

Target Zero Monthly Update

May 3, 2022



Agenda

- Partner Target Zero Activities and Updates
- Recap April Meeting
- Campaign Update
 - Statewide Brand Awareness Implementation
 - Targeted Behavior Campaigns Development
- Evaluation of Effectiveness
- Internal and External Coordination
- Ambassador Program Update



**Partner Target
Zero Updates**

Go ORANGE Day Statewide









April Meeting Recap

Last Month


- Statewide Brand Awareness Campaign Update
- Behavior Campaign
 - AB Testing Results
 - Sample Creative Revisions
- Baseline Evaluation
- Internal and External Coordination
- Ambassador Update
- District Target Zero Efforts

The image features a dark teal background with three concentric white circles on the left side. The innermost circle is a solid teal disk containing white text. The middle and outer circles are white rings. The text is centered within the innermost circle.

**Campaign Update:
Statewide Brand
Awareness**

Our Challenges Are Bigger Than Transportation

**Influence what is
common and
acceptable**



**Constant connection
Feeling rushed
Reckless thrills**

**To prevent
resulting unsafe
driving behavior**



**Distraction
Aggression
Speeding**

Relating To What People Care About:



**Self-care
Time management
Community responsibility**



**Focus on driving
Empathy for others
Slow the roll**

Initial Target Audience, Regions, Behaviors

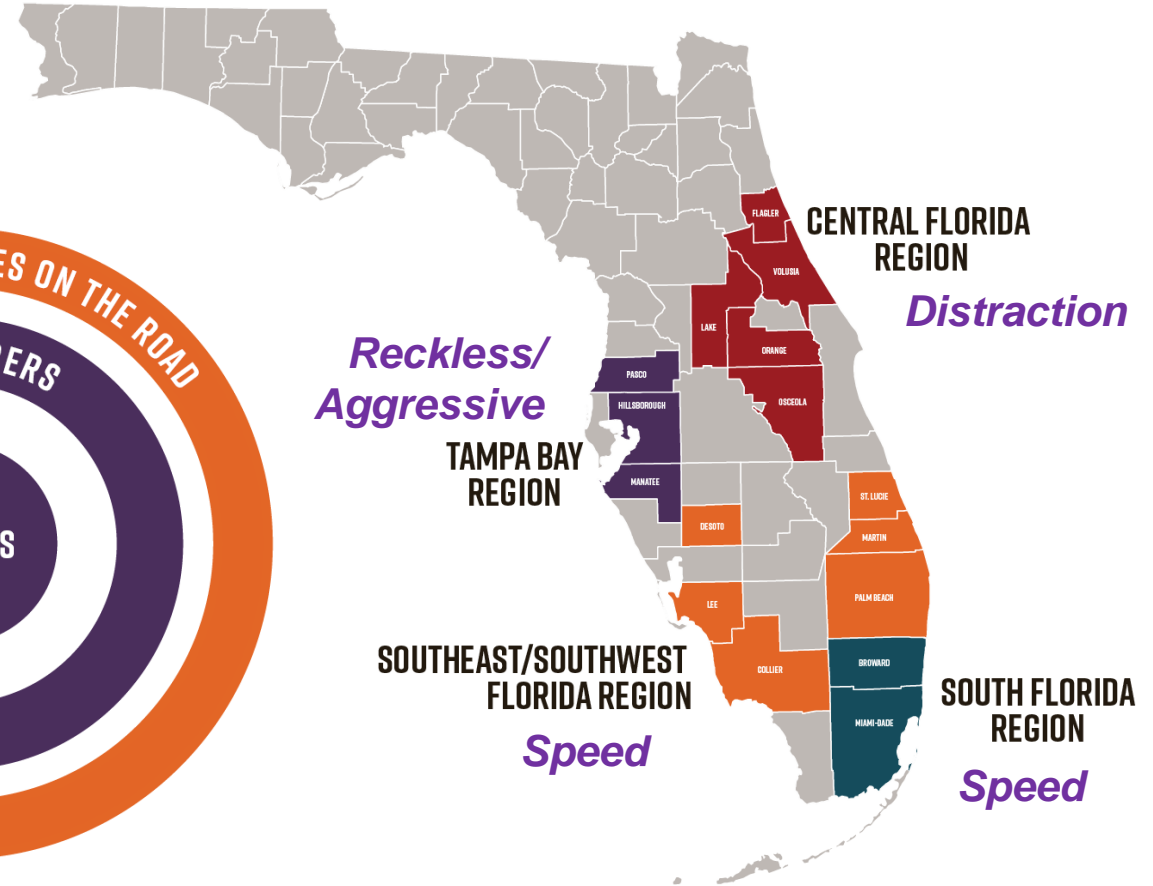
Brand Awareness – Statewide

Behaviors – Targeted

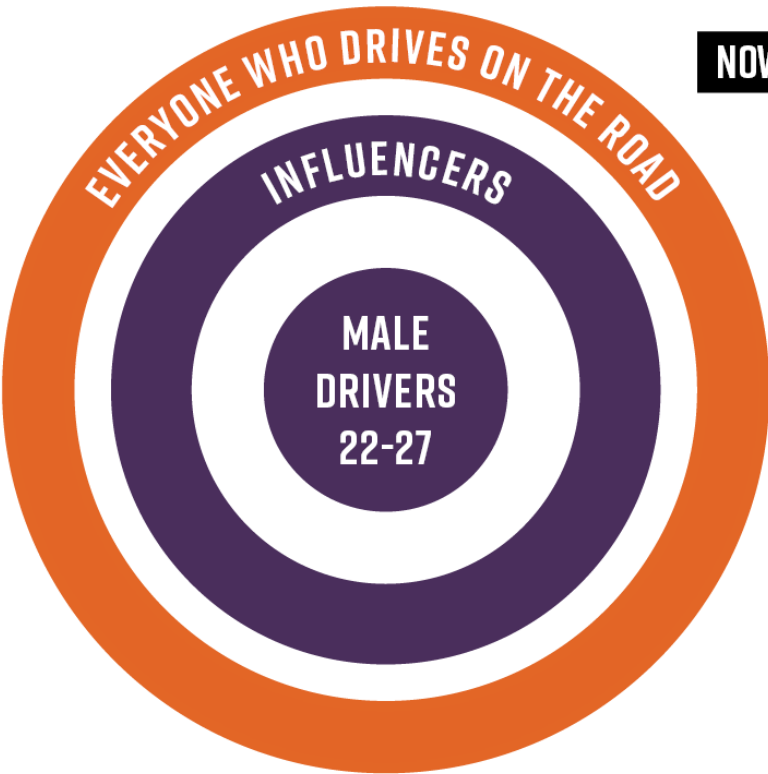
- Distraction
- Reckless/Aggressive
- Speeding

Causes / Precursors

- Desire to stay connected
- Thrill, adrenaline rush
- Time management
- Stress management
- Cultural norms



Media Phases (Includes Paid, Earned, Shared, Owned)



