

Target ZERO

Safety Campaign Development – Speeding, Distraction, Aggression



*July 11, 2023:
Monthly Statewide Partner Meeting*



Agenda – July 2023 Statewide Meeting

Safety Outreach Focus - Sharing

- **Statewide Updates**
- **District Highlights**

Campaign Development

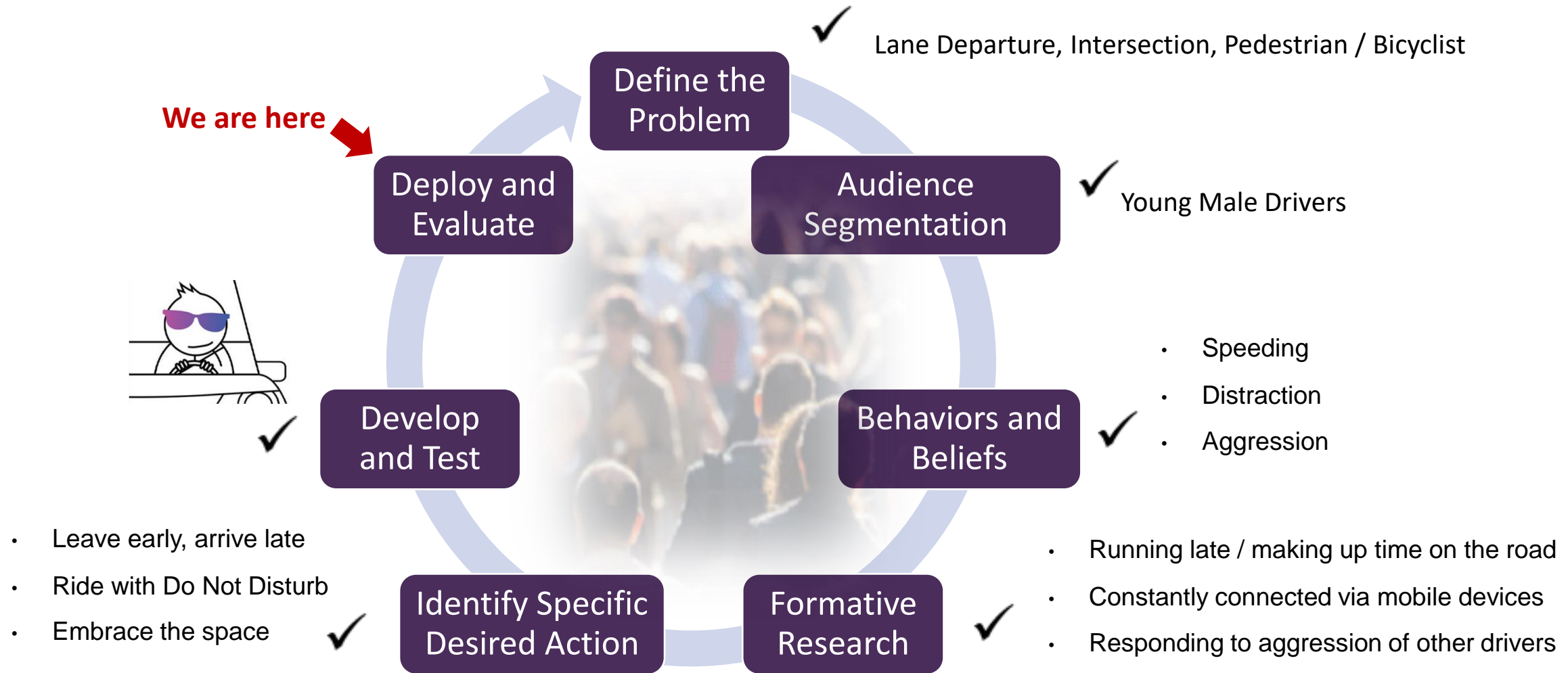
Speeding, Distracted, and Aggressive Driving

- **Action Items**
- **Next Steps**



Statewide Updates

New Campaign Development – Social Marketing



June Campaigns – Going Beyond Safety Laws

Male Drivers Aged 22-27: Addressing Life Challenges - Managing time, stress, overcommitments, need for constant connection
Appealing to Values - staying in control, being admired

Speeding

Time Management:
Leave Early For Your Trip
Or Arrive Late



Distraction

Addressing constant
connection and multi-
tasking: Set 'Do Not
Disturb' Before Your Trip



Aggression

Stress
Management/Tailgating:
Embrace the Space -
Between You and The
Driver Ahead (and your
calm space)



June Speeding, Distraction, and Aggressive Campaigns*



Paid Media: Targeted social, digital billboards, gas pump videos, audio and video streaming, web, radio



Earned Media: Launch/press events, articles in news platforms, partner agency publications/platforms



Owned and Shared Media: FDOT website, publications, offices, rest areas, signs, and social media



Community Outreach: Outreach at local events where members of audience and influencers gather

- **Aggressive Driving:** FDOT Districts 1 & 7 (West Florida); Tampa and Ft Myers DMAs
 - Ad click-throughs go to www.TargetZeroFL.com/Aggressive website
 - **Distracted Driving:** FDOT District 5 (Central Florida); Orlando DMA
 - Ad click-throughs go to www.TargetZeroFL.com/Distracted website
 - ***Speeding:** FDOT Districts 4 & 6 (South Florida); West Palm Beach and Miami DMAs
 - Ad click-throughs go to www.TargetZeroFL.com/Speeding website
- *This is a second run of this campaign, launched in 2022*



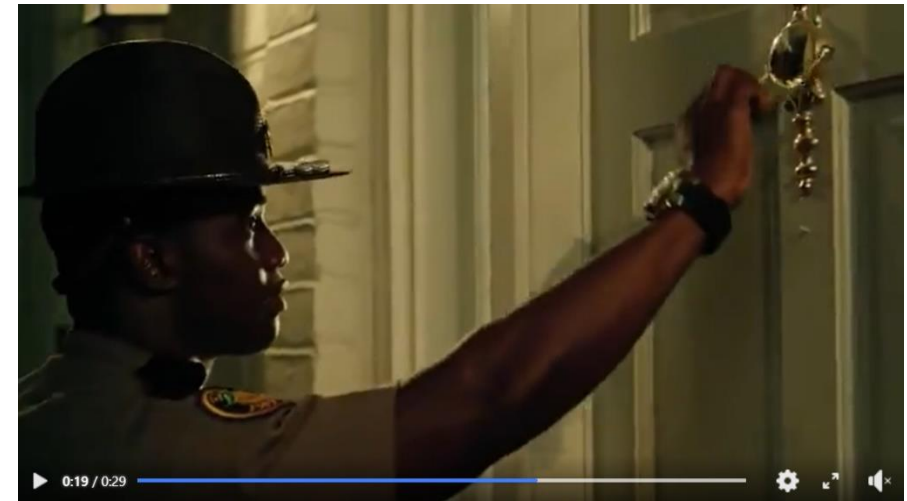
*Separated by geographic region for independent evaluation; all campaigns to be statewide next fiscal year



Influencer Campaign Partnership: FHP, FLHSMV

Speeding, Aggressive, and Distracted Driving Campaigns - Influencer Videos

Influencer campaign targeted young males' influencers (parents, grandparents, and other community adults) concurrently with targeted young male campaigns in June - STATEWIDE



Influencer Campaign



Paid Media: Targeted social, digital billboards, gas pump videos, audio and video streaming, web, radio



Earned Media: Launch/press events, articles in news platforms, partner agency publications/platforms



