

# Driver Safety Campaign

A Human Factors Approach

January 11, 2022



# Meeting Agenda

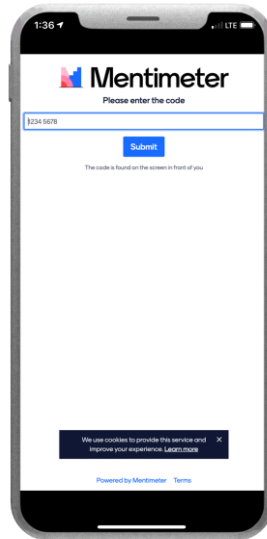
- Welcome
- December Meeting Recap
- Campaign Development
- Campaign Concepts
- Partner Engagement
- Ambassador Program
- Safety Moment





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

Go to [menti.com](https://menti.com)  
on either your  
cellphone or  
computer and  
insert code  
**3126 4130**



OR

Scan the QR Code



# Welcome Partners, please share your name and agency.



Sar

Larry Coggins MADD FL

Kris Carson FDOT D7

Kristen Allen, MADD

Tim Freed - FDOT

Chris Craig - FDOT

Yaisel Gonzalez FDOT D4

David Guttenplan fdot

Katie Kehres - FDOT District 4

Rupert Giroux, FDOT

Jessica Kelleher, FLHSMV

Josette Severyn, Broward County

FDOT District 3

Stephanie Moss, FDOT, D5, Office of Safety

Brittany Nesbitt- FDOT D5

Chief Art BodenheimerLake Alfred Police Department/Florida Police Chief's Association

Cynthia Turcios D6 FDOT

Mary Lou Veroline, Florida's Turnpike

Emmeth Duran D7

Andrew Booth D5 FDOT

Aaron Keller, FLHSMV

# Influencing Behavior | Saving Lives



**94%**

of crashes nationally  
involve driver behavior  
as a contributing factor

## On Florida's Roads ...



**8**

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 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 'December Meeting Recap' is centered over the image in a white, sans-serif font.

# December Meeting Recap

# December Meeting Recap

- Welcome
- November Meeting Recap
- Campaign Development
- Creative Brief
- 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?

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# 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

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# Partner Input #2

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

Mentimeter

|   |  |  |
|---|--|--|
| 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   |

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# Partner Input #2

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

Mentimeter

|                                 |                  |   |
|---------------------------------|------------------|---|
| 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   |

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# Partner Input #3

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

Mentimeter

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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# 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)

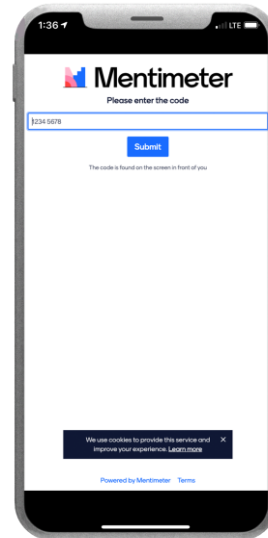
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**Q. As we get closer to campaign implementation, what resources would you feel could be useful in your organization or membership?**

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## As we get closer to campaign implementation, what resources would you feel could be useful in your organization or membership?

Active website, multi-lingual materials

A communications package

Posters for internal. Tip cards for public

Media/intro kits. FDOT and/or partner-led intro events "tours" such as safer fairs, partnership kickoff events.

Social media toolkit to include social content, any videos for digital, sample messaging, and any infographics. Note: This is the Florida Sheriffs Association.

The ability to post on multiple social media outlets

Website

Social media graphics to share on various platforms

Tip cards, social media messaging,

Examples or samples

Tool kits

Branded messages and phrasing

What message would this group want the Chief's Association to get out to law enforcement officers to assist in the goal?

