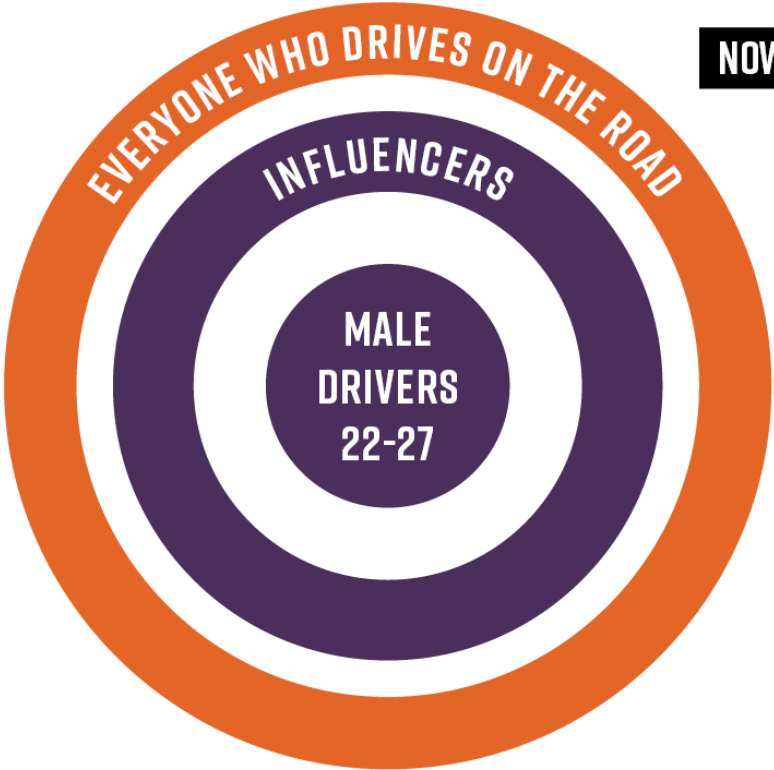
Ambassador Club (with certain discounts/perks)





**Campaign  
Development**

# Target Audiences



**NOW** →

PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

**EVERYONE WHO DRIVES ON THE ROAD**

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

**AND INFLUENCERS OF TARGETED DRIVERS**

SECONDARY AUDIENCE  
PARTNERS  
FRIENDS  
FAMILY  
EMPLOYERS  
CELEBRITIES

PRIMARY AUDIENCE  
MALES 22-27

# Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:



# Target Zero Approach Chart

Florida Strategic Highway Safety Plan (FSHSP)	Florida Department of Transportation Vital Few Focus Area-Safety	Target Zero Formative Research			Evaluation
<p>Fatal and serious injury crashes are rarely influenced by a single factor. Based on partner and stakeholder input, a review of Florida's traffic safety resources, and analysis of crash data between 2015 and 2019, 11 top Emphasis Areas were identified.</p>	<p>Four Vital Few emphasis areas were selected based on crash data. These are lane departure, intersection, bicyclist and pedestrian. Campaigns will focus on these four, assigned to geographic hot spots: Tampa Bay, Orlando/Volusia, Miami/Broward and West Florida/Fort Myers/Naples. If an area overlapped, the next region was selected.</p>	<p>Review of literature to understand how researchers have segmented audiences for safety projects, review of prior safety campaigns in Florida, global scan of behavior change campaigns, scoping review of safety social marketing campaigns, primary data collections using focus groups and gap analysis</p>			
<p>These 11 emphasis areas provide focus to our safety initiatives.</p>	<p>These are the regions and behaviors resulting in serious injuries and fatalities</p>	<p>These are the focus groups feelings and driver behaviors/reactions.</p>	<p>This is the why.</p>	<p>Behavioral theme outcomes.</p>	<p>Evaluation approach.</p>
Emphasis Areas	Crash Data – Regions, Behaviors	Driver Actions/Reactions	Precursor Behavior	Focused Behavioral Themes	
<p>Lane Departures Intersections Pedestrians/Bicyclists</p>	<p>Tampa Bay Orlando/Volusia Miami/Broward West Palm/Ft. Myers/Naples</p> <p>Reckless/Aggressive Distraction Impairment*</p>	<p>Quick Maneuvers</p> <ul style="list-style-type: none"> <li>Switching lanes</li> <li>Weaving</li> </ul> <p>Speeding** Reacting to Other Drivers Running Lights Erratic Maneuvers Reacting to Other Drivers</p> <ul style="list-style-type: none"> <li>Brake Checking</li> <li>Tailgating</li> </ul> <p>No Signal Improper Lane Use</p> <p>**Speeding was identified as a key behavioral theme.</p> <p>Construction conditions was an environmental cause noted to driver actions.</p>	<p>Distracted</p> <ul style="list-style-type: none"> <li>Phone</li> <li>Apps</li> <li>Food</li> <li>Music</li> </ul> <p>Running Late/Rushing Thrill/Adrenaline Multi-tasking, Overcommitted Confidence in Abilities Stress/Pressure/Anxiety Less Care for Own Safety Lack of Empathy Confidence in Abilities Personality/Emotions</p>	<p><b>Distraction Reckless/Aggressive Speeding**</b></p> <p><i>*Impairment was not a finding in detailed discussions with focus groups compared to the topics listed above. Impairment will be addressed with partnerships with NHTSA and MADD.</i></p> <p><i>**Speeding discussed at length in focus groups.</i></p> <p><i>Speeding citations are on the rise as reported by enforcement data.</i></p> <p><i>A direct relationship has been found between speed and the severity of injury in crashes.</i></p>	<p>Pre-test/Post-test survey of knowledge, feelings and beliefs.</p> <p>Pre-test/Post-test observations of specific actions.</p>