Owned and Shared Media: FDOT website, publications, offices, and social media



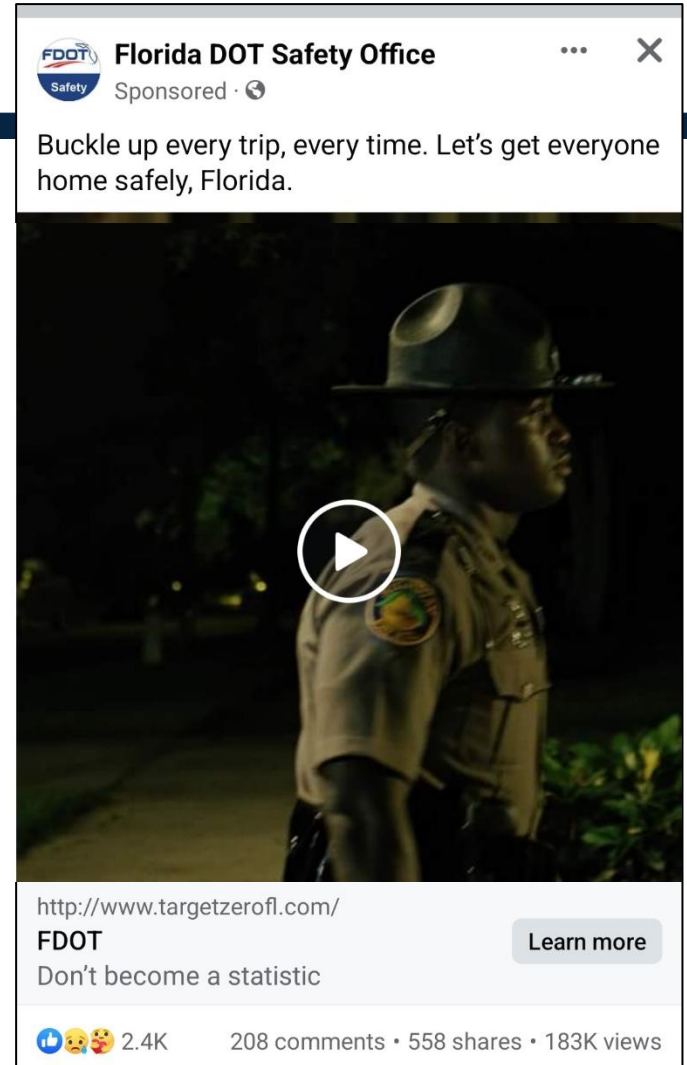
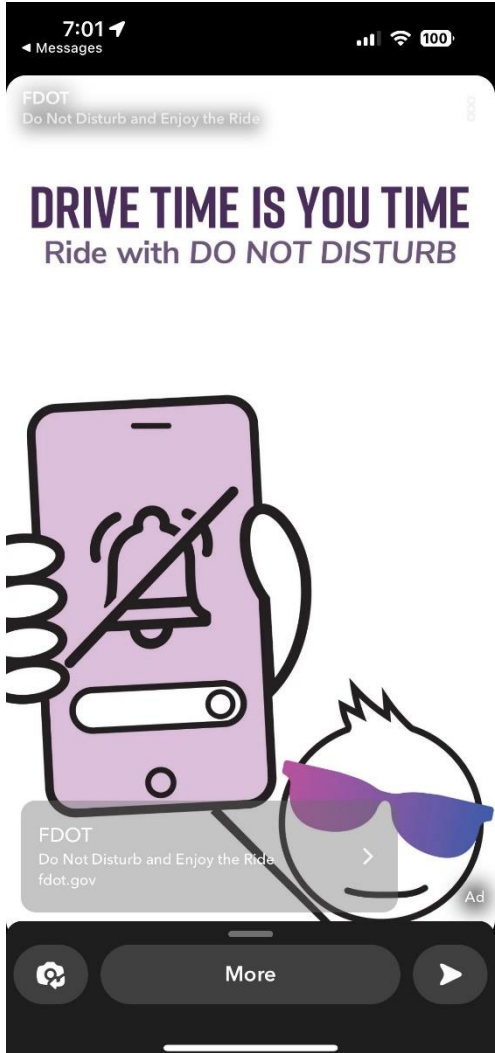
Community Outreach: Outreach at local events where members of audience and influencers gather

- **Victim narrated version for Distraction:**
 - FDOT District 5 (Central Florida); Orlando DMA
- **Trooper narrated version for Speeding, Distraction, Aggressive and Seatbelts:**
 - FDOT Districts 1 and 7 (West Florida); Tampa and Ft. Myers DMAs
 - FDOT Districts 4 and 6 (South Florida); West Palm Beach and Miami DMAs
- **Family narrated version for Seatbelts: Bonus!**
 - FDOT Districts 2 and 3 (North Florida); Pensacola, Panama City, Tallahassee, Jacksonville, and Gainesville DMAs



Ad click-throughs go to www.TargetZeroFL.com website

Statewide Sightings!





Safety Campaign Evaluation

- Did our target audiences see our messages?
- Did our messages influence behavior?

Focus: Lane Departure, Intersection, Pedestrian and Bicyclist

Traditional Metrics:

- ✓ **Baseline Evaluation Behavior Surveys:** July 2022
- ✓ **Campaign Deployment:** October 2022 – June 2023
- ✓ **Post Evaluation Behavior Surveys, Paid and Earned Media Metrics:** July 2023
- ✓ **Ongoing:** Organic Social and Website Metrics, Community Surveys

1

Paid Media Metrics:



- Impressions
- Cost per Impression

2

Earned Media Metrics:

- Impressions
- News Media Value



3

Organic Social Media Metrics:



- Engagement
- Engagement Rates

4

Website Metrics:

- Visits to Sites
- Time on Sites
- Site Features Used



New measures to evaluate behavior change (Outcome Based):

5

Behavioral Surveys: Before and After Paid Campaigns



<p>KNOW</p> <ul style="list-style-type: none"> • Self-recognition of responsibility • Power to act 	<p>FEEL</p> <ul style="list-style-type: none"> • Social norms • Perceived susceptibility to behavior 	<p>DO</p> <ul style="list-style-type: none"> • Self-reported behavior • Behavioral intent
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6

Community Event Surveys:

- Marketing visibility
- Social Norms, Behaviors



Evaluation Informs:

- Was this investment effective to influence behavior?
- Do we need to make any changes to the campaigns?





District Highlights



District 1

FDOT District 1 Aggressive Driving Campaign

Stay Cool – Stay Safe



FDOT District 1 Aggressive Driving Campaign

- Targeting events with higher participation of young male drivers
 - Focused on 3 counties – Manatee, Polk & Sarasota
 - 4 events – including media campaign and kickoff on June 8th (June 1st rainout)
- Bradenton Motorsports Park (6/1, 6/8, 6/17)
- Auburndale Speedway (6/10)
- Sarasota Grand Prix Pit Party (6/30)



**D1 TARGET ZERO EVENTS
AGGRESSIVE DRIVING CAMPAIGN**

District One's Safety Department **NEEDS** volunteers to help work the booth at its debut and upcoming appearances promoting Target Zero's, Aggressive Driving Campaign.

Aggressive driving kills, especially young males ages 18-28. FDOT is bringing awareness to this issue and will focus on influencing safe driving behaviors.

EVENT DATES:
June 1, 2023
June 10, 2023
June 20, 2023
June 30, 2023
**Times and locations TBD

FDOT
TARGET
ZERO
FATALITIES & SERIOUS INJURIES



Great Press at the Campaign Launch!

June 8th 2023

FDOT teams up with Bradenton Motorsports Park to promote safe driving habits in Manatee

Jesse Mendoza
Sarasota Herald-Tribune

Published 4:01 a.m. ET June 11, 2023



Florida will target young, aggressive drivers with new campaign

TRANSCRIPT FOR YOU

ACCORDING TO FDOT:

- In Florida, 8 people die and 49 are seriously injured in preventable crashes daily
- Many of those crashes are in West Florida
- 50% of the drivers involved are young men ages 22 to 27

Full Story: <https://www.sarasota.com/news/transportation/florida-will-target-young-aggressive-drivers-with-new-campaign>

Florida will target young, aggressive drivers with new campaign



Full Story: <https://www.wtsp.com/news/transportation/florida-will-target-young-aggressive-drivers-with-new-campaign>



Watch FREE, Live Streaming of Local News & Weather 24/7.



Watch FREE, Live Streaming of Local News & Weather 24/7.

