

The background features a purple gradient with a faint image of three smiling people. On the right side, there is a large white target graphic with concentric circles.

Target Zero

A Human Factors Approach to Safety Campaigns

June 7, 2022: Monthly Partner Update



Agenda

- Partner Spotlight: Walk Like MADD Tallahassee
- Brand Awareness Campaign Developments
 - Outdoor Assets Design
 - NHTSA Distraction Co-branded Messaging
- Behavior Campaign Developments
 - AB Testing Results
- Evaluation of Effectiveness
- Internal and External Coordination
- Ambassador Program Update
- Next Steps



**Recent Target
Zero Activities**

Walk Like MADD Tallahassee





**Statewide
Brand
Awareness
Campaign**



Owned Media and Branded Items

Tent, Tablecloth

Top →



Front



Side



Back





Owned Media and Branded Items

Feather Banner



Back Details





Owned Media and Branded Items



Van Wraps

Vehicle Decals





Owned Media and Branded Items

June Poster

JUNE IS NATIONAL SAFETY MONTH

SAFETY IS IN YOUR HANDS!

Let's Get Everyone Home

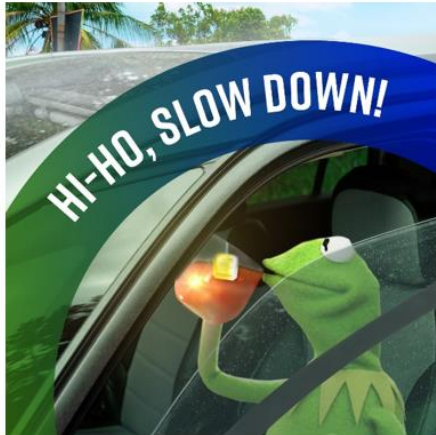
In Florida over 3,000 lives are lost every year to PREVENTABLE CRASHES.
TOGETHER, we can bring this number down to ZERO.

 TargetZeroFL.com 

'Owned' June Social Media – FDOT Account

Here's the tea, y'all: getting there faster does not make you a better driver. In fact, every additional 10 mph above the speed limit can triple the chance of fatalities in a crash.

Join us in slowing down and observing posted speed limits. With your help, we can get everyone home safely.



Social norms, downplaying of symptoms, etc. - there are lots of factors that make men less likely to seek help for mental health, which can lead to increased stress and emotional outbursts.

Men – don't let it get the best of you, especially on the road. Prioritize your mental health - you're worth it. ❤️💊
#MensHealthMonth



It's National Selfie Day! Be sure to get those good angles, but also celebrate responsibly 📱 Repeat after us: No. Selfies. While. Driving.

It doesn't matter if it's golden hour – the selfie can wait. Keep your eyes on the road and avoid distractions, even if it's your best hair day in the history of hair days.
#LetsGetEveryoneHome



Role models come in all shapes and sizes, including dad-shaped!

Happy Father's Day to all the awesome dads out there that teach us how to be safer drivers. Do you have a favorite story from learning to drive?



Did you know that June is National Safety Month?

This month and every month, we need your help in keeping every roadway user safe. Over 3,000 lives were lost to preventable crashes in 2020 alone – together, we can bring this number down to zero by eliminating distractions, slowing down, and sharing the road with others.



Statewide Brand Awareness Paid Media Elements

Brand Awareness Campaign*	Paid Media (NHTSA Funded)
Work Zone*	May
Distracted Driving*	June
Stop Speeding*	July
Railroad Crossing*	August

Examples of Paid* Media:

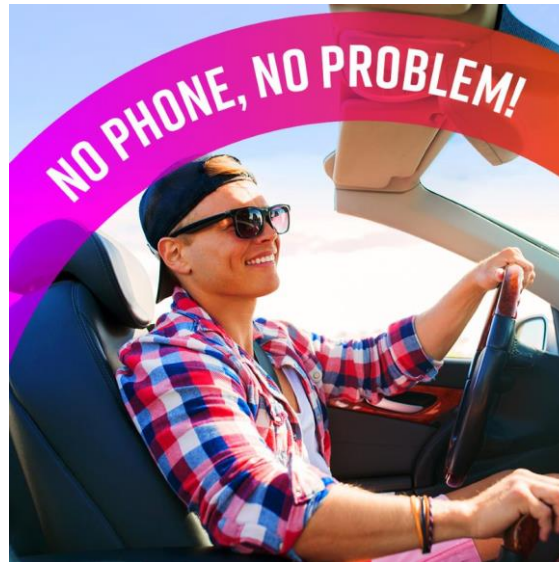
- Targeted social media
- Billboards
- Audio / Radio
- Streaming Platforms
- Gas pump ads/videos

