

# Target ZERO

*Florida's Human Factors Approach to Safety Campaigns*



*September 12, 2022: Monthly Internal Update*



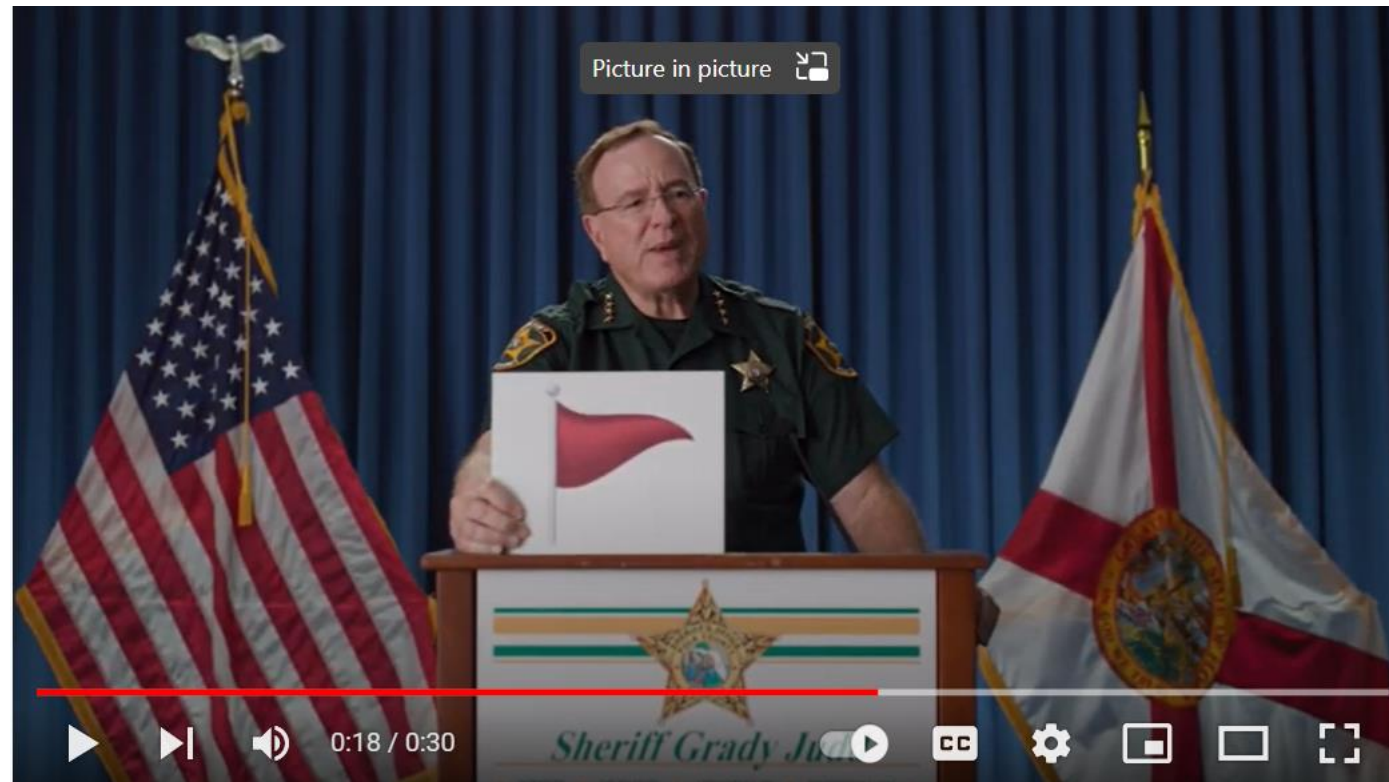
# This Month's Updates

- District Target Zero Efforts
- Brand Awareness Campaign
  - Event and Branded Items Orders
  - New Tip Cards
  - Shared Media Calendar
  - PowerPoint Safety Moment Slides
  - Shirt Order Guidance
- Behavior Campaigns
  - Revised Creative – Speeding
  - Paid Media Schedule
  - Preparing for Launch
- What's Next; Upcoming Events



# District 1 Target Zero Partnership

PSA link: <https://youtu.be/4GGgQLi8lZo>



# District 2 University of Florida Outreach



# District 2 University of Florida Outreach



# District 2 University of Florida Outreach



# District 2 University of Florida Outreach



# District 2 University of Florida Outreach



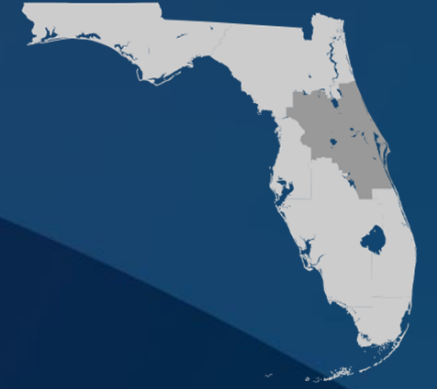


# District 2 University of Florida Outreach



# District 5 In The Community





# Coleman Head Start Orange City





Click here to learn more about [Orange Blossom Trail Safety Improvements](#)

Come Play it Safe with Special Musical Guest

Mr. Richard!