Law enforcement officers crack down on aggressive drivers: 'Our roads are not racetracks'

By Greg Sisco | Published June 8, 2023 | Updated | FOX 13 News

Aggressive driving crackdown
Law enforcement officers are cracking down on aggressive drivers and trying to reach those most at risk for risky behavior, Kimberly Kuzon reports.

Social Media Coverage – throughout June



FDOT District 1 · 6/20/23
@MyFDOT_SWFL staff and our crash test dummies helped spread the word about the dangers of #AggressiveDriving. @MelissaWandall, President of the @SaferRoadsUSA joined FDOT Safety Administrator Keith Robbins at Bradenton Motorsports Park on Sat. June 17th #TargetZero



2 retweets 2 likes 202 views



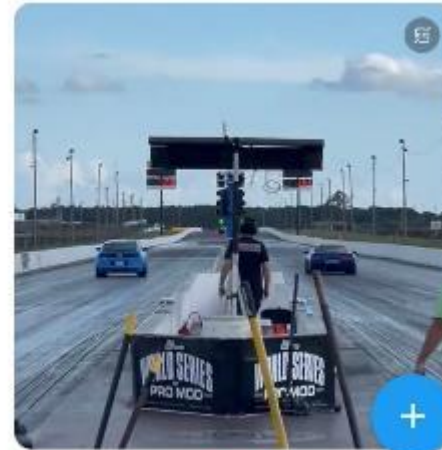
FHP Southwest Florida Retweeted
Kim Kuizon FOX 13 · 6/9/23
Law enforcement officers crack down on aggressive drivers: 'Our roads are not racetracks' @FHPSWFL @FHPTampa @FOX13News



fox13news.com
Law enforcement officers crack down on aggressive...



FHP Southwest... · 6/8/23
Influencing safe driving behaviors at the Bradenton Motorsports Park in Bradenton!
Its starts with buckling up, packing a lot patience and driving the speed limit!
@MyFDOT_SWFL



FDOT District 1 · 6/30/23
FDOT's 'Aggressive Driving' campaign partnered with festivals, fairs, and speedways to educate young kids, drivers, and adults about driving with caution. District 1 educated attendees on the negative and life-altering effects of aggressive driving.
#TargetZero #FDOT



85 views

Thrill Seeking at Bradenton Motorsports Park (Manatee Co.)

June
8th
2023



Auburndale Speedway (Polk Co.)

June
10th
2023



Bradenton Motorsports Park – Coalition Collaborations

June
17th
2023



Huge Crowds at the Sarasota Grand Prix Pit Party

June
30th
2023



Sarasota Grand Prix sees major success

Story by Michaela Redmond • Monday



Continuing the Story - Safety Newsletter Article

TARGET ZERO

Our target is **zero** fatalities and serious injuries, because no other number is acceptable.

Aggressive Driving Campaign Launched in District One

Every day in Florida, eight people die and 49 more are seriously injured on public roadways in preventable crashes. Over 50% of the fatalities and serious injuries involve a young male driver.



Deaths and Injuries Due to Aggressive Driving are Preventable

FDOT's campaign against Aggressive Driving focuses on influencing behaviors of young male drivers by relating to what young men value and their life challenges that may lead to aggressive driving. Behaviors such as tailgating were targeted with ads to encourage drivers to "embrace the space."

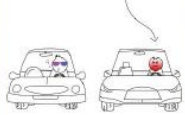


DRIVE TIME?



VIBE TIME.

DON'T BE THAT GUY



TARGET ZERO

Through focus groups, FDOT learned that young male drivers often feel stressed with many commitments in their lives and tend to react to the aggressive driving of others, especially tailgating. Together, these issues intensify aggressive driving behaviors on our roadways and has the potential to result in a fatal crash.

In addition to billboard ads, and advertisements on radio, television and gas station pumps, FDOT is providing tools to help young male drivers address common life challenges, such as stress at TargetZeroFL.com/Aggressive. Drivers can access custom music playlists to help them stay calm behind the wheel, as well as custom **Do Not Disturb** auto reply messages for their mobile devices.

District One's kickoff event had an impressive media turnout. The following media partners helped get the message out about FDOT's Aggressive Driving Campaign and the dangers of aggressive driver behaviors:

- WFLA - News Channel 8
- Sarasota-Herald Tribune
- WFTS - ABC Action News
- Observer News
- Fox 13 News
- South Central Florida Life
- MSN News

Constantly Connected?
Make Drive Time YOU Time
 Ride with **DO NOT DISTURB**

Find your new DND messages and activate or customize your autoreply messages here

Currently driving. Don't worry. I'm worth the wait. :)

Sorry, fam. Driving and vibing rn. Can't talk but I'll get back to you when I'm there.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

This is my phone autoreplying. I'm driving and I'll hit you back since I'm at my destination. Sorry for the inconvenience!

Yo! Sorry I can't text rn. I'm behind the wheel. I'll get back to you when I'm done. Tho.

FDOT TargetZeroFL.com/Distracted ZER0

Did you know you can download "Do Not Disturb" messages for you phone for when you are driving? Yes, you can download DND messages and custom your autoreply message @TargetZeroFL.com/Distracted

Keep your Distance
EMBRACE THE SPACE

#LetsGetEveryoneHome FDOT

TARGET ZERO

(Left) "Embrace the Space" ad shown on billboards at key locations in District One to help reduce tailgating and other aggressive behaviors.

(Below) FDOT staff and volunteers spread the word about the dangers of driving aggressively at the Sarasota Powerboat Grand Prix in Sarasota. One of the crowd favorites was the cornhole game with the impaired driving glasses and spin-the-wheel for a Target Zero give-away item.



Volunteers from FDOT District One interacted with fans at the Bradenton Motorsports, handed out aggressive driving materials, and posed for photos.

FDOT District One, along with its law enforcement and coalition partners, kicked off an innovative safety campaign to put a stop to aggressive driving on Florida's roads. The launch event was held at the Bradenton Motorsports Park on June 8th. Other events were held at Auburndale Speedway and Sarasota Powerboat Grand Prix.

experienced serious injuries or the loss of loved ones due to others' reckless behavior were on hand to share their experiences while advocating for behavioral changes

Nationally, the majority of traffic crashes involve driver error as a contributing factor. Most of these crashes result from drivers departing their lane along the roadway, colliding at intersections or striking people who are walking or biking. Over 50% of the fatal and serious injury crashes involve a young male driver, and West Florida is one of the top regions of the state where young males live who have been involved in these fatal and serious injury crashes.

-continued next page-

Thanks to all our volunteers and partners!

THANK YOU

FOR HELPING US SAVE LIVES ON FLORIDA'S ROADS



Dear Bryan, and the Crew at Auburndale Speedway -

Thank you so much for inviting the FDOT District 1 team and our law enforcement and coalition partners to advocate for the Target Zero Aggressive Driving Campaign on June 10th.

Our team is grateful for the support you provided, and look forward to working with you and your team during the fall/winter season.

Together, we WILL get everyone home safely! Please visit TargetZeroFL.com for more information on Florida's target of ZERO fatalities and serious injuries.

Many Thanks - the FDOT D1 Safety Team



Bryan Pease- Manager

Auburndale Speedway

5640 East County Road 542/K-Ville Avenue

Winter Haven, FL 33880

WWW.TARGETZEROFL.COM





Thank You!



District 2

District 2: High School Outreach

Alachua County Driver's Education

9

Driver's Ed
Class
Presentations

278
students reached



Atlantic Coast High Driver's Education

2

Presentations
partnering with
MADD

49
students reached



District 2: Community Involvement

A1A Scenic & Historic Coastal Byway Meeting

- Monthly Board of Directors Meeting
- Updated the Byway on trails, resiliency, and safety projects along A1A
- Handed out Target Zero Fact Sheets & gave overview of mission

Civic Organization & Rotary Presentations

- First presentation in June went great
- 12 future dates scheduled & more to come!



District 2: Community Involvement

St. Augustine Beach - Music by the Sea

- With 1,200 event attendees, this was a great opportunity to educate both local residents & tourists of the area
- Provided materials on Target Zero, bicycle, pedestrian, & roadway safety



Target Zero reflective bands on bikes



Even pets were wearing Target Zero reflective bands!