*While this is statewide brand awareness, there are behavior reference requirements for our NHTSA paid media funding source. The timing may not necessarily align with safety calendar of events

Statewide “Brand Awareness” Paid Media Examples

June*

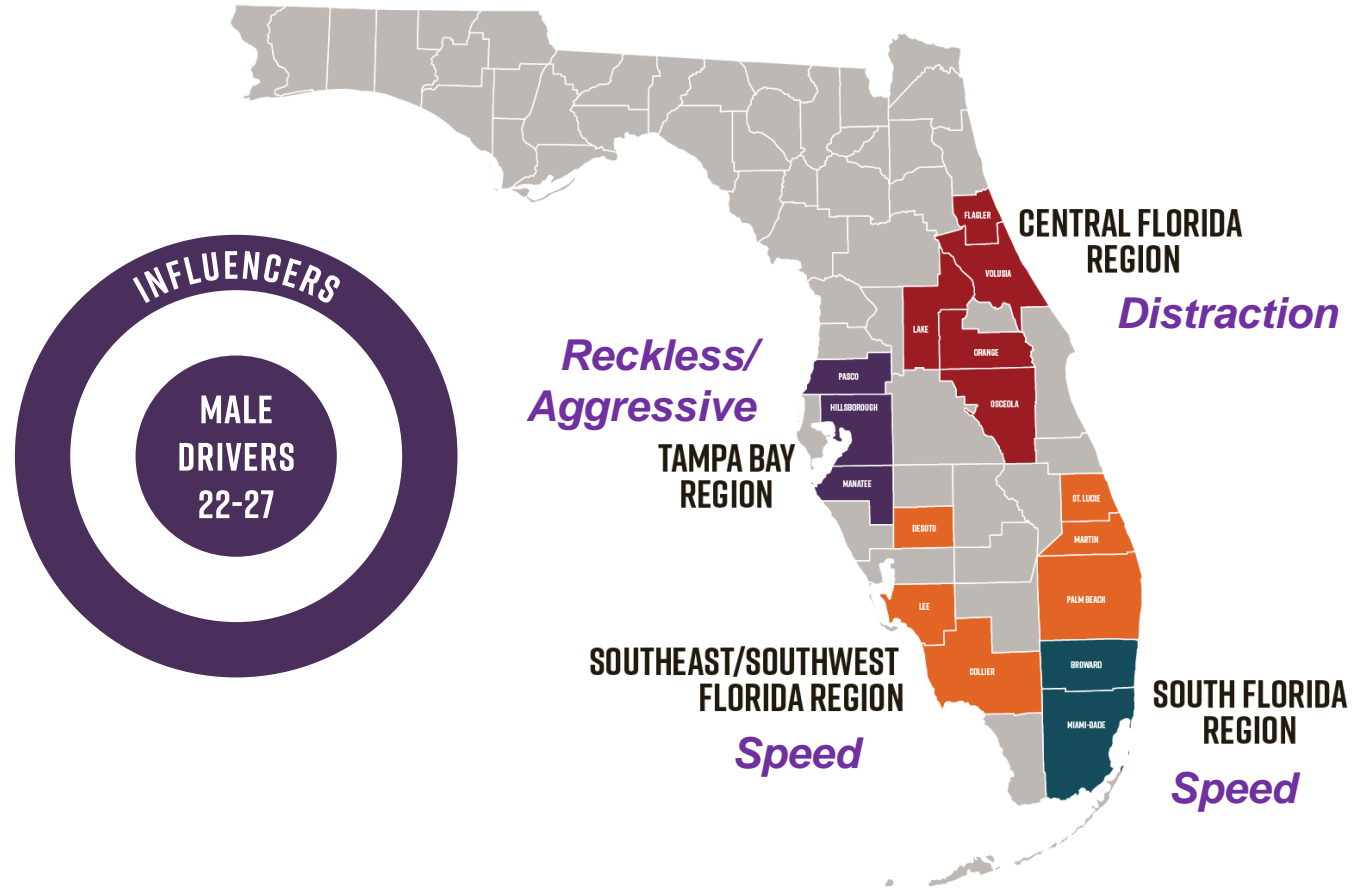
*While this is statewide brand awareness, there are behavior reference requirements for our NHTSA paid media funding source.





**Behavioral
Campaign
Development**

Behavioral Campaign Development





**April AB
Testing and
Results**

OVERVIEW: PURPOSE



WHAT IS PRETESTING?

Pretesting is the stage in research when survey questions and questionnaires are tested on members of target population/ study population (in the case of Target Zero, males 22-27), to evaluate the reliability and validity of developed material prior to official launch and provide an opportunity to make important refinements as necessary.