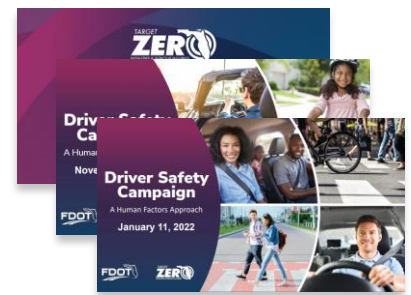
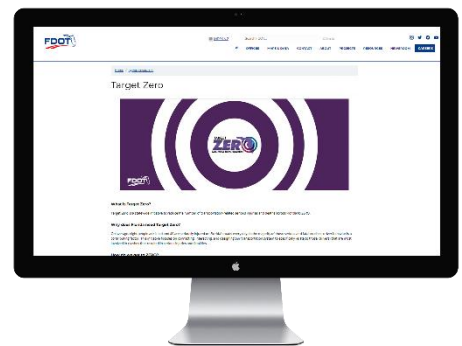
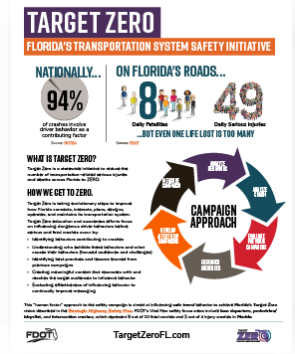


**Let's Get  
Everyone  
Home  
Implementation**



# Statewide Launch Components

- Target Zero Statewide Brand Awareness Campaign
- Fact Sheet
- FDOT Ambassador Program
- Website Resource Page
- Partner Meetings and Toolkit
- Social Content
- PESO Plan
- Community Presentations



# Statewide Brand Awareness

- Pretesting data was used to create social media guide
- Social Media Launch
  - January 20
  - Focused on ESO
    - Earned
    - Shared
    - Owned

EVERYONE WHO DRIVES ON THE ROAD



# Social Media – Thank you!



## Facebook Post

Reach (Unique Individuals) **3,365**

Engagement (Interactions):

**108 likes, 20 comments, 31 shares**

## Instagram Post

Reach (Unique Individuals) **258**

Engagement (Interactions):

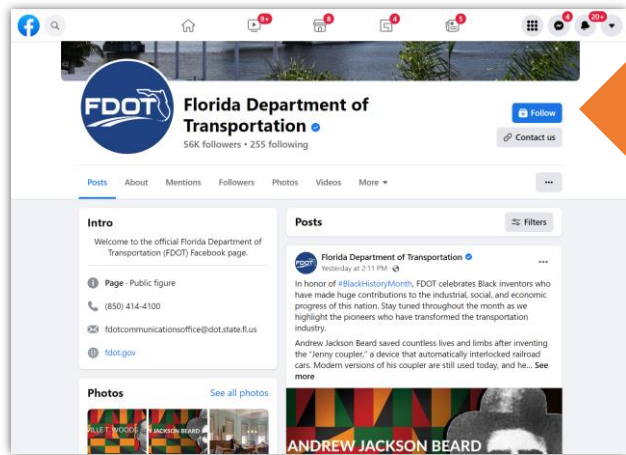
**9 likes, 1 send, 1 bookmark**

Please remember to tag us!