NOW →

PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

EVERYONE WHO DRIVES ON THE ROAD

Paid media* funded by NHTSA
May 2022 – August 2022
September 2022 and beyond**

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

Paid media* funded by FHWA
July 2022 – June 2023
July 2023 and beyond**

SECONDARY AUDIENCE
 PARTNERS
 FRIENDS
 FAMILY
 EMPLOYERS
 CELEBRITIES

PRIMARY AUDIENCE
 MALES 22-27

**Accompanied by Shared, Earned, and Owned Media*

*** With continual evaluation to adjust messaging, audience, and regions of focus*

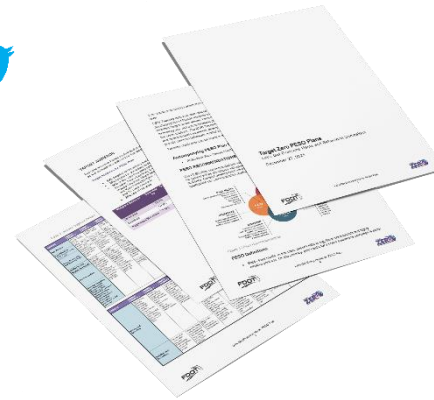
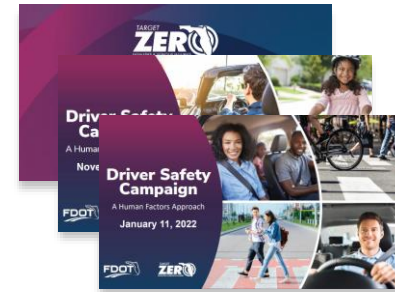
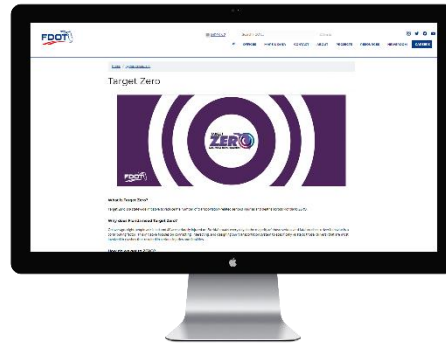
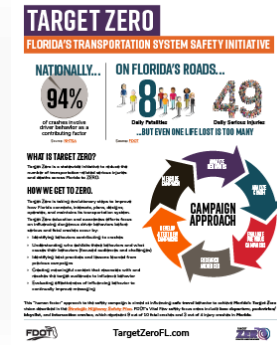
All Safety Messaging Co-Branding, Brand Awareness



Statewide Launch Components

www.TargetZeroFL.com

- Fact Sheet
- Brand Guidelines
- Templates
- Partner Toolkit and Talking Points
- Social Content
- Presentations
- Ambassador Program Information



Target Zero Fact Sheet Updates

- Updated, easy to understand language
- Sharing is caring, please bring to your events
- Use language inside, this is approved and ready for you!

TARGET ZERO
FLORIDA'S TRANSPORTATION SAFETY INITIATIVE
LET'S GET EVERYONE HOME.

WHAT?
Target Zero is a **statewide safety initiative** to reduce the number of transportation-related serious injuries and fatalities across Florida to **ZERO**. We are focused on changing common and acceptable dangerous behaviors on the road and working together to get everyone home, safely.

WHY?
ON FLORIDA'S ROADS...
8 daily fatalities
49 daily serious injuries
...even one life lost is too many
Source: FDOT

NATIONALLY...
94% of crashes involve driver behavior as a contributing factor
Source: NHTSA

THEREFORE:
Influencing safer driver behavior can help prevent the vast majority of crashes.

HOW?
What Florida is Doing:
In addition to improving how the state plans, designs, operates, protects, and maintains its transportation system, the Target Zero initiative is working to influence dangerous driver behaviors before serious and fatal crashes occur through:
• Extensive human factors research
• Education and awareness efforts
• Targeted, data-driven campaigns and social marketing efforts

What You Can Do:
• As an advocate: The best way to help get everyone home is to encourage safe driving behaviors within your own personal and professional network.
• As a driver: Understand the reasons behind your dangerous behavior and adjust. See the back for behavior change tips!

TARGET ZERO
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BE THE CHANGE

HERE'S HOW YOU CAN HELP!
Be part of the change and commit to adopting new driving behaviors that will keep you and others safe.
Feeling rushed? Pressured to stay connected? Looking for a thrill?
Check out these strategies to help change your behavior and get everyone home safely.

Speed
• Stressed out? Don't take your frustration out on the gas pedal. Take a deep breath and count to five.
• Find your thrills somewhere other than on the road. Florida has so many places to visit where you can find an adrenaline rush.
• Running late? You're worth the wait. Speeding won't get you there much faster.