WHAT IS A/B TESTING?

A/B testing is a method of testing in which two potential options are presented side-by-side, and respondents provide input on their preferences - in this case, the two options were differing versions of proposed Target Zero campaign creative.

TOGETHER, THESE TESTING METHODOLOGIES ALLOW US TO:

- ✓ **Confirm the direction of our messaging and imagery** for currently-developed campaign creative and ensure it is attention-grabbing, clear, and resonant with the target audience (males 22-27)
- ✓ **Gain proof of the efficacy** of creative concepts OR **receive vital feedback** to adjust what may not be working
- ✓ **Maximize our ability to be influential** in the campaign and present the most effective, favored options to promote receptivity and behavior change

A/B TESTING SUMMARY REPORT



59
respondents







OVERVIEW: SURVEY IMPLEMENTATION

SURVEY IMPLEMENTATION

Intercept surveys - An intercept survey is a research method used to gather in-person feedback from an audience.

The survey team used the digital platform SurveyMonkey on iPads to intercept an audience at local events and collect data.

EVENTS ATTENDED

-  **TACO FIESTA AT LAKE WORTH BEACH**
West Palm Beach
-  **FLORIDA GROVES FESTIVAL**
Orlando
-  **BLOOM ON FRANKLIN AND RIVERWALK**
Tampa
-  **FORT LAUDERDALE AIR SHOW ON THE BEACH**
Fort Lauderdale

PLEASE NOTE:

We are espousing a **'quality over quantity'** model of testing in this approach. Therefore, although several of the numbers of surveyed participants may appear low, this quantity is more than sufficient and has been confirmed by our survey team to provide us 'saturation' - ie, the the point in the research process when no new information is discovered in data analysis.

SUMMARY

A/B TESTING SUMMARY REPORT

WEST PALM BEACH - ORLANDO - TAMPA - FORT LAUDERDALE

59
respondents



59 TOTAL MALES
AGES 22-27

WHERE DO PARTICIPANTS WANT TO SEE THIS?*

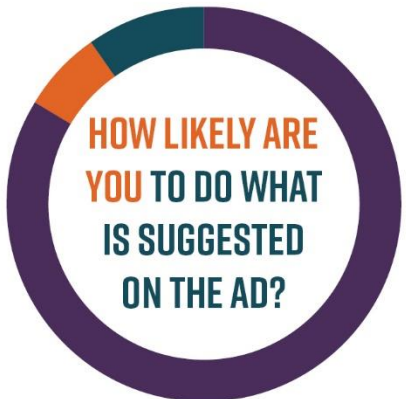
*Question asked varied per city, see individual pages for specific question.

- 1 | SOCIAL MEDIA
- 2 | BILLBOARDS
- 3 | WEB ADS
- 4 | TV

COMMON THEMES:

The primary audience was most drawn to messages that had a **POSITIVE / HAPPY TONE**. The word **VIBE**, tested overwhelmingly well as did a **RELAXED / CALM TONE**, and **VIBRANT COLORS**.

EFFICACY:



- Likely - 78%
- Neutral - 6%
- Unlikely - 9%

TOP 3 EYE CATCHERS:

Respondents in every city said **APPAREL** was the **MOST ATTENTION GRABBING**, followed by money/ gift cards and then food.



APPAREL | 52%



MONEY | 25%



FOOD | 23%

WEST PALM BEACH | SPEEDING

A/B TESTING SUMMARY REPORT

12
respondents

A



*CAPTION: We all know life can be stressful, but don't take your frustration out on the gas pedal. Helps us keep every road user safe by living your best life in the slow lane.

B



*CAPTION: We all know life can be stressful, but don't take your frustration out on the gas pedal. Helps us keep every road user safe by living your best life in the slow lane.

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.

PREFERENCE:

A | 8%

B | 75%

17%

Redirected because Answered No in a Previous Question

COMMON THEMES:

VISUAL DESIGN and **COLOR** was important to our primary audience, with the top two comments being “**EYE-CATCHING**” and “**EASY TO UNDERSTAND.**” They responded well to B because of the driver’s **RELAXED / CALM TONE.**