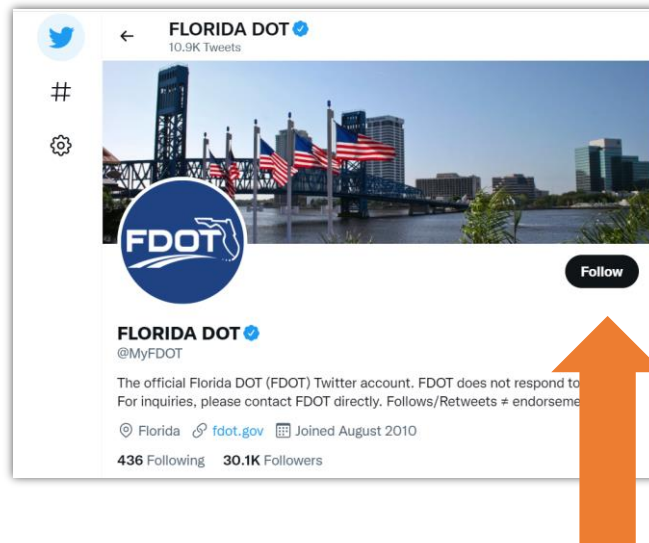
- Florida Department of Highway Safety and Motor Vehicles [/FLHSMV](#)
- Florida Sheriffs Association [/floridasheriffsassociation](#)
- Florida League of Cities, Inc. [/FLCities](#)
- Florida Police Chiefs Association [/TheFPCA](#)
- Florida Association of Counties [/flcounties](#)