Interested in walking to school?

Do you already walk and want it to be more fun?

---

Come to the Pineloch Plays It Safe event and sign up for the walking school bus!

Additional information regarding the walking school bus is to be provided at the event.



# Pineloch Elementary "Plays it Safe"





**Volusia County  
Back to School in  
Deltona**

# Love Like Jace @ Lake Eola Orlando



Benton Trail Crossing  
LakeFront TV



SR A1A Safety Pop-Up Events  
Spectrum News



Mobility Week Bike Lane  
Design Contest  
WFTV 9



Stop on Red Marion County  
Ocala Gazette



# D5 OFFICE OF SAFETY IN THE NEWS

# District 6 Enforcement Partnership





# Great District Target Zero Branding in Social

**FDOT South - Miami Area**  
Aug 5 · 🌐

Don't text and bike! Cyclists should never ride distracted. If you need to use your phone, stop in a safe place first. 📵 #PutItDown #AlertTodayFL



**DON'T RIDE  
DISTRACTED**




**FDOT South - Miami Area**  
Aug 12 · 🌐

Avoid distractions whether driving, walking, or biking. Follow these tips to keep yourself and others safe. #BeSafeFlorida #AlertTodayFL

**AVOID DISTRACTIONS**

- 🚗 Yield to pedestrians when turning. Use the sidewalk and crosswalks.
- 🚲 Ride with the flow.





**FDOT South - Miami Area**  
2d · 🌐

Whether you are driving 🚗, walking 🚶, or biking 🚲, follow these traffic laws. #BeSafeFlorida #AlertTodayFL




**When DRIVING, WALKING  
or BIKING...pay attention, read  
the signs and obey the laws.**






**FDOT South - Miami Area**  
Jul 22 · 🌐

Drivers, be advised! When turning, you must yield to pedestrians. 🚶 #AlertTodayFL #BeSafeFlorida



**DRIVERS**

**YIELD TO PEDESTRIANS WHEN  
TURNING RIGHT OR LEFT**

**FDOT South - Miami Area**  
Aug 26 · 🌐

Back to school! Keep our kids safe. Stop for school buses, be alert, and stay hands-free in school zones. 🚌 #BeSafeFlorida #... See more

**STOP FOR  
SCHOOL BUSES**

**STAY HANDS-FREE IN SCHOOL ZONES**





**FDOT South - Miami Area**  
Aug 19 · 🌐

It's back to school time! When driving in school zones, slow down and stay hands-free. 🚗 #BeSafeFlorida #AlertTodayFL



**SLOW DOWN**

**STAY HANDS-FREE  
WHILE DRIVING IN SCHOOL ZONES**




**FDOT South - Miami Area**  
Sep 2 · 🌐

Stay safe this Labor Day weekend! Wait for the walk signal and only cross at a crosswalk. 🚶 #BeSafeFlorida #AlertTodayFL



**OBEY ALL  
TRAFFIC LAWS**




# Great District Target Zero Branding in Social



**FEELING  
SLEEPY...**

**STOP  
DRIVING!**

**FDOT**  
Northeast

TARGET  
**ZERO**  
FATALITIES & SERIOUS INJURIES

#WiseWords  
#DontDriveDrowsy  
[trafficsafetyteam.org](http://trafficsafetyteam.org)

**YOUR TRAFFIC  
SAFETY TEAM**  
*Bringing you home safely.*



Safety belt use is LOWER  
with males versus females.

**Be Man Enough  
To Buckle Up**

**FDOT**  
Northeast

TARGET  
**ZERO**  
FATALITIES & SERIOUS INJURIES

#BuckleUp  
#ClickItOrTicket  
[trafficsafetyteam.org](http://trafficsafetyteam.org)

**YOUR TRAFFIC  
SAFETY TEAM**  
*Bringing you home safely.*



**Brand  
Awareness**



# Outreach Items: Statewide Order



Front



Side



Back





# Branded Tangible Items: Statewide Order

- Floating Boat Keychain
- Cooling Towel
- Water Bottle

And more to come...



**LET'S GET EVERYONE HOME**

FDOT TARGET ZER

TARGETZEROFL.COM



# Tip Cards: Connecting to Life 'Precursors' Leading to Behaviors Behind the Wheel; Features Florida Imagery

## Stress Management

**AROMATHERAPY**  
FOR STRESS MANAGEMENT

**RELAXATION**  
Lavender, Ylang Ylang, Chamomile, Bergamot, and Orange oils can help relax the nervous system and relieve restlessness.

**FOCUS**  
Sandalwood, Elm, Peppermint, Rosemary, and Lemongrass oils can help heighten the senses and improve clarity of thought.

**HAPPINESS**  
Lemon, Jasmine, Basil, Neroli, and Rose oils can help with elevating your mood and promoting an overall sense of wellbeing.

**CALM**  
Frankincense, Clary Sage, Davana, Geranium, and Patchouli oils can help promote inner peace and relieve irritability and worry.