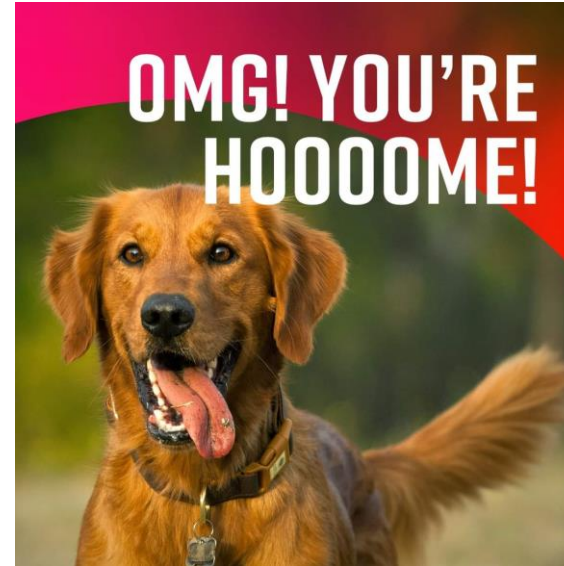
Aggression
• Get the right kind of attention by using turn signals, communicating your moves, and staying alert.
• Feeling rushed? Just get cut off? Take a breath, drive steady, and help everyone get home safe.
• Weaving, tailgating, and brake checking is a recipe for a crash. Try focusing on something that makes you happy and calm.

Distraction
• Before you start your car, set your phone to Do Not Disturb. Driving is "you time" (and you're worth it).
• Texting, eating, calling, and fiddling with controls takes your focus away from enjoying the drive. Hit pause on everything else! Keep your eyes on the road and hands on the wheel.
• Catch your focus drifting? Take a breath, pull your focus back to the road, and regain control.

To learn more about how Florida is helping create a safer transportation system, please visit www.fdot.gov/agencyresources/resources.

FDOT TargetZeroFL.com TARGET ZERO FATALITIES & SERIOUS INJURIES

Brand Awareness Shared Media Imagery and Messages



“Did you know? On average, eight people are killed every day on Florida’s roads.

Even one fatality is one too many. Florida’s Target Zero initiative is working toward zero fatalities on our roadways.

Will you help us? Let’s get everyone home.”

“No matter where you’re headed, someone you love is waiting for you at home.

We want to know – who do you drive safe for, Florida?”

“Did you know that listening to Elton John can make you a safer driver? Science says so.

Just be sure to set that playlist before you hit the road – never drive distracted.”

Owned Media and Branded Items



Tire Gauge Flashlight



Boat Floating Keychain



Reusable Bags



Cell Phone Card Holder

NEXT: Branded tents and tablecloths, vehicle wraps

Posters

Examples of Owned media:

- Website
- Print materials for displays
- Signs/Dynamic Message Signs
- Signal cabinet wraps
- Fleet vehicle wraps
- Posters/displays
- Rest Areas
- Welcome Centers
- Branded tents, table covers
- Branded tangible items

APRIL IS DISTRACTED DRIVING AWARENESS MONTH

SCIENCE SAYS LISTENING TO ELTON JOHN CAN MAKE YOU A SAFER DRIVER

WHAT IS YOUR FAVORITE DRIVING SONG?

SCAN THIS CODE ON SPOTIFY TO LISTEN

LET'S GET EVERYONE HOME

Tiny Dancer
Elton John

0:04 -6:09

OURS IS **TINY DANCER**

JUST BE SURE TO SET THAT PLAYLIST **BEFORE** YOU HIT THE ROAD

TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

TARGETZEROFL.COM

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TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

TARGETZEROFL.COM

Also Lobby Monitors, Lock Screens, Slides



Engagement Items

LET'S GET EVERYONE HOME.

I Pledge to make safety a priority in all of my daily choices whether **walking, biking, driving, or working.** I know we all have a part to play in driver safety and will do my part in getting myself and others home safe.

FDOT #TargetZeroFL ZERO

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FDOT #TargetZeroFL ZERO

The board features icons for a truck, car, bicycle, pedestrian, and wheelchair at the top and bottom.

I DRIVE SAFE FOR:

My Sons

#TargetZeroFL

FDOT DISTRICT 8 ZERO

The board features a young woman smiling and holding a steering wheel. It includes the FDOT logo, the #TargetZeroFL hashtag, and the Target Zero logo.