Geofencing

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A photograph of a woman with long hair, seen in profile, smiling warmly at a baby seated in a car seat. The baby is also smiling. 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

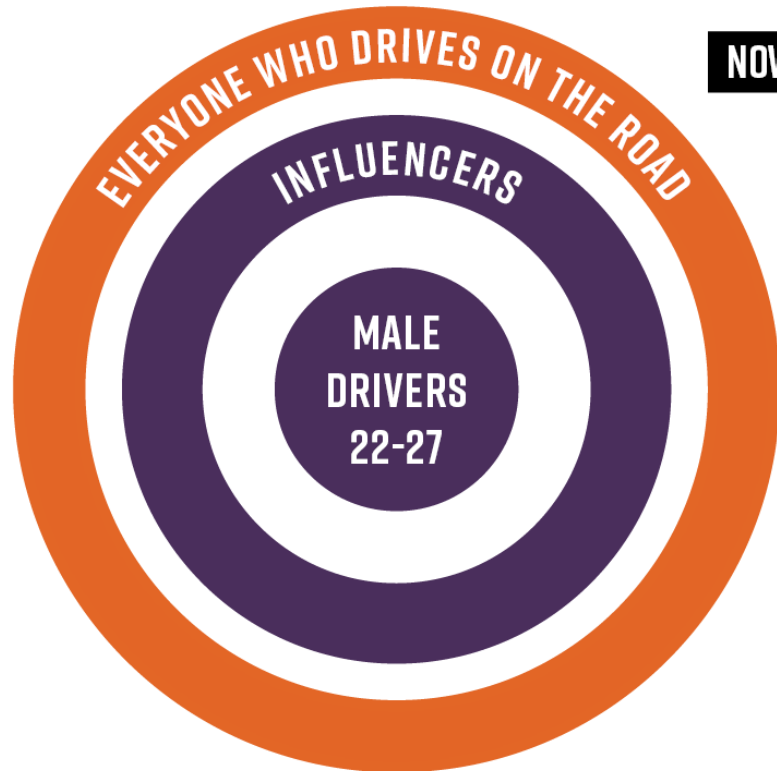


# Target Zero Phased Approach

**Phased approach of implementing foundational Target Zero