**IMMUNITY**  
Lemon, Ginger, Eucalyptus, Spearmint, and Thyme oils can help with overall immune system support, digestion and detoxification.

Image of Sunset at Miramar Beach, Florida

Ways to manage stress behind the wheel →

In Life

MANAGING YOUR STRESS ALLOWS YOU TO BE **SAFER BEHIND THE WHEEL**

- Set up a playlist of relaxing music.
- Give fellow drivers the benefit of the doubt.
- Set phone on "Do not Disturb" to resist temptation.
- Leave earlier to avoid being late.
- Focus on getting home to what you love.
- Slow your roll. Speeding causes stress.

**BE THE CHANGE.**  
8 people die on Florida's roads **EVERY DAY** due to common mistakes behind the wheel. **YOU** can make a difference!

**LET'S GET EVERYONE HOME.**

[TargetZeroFL.com](http://TargetZeroFL.com)

In Driving Safely

## Time Management

**TIME SAVING LIFE HACKS**

**THE 50/10 RULE**  
Fifty minutes of work and ten minutes of rest every hour can help increase productivity and maximize efficiency.

**MEAL PREP**  
Preparing meals the night before or on the weekend can drastically reduce stress and avoid the last minute time crunch.

**WHAT TO WEAR**  
Cut down on that early morning decision-making by picking out your clothing for the week ahead of time.

**DELEGATE YOUR TO-DO LIST**  
Create a task-based list of trusted people that can help you accomplish various tasks effectively either on a daily basis or when you are in a crunch.

Image of the clock tower in Palm Beach, Florida

Ways to manage time behind the wheel →

In Life

MANAGING YOUR TIME ALLOWS YOU TO BE **SAFER BEHIND THE WHEEL**

- Use GPS for better routes.
- Fuel up ahead of time.
- Avoid driving in peak hour traffic.
- Leave earlier to avoid being late.
- Plan your stops to fit your schedule.
- Slow your roll. Speeding doesn't get you there faster.

**BE THE CHANGE.**  
8 people die on Florida's roads **EVERY DAY** due to common mistakes behind the wheel. **YOU** can make a difference!

**LET'S GET EVERYONE HOME.**

[TargetZeroFL.com](http://TargetZeroFL.com)

In Driving Safely

# Tip Cards: Connecting to Life ‘Precursors’ Leading to Behaviors Behind the Wheel; Features Florida Imagery

## Thrill-Seeking

**TOP 10 THRILL SEEKING THINGS TO DO IN FLORIDA**

- 1. ROLLERCOASTERS**  
Florida is home to 27+ rollercoasters throughout the state.
- 2. TANDEM SKYDIVING**  
See Florida's beautiful landscape from 14,000 feet above sea level.
- 3. ZIPLINE TOURS**  
Experience Florida's natural beauty and native landscape from the tree level.
- 4. WAKEBOARDING**  
Enjoy the water ski capital of the world and travel 20 mph through water on a board.
- 5. PARASAILING**  
Looking for an easy way to fly and see Florida's beautiful coastline? Parasailing is your answer.
- 6. SCUBA & CAVE DIVING**  
Florida offers some of the most exotic diving excursions from Pensacola to the Florida Keys.
- 7. AIRBOATS**  
Explore Florida's swamps and wetlands in an eco-friendly way with a pretty good chance of meeting some alligators along the way.
- 8. HOT AIR BALLOONS**  
Enjoy breathtaking views of Florida from above in a hot air balloon. You'll never know where you land.
- 9. SURFING**  
Florida is home to many well-known surfing beaches and world famous surf shops.
- 10. MOUNTAIN BIKING**  
Florida is home to hundreds of miles of mountain bike trails that welcome beginner and expert level mountain bikers from around the world.

Image of Cave Diving at Madison Blue Spring State Park, Lee, Florida

Reasons these are better than thrill-seeking behind the wheel →

In Life

SEEKING THRILLS ELSEWHERE ALLOWS YOU TO BE **SAFER BEHIND THE WHEEL AND...**

- Gives you time to checkout your new playlist.
- Gives you time to look out for others on the road.
- Avoids a speeding ticket.
- Prevents increased insurance rates.
- Allows you to focus on getting home to what you love.
- Keeps you alive and well.

**BE THE CHANGE.**  
8 people die on Florida's roads **EVERY DAY** due to common mistakes behind the wheel. **YOU** can make a difference!

**LET'S GET EVERYONE HOME.**

[TargetZeroFL.com](https://www.targetzero.com)

FDOT TARGET ZERO FATALITIES & SERIOUS INJURIES

In Driving Safely

## Empathy for Others

**IF YOU HAVE THE POWER TO MAKE SOMEONE HAPPY, DO IT. THE WORLD NEEDS MORE OF THAT.**

Image of Children's Book Reading, Winter Park, Florida

Ways to practice kindness behind the wheel →

In Life

PRACTICE THESE RANDOM ACTS OF KINDNESS **BEHIND THE WHEEL**

- Give other drivers space.
- Give them a smile and wave.
- Set phone on "Do not Disturb".
- Normalize the blinker.
- Show compassion to others.
- Slow your roll.

