

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*February 1, 2024:
Monthly Partner Statewide Meeting*



Agenda

Safety Outreach Focus - Sharing

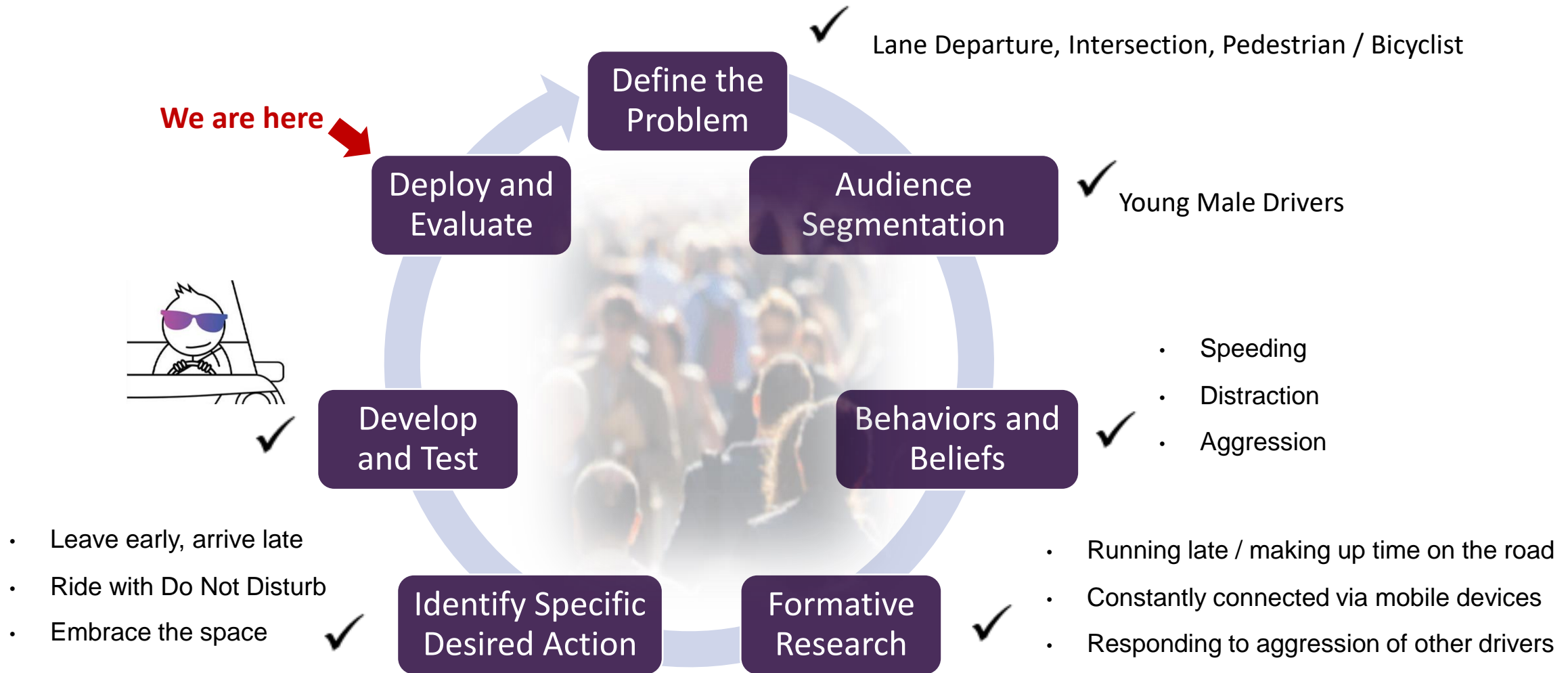
- **Statewide Updates**
- **Partner Highlights**

Campaign Development

Speeding, Distracted, and Aggressive Driving

- **New Information**
- **Action Items and Resources**
- **Next Steps**

Campaign Development Cycle – Social Marketing



2024 Campaign Strategy

Goal: Develop a Target Zero-focused Communications Strategy for the State Safety Office

- Create a unified messaging framework for all FDOT safety campaigns and coalitions.
 - Ensures all safety campaigns and initiatives on annual observance calendar align under the Target Zero umbrella for consistent, impactful messaging.
 - Streamlines development and resource allocation for all associated campaigns on annual calendar.
 - Accommodates the unique needs and nuances of each specific campaign on annual calendar.

Goal: Establish Annual Themes Focused on a Specific Target Zero Behavior

- Concentrate public awareness and resource allocation on one behavior each year while allowing for supplementary focus areas.
 - Intensifies focus on one behavior each year while allowing room for others.
 - Optimizes resource use for state-wide support without diluting messaging.
 - Serves as a cornerstone for all campaigns, including other safety campaigns.



Statewide Updates

District Outreach



TAMARAC
The City For Your Life

Presented by the City of Tamarac in collaboration with
Florida Avenue Public Library in celebration of the 50th Anniversary of the
Dr. Martin Luther King Jr.
HEALTH RESOURCE FAIR & FAMILY FUN DAY

DATE SATURDAY JANUARY 13
TIME 10 AM - 12 PM
LOCATION TAMARAC PARK 7501 N. UNIVERSITY DRIVE

FREE EVENT - FOOD TRUCKS - LIVE MUSIC - INFLATABLES - GAMES - HEALTH EDUCATION RESOURCES

JOIN THE CITY OF TAMARAC IN CELEBRATING THE LIFE AND CONTRIBUTIONS OF CIVIL RIGHTS LEADER DR. MARTIN LUTHER KING JR.