# Follow Pages to Get Alerts

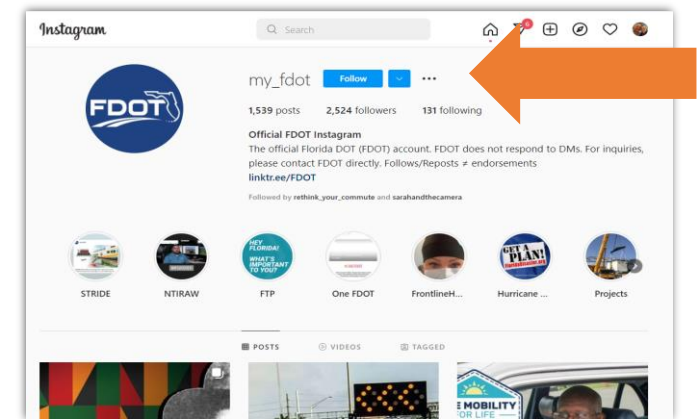
facebook.com/MyFDOT/



twitter.com/MyFDOT



instagram.com/my\_fdot/

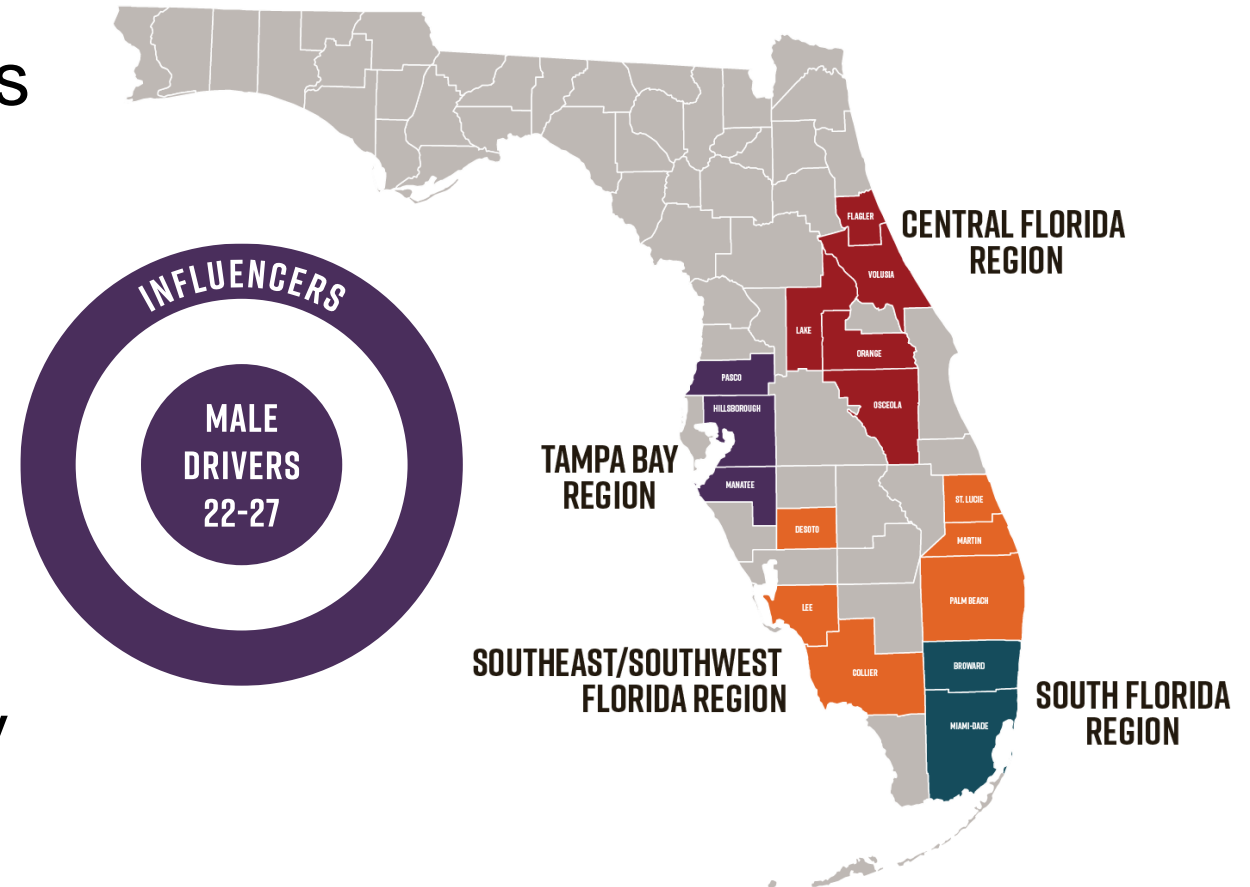




**Behavioral  
Campaign  
Development**

# Behavioral Campaign Development

- Regional Hotspots/Focus Areas
- Statewide Branding Campaign running simultaneously
- What's Next?
  - Creative
  - Pretesting
  - Launch
- PESO Development Underway
  - Paid, Earned, Shared, Owned



# PESO Plan Update

- Social media launched Jan 20
- Earned launches late Feb
- Behavioral campaigns launch March, April, May (PESO)
- Examples of our Paid multi-media approach:
  - Social media
  - Billboards
  - TV/ Radio
  - Digital Advertising
  - Streaming Podcasts
  - Native Advertising



# Earned Media Launch

## Launches Late February

- Blog posts – FDOT E-newsletter
- Byline and Op-ed articles
- Media pitching/ interviews
- Speaking opportunities
- Ambassador Program (FDOT employees)
- FDOT employee orientation
- Target Zero Partners and Stakeholders
- Organic social media posts (pitching users to share and give shoutouts)
- Mentions on local podcasts







**Partner  
Engagement**

# Partner Resource Page/Toolkit

The screenshot shows the FDOT Partner Resource Page/Toolkit website. The page is organized into several sections:

- Brand Resources:**
  - Brand Guidelines:** A PDF document for downloading brand guidelines.
  - Logo Package:** A ZIP file for downloading logo files.
- Templates (PowerPoint, Meeting Agenda, Report, Single Page):** A ZIP file for downloading various templates.
- Fact Sheet:** A PDF document for downloading a fact sheet.