**BE THE CHANGE.**  
8 people die on Florida's roads **EVERY DAY** due to common mistakes behind the wheel. **YOU** can make a difference!

**LET'S GET EVERYONE HOME.**

[TargetZeroFL.com](https://www.targetzero.com)

FDOT TARGET ZERO FATALITIES & SERIOUS INJURIES

In Driving Safely

# 'Owned/Shared' September Social Media

It's National Tailgating Day!! The only kind of tailgating we want to see this football season is the kind that involves parked vehicles (and barbecue grills, of course).

When you're driving, always maintain a safe distance from the vehicles in front of you and keep an eye out for sudden stops. With your help, we can reduce rear-end collisions and get everyone home safely at the end of the day.

We want to know – who are you rooting for this season? 🏈



Nothing screams "good driver" more than being prepared. Before you hit the road, make sure you're ready to go with the Good Driver #StarterPack.

(Disclaimer: this is not for sale – because being a safe driver is priceless 😊)



The "good driver" starter pack

Just wanted to check in and say thank you to all the drivers out there who know what's up. We appreciate you and your help in bringing the number of traffic fatalities in Florida down to zero! #TargetZeroFL

(Not middle guy, though 🙏)



Word of advice: please don't try to 1v1 a train with your car. We promise you won't come out a winner.

If you're crossing tracks, remember to follow all signs, watch for flashing lights, and expect a train at any time, day or night. With your help, we can #StopTrackTragedies and get everyone home safe.





# 'Owned/Shared' September Social Media

New secret menu item dropped – and it's a good one.

There are many options for being a safe driver, so why not choose them all? Get the best of all worlds by practicing these safe driving techniques every time you're on the road. #TargetZeroFL



🎵 Never gonna drive too fast  
Always gonna buckle up  
Never gonna break the law in my caaarrrr  
Never gonna tail-ail-gate  
Even when I'm running late  
Cause we all deserve to get home safe  
🎵

Don't let unsafe driving rickroll you, especially on #OneHitWonderDay



Nothing is more important than your personal safety. So next time you get behind the wheel, use that seatbelt, preset that playlist, and be mindful of your surroundings. Aware drivers are safe drivers.  
#NationalSituationalAwarenessDay





**Remember,  
in Social !**

**#TargetZeroFL**

**#LetsGetEveryoneHome**

# Target Zero Safety Moment Slides Repository



1



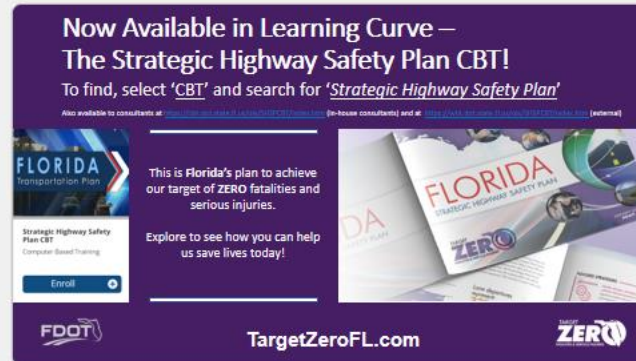
2



3



4



5



6

# Target Zero Safety Moment Slides Repository

## Intersections



1



2



## Ped/Bike



3



4



5



6



# Target Zero Safety Moment Slides Repository

## Motorcycle/Motor scooter



7 ★



8 ★



9 ★

## Distracted driving



10 ★



11 ★



12 ★



13 ★



14 ★



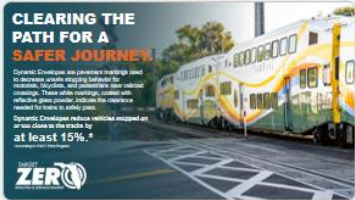
15 ★



16 ★

# Target Zero Safety Moment Slides Repository

## ▲ Rail Crossings



17



## ▲ Work Zones



18



19



## ▲ General Use



20



21



22



23



24



# Target Zero Shirt Order Guidance – 3 Options

Bought as an identification shirt **for FDOT employees** at “Target Zero” events:

**Must be purchased using state funds** following the Disbursement Operations Handbook, Topic “Shirts/Clothing (other than uniforms and safety)” - Handbooks - Home (sharepoint.com)

Bought **as a giveaway to the public (non-FDOT employees)** to promote “Target Zero” at public meetings and other non “Target Zero” events:

Must be purchased **using state funds as a safety awareness program** and follow Disbursement Operations Handbook, Topic “Promotional Items” - Handbooks - Home (sharepoint.com) and document Section 334.044(5), FS as authority

**Bought with personal funds:**

Order directly with no reporting required

**TARGET ZERO SHIRT ORDERING GUIDE**

**WHY DOES SHIRT COLOR MATTER?**

Visual continuity is the best way to help build brand awareness. Branding is everywhere, and it's not just a logo. It's what a poster looks like, designs on vehicle wraps, billboards, and even promotional items! When you wear your Target Zero attire, you contribute to that brand awareness, so thank you!