Statewide Brand Awareness Paid Media Elements

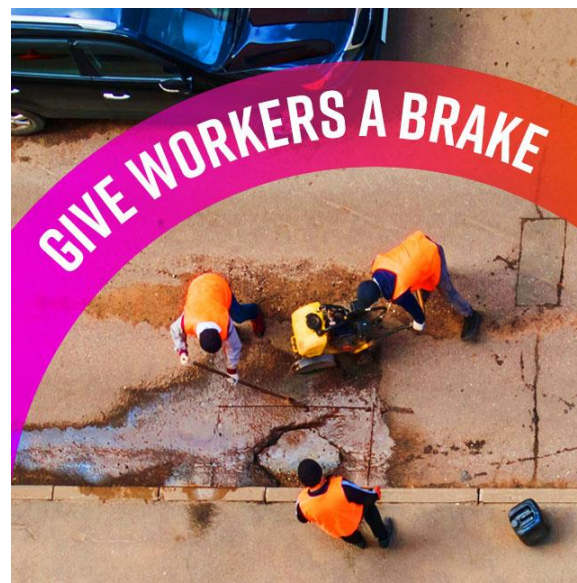
| Brand Awareness Campaign* | Paid Media (NHTSA Funded) |
|---------------------------|---------------------------|
| Work Zone* | May |
| Distracted Driving* | June |
| Stop Speeding* | July |
| Railroad Crossing* | August |