campaign:**



# 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

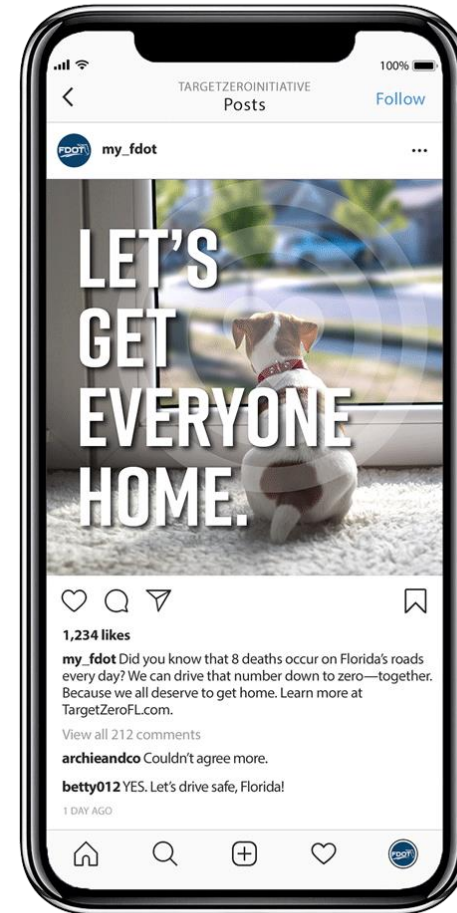
CELEBRITIES

PRIMARY AUDIENCE

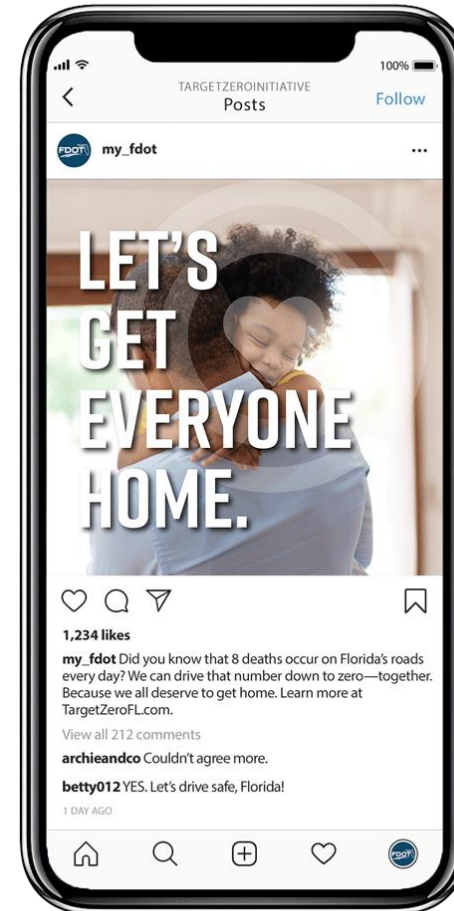
MALES 22-27



# Statewide Campaign Concepts



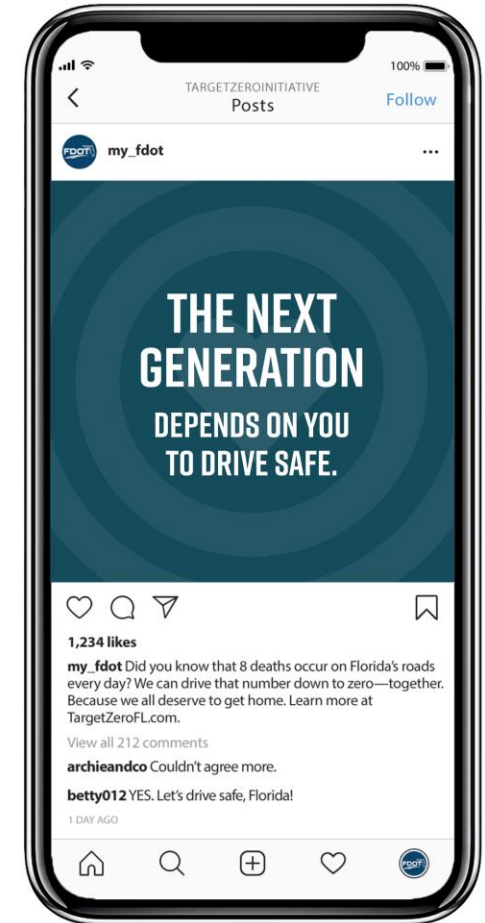
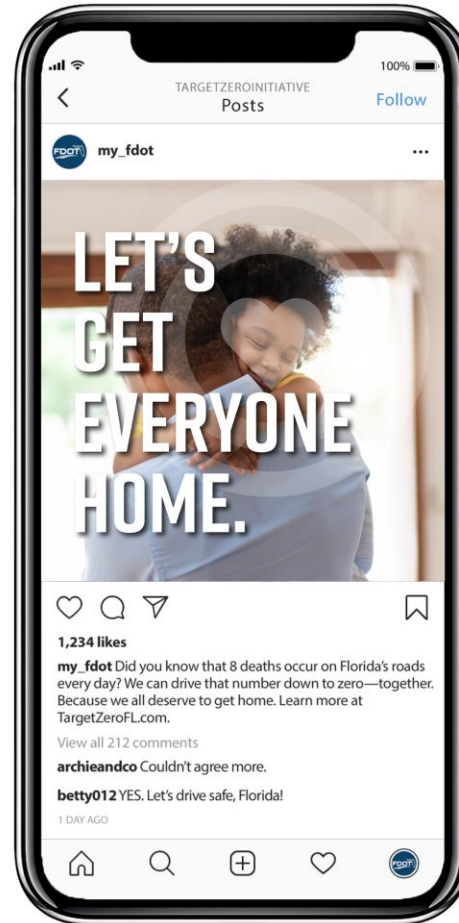
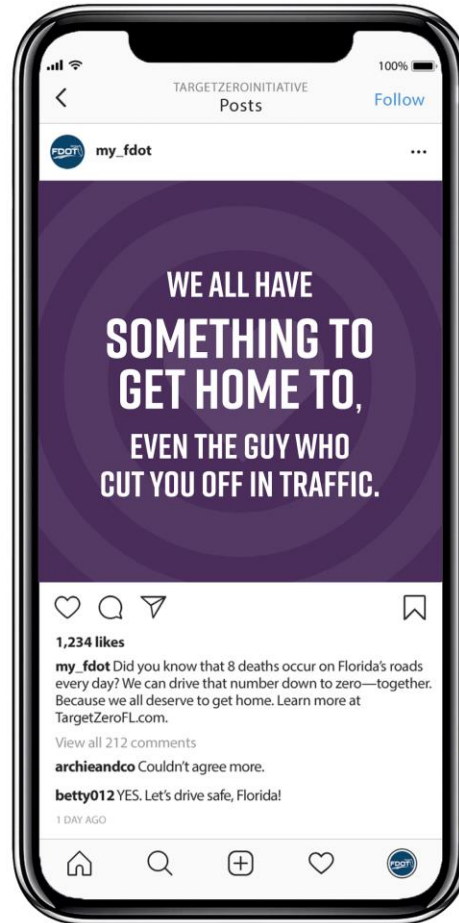
# Statewide Campaign Concepts