When ordering wearables choose brand colors or business neutrals. Choose logo colors (prints or thread) that provide high contrast. For instance, dark shirts will work best with white or light colors. We want people to see the logo, so choose the highest color contrast.

The recommendations provided below will assist you and your vendor with picking out the best looking and brand friendly shirt. We appreciate you being a Target Zero Brand Ambassador.

**COLOR RECOMMENDATIONS**

Primary Recommendations for Shirt Color: Purple, Orange, Black, White

Secondary Recommendations for Shirt Color: Blue, Grey, Red

Business Neutral Color Examples (Not part of the brand colors): Light Blue, Yellow

**Brand Colors for Target Zero**

**HIGH CONTRAST EXAMPLES TO USE**

**DO NOT USE**

**PURCHASING OPTIONS**

- Bought as an identification shirt for "Target Zero" events: Follow Disbursement Operations Handbook, Topic "Shirts/Clothing (other than uniforms and safety)" - [Handbooks - Home \(sharepoint.com\)](#)
- Bought to promote "Target Zero" at public meetings and other non "Target Zero" events: Must be purchased through the Safety Office/Program and follow Disbursement Operations Handbook, Topic "Promotional Items" - [Handbooks - Home \(sharepoint.com\)](#), and document Section 334.044(5), FS as authority
- Bought with personal funds: Order directly with no reporting required

**VENDOR INFORMATION**

Joshua Zingheim  
800-355-5043 Ext. 8648  
jzingheim@4mprint.com  
Company - 4mprint.com

**PRIMARY SHIRT RECOMMENDATIONS**

**POLIS**

**T-SHIRT**

**BUTTON UP**

**FULL COLOR LOGO**

# Owned Media – We Need YOU!

*Help us leverage our FDOT 'owned media' assets  
Such as rest areas, welcome centers, DMS signs*

**KSAs: We're looking for people that are able to:**

- Coordinate with multiple offices
- Schedule, lead, or participate on teams
- Research FDOT process and procedure
- Periodically attend Target Zero update meetings with our development team to provide progress updates

This is a great opportunity to play an even greater role in Target Zero with statewide impacts!

Please contact [TargetZeroAmbassadors@dot.state.fl.us](mailto:TargetZeroAmbassadors@dot.state.fl.us)







**Behavioral  
Campaign  
Development**

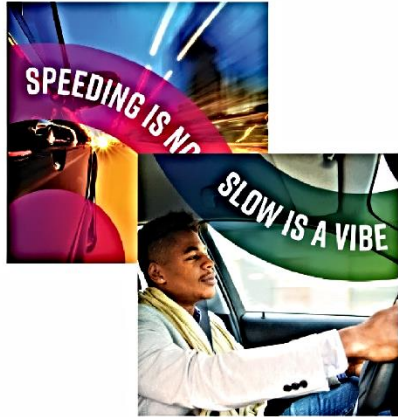
# Aggressive Creative Revised...

- For brand messaging consistency... it has influenced approaches to Speed and Distraction!
- Shared with FLHSMV and FHP Partners last week
- Currently in AB testing with target audience in target regions
- To be shared in September update, in advance of Speed messaging scheduled for October
- Sneak preview...



# Draft Messaging and Testing with Target Audience

## SPEEDING



### Considerations:

- Make images more Florida geography based
- Positive tone resonated with audience

## DISTRACTED



### Considerations:

- Combine iconography and imagery

## AGGRESSIVE



### Considerations:

- Imagery needs to better demonstrate aggressive driving behaviors.

## Results:

- Positive/happy tone, the word "vibe", relaxed/calm tone, Florida imagery, and vibrant colors consistently resonated throughout all testing
- The content for speeding and distracted was understandable and tested well with the target audience, **however aggressive testing results showed that creative was not understood by target audience**
- **Challenges finding human imagery that is universally relatable**
- **Therefore, introduced additional concepts, conducted additional testing**

# New Concept and Testing Results

**A** (New Design)



**B** (Previous)



**A | 75%**  
**NEITHER | 3%**

**B | 19%**  
**NO ANSWER | 3%**



- Social Media
- Web Ads
- Television / Streaming
- Radio / Streaming

**Feedback on A:** *“Everyone likes stick-figure animation”* *“Stick figures are relatable to anyone”*

*“Simple design is eye-catching and different”* *“Video and audio captured and kept my attention”*

*“I remembered this video and instantly thought – what’s better? Arriving 5 minutes late or not arriving at all? Once I get there, if someone asks, I’ll blame it on traffic.”*