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

Work Zone Paid Media Examples





**Campaign Update:
Targeted Behaviors**

Initial Target Audience, Regions, Behaviors

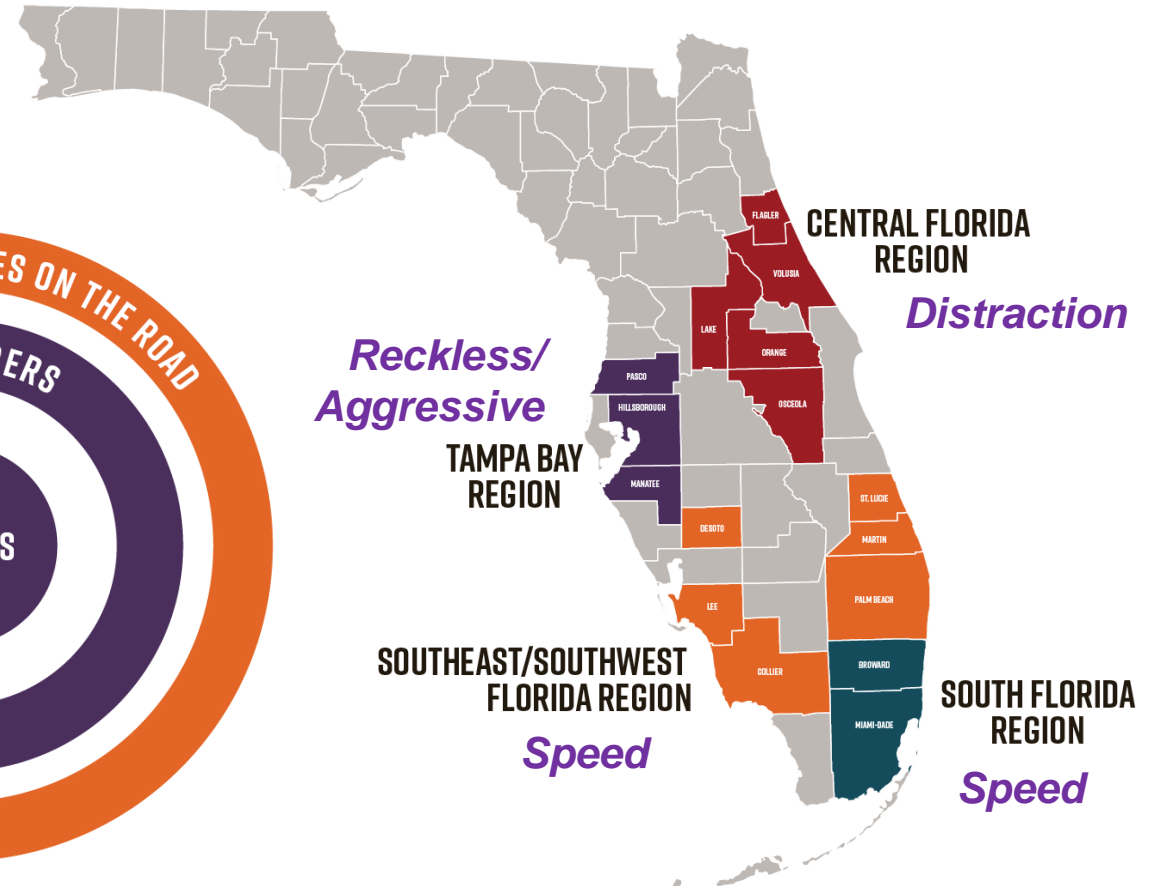
Brand Awareness – Statewide

Behaviors – Targeted

- Distraction
- Reckless/Aggressive
- Speeding

Causes / Precursors

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- Time management
- Stress management
- Cultural norms



Behavior Campaigns: Creative Brief Tool

MALE
DRIVERS
22-27

Know/
Understand



Feel



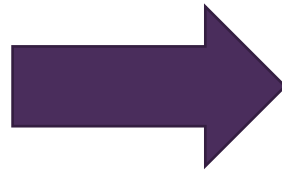
Do/Action

- People are dying on Florida roads every
- Serious consequences of distracted driving
- Control of anxiety/stressors can help prevent crashes

- In control of their actions, reactions, and digital distractions
- Empowered change their behavior
- Compassion for themselves and others
- Inspired to make a change

- Be more present
- Leave enough time
- Change phone habits
- Avoid engaging in dangerous behaviors
- Influence others

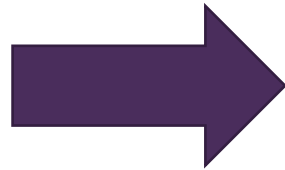
Revisions for AB Testing in April 2022



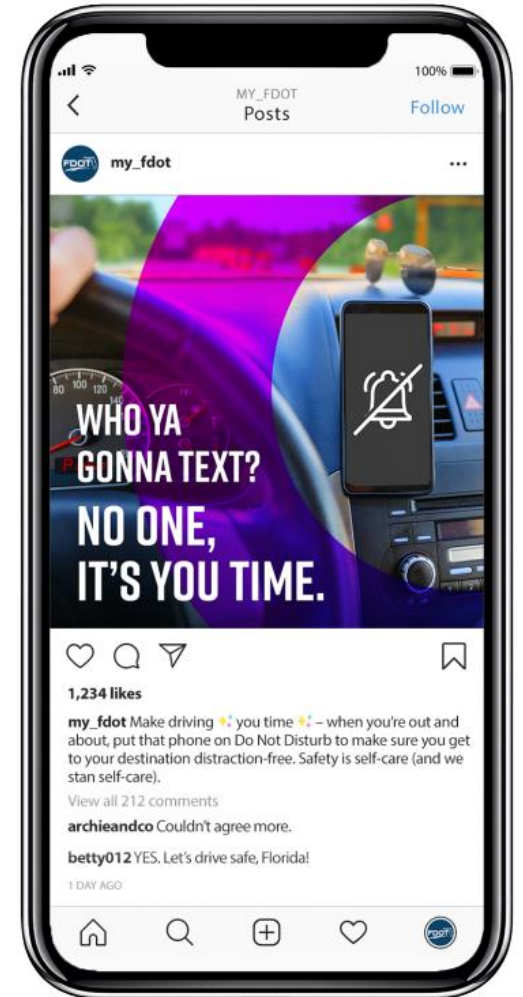
Sample - Revision:
Image resonated with target audience but not the text; therefore, revisions to text – includes positive and negative