District 2: Take Your Child to Work Day





District 3

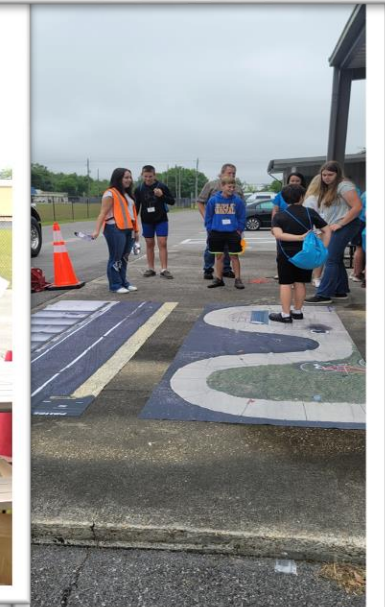
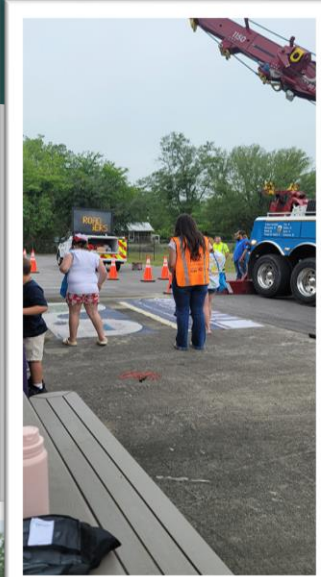
District 3 Safety Office



Construction Career Day at Santa Rosa County Fair Ground



Take Your Daughters and Sons to Work 2023





In Loving
Memory of
Joshua Kreiser
11/9/76-
12/30/20



Florida Teen Safe Driving Coalition



Jackson County Bicycle Safety Fair





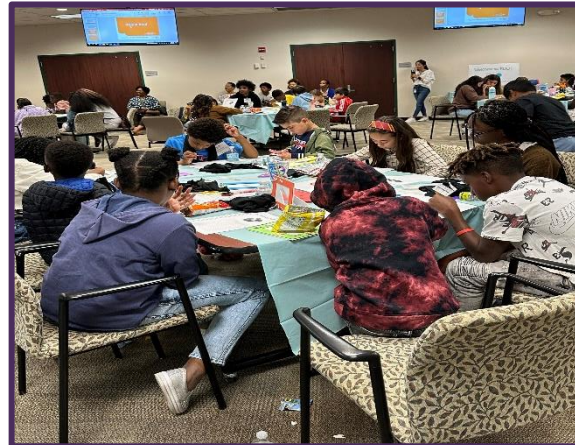
District 4

Target Zero – D4 Highlights (previous two months)

- 4/27/2023 – Take Your Sons and Daughters to Work Day – Internal event
- 4/29/2023 – Port St. Lucie Safety Festival
- 5/20/2023 – City of Coconut Creek Touch-A-Truck event
- 5/20/2023 – City of Fort Lauderdale– Eye of the Storm (Hurricane Preparedness) hosted by the Museum of Discovery & Science
- 6/2/2023 – City of Coconut Creek Senior Expo
- 6/21/23 – Palm Beach Sheriff’s Office - Speeding Campaign (Re-launch)
- 6/22/23 – New Employee Orientation – 27 new staff – Internal Event
- 6/24/2023 - City of Miramar - Taste of the Caribbean
- June Speeding Campaign Re-Launch – Media Features

Target Zero – D4 Highlights/Pics

TAKE YOUR SONS and DAUGHTERS TO WORK DAY 2023
April 17, 2023 - District Four Auditorium



Target Zero – D4 Highlights/Pics

Saturday, April 29, 2023
Port St. Lucie Safety Fair
The event attracted over 2,800 attendees



Target Zero – D4 Highlights/Pics

City of Coconut Creek 1st Ever Touch-A-Truck event
Saturday, May 20, 2023

The event attracted approximately: 2,000 to 2,500 attendees

The event was very successful and allowed for the opportunity for our team to conduct surveys and distribute the Target Zero cooling towels (ideal for the hot weather)



Target Zero – D4 Highlights/Pics

Annual “Eye of the Storm” Event
To promote Hurricane Preparedness and Safety
Saturday, May 20, 2023
The event attracted: 4,000 plus attendees



FREE MUSEUM ADMISSION

Eye of the Storm
Hurricane Science, Mitigation and Preparedness

SATURDAY, MAY 20
10 A.M. - 5 P.M.

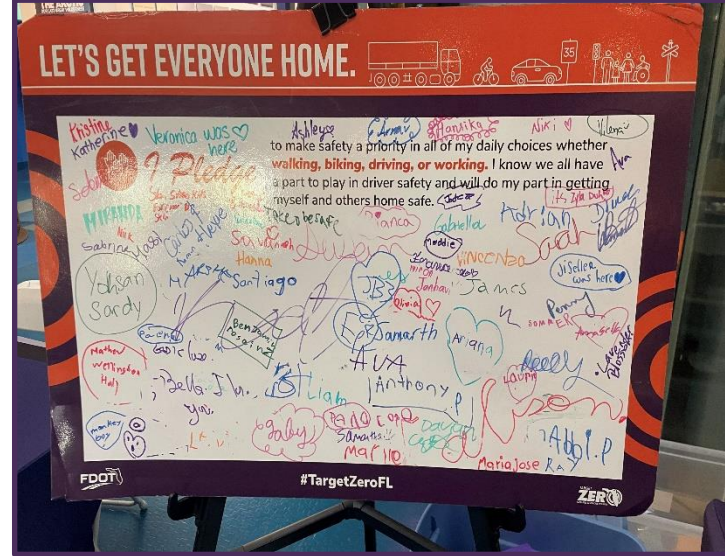
SPONSORS
FIU International Hurricane Research Center
FDEM

Event Features:

- Partner Tables/Booths (Fort Lauderdale PD, Fort Lauderdale Fire Dept, FPL, Fort Lauderdale CERT, Broward County Emergency Management, The Humane Society, etc.)
- Exhibits, Shows and Demos
- Animal Encounters
- IMAX movie options

FREE ADMISSION

Target Zero – D4 Highlights/Pics



Target Zero D4 Highlights – June Speeding Re-Launch

- **City of Coconut Creek : Annual Senior Expo**
 - **Friday, June 2, 2023**
 - **The event attracted approximately: 250**
- **The event was very successful and allowed for the opportunity for our team to conduct surveys and distribute diverse Target Zero swag items (reached influencers – parents/grandparents).**



Target Zero D4 Highlights – June Speeding Re-Launch

Partnering with Palm Beach Sheriff Office: Anti-Speeding Pop-Up Site along Southern Boulevard

Wednesday June 21, 2023

5pm to 7pm



Target Zero D4 Highlights – June Speeding Re-Launch

Partnering with the City of Miramar: Taste of the Caribbean

Saturday June 24, 2023

12pm to 7pm (event ended at 11pm)



Target Zero D4 Highlights – June Speeding Re-Launch



Media Features:

YouTube/Social Media

WPTV – Channel 6 – Palm Beach

Hot 105 Radio Station – Miami-Dade, Broward, Palm Beach

← Tweet

We are teaming up with @MyFDOT to raise awareness about the danger of reckless driving. Together, we're committed to educating the public and making our roads safer through education and enforcement measures. We will be at 13295 Southern Blvd, Royal Palm Beach tomorrow, Wednesday, June 21, in the afternoon. Let's work together to promote responsible driving. 🚦 #RoadSafety



8:55 AM · Jun 20, 2023 · 791 Views



Hot 105 Cares with Rodney Baltimore
Rodney Baltimore interviews South Florida Community Leaders

Rodney interviews Senator Rosalind Osgood Legislative Update Thursday June 29, 2023
Rodney Baltimore interviews State Senator Rosalind Osgood for the 2023 Legislative Update with State Representative Lisa Dunkley at the Village Civic Center 6800 Sunset Strip in Sunrise, FL 33313 at 6pm to 7:30pm. This provide information about all the new laws taking affect in the state of Florida on July 1, 2023
June 29, 2023

Rodney interviews Dr. Ricard Beckford Florida Memorial University Marching Band Trip to France July 12, 2023
Rodney Baltimore interviews Dr. Richard Beckford Director of Bands for Florida Memorial University who are invited to France to participate in various parades are seeking funds to cover airfare from the USA to France. The trip is July 12, 2023
June 29, 2023

Rodney interviews Florida Department of Transportation Target Zero Program June 2023
Rodney Baltimore interviews Paula Scott District 4 Community Traffic Safety Coordinator for the Florida Department of Transportation (FDOT) for the 'Zero Target' Campaign for Safe Roadways in South Florida for more information about the Zero Target Campaign contact (954) 777-4209
June 28, 2023

VIEW ALL

The logo for District 5 features a central dark teal circle containing the text "District 5" in white. This central circle is surrounded by a white ring, which is further enclosed by a larger dark teal ring. The entire graphic is set against a solid dark teal background.