WEST PALM BEACH | SPEEDING

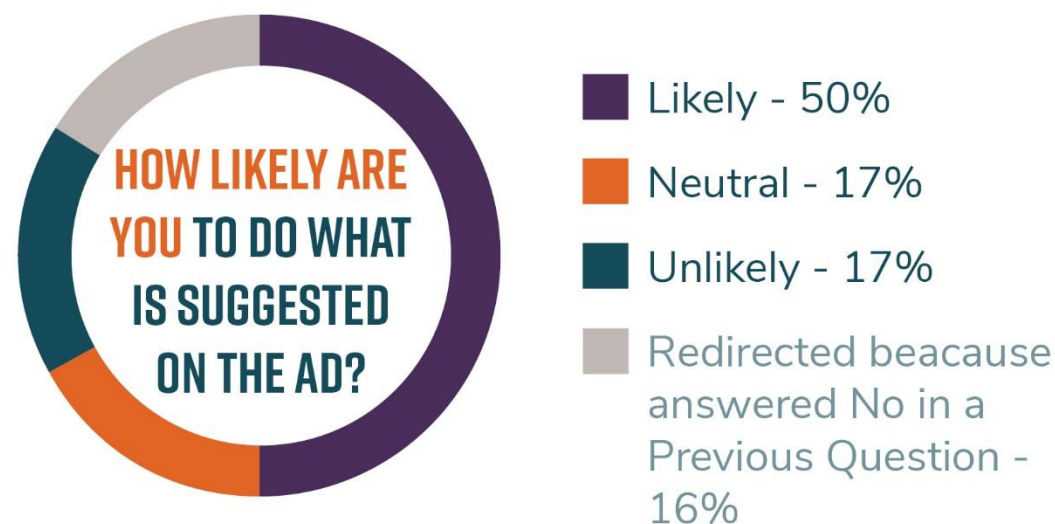
A/B TESTING SUMMARY REPORT

12
respondents

TAKEAWAYS:



When participants were asked if there was anything offensive or hard to understand in the ads, no participants were confused by the language.



67% of participants said they **wouldn't recommend any changes.**

ORLANDO | DISTRACTED

A/B TESTING SUMMARY REPORT

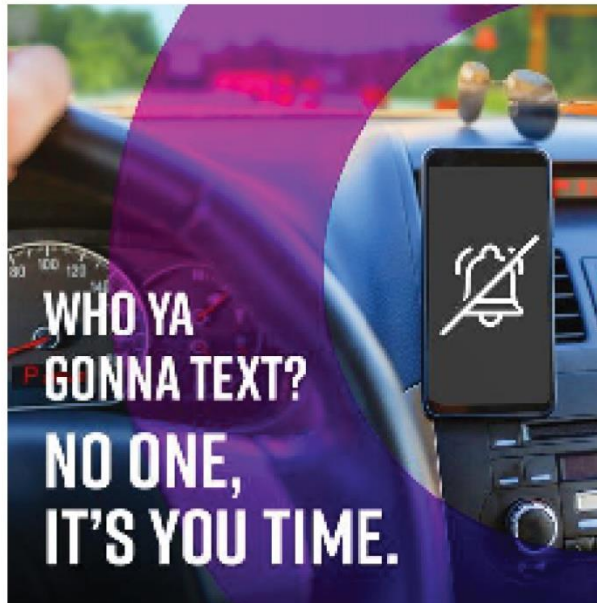
19
respondents

A



*CAPTION: WHO YA GONNA TEXT? No one, you're driving. 🚫

B



*CAPTION: Make driving you time – when you're out and about, put that phone on Do Not Disturb to make sure you get to your destination distraction-free.

PREFERENCE:

A | 32%

B | 58%

11%

NO PREFERENCE

COMMON THEMES:

Participants **RESONATED** with elements of **BOTH EXAMPLES**. They **ENJOYED** the **PRESENCE OF A DRIVER** and thought the **DO NOT DISTURB ICON** made it easier to understand. The data suggests we merge both artworks.

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.

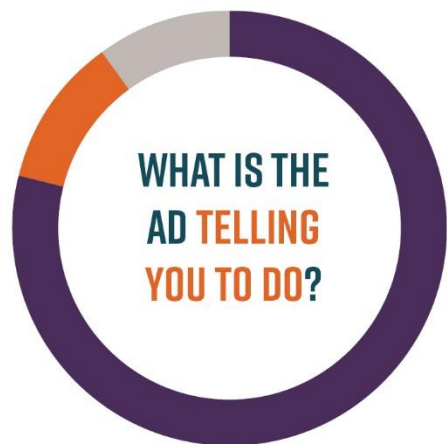
ORLANDO | DISTRACTED

A/B TESTING SUMMARY REPORT

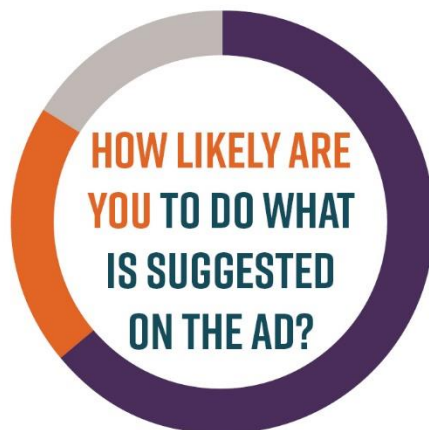
19
respondents



TAKEAWAYS:



- Don't text & drive - 79%
- Don't use your phone & drive - 11%
- Redirected because answered No in a Previous Question - 10%



- Likely - 68%
- Unlikely - 21%
- Redirected because answered No in a Previous Question - 11%

TOP 3 EYE CATCHERS:



APPAREL | 59%



MONEY | 29%



FOOD | 12%

Where do participants want to see this?