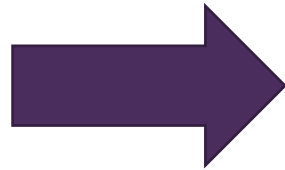
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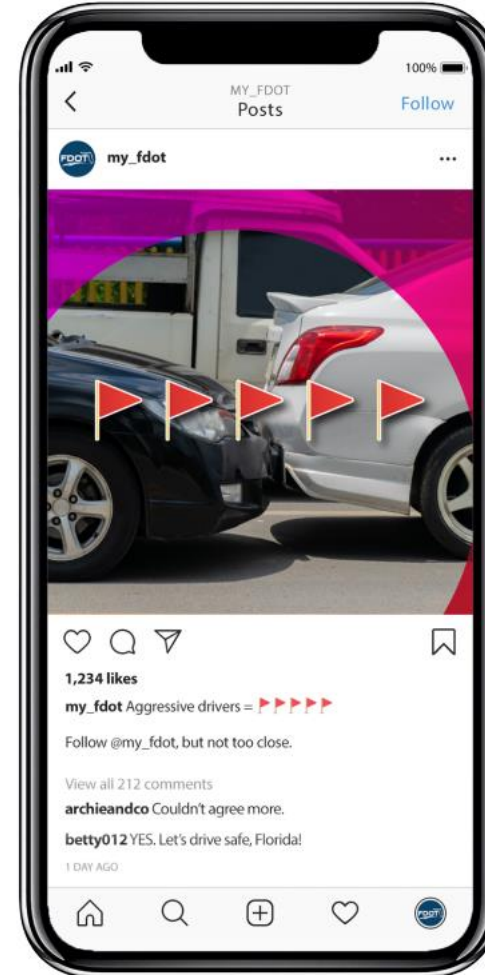
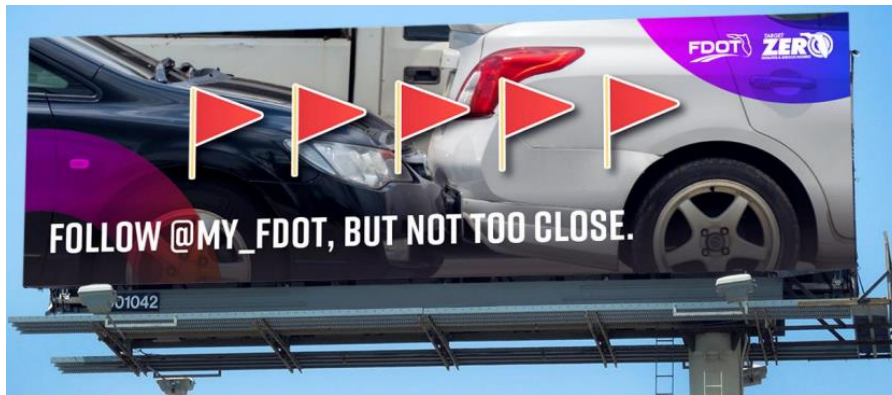
Sample - Revision:
Text resonated with target audience but not the image; therefore, revisions to include the preferred image from the billboard



Revisions for AB Testing in April 2022



Sample - Revision:
Text resonated with target audience but not the image; therefore, revisions to include the preferred image from the billboard



Second Revision for AB Testing in April 2022

Revision:

Aggressive visuals were interpreted as Distracted, so revised to clarify



Addition for AB Testing in April 2022

Addition:

Self-care resonated with audience, is a positive solution to address multiple precursors