WWW.TAMARAC.ORG



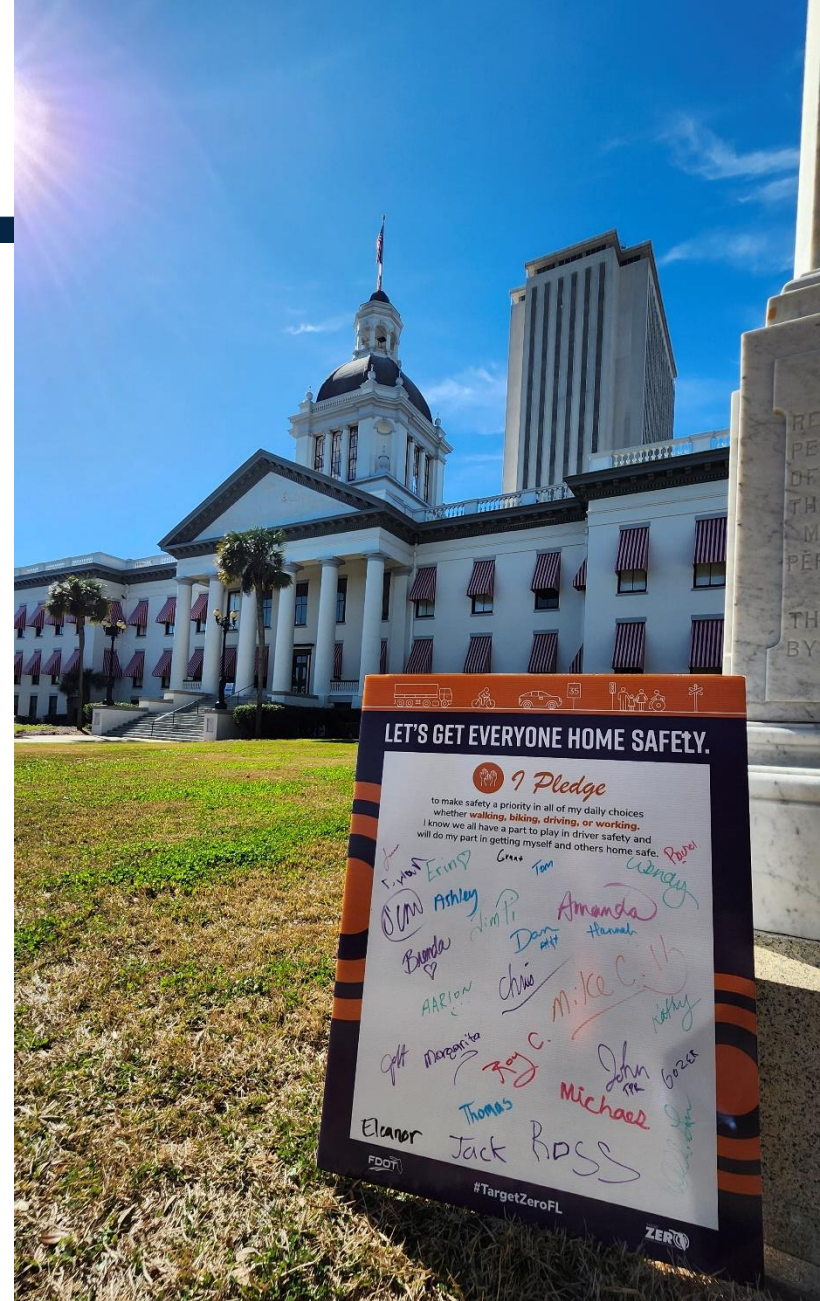
January is Move Over Month



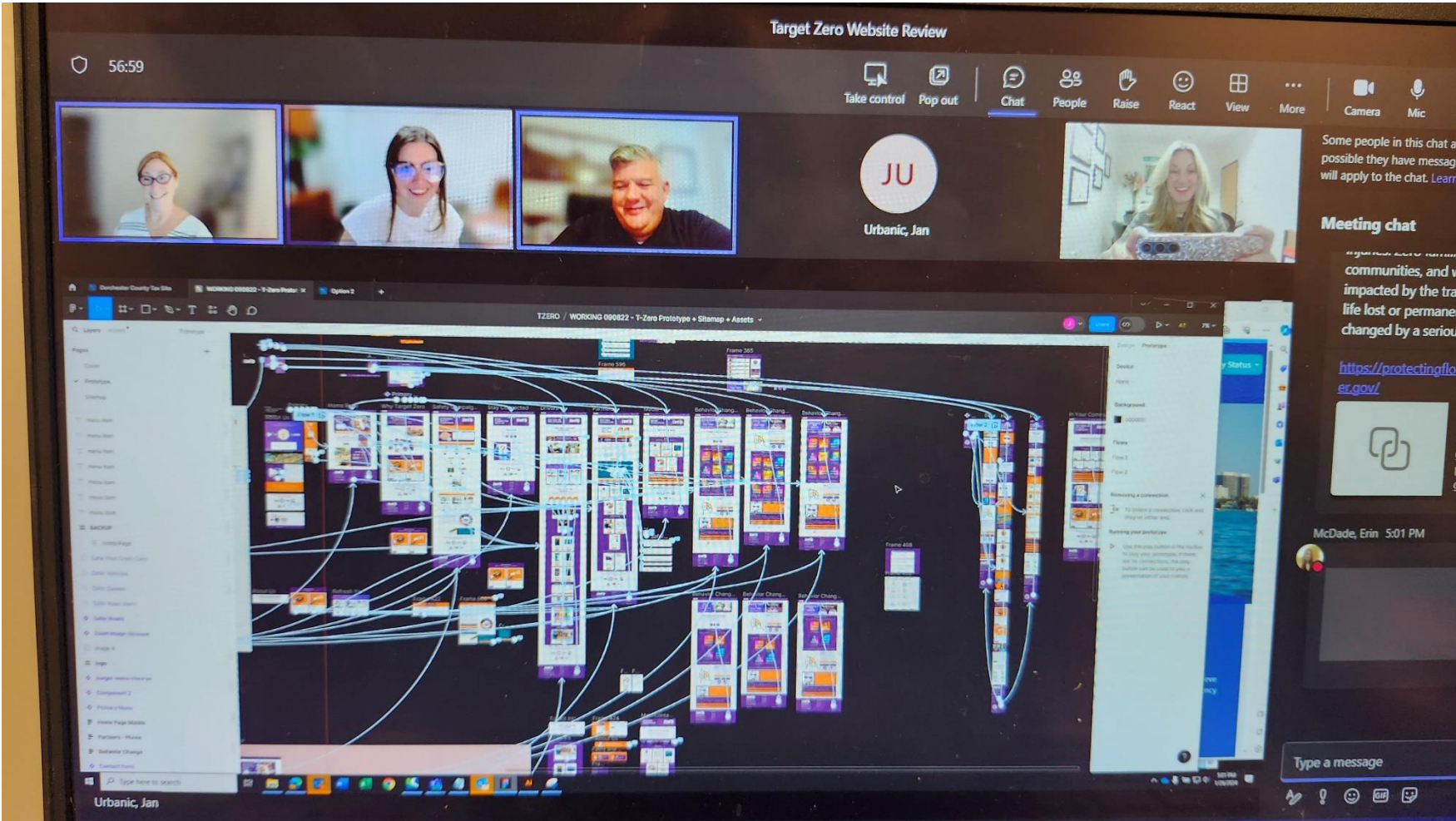
FDOT's PE Trainees in Central Office



Transportation Day at the Capitol



TargetZeroFL.com Website Redesign



Materials Development

RECIPES FOR THE ROAD — WINTER SERIES

RECIPES FOR THE ROAD — WINTER SERIES

RECIPES FOR THE ROAD — WINTER SERIES

RECIPES FOR THE ROAD — WINTER SERIES

FLORIDA ESCAROLE, TOMATO, AND WHITE BEAN SOUP

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

INGREDIENTS (SERVES 6)

- 1 large or 2 small heads Florida escarole, rinsed and chopped large
- 4 large Florida tomatoes, diced
- 2 cups Florida celery, rinsed and diced small
- 2 cups Florida carrots, peeled and diced small
- 2 cups onion, diced small
- 8 cups low sodium vegetable or chicken broth
- 1 can white beans, drained
- 2 tablespoons fresh garlic, minced
- 2 tablespoons fresh herbs (rosemary, thyme, oregano), chopped fine
- 1 tablespoon all-purpose seasoning blend (such as Everglades)
- 1 tablespoon olive oil



1 tablespoon Florida-made hot sauce (your favorite)
Fresh grated parmesan cheese to taste
Sea salt and fresh ground pepper to taste

PREPARATION

Preheat a large soup pot or Dutch oven over medium-high heat. Add the olive oil to the preheated pot. Carefully add the onions, celery, and carrots to the pot. Cook ingredients for 5 to 7 minutes while stirring occasionally. Add the garlic and fresh chopped herbs, and cook for another 2 minutes. Add the broth and seasoning blend to the cooking ingredients in the pot. Bring ingredients to a light boil, and turn the heat down to a simmer. Add the beans, diced tomatoes and escarole. Cook ingredients for at least another 7 to 10 minutes until the escarole is tender. Taste soup and adjust seasoning with sea salt, fresh ground pepper and a dash or so of hot sauce. Serve soup warm with fresh grated parmesan cheese and extra hot sauce for garnish.

Use the QR Code for more great FRESH FROM FLORIDA recipes. Enjoy this recipe? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS.

Winter Series Recipe Cards



Valentines

SAFE DRIVING TIPS TO

SHOW LOVE BEHIND THE WHEEL

-  Set phone on "Do not Disturb".
-  Show compassion to yourself and others.
-  Preset your romantic playlist.
-  Leave earlier to avoid being late.
-  Give fellow drivers the benefit of the doubt.
-  Focus on getting to the ones you love.

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

BE THE CHANGE.

LET'S GET EVERYONE HOME SAFELY THIS VALENTINE'S DAY.



FDOT

TargetZeroFL.com



2024 FDOT Campaign Calendar

Hot Off The Press!

Master Calendar for ALL FDOT Observances

Goal: Align 2024 Calendar of Safety Observances with FDOT's Master Calendar of All Observances

CAMPAIGN CALENDAR

<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">JANUARY</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Move Over Month National Mentoring Month </div> <ul style="list-style-type: none"> 1 New Year's Day 9 Law Enforcement Appreciation Day 11 Human Trafficking Awareness Day 16 Martin Luther King Jr. Day 25 Florida Day 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">FEBRUARY</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Hit and Run Awareness Month Black History Month </div> <ul style="list-style-type: none"> 2 Florida School Crossing Guard Appreciation Day 18 - 24 National Engineers Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">MARCH</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Florida Bicycle Month </div> <ul style="list-style-type: none"> 1 Employee Appreciation Day 3 - 9 Women in Construction Week 4 - 10 Vehicle Safety Recalls Week 17 St. Patrick's Day 17 - 23 National Surveyors Week 18 - 22 FL Govt. Finance Professionals Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">APRIL</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Distracted Driving Awareness Month </div> <ul style="list-style-type: none"> 3 National Walking Day 15 - 19 Work Zone Awareness Week 21 - 27 Administrative Professionals Week 25 Take Your Kid to Work Day
<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">MAY</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Youth Traffic Safety Month Motorcycle Safety Awareness Month </div> <ul style="list-style-type: none"> 1 - 7 Hurricane Preparedness Week 5 National Space Day 5 - 11 Public Service Recognition Week 11 FL 511 Day 11 National Train Day 12 - 18 National Police Week 27 Memorial Day 5/27-9/2 100 Deadliest Days for Teen Drivers 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">JUNE</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Safe Summer Travel Month Start of Hurricane Season </div> <ul style="list-style-type: none"> 1 National Trails Day 6 National Secure Your Load Day TBA National Tire Safety Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">JULY</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Vehicle Theft Prevention Month </div> <ul style="list-style-type: none"> 4 Independence Day 7 - 13 Operation Safe Driver Week TBA Operation Southern Slow Down 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">AUGUST</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Child Safety Awareness Month Back to School Month </div> <ul style="list-style-type: none"> 4 - 10 Stop on Red Week 19 National Aviation Day
<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">SEPTEMBER</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: National Preparedness Month Workforce Development Month </div> <ul style="list-style-type: none"> 2 Labor Day 2 - 6 FL's Drowsy Driving Prevention Week 8 - 14 Suicide Prevention Week 15 - 21 Truck Driver Appreciation Week 15 - 21 Child Passenger Safety Week 16 - 20 Construction Appreciation Week 16 - 20 Roundabouts Week 17 IT Professionals Day 21 Seat Check Saturday 26 HR Professionals Day TBA Rail Safety Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">OCTOBER</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Pedestrian Safety Month Community Planning Month </div> <ul style="list-style-type: none"> 4 Walk & Bike to School Day 15 White Cane Safety Day 17 Do Not Disturb While Driving Day 20 - 26 Teen Driver Safety Week 21 - 25 School Bus Safety Week 31 Halloween TBA Mobility Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">NOVEMBER</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Aviation History Month Safe Holiday Travel </div> <ul style="list-style-type: none"> 11 Veterans Day 14 Seatbelt Safety Day 28 Thanksgiving TBA Crash Responder Safety Week 	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;">DECEMBER</div> <div style="background-color: #c00000; color: white; padding: 5px; text-align: center; font-size: 0.8em;"> MONTHLY OBSERVANCE: Impaired Driving Prevention Month Safe Holiday Travel </div> <ul style="list-style-type: none"> 2 - 6 Older Driver Safety Awareness Week 7 - 31 Holiday Season TBA FDOT Environmental Week



2024

2024 FDOT Campaign Calendar

FEBRUARY

MONTHLY OBSERVANCE:

Hit and Run Awareness Month
Black History Month

- 2** Florida School Crossing Guard Appreciation Day
- 18 - 24** National Engineers Week

MARCH

MONTHLY OBSERVANCE:

Florida Bicycle Month

- 1** Employee Appreciation Day
- 3 - 9** Women in Construction Week
- 4 - 10** Vehicle Safety Recalls Week
- 17** St. Patrick's Day
- 17 - 23** National Surveyors Week
- 18 - 22** FL Govt. Finance Professionals Week

APRIL

MONTHLY OBSERVANCE:

Distracted Driving Awareness Month

- 3** National Walking Day
- 15 - 19** Work Zone Awareness Week
- 21 - 27** Administrative Professionals Week
- 25** Take Your Kid to Work Day

2024 Safety Calendar

Goal: Align 2024 Calendar of Safety Observances with FDOT's Master Calendar of All Observances



2024 Campaign Strategy

Goal: Develop a Latin-American Campaign Aligned with Target Zero Objectives

- Create a Long-Term Strategic Messaging Framework for the Latin-American Audience
 - Tailors Target Zero messaging to resonate with the Latin-American community.
 - Ensures that the campaign contributes to long-term change by aligning with Target Zero's overarching goals.
 - Streamlines development and resource distribution to effectively reach the Latin-American audience without diluting the focus of other campaigns.