Question Asked: Where would you like to see/hear this messaging?
Check one only.

SOCIAL MEDIA | 48%

BILLBOARDS | 52%

TAMPA | AGGRESSIVE

A/B TESTING SUMMARY REPORT

14
respondents

A



*CAPTION: Aggressive drivers = ▶ ▶
▶ ▶ ▶ ▶

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.

B



*CAPTION: Safety is legendary when you're in the driver's seat. When it comes to driving, there's no red flag behavior from you. ▶ ▶ ▶ You get attention for all the right reasons – by using clear turn signals and communicating your moves.

PREFERENCE:

A | 86%

B | 14%

COMMON THEMES:

Respondents in general thought this referred to **DISTRACTED** rather than **AGGRESSIVE** driving behavior.

Note: Due to inconclusive data for this set, a focus group will be conducted that is specifically aimed at understanding aggressive driving behavior and its root causes, and revised creative will be A/B tested again.

TAMPA | AGGRESSIVE

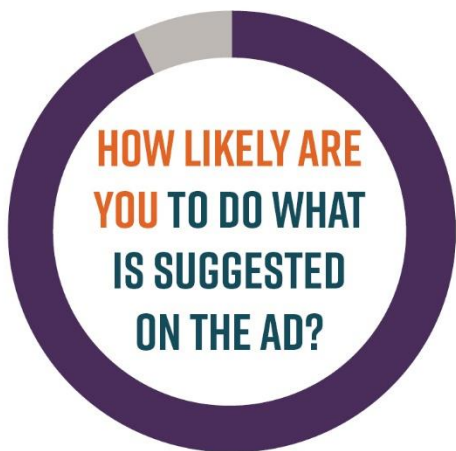
A/B TESTING SUMMARY REPORT

14
respondents

TAKEAWAYS:



- Focus on the road - 36%
- Keep your distance from other cars - 36%
- Drive safe - 28%



- Likely - 93%
- Neutral - 7%

Note: Testing results did not seem to indicate enough awareness that the ad is targeting aggressive driving. The team will be conducting a follow-up focus group and then administering another round of A/B testing with revised creative.

TOP 3 EYE CATCHERS:



APPAREL | 50%



MONEY | 40%



FOOD | 10%

Where do participants want to see this?

Question Asked: Where would you like to see/hear this messaging? Check all that apply.

SOCIAL MEDIA | 42%

POSTER | 5%

BILLBOARDS | 53%

FORT LAUDERDALE | PRECURSOR

A/B TESTING SUMMARY REPORT

14
respondents



A



*CAPTION: Make driving ✨ you time ✨- when you're out and about, put that phone on Do Not Disturb. Safety is self-care (and we stan self-care).

B



*CAPTION: VIBE CHECK – Nothing makes the vibes more 🎧 immaculate 🎧 than safe driving. So set up your playlist ahead of time, keep that phone out of your hands, and save that text for later.

PREFERENCE:

A | 7%

B | 93%

COMMON THEMES:

FEELINGS associated with the ad are very important to our primary audience with the top two comments being **"RELAXED / CALMING."** and **POSITIVE REACTIONS** towards the word **"VIBE."**

*Captions were not tested in this round of A/B testing, but were tested in initial pretesting.

FORT LAUDERDALE | PRECURSOR

A/B TESTING SUMMARY REPORT

14
respondents



TAKEAWAYS:

WHAT IS THE
AD TELLING
YOU TO DO?

■ Drive safe - 100%

HOW LIKELY ARE
YOU TO DO WHAT
IS SUGGESTED
ON THE AD?

■ Likely - 100%

TOP 3 EYE CATCHERS:



APPAREL | 75%



MONEY | 25%



FOOD | 0%

Where do participants want to see this?

Question Asked: Where would you like to see/hear this messaging? Check all that apply.