**Partner Resources:**

- Partner Toolkit:** A PDF document for downloading the partner toolkit.
- Partner Presentations (Newest to Oldest):** A list of presentations including:
  - January 2022 Partner Presentation
  - December 2021 Partner Presentation
  - November 2021 Partner Presentation
  - October 2021 Partner Presentation
  - June 2021 Partner Presentation
  - May 2021 Partner Presentation

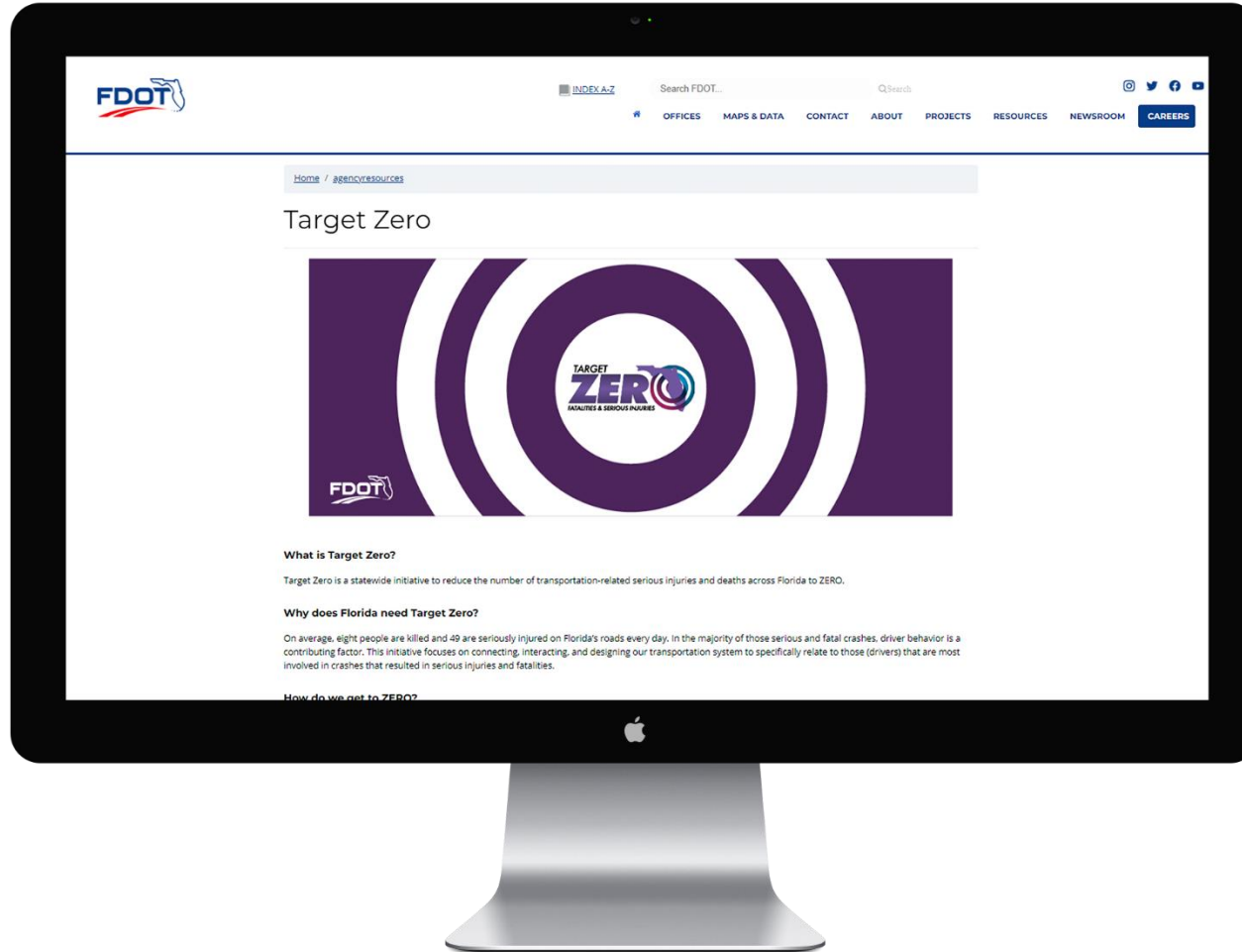
The footer contains navigation links for Useful Links, Contact Us, and Our Newsroom.



## CONTENTS

- 01** | Toolkit Overview
- 02** | Communications and Branding
  - Messaging
  - Fact Sheet
  - Brand Guidelines
  - Logo
  - Templates
- 11** | Partner Meetings
  - 2022 Partner Meeting Calendar
  - Past Partner Meetings

# FAQ





# Polling Question #2

After reviewing the Partner Toolkit, what do you think we need to ensure a successful implementation?