Goal: Develop Communications Plans for Select Safety Observances on Annual Calendar

- Serve as a toolkit for guiding paid, earned, shared, and owned media.
 - Can be tailored to each District's needs.
 - 2 levels of plan will be created (large/small) depending on level of complexity of the observance, such as if there is a paid and/or earned media component.
 - Working ahead to provide to Districts in advance of events.
 - First Communication Plan will be for April's Distracted Driving Month.

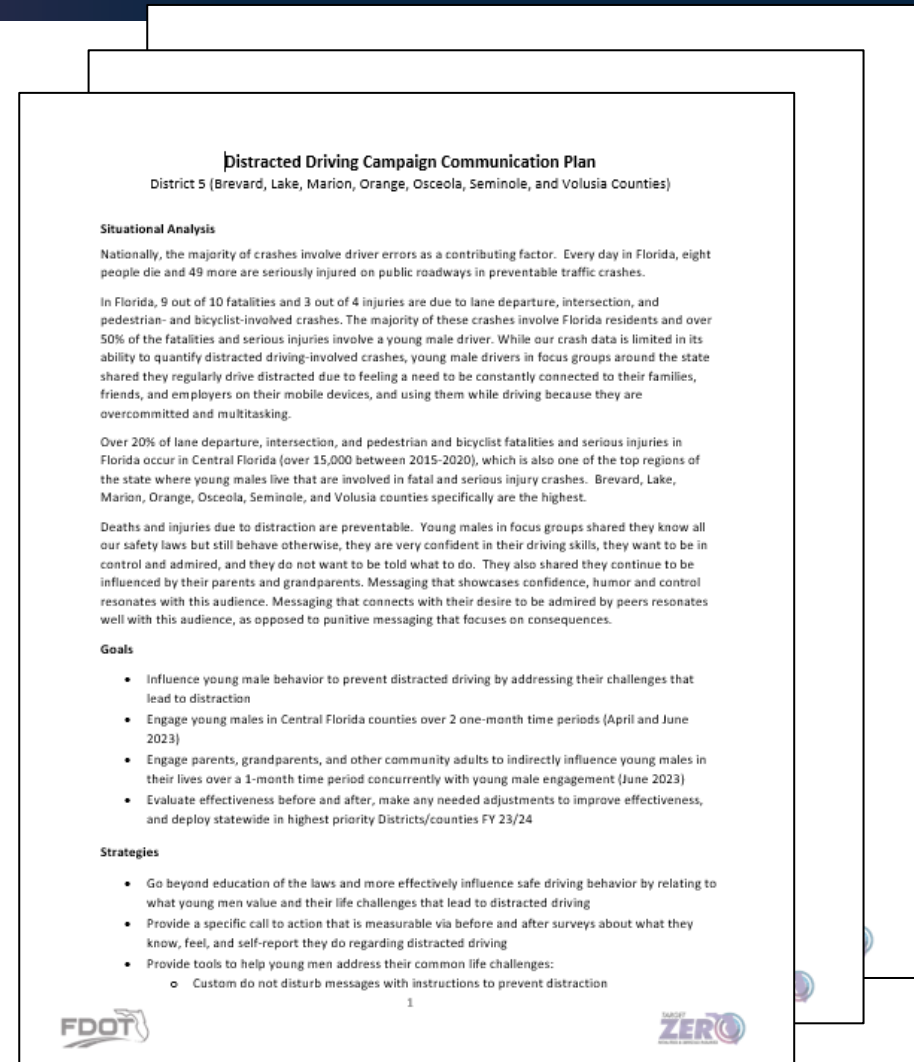
Communication Plan Components

Contents:

- Situational Analysis
- Goals
- Strategies
- Target Audiences
- Key Messages
- Tactics
- Implementation
- Evaluation
- Timeline

Attachments:

- Paid media purchases/locations/content
- Earned media releases
- Shared media posts



Communication Plan Example

Distracted Driving Campaign Communication Plan

District 5 (Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia Counties)

Situational Analysis

Nationally, the majority of crashes involve driver errors as a contributing factor. Every day in Florida, eight people die and 49 more are seriously injured on public roadways in preventable traffic crashes.

In Florida, 9 out of 10 fatalities and 3 out of 4 injuries are due to lane departure, intersection, and pedestrian- and bicyclist-involved crashes. The majority of these crashes involve Florida residents and over 50% of the fatalities and serious injuries involve a young male driver. While our crash data is limited in its ability to quantify distracted driving-involved crashes, young male drivers in focus groups around the state shared they regularly drive distracted due to feeling a need to be constantly connected to their families, friends, and employers on their mobile devices, and using them while driving because they are overcommitted and multitasking.

Over 20% of lane departure, intersection, and pedestrian and bicyclist fatalities and serious injuries in Florida occur in Central Florida (over 15,000 between 2015-2020), which is also one of the top regions of the state where young males live that are involved in fatal and serious injury crashes. Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia counties specifically are the highest.

Deaths and injuries due to distraction are preventable. Young males in focus groups shared they know all our safety laws but still behave otherwise, they are very confident in their driving skills, they want to be in control and admired, and they do not want to be told what to do. They also shared they continue to be influenced by their parents and grandparents. Messaging that showcases confidence, humor and control resonates with this audience. Messaging that connects with their desire to be admired by peers resonates well with this audience, as opposed to punitive messaging that focuses on consequences.

Communication Plan Example

Goals

- Influence young male behavior to prevent distracted driving by addressing their challenges that lead to distraction
- Engage young males in Central Florida counties over a 1-month time period (June of 2023)
- Engage parents, grandparents, and other community adults to indirectly influence young males in their lives over a 1-month time period concurrently with young male engagement (June 2023)
- Evaluate effectiveness before and after, make any needed adjustments to improve effectiveness, and deploy statewide in highest priority Districts/counties FY 23/24

Strategies

- Go beyond education of the laws and more effectively influence safe driving behavior by relating to what young men value and their life challenges that lead to distracted driving
- Provide a specific call to action that is measurable via before and after surveys about what they know, feel, and self-report they do regarding distracted driving
- Provide tools to help young men address their common life challenges:
 - Custom do not disturb messages with instructions to prevent distraction
 - Custom playlists to set before trips to prevent distraction

Communication Plan Example

Strategies

- Partner with community organizations with common safety goals to reinforce messaging and potentially co-host a kickoff launch event – could be a media event with speakers, an existing or new joint community event that engages young males, or a combination
 - Examples include MPOs, cities, counties, transportation providers, and community groups who have adopted Vision Zero, implemented local policy regarding speeding, or invests in safety infrastructure, education, and enforcement
- Targeted paid media to share key messages with young males, with click thru to website and tools
- Targeted paid media to share key messages with young male influencers (parents, grandparents, and other community adults)
- Utilize earned media to share key messages with young male influencers (parents, grandparents, and other community adults)
- Interact with young males to promote tools to help them address their common life challenges
 - Examples include local festivals, events, community groups, or locations related to food, health, fitness, sports, music, technology, gaming, vehicles, racing, higher education, military, or holidays that appeal to young male interests and attendance

Communication Plan Example

Target Audiences

- Males age 22-27 in District 5 (Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia Counties) in June 2023
- Parents, grandparents, and other community adults in District 5 (Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia Counties) in June 2023
- Local media

Communication Plan Example

Tactics

- Paid media purchases targeting young males - Includes radio, streaming audio (Spotify, Pandora, Soundcloud), digital video (Paramount+, Pluto, Samba, Visio, Hulu, YouTube), targeted social (Facebook, Instagram, Snapchat), digital billboards, gas pump tv
- Paid media purchases targeting parents, grandparents, and other community adults – Includes television, digital video (Paramount+, Pluto, Samba, Visio, Hulu, YouTube), targeted social (Facebook, Instagram), gas pump tv
- Media release to announce launch of campaign and location of a community partnership and/or safety outreach event as a kickoff
- Leverage all other District media touchpoints during these timeframes with this messaging
- Website – featuring tools for target audience via paid media click throughs and community outreach QR codes, and another site to support partner agencies at www.TargetZeroFL.com/Distracted
- Social media posts – messaging for audiences as well as highlighting community activities
- Community engagement to reach young males, parents, grandparents, and other community adults:
 - Promotional items with messaging – water bottles, cooling towels, floating boat key chains
 - Engagement activities
 - Target Zero Survey (in exchange for goodie bag; go over correct survey responses with them)
 - Pledge Board –to take a pledge to be safe road users
 - Selfie frame – with space to write who they drive safe for
 - QR Codes to scan for DND Messages
 - Assist with setting up DND on phones
 - Music – play music from the playlists, share what they are hearing is from FDOT playlists designed to help stay calm and happy behind the wheel
 - QR Codes to scan for Playlists
- Print materials – engaging safety tip cards that appeal to wide variety of interests that address life challenges that lead to distraction (mainly designed for influencers so they can promote safety with young men):
 - Time Management Life Hacks (to prevent distraction due to attempting to communicate while being rushed/late)
 - Excuses for Why You Are Late (to prevent distraction due to attempting to communicate while being rushed/late)
 - Ways to Say No (to prevent distraction due to being overcommitted and multitasking)
 - Fun Ways to Connect with Family and Friends (to prevent distraction due to staying connected behind the wheel)
 - Music Playlists overview and QR code (to set before trips to prevent distraction and stay calm and happy)
 - Florida Road Trip Ideas (with safety activity to promote safe behaviors)
 - Inspirational Quote - You Have the Power to Make Someone Happy (features random acts of driving kindness to promote empathy behind the wheel)
 - Do Not Disturb door hangars (various, features Florida wildlife and scenery with safe driving tips to manage stress and time)
 - Florida recipe cards – partnership with Fresh from Florida (various and seasonal, features Florida recipes with recipe for safe driving)

Communication Plan Example

Key Messages

- Nationally, the majority of crashes involve driver errors as a contributing factor.
 - Every day in Florida, eight people die and 49 more are seriously injured on public roadways in traffic crashes that are preventable.
 - In Florida, 9 out of 10 fatalities and 3 out of 4 injuries are due to lane departure, intersection, and pedestrian- and bicyclist-involved crashes. The majority of these crashes involve Florida residents and over 50% of the fatalities and serious injuries involve a young male driver.
 - Over 20% of lane departure, intersection, and pedestrian and bicyclist fatalities and serious injuries in Florida occur in Central Florida (over 15,000 between 2015-2020). Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia counties specifically are the highest.
 - Central Florida is one of the top regions of the state where young males live that are involved in fatal and serious injury crashes.
 - Young male drivers in focus groups told us they regularly drive distracted due to feeling a need to be constantly connected to their families, friends, and employers on their mobile devices, and this affects their driving behavior.
 - Our target is zero fatalities and serious injuries, because when it comes to human lives, no other number is acceptable.
 - You can be part of the change and save lives in Florida, let's get everyone home safely.
 - Our call to action – Set do not disturb before you drive and make drive time YOU time
- We've developed tools to help drivers address these common life challenges! Please visit our website via this QR code and grab the handy tips on our cards to help us!
 - Custom do not disturb messages with instructions to prevent distraction
 - Custom playlists to set before trips to prevent distraction
 - Fun engaging print materials to manage time, stress, commitments

Communication Plan Example

Implementation

Central Office will provide paid media, earned media release, social media posts, website, community engagement tools, equipment, promotional items, QR codes, event surveys, print materials, and conduct evaluation of effectiveness. District 5 will coordinate local campaign launch and partnerships, community outreach and engagement.