SOCIAL MEDIA | 59%

WEB ADS | 18%

BILLBOARDS | 18%

TV/STREAMING | 5%

KEY TAKEAWAYS - ALL CREATIVE

A/B TESTING SUMMARY REPORT

SPEEDING PREFERENCE:

B



Considerations:

- Make image more Florida-like
- Make image more vibrant

PRECURSOR PREFERENCE:

B



Considerations:

- Vibe tested very well
- No significant changes recommended

DISTRACTED PREFERENCE:

A+B



Considerations:

- Combine both options

AGGRESSIVE PREFERENCE:

Requires a focus group to better understand causes of aggressive driving behavior, and then another round of pretesting will be conducted.

OVERALL:

The content was understandable and impactful to the primary audience.

They were most drawn to messages that had a **POSITIVE / HAPPY TONE**. The word **VIBE**, tested overwhelmingly well as did a **RELAXED / CALM TONE**, and **VIBRANT COLORS**.



Program Evaluation

Social Media Performance – Humor Approach

The “sharing the road” part of safe driving is not optional. This National Bike Month (and every month), be a good fellow roadway user and keep an eye out for your cycling friends. Why? Because everyone deserves to make it home safe at the end of the day.



**“I’M THE ONLY
ONE ON THE ROAD
WHO MATTERS”**



**“EVERYONE HAS
RIGHTS ON THE
ROAD, INCLUDING
BIKERS”**



- 5,564 reached
- 207 engagements
 - 62 reactions
 - 17 comments
 - 4 shares
 - 124 link clicks



- 384 reached
- 26 engagements
 - 21 likes
 - 1 comment
 - 4 shares

Social Media Performance – Fact Approach

One of the safest choices you can make behind the wheel is to buckle up. Remember to use your seatbelt the right way every time you enter your vehicle.

Also, it's the law.

#ClickItOrTicket

NHTSA



- 2,693 reached
- 43 engagements
 - 16 reactions
 - 3 comments
 - 7 shares
 - 17 link clicks



- 169 reached
- 12 engagements
 - 8 likes
 - 4 shares

Social Media Performance – Empathy Approach

We don't know who needs to hear this today – but drive safely. Someone cares about you.
Don't let your loved ones get that phone call. 🙏



- 2,267 reached
- 35 engagements
 - 19 reactions
 - 2 comments
 - 8 shares
 - 6 link clicks



- 181 reached
- 16 engagements
 - 10 likes
 - 6 shares

Baseline Behavior Evaluation

Recommendations

- Pre-test phone survey or online survey, formatted for laptop or mobile phone
- Timing is prior to the first behavior campaign launch
- Cluster sample of an equal number of respondents across four selected regions, with emphasis on selected codes
- Inclusion Criteria
 - Male aged 22 to 27
 - Has driver's license
 - 5th-grade reading level
 - Reside in selected zip codes and four regions
- Exclusion Criteria
 - Not meeting all inclusion criteria, an employee of FDOT, FHP or Ambassador

Key Performance Indicators



- the facts
- self-recognition of responsibility
- power to act



- change attitudes
- injunctive norms
- perceived susceptibility to driving behaviors relating to distraction, aggressive driving, and speeding



- self-reported driving behaviors relating to distraction
- aggressive driving and speeding and behavioral intention

Survey sample size of 1600 responses determined, applying 95% confidence interval and power of feeding, as used in Public Health Sciences to measure expected effort



KNOW



FEEL

Connecting Actions to Consequences

- How likely is it that you will have a crash or close call in the next year if you engage in the following?
 - Making a phone call or texting while driving.
 - Exceeding the speed limit.
 - Driving especially close to the car in front of you.



KNOW Power to Act

- Please rate the following statements how they best describe you, on the 7-point scale ranging from 1 (Strongly Agree) to 7 (Strongly Disagree).
 - I have the power to start my driving trip early enough so I can arrive on time without having to exceed the speed limit.
 - While driving, I am in control of whether to make phone calls or text.
 - While driving, I have the power to keep my full attention on driving and not allow any distractions.
 - While driving, staying within the speed limit demonstrates self-control.
 - While driving, maintaining a safe distance from the car in front of me demonstrates self-control.
 - While driving, I have the power to control my anxiety and stressors.
 - It is up to me to safeguard others by the way I drive.



FEEL Changed Attitudes

- I can win the respect of most people who are important to me by...
 - ...starting my driving trip early enough so I can arrive on time without having to exceed the speed limit.
 - ...waiting to make a phone call or text until after I arrive at my destination.
 - ...keeping my full attention on driving and not allowing any distractions.
 - ...exceeding the speed limit to make up for lost time.
 - ...maintaining a safe distance from the car in front of me



FEEL Injunctive Norms

- Most people who are important to me think it is all right for me to...
 - ...wait to make a phone call or text until after I arrive at my destination.
 - ...exceed the speed limit to make up for lost time.
 - ...drive especially close to the car in front of me



DO Self Reported Behaviors Due to Precursors

- In the past month, how often did you start your driving trip early enough so you could arrive on time without having to exceed the speed limit?
- In the past month while driving, how often did you wait to make phone calls or text until after you arrived at your destination?
- In the past month while driving, how often did you keep your full attention on driving and not allow any distractions?
- In the past month while driving, how often did you exceed the speed limit to make up for lost time?
- In the past month while driving, how often did you drive especially close to the car in front of you (called tailgating or following too closely)?