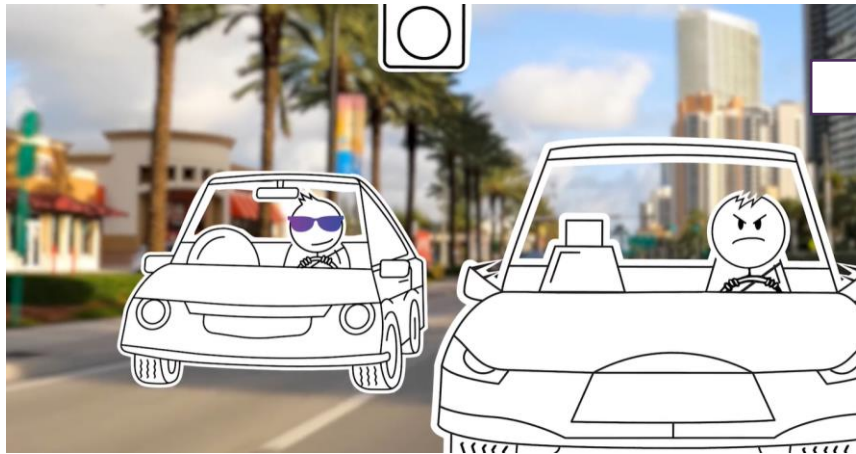
# Speeding Behavior Campaign Paid Media

Video for YouTube, Targeted Social (Facebook, Instagram, Snapchat, TikTok)

Safe driver catches up to speeding driver at each traffic signal

Measurable call to action; leverages desire to be in control

Closing safety message



## Key Features:

- Depicts South Florida landscape; uses simplified human imagery that is universally-relatable
- Short animation with audio element captures and keeps attention; avoids appearance of being an ad
- Shows safe behavior contrasting with speeding; indirectly makes speeding look undesirable and leverages desire to be admired

# Speeding Paid Media

## Billboards



## Audio for Streaming Platforms (Pandora, Spotify)

*Music (3 sec):* Fast rock music during voice over.  
*Voice over (8 sec):* Right now, you may be running a little late. Or stressed. Or overwhelmed. And maaaaybe going a weeeee bit over the speed limit.

*Music: Stops.*

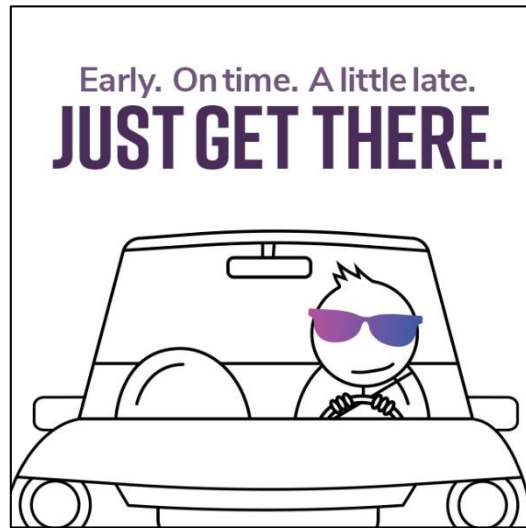
*Voice over (8 sec):* So, to help you relax, exhale... Ease up on the gas - you'll get there when you get there. And take a moment to just...chill.

*Music (7 sec):* Relaxing chill lowfi groove that continues during final voice over.

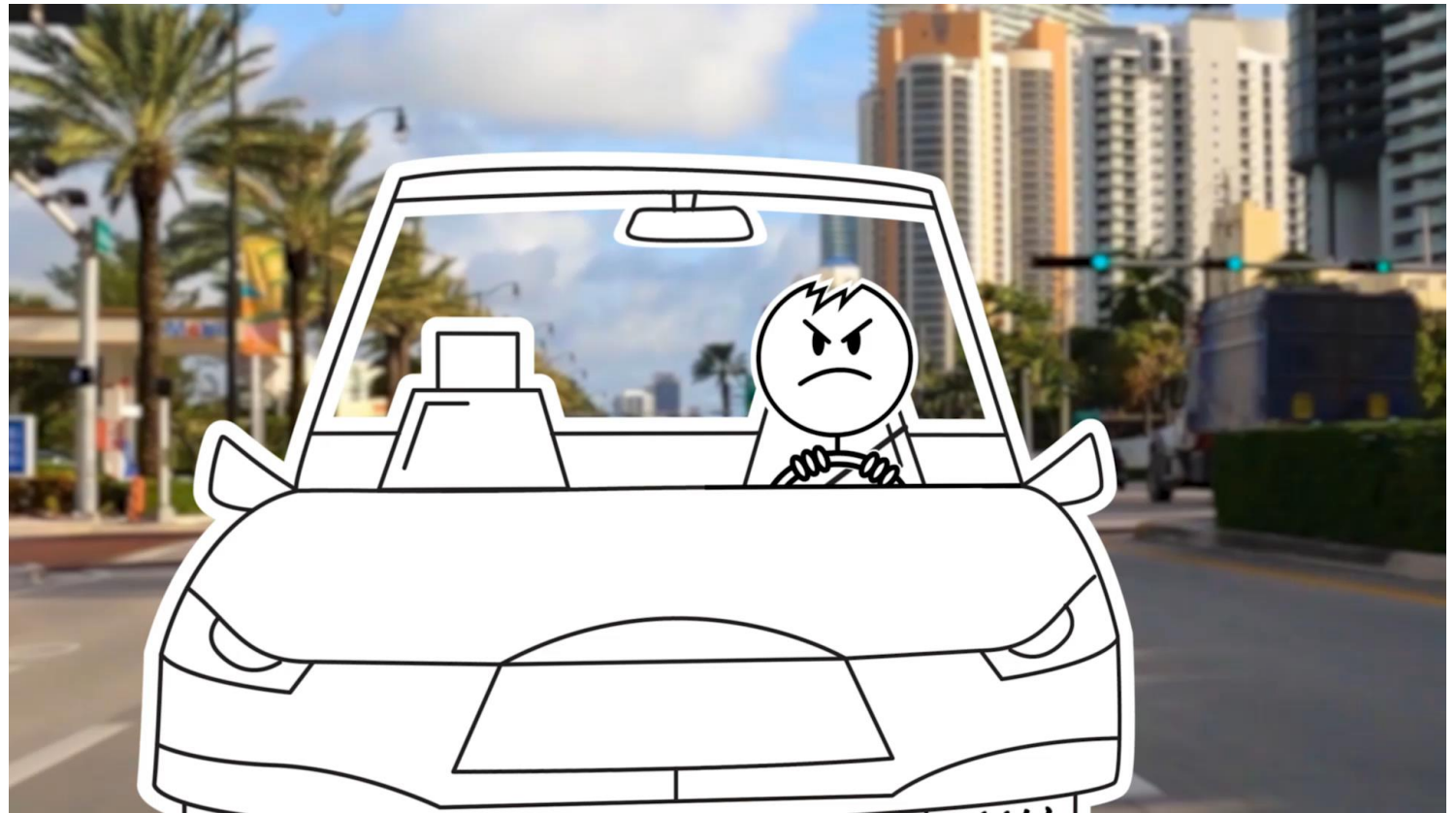
*Voice over (4 sec):* This little break brought to you by TARGET ZERO and FDOT.