Evaluation

Before and after evaluation of 400 young males in focus counties on what they know, feel, and self-report they do with regard to distracted driving. Monitor results of abbreviated surveys conducted at community outreach events. Media buyer analytics. Social media analytics. Website analytics.

Timeline

July 2022 – Conduct before evaluation survey


June 2023 - Conduct paid, earned, shared, owned media / community outreach (*targeting young men as well as their parents, grandparents, and community adults concurrently*)

July 2023 – Conduct after evaluation survey

FY 23/24 – Revise as needed, deploy in target regions statewide

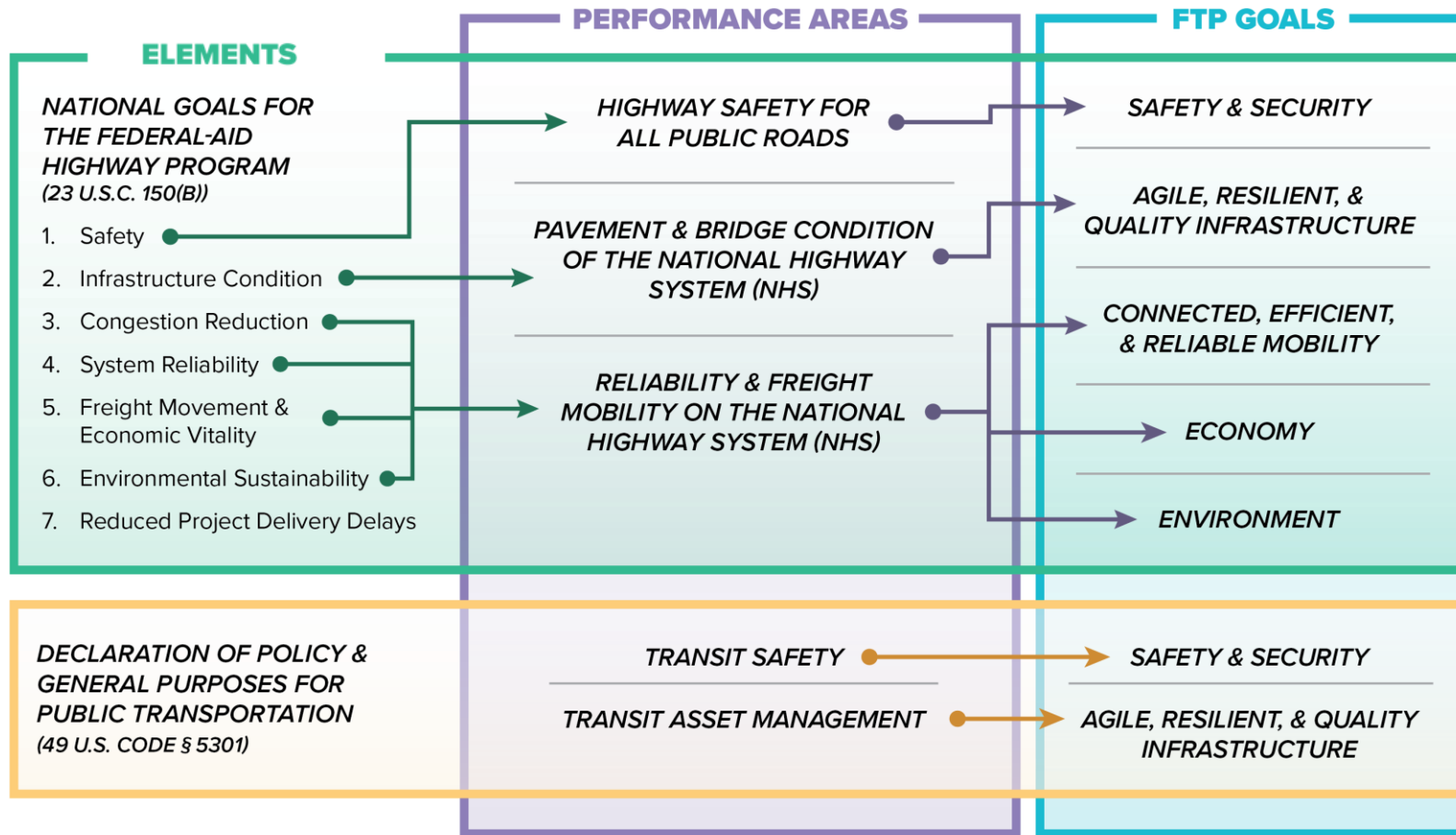


Partner Highlights

The image features a dark teal background with three concentric white circles on the left side. The innermost circle is the largest and contains the text. The middle and outer circles are smaller and partially overlap the inner one.

**Federal
Performance
Targets -
Annual Meeting
with MPOs**

Transportation Performance Management: Goals and Performance Areas



Highway Safety Performance Targets

FHWA 6 Safety Performance Metrics

Target:
ZERO

PERFORMANCE MEASURES – APPLICABLE TO ALL PUBLIC ROADS

NUMBER OF FATALITIES	<i>The total number of persons suffering fatal injuries in a motor vehicle crash during a calendar year.</i>	RATE OF SERIOUS INJURIES	<i>The total number of serious injuries per 100 million VMT in a calendar year.</i>
RATE OF FATALITIES	<i>The total number of fatalities per 100 million vehicle miles traveled (VMT) in a calendar year.</i>	NUMBER OF NON-MOTORIZED FATALITIES AND NON-MOTORIZED SERIOUS INJURIES	<i>The combined total number of non-motorized fatalities and non-motorized serious injuries involving a motor vehicle during a calendar year.</i>
NUMBER OF SERIOUS INJURIES	<i>The total number of persons suffering at least one serious injury in a motor vehicle crash during a calendar year.</i>		

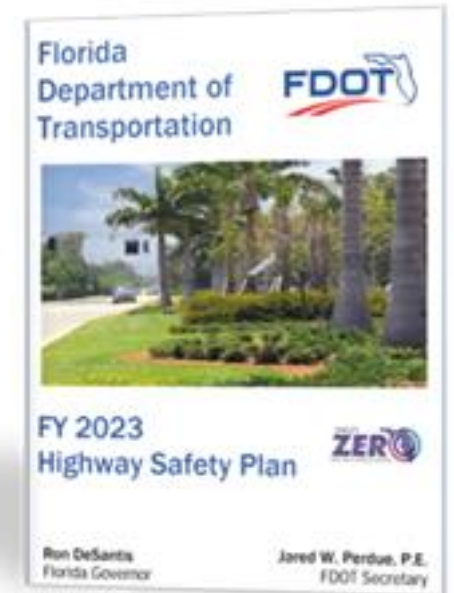
Strategic Highway Safety Plan

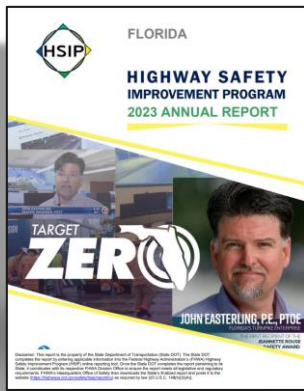
Federal Highway Administration (FHWA)

- Highway Safety Improvement Program (Engineering Countermeasures)
 - Approximately \$150M Annually

National Highway Traffic Safety Administration (NHTSA)

- Highway Safety Plan (Education and Enforcement Countermeasures)
 - Approximately \$35M Annually





Federal Highway Administration

Engineering and Infrastructure,
Focused Initiative, Safe Routes to School

~ \$150M Annually



National Highway Traffic Safety Administration

Education and Mass Media,
Enforcement, Law Enforcement Training

~ \$35M Annually

Florida annually receives approximately \$130 million from the Federal Highway Administration (FHWA) for safety infrastructure on ALL public roadways.

CENTRAL OFFICE ROLES:

- Statewide safety analysis and monitoring, identification of trends and priorities
- Collaboration with technical disciplines regarding policy and criteria
- Develop and maintain safety data and systems, analysis tools, and training
- Federal funding oversight and reporting, program evaluation

DISTRICT ROLES:

- District specific and corridor/project level safety analysis; program and implement projects
- Provide safety engineering analysis and reviews for all FDOT projects to incorporate safety features
- Provide response to locally generated safety concerns
- Review fatal crashes to determine if engineering actions are needed

Safe System Elements: Safe Roads, Safe Speeds

Florida annually receives approximately \$35 million from the National Highway Traffic Safety Administration (NHTSA) to allocate to partners that actively engage in traffic safety initiatives.