Go to **menti.com** on either your cellphone or computer and insert code



OR

Scan the QR Code

# Partner Engagement Speaking Opportunities

## Developed Partner Agencies: Speaking Opportunities Database



Ped/Bike Coalition Presentation

Target Zero - Partner Agencies: Speaking Opportunities

ORGANIZATION	Event Date	CONTACT	EMAIL	WEBSITE	ACTION TAKEN	COMMUNICATION CHANNEL(S)	SPEAKING OPPORTUNITIES/EVENTS
Ped/Bike Coalition	1/25/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Tallahassee	Presentation was delayed due to health concerns
Ped/Bike Coalition	1/26/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Tallahassee	
Traffic Records Coordinating Committee	2/4/22	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.">http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.</a>	Brenda Young to speak	Tallahassee	
Florida Occupant Protection Coalition	2/16/2022-2/17/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.floccupantprotection.com/">http://www.floccupantprotection.com/</a>	Brenda Young to speak	Gainesville	
Florida Impaired Driving Coalition	2/23/2022-02/24/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.flimpaireddriving.com/">http://www.flimpaireddriving.com/</a>	Brenda Young to speak	Orlando	
Florida Teen Safe Driver Coalition	3/29/2022-3/30/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="https://teensafedriver.org/">https://teensafedriver.org/</a>	Brenda Young to speak	Orlando	
Safe Mobility for Life Coalition	4/05/2022-04/06/2022	Gail M. Holley	Gail.Holley@dot.state.fl.us	<a href="http://safemobilityfl.com/">http://safemobilityfl.com/</a>		Tallahassee	
Traffic Records Coordinating Committee	4/8/22	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.">http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.</a>	Brenda Young to speak	Tallahassee	
Ped/Bike Coalition	4/18/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Orlando	
Ped/Bike Coalition	4/19/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Orlando	
Florida Impaired Driving Coalition	4/27/2022-04/28/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.flimpaireddriving.com/">http://www.flimpaireddriving.com/</a>	Brenda Young to speak	Orlando	
Motorcycle Safety Coalition	5/19/2022-05/20/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="https://ridesmartflorida.com/about-us/">https://ridesmartflorida.com/about-us/</a>	Brenda Young to speak	Tampa	
Florida Occupant Protection Coalition	5/18/2022-05/19/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="http://www.floccupantprotection.com/">http://www.floccupantprotection.com/</a>	Brenda Young to speak	Gainesville	
TransComm Webinar	6/16/22				Beth Frady to speak	Webinar	one comms/marketing, one engineer, one behavior scientist -- to cover the data and research driven approach we are taking and then how that translates into a full Comms and Marketing campaign using PESO.
Florida Teen Safe Driver Coalition	6/21/2022-6/22/2022	Brenda Young	Brenda.Young@dot.state.fl.us	<a href="https://teensafedriver.org/">https://teensafedriver.org/</a>	Brenda Young to speak	Orlando	
Ped/Bike Coalition	7/12/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Lake City	
Ped/Bike Coalition	7/13/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	<a href="https://www.alerttodayflorida.com/">https://www.alerttodayflorida.com/</a>	Beth/Brenda to speak	Lake City	

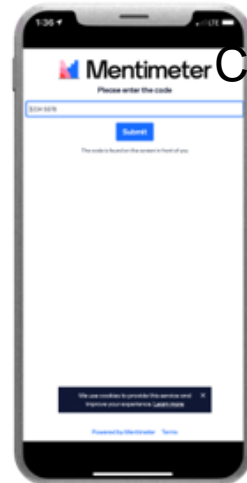




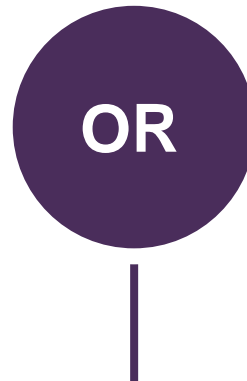
# Polling Question #3

**What events and speaking opportunities should we include in the database/schedule to support the Target Zero initiative?**

Go to **menti.com**  
on either your  
cellphone or  
computer and  
insert code  
**3642 5166**



Click to add text



Scan the QR Code





# Partner Input #3

MPOAC would be a great way to capture all the MPOs in Florida.