A photograph of a man with grey hair, wearing a dark suit, light blue shirt, and dark tie, sitting in the driver's seat of a car. He is looking out the window to his right with a slight smile. The image is overlaid with a semi-transparent purple and blue gradient. The text 'Focus Group & Audience Research' is written in white, bold, sans-serif font on the left side of the image.

# Focus Group & Audience Research

# Statewide Campaign Concepts Pretesting

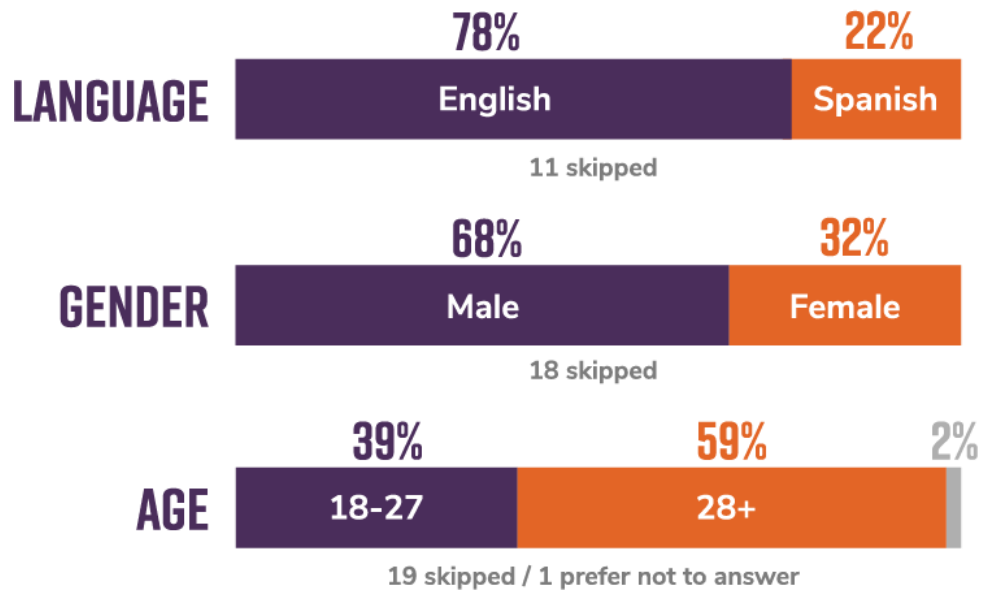


# Statewide Awareness Campaign Pretesting Survey



# Statewide Awareness Campaign Pretesting Survey

**61** TOTAL SURVEY RESPONDENTS



**4** LOCATIONS  
(THE VITAL FEW EMPHASIS AREAS)



# Statewide Awareness Campaign Pretesting Survey

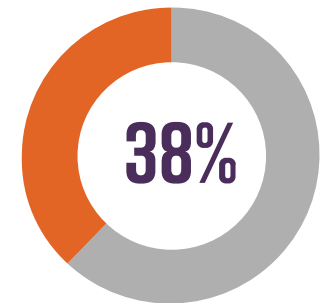


## KEY FINDINGS

- The majority of respondents understood the concept
- High understanding that the ads were speaking to everyone
- Overall positive reaction from respondents
- Respondents offered several suggestions, mostly around images, color, text, and that messaging needs to be more direct and include driver



reported some level of offensiveness



reported some level of confusion

# Statewide Awareness Campaign Pretesting Survey

## TOP SUGGESTIONS FOR IMPROVEMENT



### Imagery

- Retain family imagery.
- Integrate driving-related imagery.
- Make colors brighter if possible.