CENTRAL OFFICE ROLES:

- Statewide analysis, monitoring, campaign development, paid media, statewide social media
- Policy and guidance, contract and subgrant management
- Federal funding oversight and reporting, program evaluation
- Leadership of statewide multiagency, multidisciplinary traffic safety coalitions and Law Enforcement Liaison program

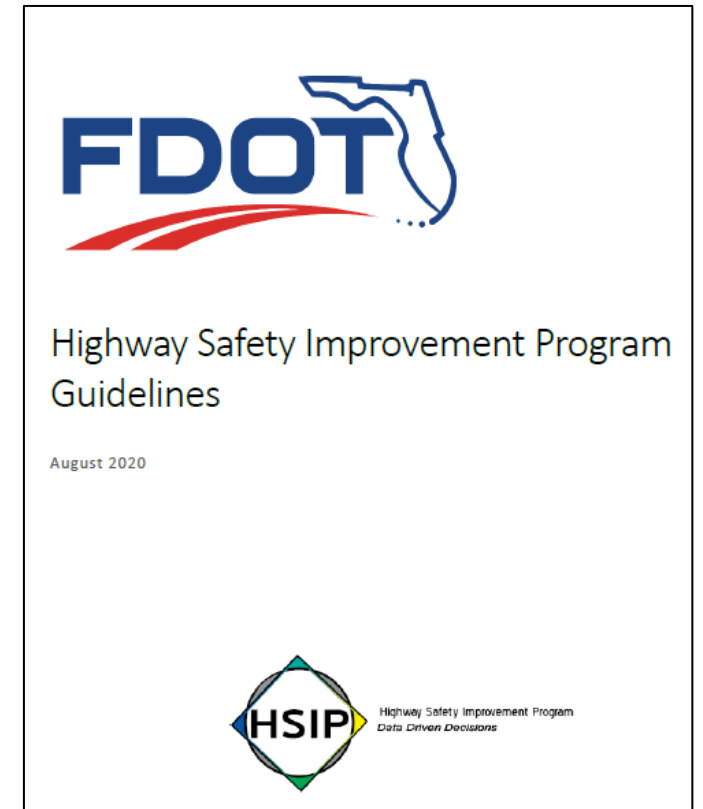
DISTRICT ROLES:

- District specific analysis and messaging development
- Earned media and community outreach, District social media
- Developing local community partnerships
- Participation on local Community Traffic Safety Teams

Safe System Elements: Safe Road Users, Post-Crash Care

Highway Safety Improvement Program (HSIP)

- Core Federal-aid program
- The Federal Highway Administration (FHWA) administers the HSIP
- **The objective is to significantly reduce fatal or serious injuries on all public roadways**
- FHWA requires all states to submit a report by August 31st each year



[FDOT HSIP Guidelines](#)

HSIP Eligibility: All Public Roadways

- Implements safety infrastructure countermeasures or improves safety data collection, integration, and analysis such that HSIP stakeholders can better plan, implement, and evaluate highway safety improvement projects in the future
- Consistent with an emphasis area, strategy, or activity identified in the Florida SHSP
- Estimated benefit-cost ratio (BCR) of 1.0 or greater
- Addresses a serious crash risk or safety problem identified through a data-driven process

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

TRAFFIC RECORDS AND INFORMATION SYSTEMS

- ***Likely to result in a reduction of fatalities and serious injuries***

HSIP – Investments On & Off-System

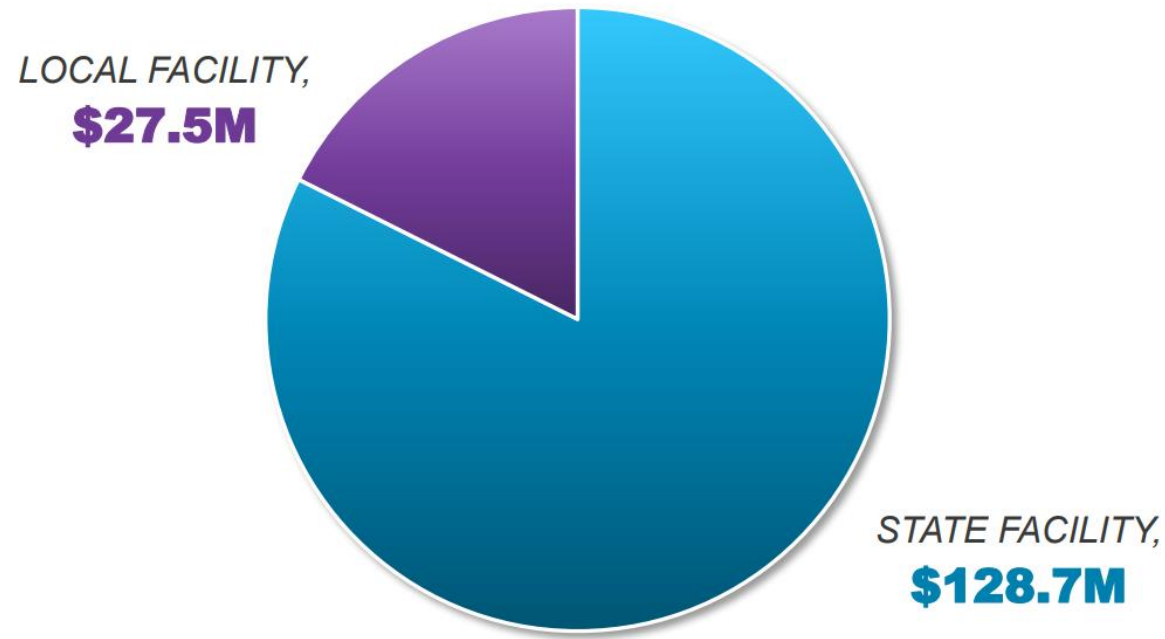


Figure 3: HSIP Funding Allocation

The latest list of HSIP projects can be found in the [HSIP Annual Report](#).

Source: 2023 FDOT HSIP Implementation Plan

HSIP – Program Evaluation of Effectiveness

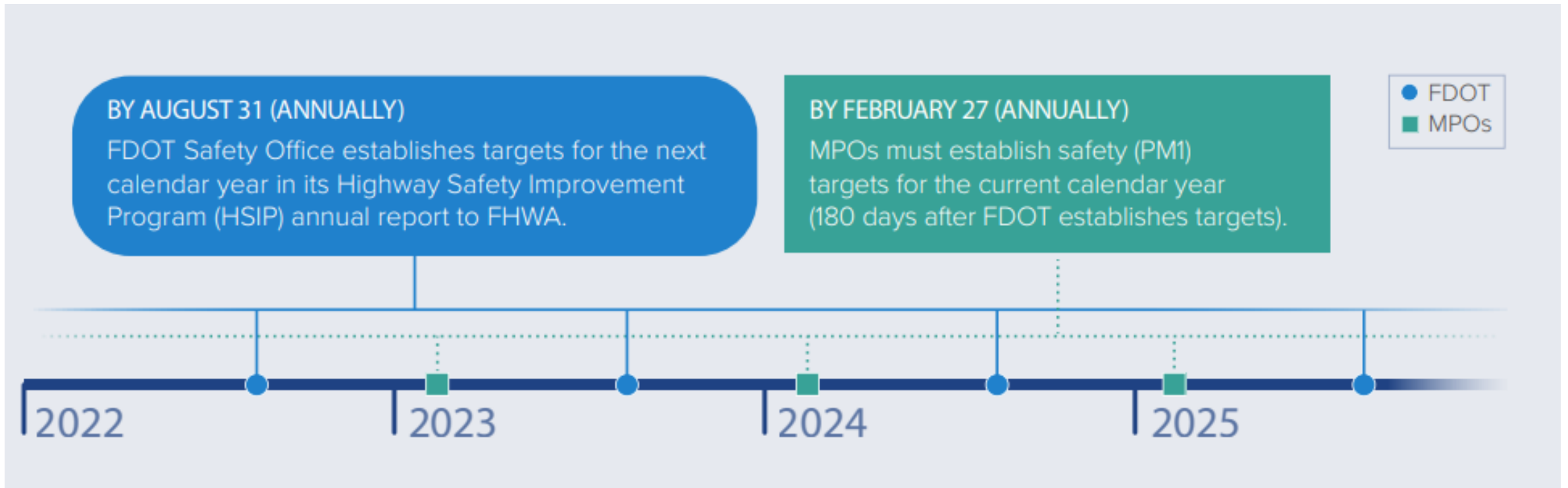
FHWA 6 Safety Performance Metrics

Target:
ZERO

PERFORMANCE MEASURES – APPLICABLE TO ALL PUBLIC ROADS

NUMBER OF FATALITIES	<i>The total number of persons suffering fatal injuries in a motor vehicle crash during a calendar year.</i>	RATE OF SERIOUS INJURIES	<i>The total number of serious injuries per 100 million VMT in a calendar year.</i>
RATE OF FATALITIES	<i>The total number of fatalities per 100 million vehicle miles traveled (VMT) in a calendar year.</i>	NUMBER OF NON-MOTORIZED FATALITIES AND NON-MOTORIZED SERIOUS INJURIES	<i>The combined total number of non-motorized fatalities and non-motorized serious injuries involving a motor vehicle during a calendar year.</i>
NUMBER OF SERIOUS INJURIES	<i>The total number of persons suffering at least one serious injury in a motor vehicle crash during a calendar year.</i>		

Federal Performance Target Timeline



[pm1-safety-fact-sheet-\(feb23\).pdf \(windows.net\)](#)