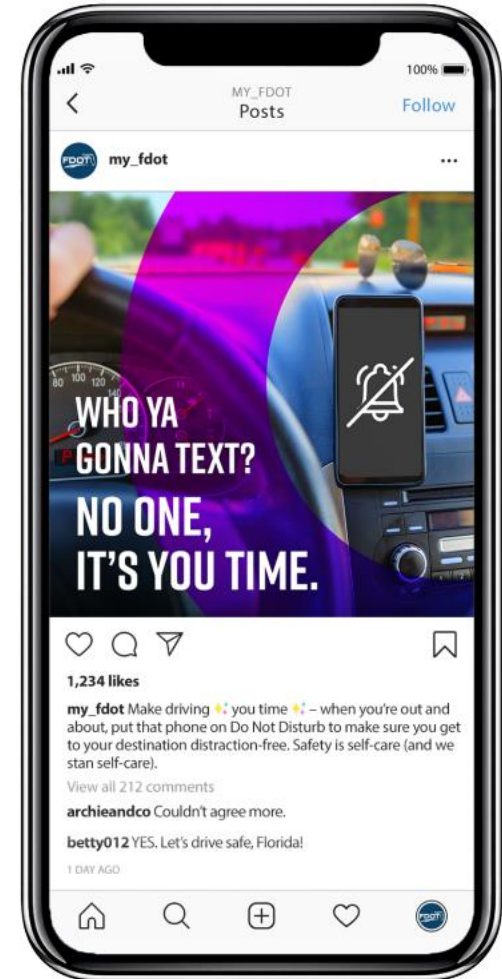


**Partner
Feedback**

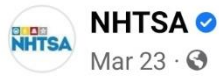
AB Testing Results Feedback

- After this next round of AB testing is complete, we'll share the results from our target audience with you
- Your feedback on this is important to us!

Comparison to Traditional Messaging



NHTSA Messaging Is Also Evolving



NHTSA

Mar 23 · 🌐

Look at those faces! 😍 These sweet pups are just begging for you to come home! Always drive safely. #NationalPuppyDay



👍 42

18 shares



NHTSA

Feb 2 · 🌐

Whoa, whoa, whoa! Put the phone down. You'll never see spring if I end up as roadkill.



👍😂 123

4 comments • 319 shares



**Program
Evaluation**

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 feeling, as used in Public Health Sciences to measure expected effort

Target Zero Social Media Performance

Industry Standard Engagement Rates

Facebook

- Good: 5-6%
- Very Good: 7% and above

Instagram

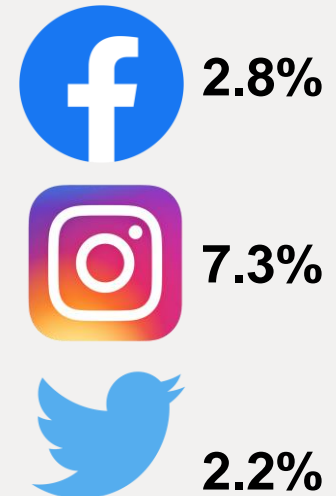
- Good: 3-5%
- Very Good: 5% and above

Twitter

- Average: 1%



| Platform | Post | Impressions | Reach | Engagements | Engagement Rate (per Impression) |
|----------|--|-------------|--------|-------------|----------------------------------|
| Facebook | my_fdot (Mon 4/11/2022 3:34 pm EDT) | 397 | 374 | 27 | 6.8% |
| | Florida Department of Tra... (Wed 4/13/2022 1:40 pm EDT) | 5,667 | 5,578 | 181 | 3.2% |
| | @MyFDOT (Tue 4/12/2022 1:54 pm EDT) | 1,420 | 59,546 | 36 | 2.5% |





**Internal and
Partner
Engagement**

Partner Engagement Opportunities

Developed Partner Agencies Opportunities Database



Monthly Partner Agency Updates, and Focused Meetings – FLHSMV, FHP, FSA
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

GTS ITE May/June

Pedestrian and Bicycle HalMoon Seminars- National Webinar- June

Transportation Symposium June 9th

AASHTO National TransComm Webinar June 16th

ITE Chapter in Jacksonville August 9th

Gulf Coast Complete Streets Summit November (Mobility Week)

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)



**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 134
members statewide**





Next Steps

Next Steps

- **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
 - Baseline Evaluation before July
 - Full PESO media starting July
- **Additional Resources in Development**
 - Tents, table covers
 - Support for behavior media pitches
 - Microsite Development
 - Cultural messaging
- **Continued Internal and External Collaboration**



MAY IS YOUTH TRAFFIC SAFETY MONTH





Thank You!

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For more information, visit:

www.TargetZeroFL.com