# Speeding Video and Audio

Audio for Streaming Platforms  
(Pandora, Spotify)



Video for YouTube, Targeted Social (Facebook,  
Instagram, Snapchat, TikTok)



# Targeted Behaviors Paid Media Schedule

	July	August	September	October	November	December	January	February	March	April	May
Speeding - South Florida	Speeding Production/Approvals			Media Runs		Evaluation					
Distraction - Central Florida		Distraction Production/Approvals					Media Runs	Evaluation			
Aggressive - West Florida			Aggressive Production/Approvals					Media Runs	Evaluation		
NHTSA Media	Speeding	Impaired							RAIL + Impaired	Distracted + Work Zone	Click it or Ticket

## First Behavior Paid Media Buyer Task Work Order Issued!

**Audience:** Males 22 – 27

**Message:** Speeding

**Location:** Ft. Myers, W. Palm Beach, and Miami media markets

(Increased focus in Broward, Miami-Dade, Collier, Lee, Palm Beach, and St. Lucie Counties)



# What Does Launch Look Like?

- Earned, Shared, and Owned media opportunities to compliment Paid
- C.O. Safety and Communications Offices in coordination with District Safety and Public Information Offices to strategize in advance for each region – started with Districts 1, 4, and 6
- Statewide resources as well



# Launch Components

Website: [www.TargetZeroFL.com](http://www.TargetZeroFL.com)

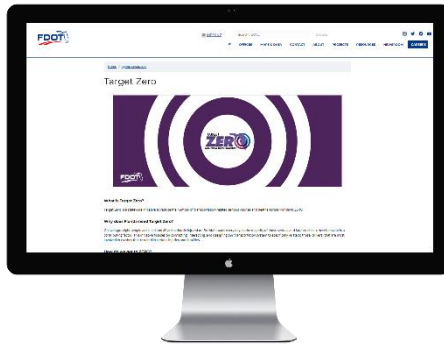
## District and Partner Resources:

- Media Release, Launch Events
- Social Content, Strategy
- Brand Guidelines, Talking Points
- **Thank You Cards\***
- **Shirts\***

## Outreach Materials:

- Tents, Table Covers, Banners
- Tip Cards
- Playlists, Do Not Disturb Messages
- **Branded Tangible Items\***