Safety Performance

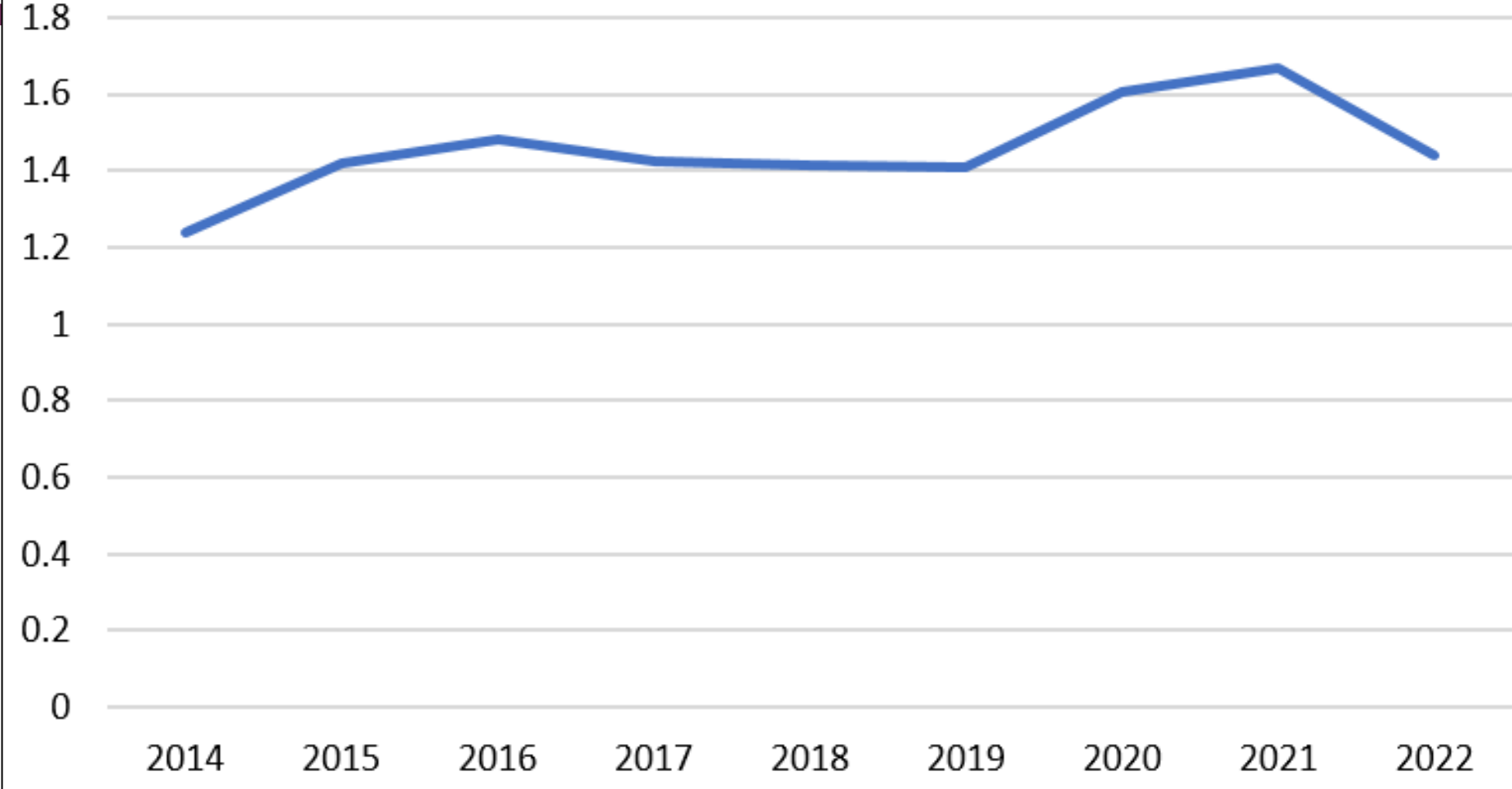
General Highway Safety Trends

30. Present data showing the general highway safety trends in the State for the past five years.

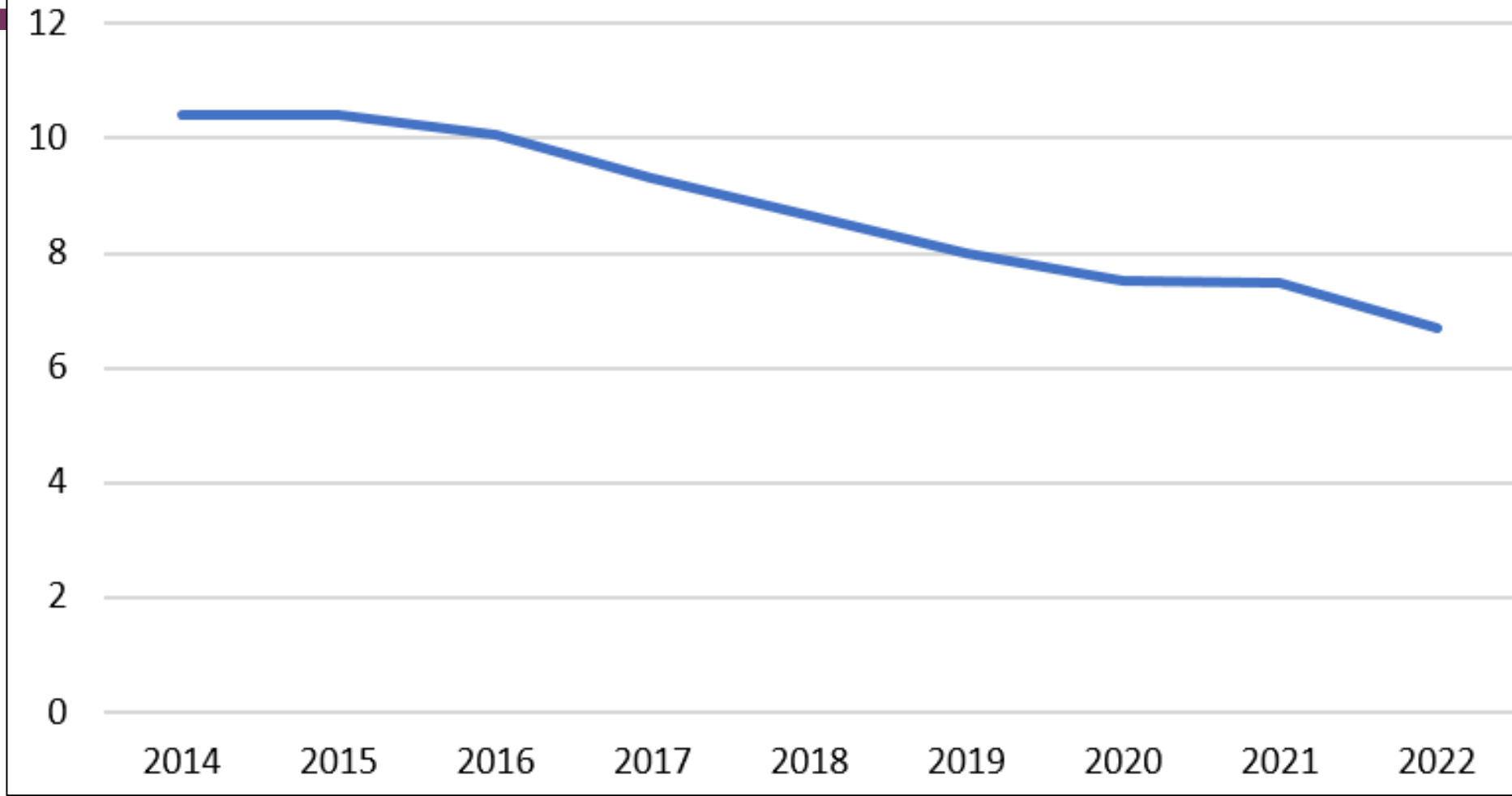
PERFORMANCE MEASURES	2014	2015	2016	2017	2018	2019	2020	2021	2022
Fatalities	2,494	2,939	3,176	3,116	3,135	3,185	3,332	3,741	3,434
Serious Injuries	20,912	21,551	21,645	20,380	19,196	18,063	15,614	16,826	15,940
Fatality rate (per HMVMT)	1.241	1.422	1.480	1.424	1.413	1.411	1.605	1.667	1.440
Serious injury rate (per HMVMT)	10.404	10.426	10.084	9.313	8.654	8.002	7.521	7.499	6.684
Number non-motorized fatalities	741	785	807	787	880	890	884	1,015	961
Number of non-motorized serious injuries	2,563	2,596	2,523	2,414	2,381	2,298	2,024	2,171	2,243



Fatality Rate (per HMVMT)



Serious Injury Rate (per HMVMT)





\$10M Focused Initiative/Target Zero (FY 23)

Focus: Lane Departure, Intersection, Pedestrian and Bicyclist

Education and Enforcement:

- \$3,500,000 – Ped/Bike High Visibility Enforcement
- \$145,000 – Crossing Guard Program
- \$6,355,000 – Paid, Shared, Owned Media



Earned Media



Florida DOT Safety Office
Sponsored · 🌐

Buckle up every trip, every time. Let's get everyone home safely, Florida.

<http://www.targetzeroofl.com/>
FDOT
Don't become a statistic

Learn more

👍👎👏 2.4K 208 comments · 558 shares · 183K views



Campaign Community Partnership

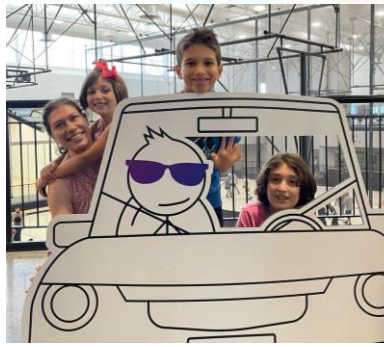


NEWS > SARASOTA, MANATEE COUNTY

Florida will target young, aggressive drivers with new campaign



Full Story: <https://www.wtsp.com/story/news/local/2018/04/26/florida-target-young-aggressive-drivers/>