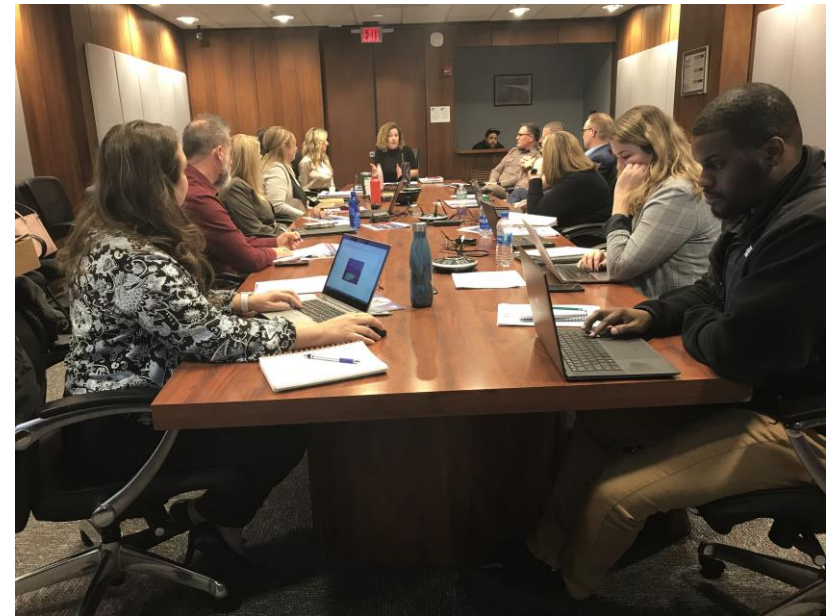
### Messaging

- Use the word 'drive' or 'driver' to tie to transportation.
- Emphasize the message, possibly larger text.
- Make sure to make this distinct from COVID messaging.
- Clarify why people are not making it home safely.



# FHP/FLHSMV Workshop #2 Overview

- Second joint creative team meeting was held with FHP/FLHSMV
- Provided insights and input on statewide campaign concepts, discussion related to enforcement and the overall campaign concepts approach
- Reviewed Creative Brief, campaign implementation schedule, and testing of two campaign concepts