District 5

Target Zero Distracted Driving Campaign

Traffic Safety Campaign District Five Highlights



June 2023

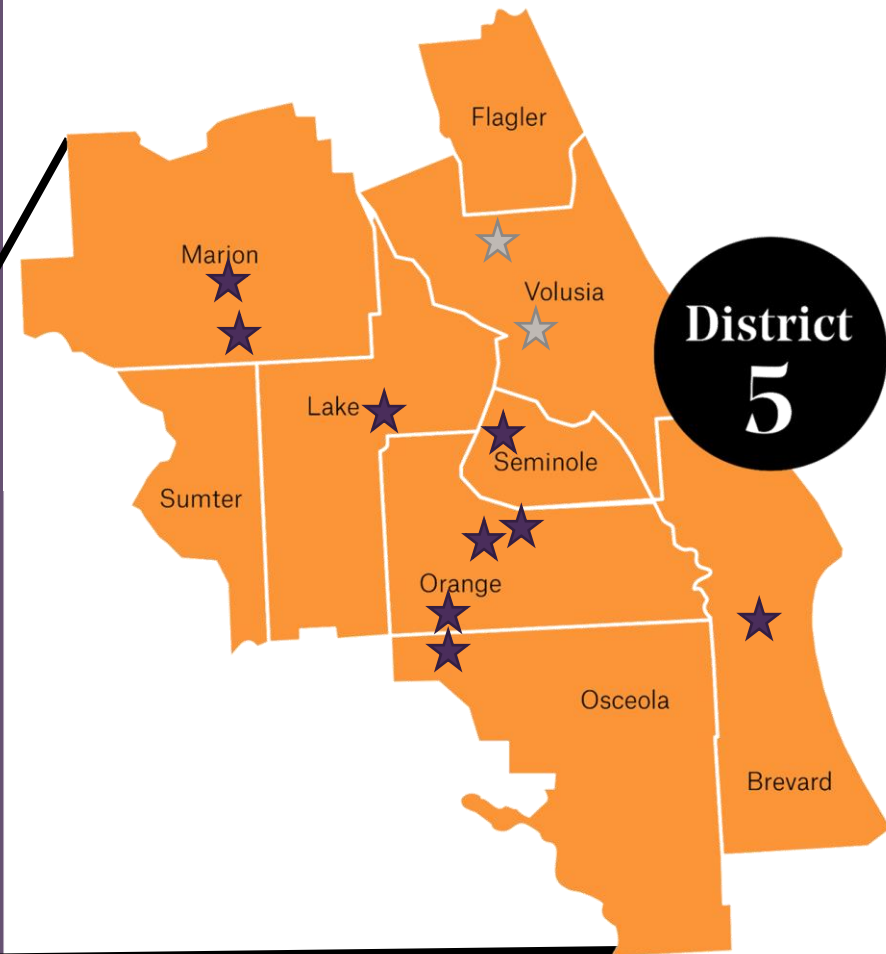


Target Zero Distracted Driving Campaign

Keep our roadways safe by keeping your attention where it belongs – on the road.



TARGET ZERO DISTRACTED DRIVING CAMPAIGN EVENTS



District
5

★ Cancelled/Postponed due to weather

1. Target Zero Distracted Driving Campaign Media Event
2. Eustis First Fridays
3. FLHSMV Safe Summer Travel Campaign
4. 2023 Space Coast Transportation Planning Organization Annual Open House
5. Teen Mock DUI Crash Event
6. Ocala Sunset Polo Season Opener Event
7. Downtown DeLand Car Cruise Pop-Up Campaign
8. Orlando Sportsplex Pop-Up Campaign
9. Just Drive: Hands-Free Florida
10. Volusia Weekly Racing Event Pop-Up Campaign
11. Marion County's PTSD Awareness 2.2 Mile Walk/Run Event

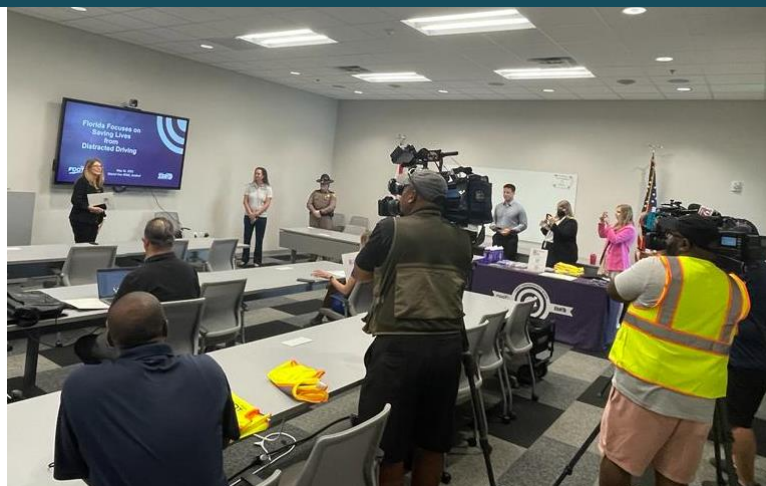
#1

Target Zero Distracted Driving Campaign Media Event



\$1,092,000 Media/Impact Value

- Wednesday, May 31
- Event received 52 placements in first 48 hours
 - News Channel 6
 - Yahoo News
 - WFTV
- 9,000,000 impressions made



#2 Eustis First Fridays

June 2

This family-friendly monthly street social hosted a wide variety of food, vendors, and live music, where District 5 distributed literature and engaged/educated the public about distracting driving through safety selfies, surveys, and songs





#3 Summer Safety Event Saturday, June 3

In partnership with the Orange County Sheriff's Office, District 5 joined the Children's Safety Village's mission in helping to prevent injuries and fatalities through lifesaving education and awareness training surrounding distracted driving. Free helmet fittings were also provided for attendees.



#4 Space Coast TPO Annual Open House – Tuesday, June 6





#5 Teen Mock DUI Crash Event

- Saturday, June 10
- Host: Osceola County Sheriff's Office
- Partners included: MADD, Osceola School of the Arts, Kissimmee Fire Department, EMS, HCA Osceola