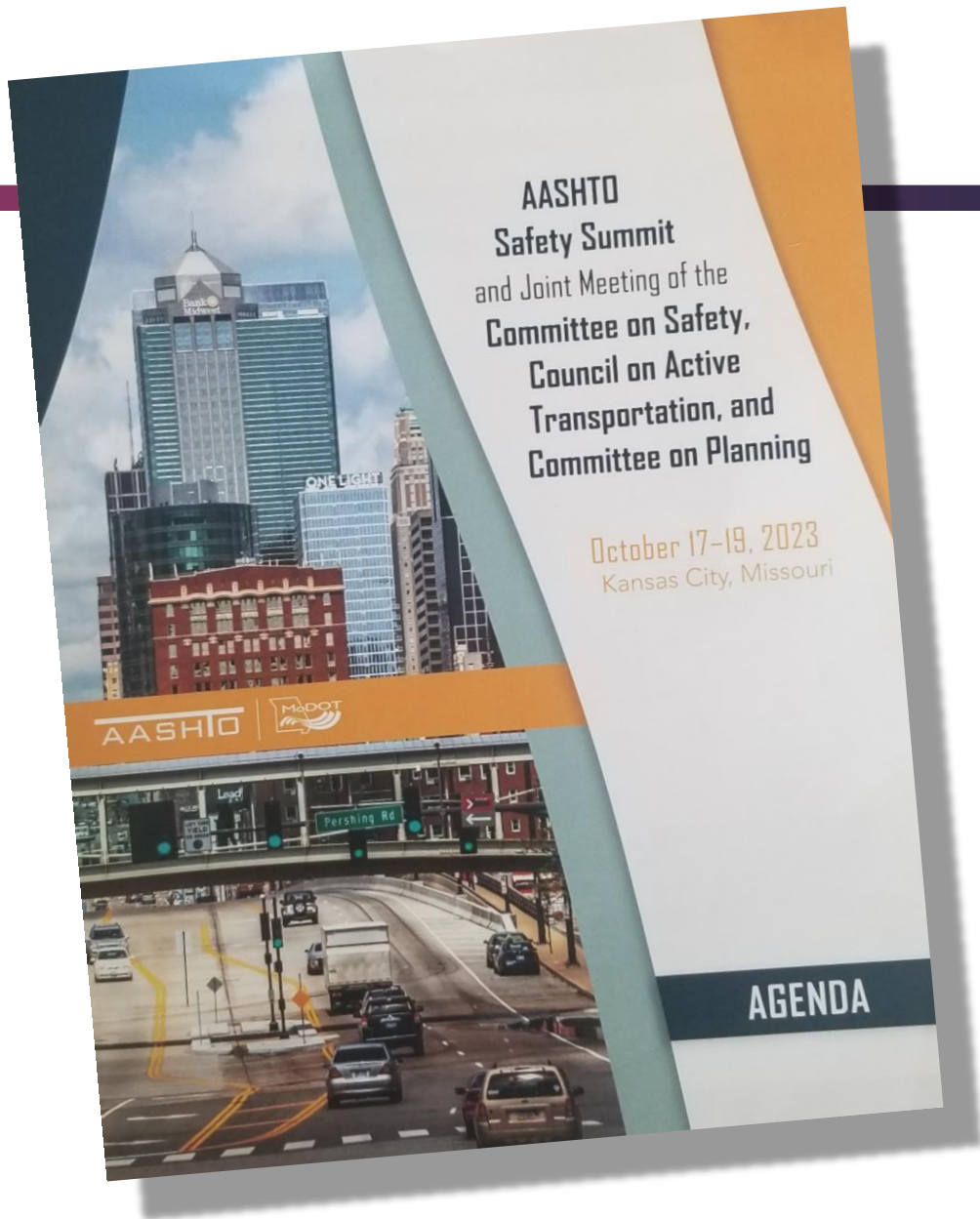
 **50+**
COMMUNITY
EVENTS

 **8,000+**
REACH

 **60+**
COMMUNITY
PARTNERS

The graphic features a dark teal background. On the left side, there are three concentric circles. The innermost circle is dark teal and contains the text 'FHWA's Safety Emphasis' in white. The middle circle is white, and the outermost circle is dark teal. The text is positioned in the center of the innermost circle.

**FHWA's
Safety
Emphasis**



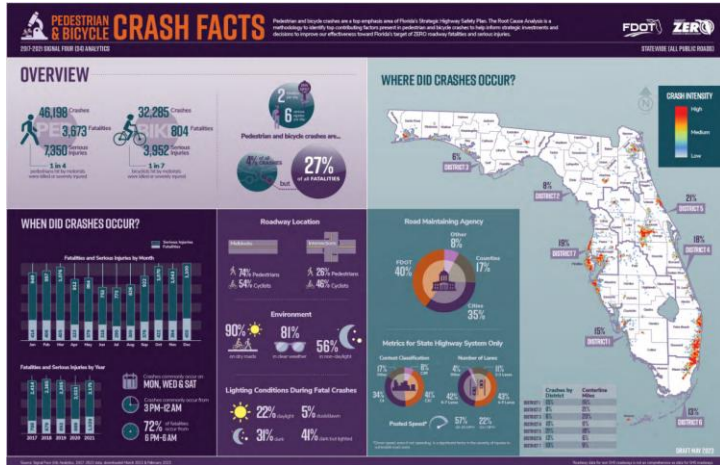
AASHTO Safety Summit

Kansas City, MO (October 17-19, 2023)

FHWA Administrator closed the AASHTO Safety Summit by charging the State DOT Secretaries with a specific task – to focus efforts on deploying proven effective safety countermeasures.