Opportunity for the Florida Sheriffs Training Institute

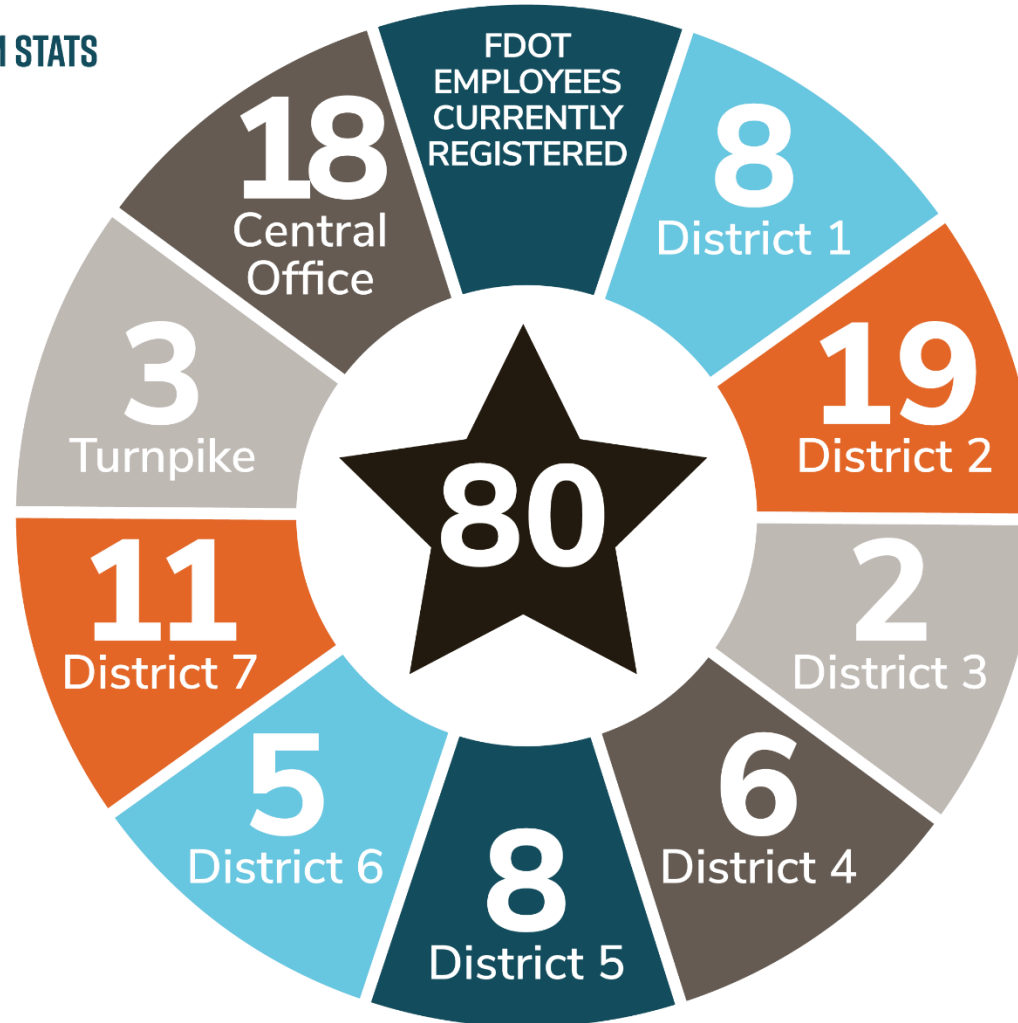


**Ambassador  
Program**

# Current Registrations

## TARGET ZERO AMBASSADOR PROGRAM STATS

as of 1.28.2022



# Update/Kickoff Meeting February 24



# Ambassador Program Materials

**YOU CAN MAKE A DIFFERENCE  
IN TWO HOURS.**

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

Impact the communities we serve with a minimum commitment of just two hours per month.


**2 HOURS**



**FDOT** For more information, visit our SharePoint site. **TARGET ZERO**

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

**TOGETHER, WE CAN SAVE LIVES!**



**GOAL**

As FDOT employees, we aim to **eliminate fatalities** and **serious injuries** throughout Florida's transportation system through the efforts of Target Zero.



**MISSION**

Target Zero Ambassadors are advocates for a safe and inclusive transportation network. We are dedicated to helping promote the strategies vital for FDOT and its partners to provide a safe multimodal system.