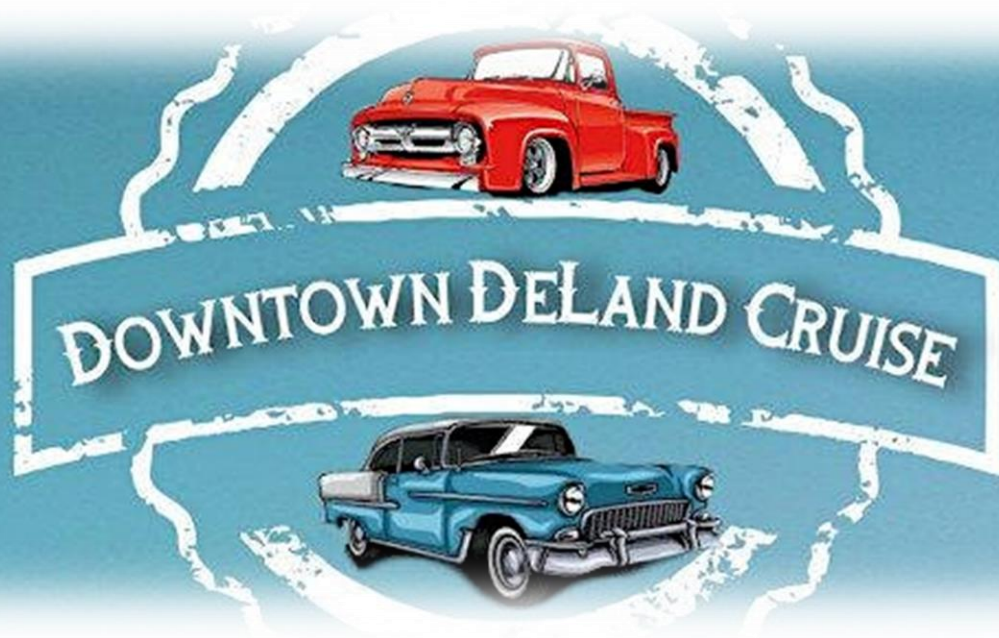
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Sunset Polo Season Opener

- Saturday, June 10
- Influencer age group (40-70)
- Safety vests in high demand due to high frequency of nighttime pedestrians and cyclists



#7 Downtown DeLand Car Cruise



- Saturday, June 17
- Host: DeLand Area Cruisers
- Postponed due to weather

8

Orlando Sportsplex Pop-Up

- Monday, June 19
- Sportsplex also provided giveaways



#9 Just Drive – Hands Free Florida

- Wednesday, June 21
- Host: Florida Teen Safe Driver Coalition
- Partners included: Naples Pathways Coalition, The Kiefer Foundation, StopDistractions.org





#10 Volusia Weekly Racing Event

- Saturday, June 24
- Host: Volusia Speedway Park
- Postponed due to weather
- Strong supporters of distracting driving message and wants to continue to partner with District 5 on future events



#11 PTSD Awareness 2.2 Mile Walk/Run Event

- Tuesday, June 27
- Marion County Fire Chief, James Banta, recognized the Target Zero team in his keynote speech

Holiday Weekend Safety Media Event – June 30

- 4 Interviewees (Road Ranger not shown) 7 TV stations attended all morning
- Live on air interviews every 30 minutes starting at 5 am until 8:30 am
 - Recorded interviews in between
- Covered a range of safety topics including Dial *FHP, Just Drive, Don't drive drowsy, vehicle is ready, Leave in plenty of time, and more



Target Zero Distracted Driving Campaign Events Schedule/Summary

No.	Event Date	Campaign	Lead Agency/Event Host	Location	County	Attendees
1	Wednesday, May 31, 2023	Target Zero Distracted Driving Month: Press Conference	FDOT D5/CO - Stephanie Moss	D5 RTMC 4975 Wilson Road, Sanford, FL 32771	Seminole	<50
2	Friday, June 2, 2023	Pop-Up @ Eustis First Fridays	City of Eustis	Downtown Eustis 111 N. Eustis St, Eustis, FL	Lake	100-150
3	Saturday, June 3, 2023	Summer Safety Splash Event	Orange County Sheriff's Office	Childrens Safety Village 910 Fairvilla Rd, Orlando, FL	Orange	100-150
4	Tuesday, June 6, 2023	Space Coast Transportation Planning Organization Annual Open House	Space Coast TPO	Center for Collaboration 1100 Rockledge Boulevard, Rockledge, FL	Brevard	
5	Saturday, June 10, 2023	Teen Mock DUI Crash Event: Distracted Driving Campaign	Osceola County Sheriff's Office	Promenade at Sunset Walk 3251 Margaritaville Blvd, Kissimmee, FL	Osceola	1000+
6	Saturday, June 10, 2023	Pop-Up @ Sunset Polo Season Opener	Ocala Polo Club	Florida Horse Park 11008 S Highway 475, Ocala, FL	Marion	50-100
7	Saturday, June 17, 2023	Pop-Up @ Downtown DeLand Car Cruise	DeLand Area Cruisers	Downtown DeLand City Hall 142 E Indiana Ave., DeLand, FL	Volusia	
8	Monday, June 19, 2023	Pop-Up @ Orlando Sportsplex	FDOT D5/Global 5/Gresham Smith	Orlando Sportsplex 8701 Maitland Summit Blvd, Orlando, FL	Orange	500-1000
9	Wednesday, June 21, 2023	Just Drive - Hands Free Florida	Florida Teen Safe Driver Coalition	Hilton Garden Inn 11400 Marbella Palm Ct, Orlando, FL	Orange	<50
10	Saturday, June 24, 2023	Pop-Up @ Volusia Weekly Racing Event	Volusia Speedway Park	Volusia Speedway Park 1500 East State Road 40 Barberville, FL	Volusia	
11	Tuesday, June 27, 2023	Pop-Up @ PTSD Awareness 2.2 Mile Walk/Run Event	Marion County	McPherson Campus 601 SE 25th Ave., Ocala, FL	Marion	

*Cancelled/Postponed due to inclement weather

Thank You to Our Partners





LET'S GET
EVERYONE
HOME

Thank You!

TARGET
ZERO



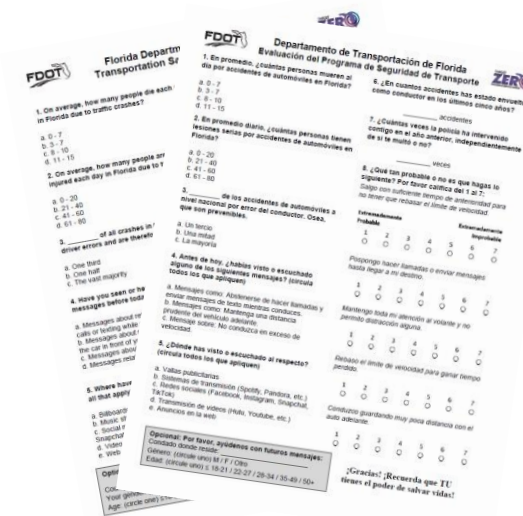
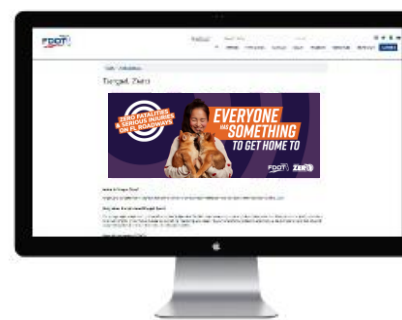
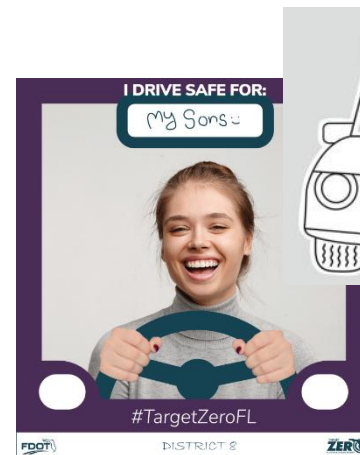
**Thank
You!**

**LET'S GET
EVERYONE
HOME**



Community Outreach Materials

- Pledges
- Safety Surveys
- Tip cards
- Door Hangers
- Safety Vests
- Microfiber Towels
- Water Bottles
- Selfie Frames
- Key Chains
- Website Resource Page