FHWA Highlights 3 Florida Initiatives

Taking proven countermeasure implementation to the next level



Systematic Safety Analysis and Statewide Initiatives



Pavement Friction Management

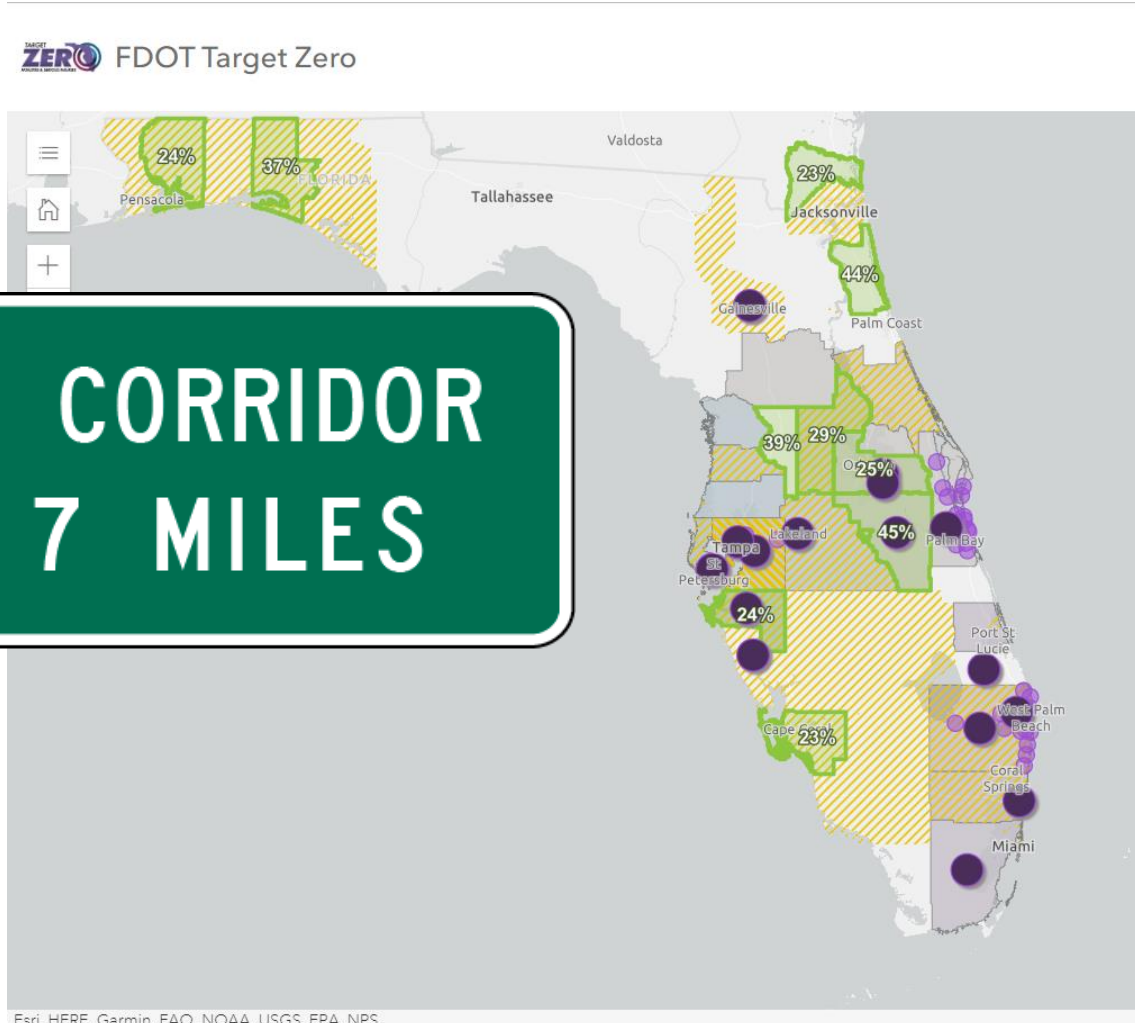


Safety Corridor Pilot Projects

Share Responsibility: Pilot Safety Corridors

Engineering + Education + Enforcement + Evaluation

**SAFETY CORRIDOR
NEXT 7 MILES**



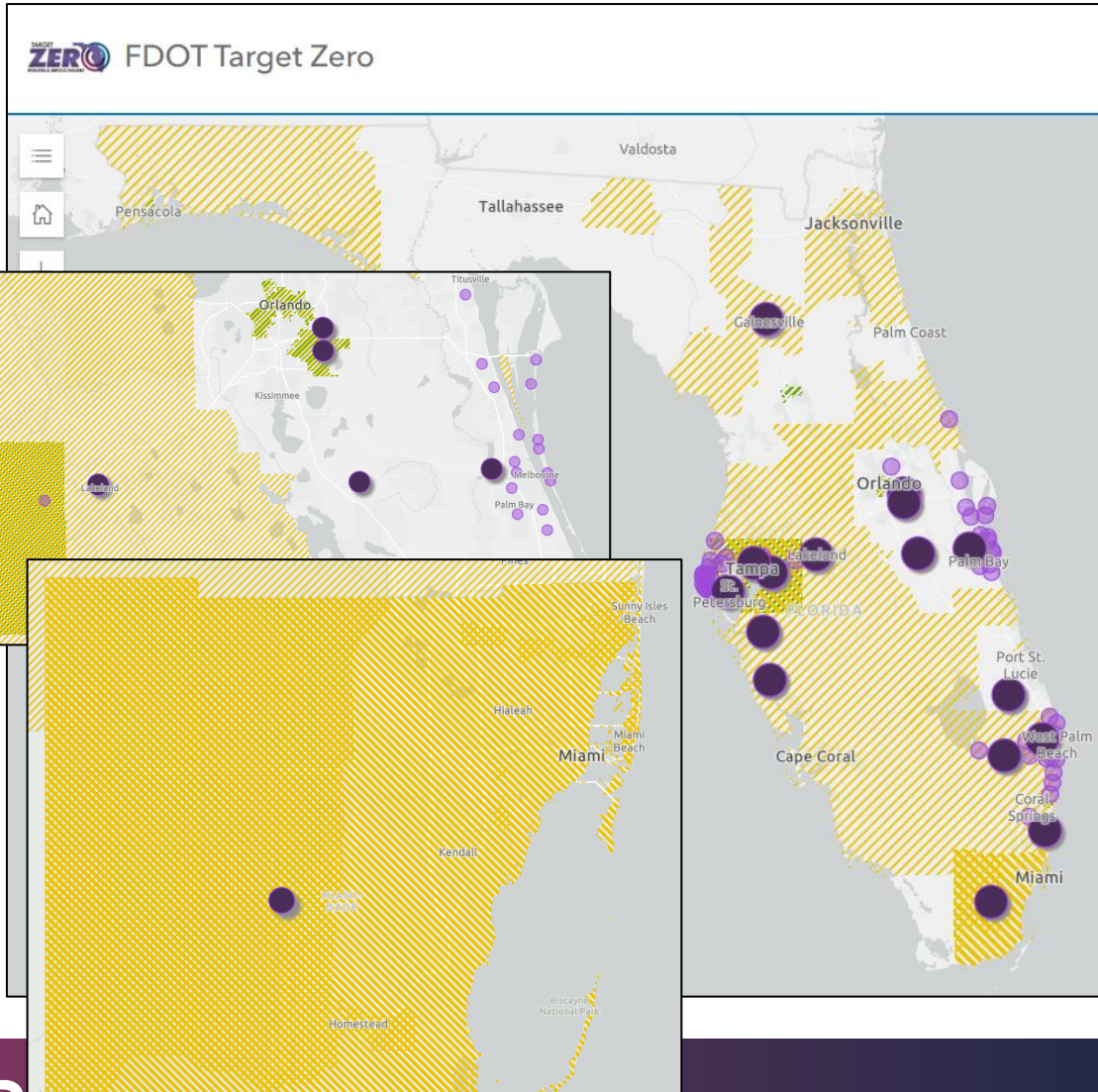
Top Counties for Lane Departure, Intersection, Pedestrian and Bicyclist Fatalities and Serious Injuries

Top Counties for Population Growth

Partner Agencies with "Zero" Resolution and/or Action Plan

Partners Awarded with 'Safe Streets for All' Federal Grants

Thank You Safety Partners



Vision Zero Communities with a Plan



Vision Zero Communities with a Resolution



SS4A Implementation Grant Communities



SS4A Action Plan Grant Communities

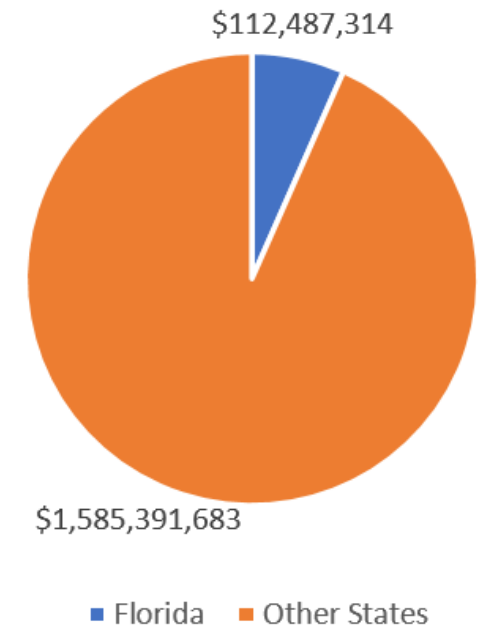


SS4A Demonstration Activity Communities



Congratulations to our Florida Partner recipients of Safe Streets for All Grants!

Total SS4A Awards to Date






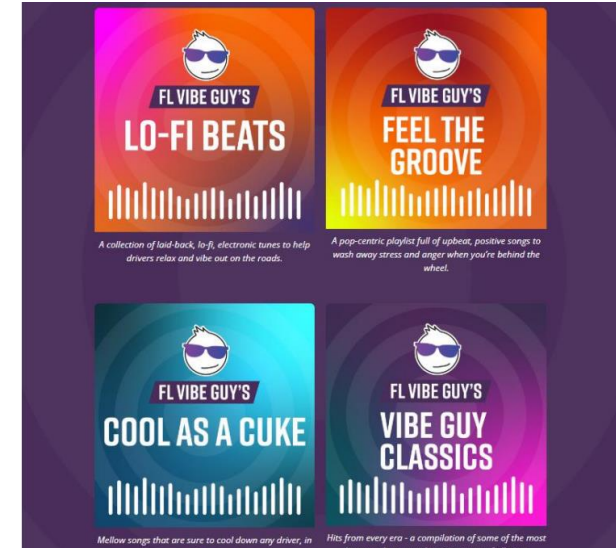
Action Items

Statewide

- **Continue Community Outreach, Partnerships, and Safety Messaging!**
- **Remember All Behavior Campaign Assets Are Yours Too**
 - All digital assets uploaded to website
- **Continue to Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**

Practical Tools to Support Calls to Action

- YouTube Music playlists (to stay calm and focused while driving)
- Custom Do Not Disturb messages and instructions
- NEW websites for the paid media 'click-through' for more info
 - www.TargetZeroFL.com/Speeding
 - www.TargetZeroFL.com/Distracted
 - www.TargetZeroFL.com/Aggressive
- Further promoted in community safety outreach events



CUSTOM DO NOT DISTURB MESSAGES



Did you know most smartphones have an autoreply feature for when you're on the road? Turn on Do not Disturb before you drive, and let the phone do all the hard work while you ride around distraction-free.

Just one catch — pre-made do not disturb phone messages are usually bland, boring, and not your style, we're sure. That's where we come in!

We've created a plethora of do not disturb messages for you to add to your phone. With a wide range of tones and emotions, we're sure you'll find the right do not disturb message for you!

[FIND YOUR NEW DND MESSAGE HERE](#)

Not sure how to activate or customize your autoreply message?
Here's how:

 Apple Tutorial  Android Tutorial



Resources

www.TargetZeroFL.com

[target-zero-florida.pdf \(windows.net\)](#)

Help Us Reach Zero!

[target-zero-florida.pdf \(windows.net\)](#)

★ Clickable links on pdf

Florida established Target Zero in the **Strategic Highway Safety Plan** to provide a framework for how Florida's communities work to achieve the national vision of zero fatalities and serious injuries TOGETHER, by:

- ① Establishing the FORMAL PERFORMANCE TARGET OF ZERO fatalities and serious injuries with the **Federal Highway Administration (FHWA)** and **National Highway Traffic Safety Administration (NHTSA)**, and TRACKING PROGRESS toward that goal.
- ① Supporting safety partners by collecting, analyzing, and using data to identify and address FLORIDA-SPECIFIC NEEDS, AND prioritize STRATEGIC INVESTMENTS.
- ① Employing a HUMAN-FACTORS APPROACH to mitigate human errors in a SAFE SYSTEM APPROACH.
- ① Establishing a FLORIDA NETWORK for resource and information SHARING AMONG COMMUNITY PARTNERS.

HELP US REACH ZERO!

[target-zero-florida.pdf \(windows.net\)](#)



Clickable links on pdf



JOIN FLORIDA'S TARGET ZERO NETWORK

- Participate in the development and implementation of Florida's Strategic Highway Safety Plan.
- ★ Access safety-related data, analysis tools, and dashboards in the **Safety Data Integration Space**.
- ★ Access extensive safety analysis of Florida's top safety challenges, to maximize resources.
See countermeasures to address Florida's top lane departure, pedestrian, and bicyclist safety challenges.
- ★ Access over 100 FREE and pre-recorded **safety courses**, and receive announcements for upcoming safety courses.
- ★ **Access video, audio digital media, social media posts, print materials and more** to support community outreach and engagement.
- ★ Join one of Florida's statewide multiagency and multidisciplinary **Traffic Safety Coalitions**.



The Safe System Approach [target-zero-florida.pdf \(windows.net\)](https://www.flhwy.com/target-zero-florida.pdf)

SAFE ROADS

🎯 Design and operate **SAFE ROADS** with context-based engineering criteria from the **FDOT Design Manual**, the **FDOT Traffic Engineering Manual**, and **more**.

★ 🎯 Obtain FHWA funding for safety infrastructure investments to achieve **SAFE ROADS** on all public roadways. See **The Highway Safety Improvement Program Guidelines** for eligibility.

★ Funding from FHWA and NHTSA described in a previous slide

SAFE ROAD USERS

🎯 Promote **SAFE ROAD USERS** with **access** to video and audio digital media, social media posts, print materials, and more! See our **Annual Safety Calendar** for comprehensive access to resources.

★ 🎯 Develop **SAFE ROAD USERS** with funding for safety education and enforcement efforts! See **Traffic Safety Subgrants (fdot.gov)** for programs and eligibility.

SAFE SPEEDS

🎯 Design for **SAFE SPEEDS** using speed management design criteria in **FDOT's Design Manual**.

🎯 Establish **SAFE SPEEDS** using **Florida's Speed Zoning Manual**.

★ 🎯 Enforce **SAFE SPEEDS** by obtaining **NHTSA funding for speed enforcement**.

POST CRASH CARE

★ 🎯 Access **POST CRASH CARE** resources with **additional enforcement grants**.

SAFE VEHICLES

🎯 Advance **SAFE VEHICLES** by conducting research, developing, and testing emerging transportation technologies in safe and controlled environments at **Florida's SunTrax facility**.



Next Steps

Next Steps

- **Finalizing 2023 Annual Report**
- **2024 Campaign Strategy and Communications Plans**
- **Latin-American Messaging Development**

SAFE DRIVING TIPS TO SHOW LOVE BEHIND THE WHEEL



Set phone on
"Do not Disturb".



Show compassion
to yourself and others.



Leave earlier to
avoid being late.



Preset your
romantic playlist.



Give fellow drivers the
benefit of the doubt.



Focus on getting to
the ones you love.



Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com