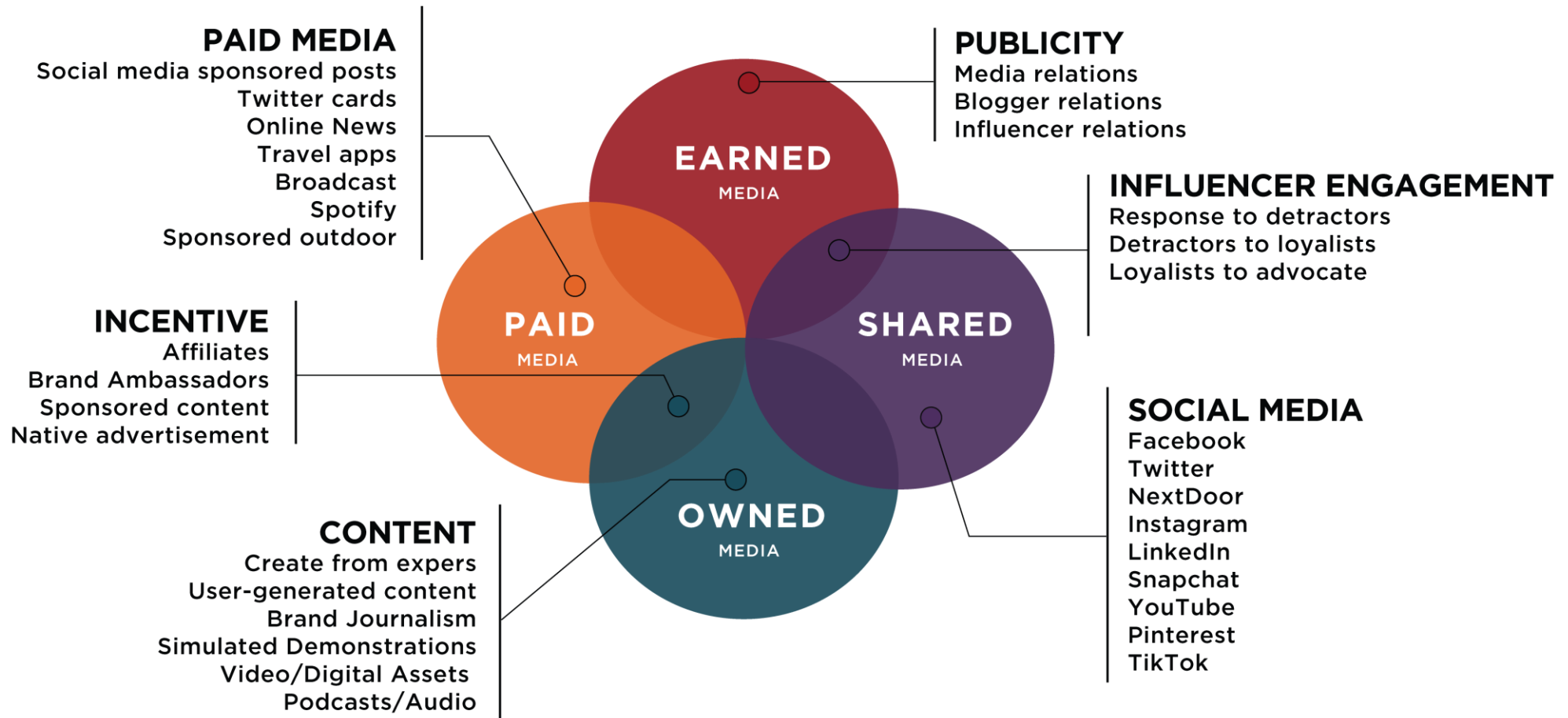


A photograph of a man driving a car, viewed from the side. The image is overlaid with a semi-transparent blue filter. The man is looking forward and smiling slightly. The car's interior, including the steering wheel and dashboard, is visible.

# Target Zero PESO Plan

# PESO Plan

## Campaign Deployment



# PAID

**Paid** – Paid media for a brand awareness campaign is social media advertising, sponsored content, digital advertising, and email marketing. Simply put, paid media is content you must pay to place and promote, and you have heavy influence over the content.

## Examples:

- Sponsored Social Media on Facebook, Instagram, Twitter, YouTube, and Potentially TikTok
- TV and Radio Broadcasting
- Digital Advertising - Pay Per Click Ads
- Digital Advertising SEO
- Digital Advertising - Sponsored Advertising/Banner Ads
- Streaming Audio and Podcast Ads- Pandora, Waze, Apple Podcasts, Spotify
- Digital and Print Newspaper Ads Sunday Edition
- Sponsored Website Links
- In-market Activation/Grass Roots
- Publications

# EARNED

**Earned** - Refers to publicity and developing media relations. This approach aims to get your name out there, in print or otherwise, promoting and or talking about your product or service from an authoritative voice. Traditionally there are five phases with earned media: listen, connect, publish, amplify, and measure.

## Examples:

- Media Pitching
- SEO/Blogging
- Social Media Shares/Shoutouts
- Influencer Pitching
- Satellite Media Tour
- Link Building
- Guest Posts
- Speaking Opportunities
- Byline and Op-ed Articles
- Interviews
- Surveys
- Awards
- Speaking Engagements
- Media Relations Strategies

# SHARED

**Shared** - Amplifying content through your own audience or shared media uses the social aspects of media to help take advantage of social networking for community partnerships, distribution, and promotion. Simply stated, shared media is content that is shared across social media or shared between multiple owners.