District 6

Take your Child to Work Day

District Six



Motorcycle Safety Awareness Month



Internal Awareness

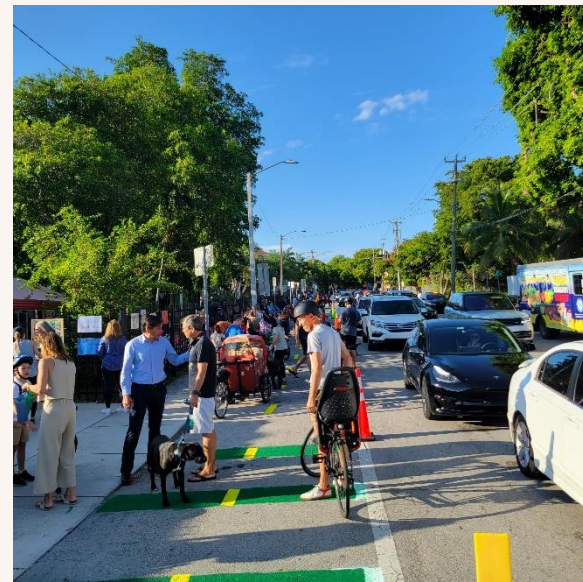
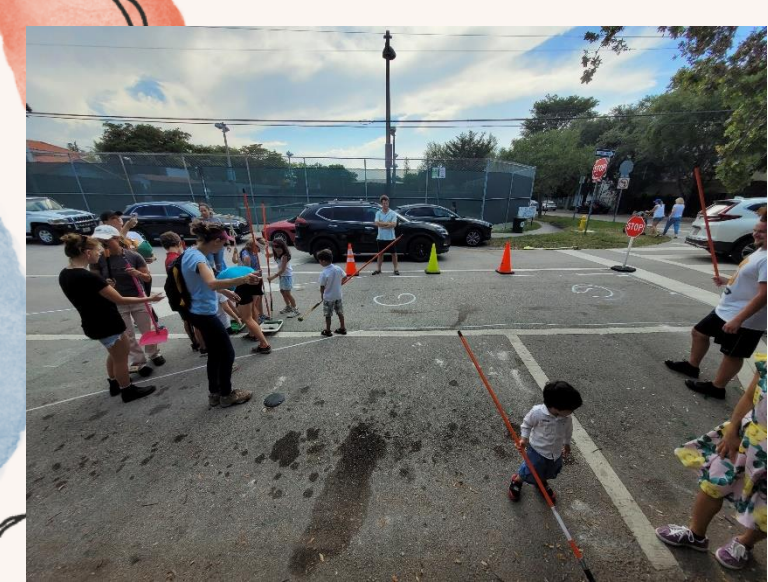


**WATCH
FOR
MOTORCYCLES!**

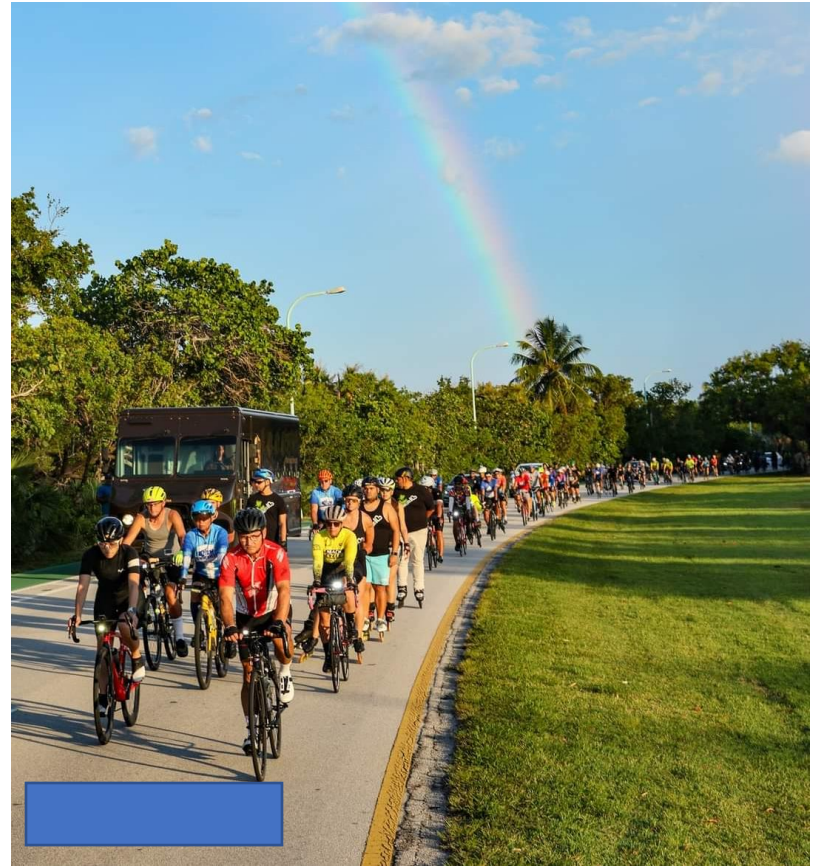


District Six Yard Signs





Bike To School & Bike Lane Painting Event



**BikeRide 305 – Ride of Silence
District Six**

West Kendall Toyota Target Zero Outreach – District Six



FHP Summer Travel Media Event

PLEASE JOIN US **6-29-2023**



Florida Department of Transportation
SUMMER HOLIDAY TRAVEL MEDIA EVENT with **FL511**
Thursday, June 29, 2023
10 - 11:30 AM

FDOT District Six
SunGuide Transportation Management Center (TMC)
1001 NW 111 Avenue, Miami, Florida 33172



Join us as we share life-saving and important information about summer holiday travel in preparation for Independence Day 2023.

Meet and interview key representatives from FDOT and partner organizations. Plus, conduct live shots in and around the TMC, and more.

Media RSVP by June 23, 2023 to **Bernadette Morris** at (305) 450-0942

For more information, contact **Alicia Torrez** at (305) 640-7364



News Sources:

- <https://www.blackprwire.com/press-releases/bprw-fdot-district-six-released-summer-holiday-travel-information>
- <https://www.caribbeannationalweekly.com/news/local-news/fdot-district-six-releases-lifesaving-summer-holiday-travel-information/>



FDOT District Six hosted the Summer Holiday Travel Media Event with FL511. Pictured is Stacy Miller, P.E., FDOT District Six Secretary. FDOT and partner organizations shared lifesaving information for the summer travel season, currently underway.

[Download Image](#)



Pictured is Sheida Castillo, the Public Information Specialist from the FDOT District Six Traffic Operations Community Traffic Safety Team, sharing valuable traffic safety information in preparation for the busy Independence Day celebration.

[Download Image](#)

(BPRW) FDOT District Six Released Summer Holiday Travel Information

Hosted a Media Event with FL511, Florida Highway Patrol, FDOT-District Six Community Traffic Safety Team, and Miami-Dade County Bike 305

Target Zero Outreach Events

Miami-Dade TPO Newsletter 6-7-23

Target Zero Campaign



Florida Department of Transportation (FDOT) District Six has relaunched a speeding safety initiative as part of Target Zero until June 30. Target Zero was created to reduce the number of transportation-related serious injuries and deaths across Florida to ZERO. FDOT District Six is focusing on speeding behaviors and changing the causes associated with them, because no fatality or serious injury is acceptable. Whatever the reason may be, it is best to either leave a little early or be a little late. Just always get there Safely.

[Learn more here](#)



Miami Kids Magazine Event 6-3-23



We spoke to the children and parents that approached the booth about safety and the Target Zero initiative, they were receptive and happy to take home the giveaways we had for them; it was a success.

Good morning Shieda,

I wanted to let you know that my husband and I were watching CBS yesterday and these commercials came on...they were great!! Congratulations!!

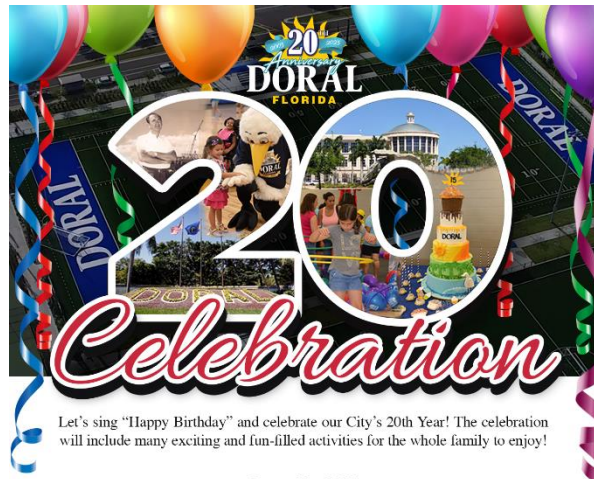
Curious to know which consultant/ad agency you all used.