FEEL Perceived Susceptibility



DO Intention

- While driving in the next month, how likely or unlikely is it that you will do the following?
 - Start your driving trip early enough so you can arrive on time without having to exceed the speed limit.
 - Delay making phone calls or texting until after you arrive at your destination.
 - Keep your full attention on driving and not allow any distractions.
 - Exceed the speed limit to make up for lost time.
 - Drive especially close to the car in front of you (called tailgating or following too closely).

Messaging Placement

- In the last 3 months, where have you seen or heard any messages about refraining from making phone calls or texting while driving?
- In the last 3 months, where have you seen or heard any messages about maintaining safe distance from the car in front of you?
- In the last 3 months, where have you seen or heard any messages about not speeding?
- In the last 3 months, where have you seen or heard any messages relating to “Let’s Get Everyone Home”?

Please check all that apply:

- Billboards
- Radio/streaming (e.g. Spotify, Pandora, etc.) ads
- Social media
- Television/streaming (e.g. Hulu, YouTube, etc.) ads
- Web ads
- I have not seen or heard any messages
- Other (please specify)



**Internal and
Partner
Engagement**

Internal Coordination Efforts

- Continued one-on-one District meetings for Safety and Public Information Offices (PIOs):
 - Co-branding of current safety messaging
 - Prepare for community outreach opportunities starting July with new behavior messaging, resource coordination
- PIO weekly statewide calls to discuss challenges and opportunities regularly
- Monthly Target Zero internal update meetings
- Executive updates (May 2021, October 2021, April 2022)
- Executive overview – ‘Marketing 101,’ June 2022

Partner Engagement Opportunities

Developed Partner Agencies Opportunities Database



Driver Safety Initiative

A Human Factors Approach
UPDATE



Monthly Statewide Partner Agency Updates, and Focused Meetings

Safety Coalitions (Occupant Protection, Ped/Bike, Impaired, Teen, Safe Mobility for Life, Motorcycle)

Maryland Highway Safety Office - Annual Highway Safety Summit, April 18th

District 1 Vision Zero Workshop May 4th-5th

GTSITE May 26th

Pedestrian and Bicycle National Webinar- June 29th

Transportation Symposium June 9th

AASHTO National TransComm Webinar June 16th

FCITE Jacksonville August 9th

Gulf Coast Complete Streets Summit November (Mobility Week)



**Ambassador
Program**

Ambassador Program – Supporting FDOT’s Safety Culture

Raising Internal Awareness: *No matter what office you officially call ‘home,’ we all can play a role to support safety*

In the Community: *Grass-roots outreach efforts greatly improve safety messaging effectiveness – these conversations one-on-one have far-reaching impacts*

In Your Everyday Life: *Even when you’re not ‘on-the-clock,’ there are ways to improve safety culture in Florida*

**Currently 137
members statewide**



Ambassador Activities

“Another place you don’t want to go over the load limit is on a scooter.”



WE:

✓ ALWAYS WEAR EYE PROTECTION

✓ HAVE HEADLIGHT ON AT ALL TIMES

✗ NEVER RIDE ON BIKE LANES OR SIDEWALKS

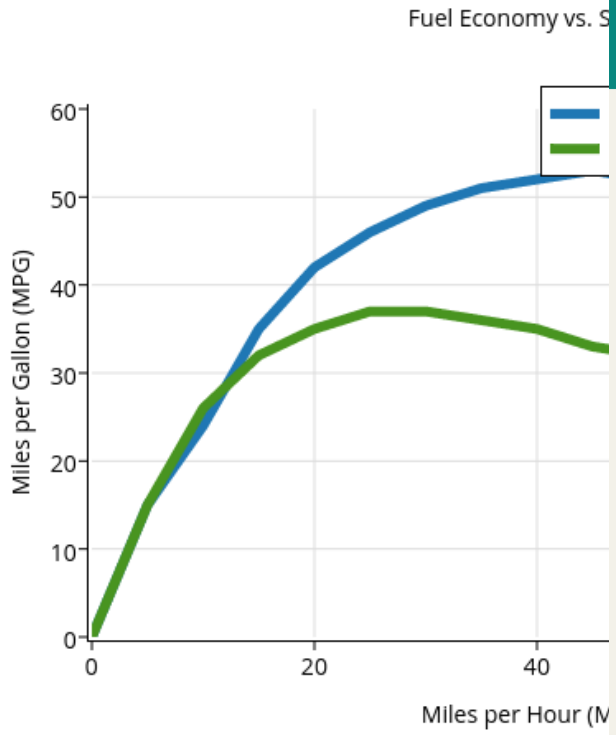
○ CHECK OUR TIRES

SIT :