## Examples:

- Social Media
- Partners, Associations, State Agencies/Organizations, Law Enforcement Agencies, Safety Resource Centers, and County/City Municipalities
- DMV, Defensive Driving Classes/Schools, CareerSource Offices
- School Districts - High School Video Announcements
- Colleges and Universities
- Safety by Design

# OWNED

**Owned** - Content that you own that is found on a webpage, blog spot or on any other platform that you own and control. This owned media or content can be presented in several ways depending on the message you're looking to convey.

## Examples in FDOT:

- Digital Message Boards
- Website
- Emails/Newsletters
- Brochure/E-book/White Paper
- Office Lobby Monitors/Lock Screens
- Conference/Webinar/Events
- Truck/Vehicle Wraps
- Social Media Content (Copy, Static and Animated Graphics, Video)
- Print Ads/Project Flyers
- Event Display Banners
- Swag
- Traffic Box Wraps
- Rest Areas/Welcome Centers
- Written Content: Op-Eds, News Releases, Email Marketing, Social Media
- Video PSAs

# PESO PLAN Key Performance Indicators (KPIs)

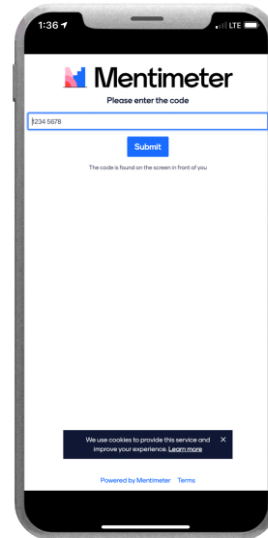
| Objective     | Campaign Goal   | Metric   |
|---------------|---|--|
| Awareness     | Awareness (these metrics illuminate your current and potential audience)                                  | Followers, impressions, reach, shares  |
| Consideration | Engagement (these metrics show how the public is interacting with your campaign content)                  | Comments and questions, likes, @mentions, polling questions, click-thru-rate       |
| Conversion    | Conversions (these metrics demonstrate the effectiveness of your campaign engagement)                     | Website clicks, email and/or newsletter signups, open rates, call-to-actions taken |
| Advocacy      | Consumer (these metrics reflect how actively the public supports and advocates on behalf of the campaign) | Testimonials, user-generated content, shares, content downloads                    |





## Q. What owned media do you have that could be leveraged in the PESO Plan?

Go to [menti.com](https://menti.com) on either your cellphone or computer and insert code **3126 4130**



OR

Scan the QR Code



# What owned media do you have that could be leveraged in the PESO Plan?

 Mentimeter

Have FDOT examine existing contracts (ex: sports advertising contracts venues) to further add to target zero push.

Geofencing

We have various communications tools that reach legislators, staff, local and state leaders, etc. We have substantial social presence available through all 67 Sheriff's offices' social platforms that often are more influential than local media..

3  




# 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



# Partner Toolkit



## Includes:

- Messaging
- Fact Sheet
- Brand Guidelines
- Visual Templates
- 2022 partner meeting schedule
- Summaries of Previous Partner Meetings
- Links to Additional Resources

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 dark blue overlay. The text "Ambassador Program" is centered over the image.

# Ambassador Program

# Ambassador Program Launch

## OUR WORKPLACE IS POWERFUL BECAUSE YOU CARE.

LEARN ABOUT  
THE I.C.A.R.E.  
PHILOSOPHY:

I

INNOVATION

C

COMPASSION

A

ACCOUNTABILITY

R

REPRESENTATION

E

EMPOWERMENT



For more information,  
visit our SharePoint site.



A photograph of a man driving a car, viewed from the passenger side. The image is overlaid with a semi-transparent blue filter. The man is looking forward and smiling slightly. The car's interior, including the steering wheel, dashboard, and rearview mirror, is visible.

# Next Steps



# 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                                      | ●    |     |     |     |      | →   | →   | →   | →   | →   | →    | → |

# What's Next

## February 8 Partner Meeting

### Updates:

- Statewide Campaign
- PESO Plan
- Behavior Campaigns
- Ambassador Program

# Turning Our Pain Into Purpose

It is because of these victims/survivors that we have our prevention programming, legislative priorities, designate a driver campaigns, and supporting our law enforcement community.

# 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

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For more information, visit:

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