\*Yellow items require state funding





# Program Evaluation

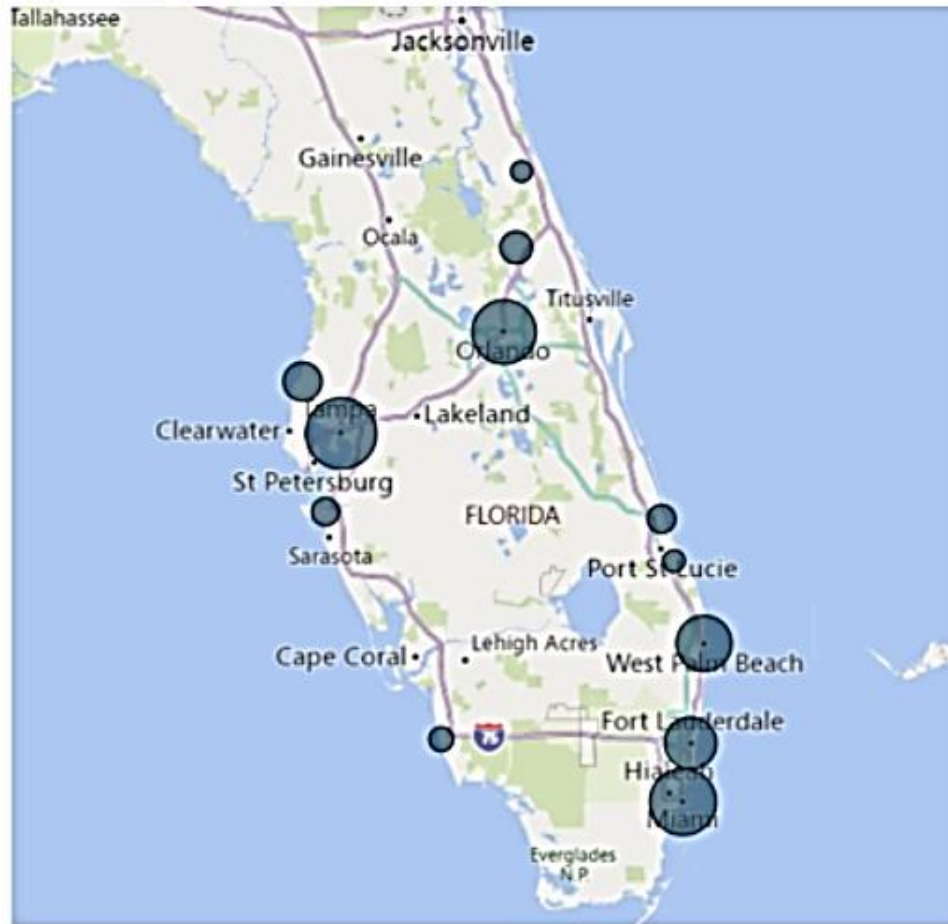
# Evaluating Effectiveness, Baseline in July

## Additional Metrics:

**Impressions** – Number of people that *could* have seen the message (each time counts)

**Engagements** – Number of reactions, comments, shares, link clicks

**Engagement rates** – Ratio of those who engaged out of those who could have seen it



## Key Performance Indicators via Surveys:



**KNOW**



**FEEL**



**DO**

- Self-recognition of responsibility
- Power to act
- Social norms
- Perceived susceptibility to behavior
- Self-reported behavior
- Behavioral intent

## Approximately 400 responses per region:



**Miami-Dade/  
Broward**



**Orlando /  
Volusia**



**Tampa Bay  
Area**



**West Palm  
Beach / Ft.  
Myers/ Naples**



**Next Steps**

# Latin-American Campaign Development

*Help us relate to our Spanish-speaking Florida cultures*



***WE NEED YOU!***

- Our current Target Zero campaign development has focused on our English-speaking young male (age 22-27) target audience
- NEXT - use the same approach to develop campaigns for our Spanish-speaking young male (age 22-27) audience!
- To effectively influence this audience, we must do more than simply translate languages
- To help prepare, we are creating a working group comprised of members from our campaign team and FDOT staff

Please contact [TargetZeroAmbassadors@dot.state.fl.us](mailto:TargetZeroAmbassadors@dot.state.fl.us)

# Thank You Ambassadors!

At FDOT, In the Community, In Your Everyday Lives

## Next Steps

- Continued District and Partner Collaboration
  - Tips Tuesday
  - Partnerships Coordination – Melissa Wandall, MADD, BWCF, Jaguars
  - Nationally Observed Safety Holidays – [Campaign Calendar \(fdot.gov\)](https://www.fdot.gov/campaign-calendar)
- Behavior Campaigns – Paid Media
  - D1, D4, D6 Speeding Campaign in October/November
  - D5 Distraction Campaign in January
  - D7 Aggressive Campaign in February
- Post-Evaluation of Effectiveness
- Cultural Messaging Development
  - Latin-American
- Additional 'Owned' Media Assets



# Upcoming Safety Events

- September 18 – 24: NHTSA Child Passenger Safety Week
- September 24: NHTSA National Seat Check Saturday
- September 19 – 25: National Rail Safety Week, Roundabout Week
- October: National Pedestrian Safety Month, Teen Driver Safety Month
- October 12: National Walk to School Day
- October 15: White Cane Safety Day
- October 19: Target Zero Update – FDOT Executive Workshop
- October 21 - 28: Mobility Week!!!
- November 17: The Great American Teach-In
- November 20: World Day of Remembrance for Road Traffic Victims



*September brings fall, football, and...*

Responsible Dog Ownership Month

**OMG! YOU'RE  
HOOOOME!**

Drive safe to get home for that  
🐾 important game of fetch! 🐾

**Let's Get Everyone Home**

#dogmom #dogdad #TargetZeroFL



TargetZeroFL.com





# Thank You!

**Brenda Young, P.E.**

State Safety Engineer

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

For more information, visit:

[www.TargetZeroFL.com](http://www.TargetZeroFL.com)