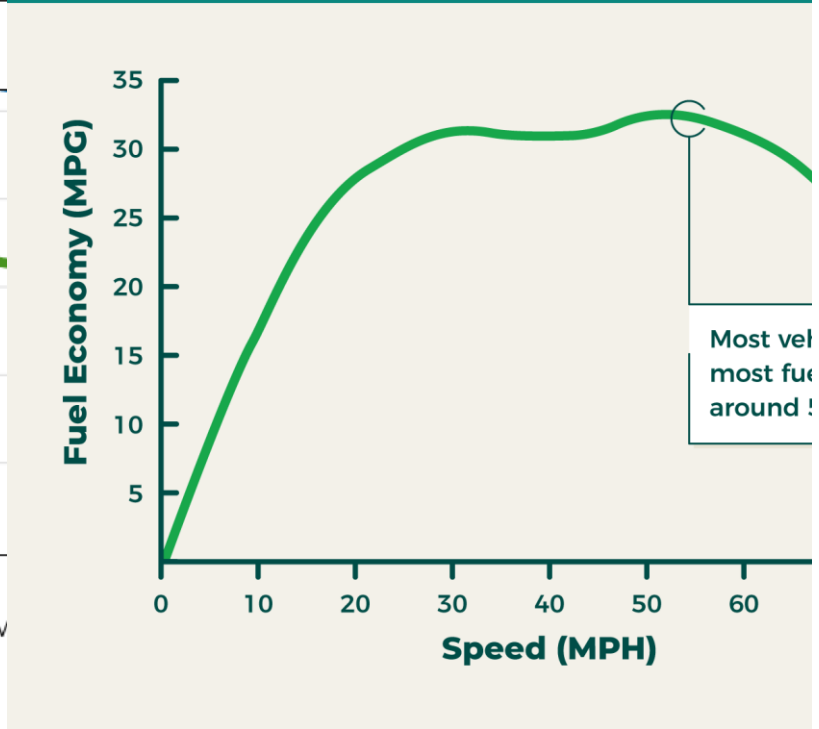


RIDESMARTFLORIDA.COM/TRAINING/SCOOTERS

Ambassador Activities



Speed vs. Fuel Consumption



Make & model	55 mph	65 mph	75 mph
Acura TSX 2.4-liter 4-cyl.	39.9 mpg	35.5 mpg	30.7 mpg
Honda Insight 1.3-liter 4-cyl.	51.9	44.8	36.5
Lexus RX350 3.5-liter V6	30.9	27.4	23.0
Mercury Mountaineer 4.6-liter V8	23.8	21.2	17.8
Toyota Camry 2.5-liter 4-cyl.	40.3	34.9	29.8
Toyota RAV4 2.5 liter 4-cyl.	34.6	29.3	25.9
Toyota Yaris 1.5-liter 4-cyl.	42.5	37.9	34.0

Source information can be found at:
<https://www.thesimpledollar.com/insurance/auto/fuel-efficient-driving-guide>



Next Steps

Behavior Media Components

- **Paid media:** Targeted social media (Instagram, Tik Tok, etc.), audio and video streaming (YouTube, Spotify, etc.), gas pump videos, billboards
- **Earned media:** Media release, talking points, press events, interviews, social blogs
- **Shared media:** FDOT social platforms, partners' (Facebook, Instagram, Twitter)
- **Owned media:** Website, digital audio and video assets, newsletters, community event engagement items (branded tents, table covers, feather banners, activities, branded tangible items, 'tip cards'), vehicle wraps, etc.

Next Steps (Year 1)

- **Statewide Brand Awareness**
 - Continued, co-branding of existing safety messaging
 - Paid media brand awareness May to August
- **Behavior Campaigns**
 - A/B Creative Testing in April/May
 - Another Round - Aggressive
 - Baseline Evaluation before July
 - Full PESO media starting July
- **Additional Resources in Development**
 - Support for behavior media pitches
 - Microsite Development
 - Cultural messaging
- **Continued Internal and Partner Collaboration**

JUNE IS NATIONAL SAFETY MONTH

Over 3,000 lives are lost every year to PREVENTABLE CRASHES in Florida.
TOGETHER, we can bring this number down to ZERO.



Let's Get Everyone Home



TargetZeroFL.com





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com