**VISION**

We acknowledge the **power** we have within our **workplace** and **community** to help Florida reach its target of **zero fatalities** and **serious injuries** throughout our **transportation system**.

**OUR CORE VALUES**

- I INNOVATION:** We are committed to embracing and sharing techniques and technologies to create awareness and encourage safe driver behaviors, advocating for zero serious injuries and fatalities within the communities we serve.
- C COMPASSION:** We want to make a true impact, keeping our families, friends, colleagues, and neighbors safe while traveling throughout Florida's transportation system.
- A ACCOUNTABILITY:** Each of us is responsible for our behavior, actions, results, and consequences.
- R REPRESENTATION:** We understand that we are responding to a call to action and, in doing so, we will serve as a champion for the Target Zero initiative.
- E EMPOWERMENT:** We have the opportunity to lead and make decisions through responsible actions, education, and engagement with our communities and partners.

**FDOT** For more information, please contact Brenda Young, P.E., CPM, State Safety Engineer at [Brenda.Young@dot.state.fl.us](mailto:Brenda.Young@dot.state.fl.us). **TARGET ZERO**



**Next Steps**

# Next Steps

## March 8 Partner Meeting Updates:

- Statewide Campaign
- PESO Plan
- Behavior Campaigns
- Partner Engagement Opportunities
- Ambassador Program



**Initiative  
Schedule**



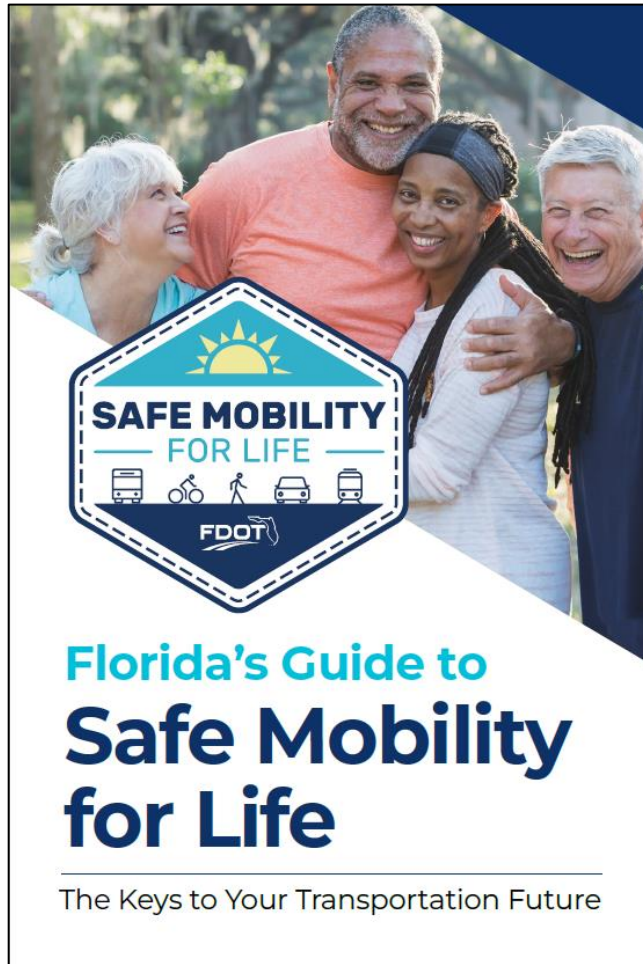
# Target Zero Schedule + Timeline

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	●											→



**Safety  
Moment**

# Safety Moment



**UNDERSTAND**  
the impact aging  
has on driving



**BE PROACTIVE**  
about safe  
driving skills



**PLAN**  
for a safe transition  
from driving

By reading this guide and thinking ahead to your future transportation needs, you will learn how to maintain independence and remain active in your community, even beyond the driver's seat.

[Click Here to View!](#)



# Thank You!

**Brenda Young, P.E.**

State Safety Engineer

[brenda.young@dot.state.fl.us](mailto:brenda.young@dot.state.fl.us)

**Beth Frady**

Communications Director

[beth.frady@dot.state.fl.us](mailto:beth.frady@dot.state.fl.us)

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For more information, visit:

<https://www.fdot.gov/agencyresources/target-zero>