Thank you so much.

Elizabeth Rockwell
Chief Communications Officer
Miami-Dade Transportation Planning Organization

Target Zero Outreach Events

Doral City Center 20th Anniversary
Total of 53 Surveys



Let's sing "Happy Birthday" and celebrate our City's 20th Year! The celebration will include many exciting and fun-filled activities for the whole family to enjoy!

June 10, 2023
4:00 pm - 7:00 pm
Doral Legacy Park
11400 NW 82nd Street

Event is FREE and open to the public!

For more information, call 305-593-6600 or visit www.cityofdoral.com/parks.

Presenting Sponsor



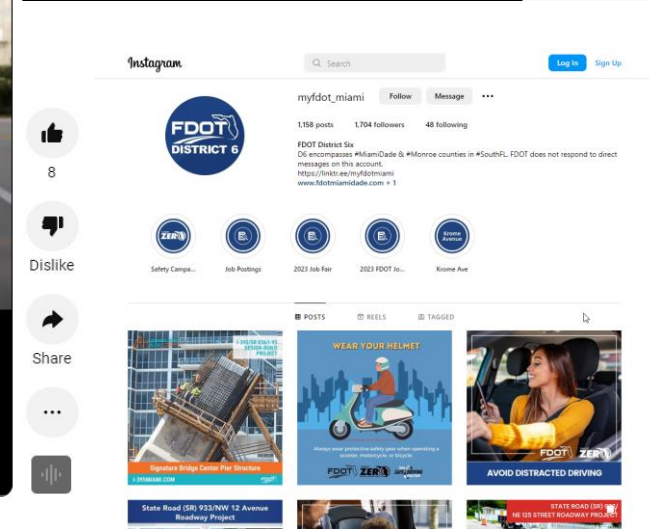
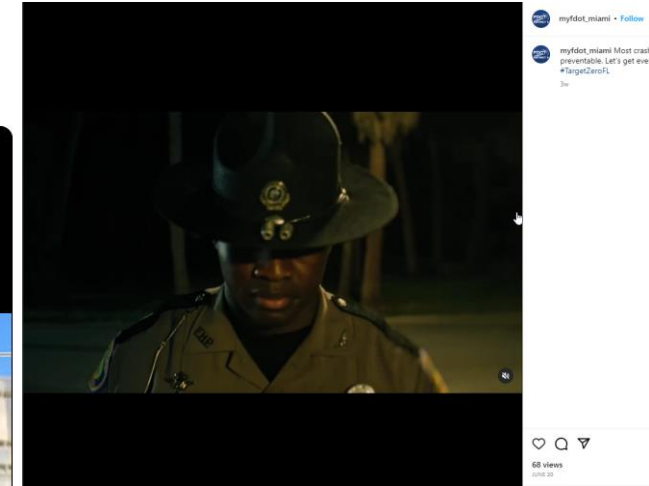
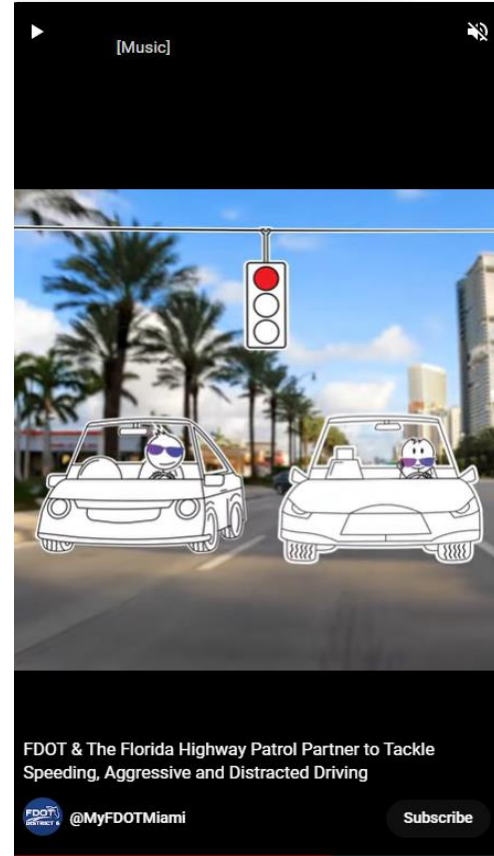
Connect with us



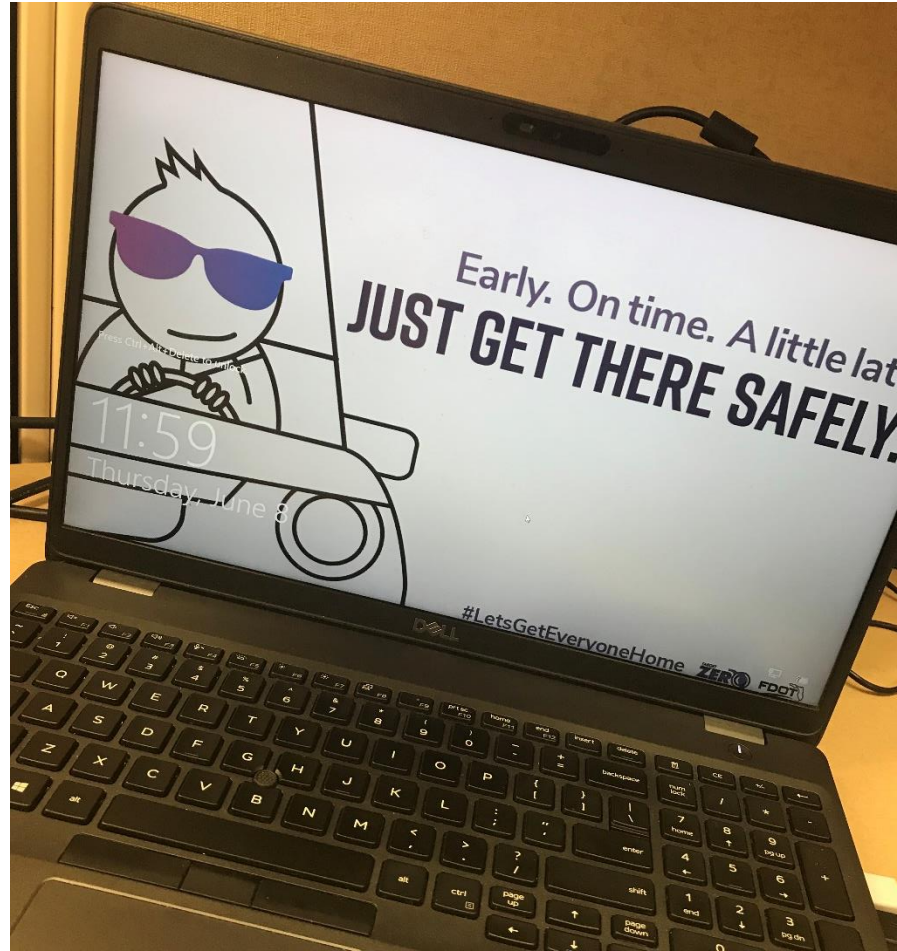
@CityOfDoral
www.cityofdoral.com



Social Media



Target Zero Internal Awareness





District 7

Target Zero Press Conference



Target Zero Press Conference



Target Zero Press Conference



LET'S GET EVERYONE HOME SAFELY.

Kajina Kavanaklis
I Promise
MB Muller

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.

Cali Bogan *Mandy Daugh* *Becki Mosher* *Brendan* *Bill Riva* *Alvin* *Nick P...* *Margaret A...* *Mari...* *Joy...* *Samara Perry* *Whitney Marmon*

David... *Daniel...* *Angeli...* *Daniel...* *Lily...* *Al...* *Abhishek*

PH... *Zabrina Penton* *Justin...* *Maura...* *John...* *Caroline...* *Karen...* *Ana...*

FDOT #TargetZeroFL TARGET ZERO

Press Conference and Community Outreach



FDOT announces crackdown on aggressive driving over 4th of July holiday

by: Beth Rousseau
Posted: Jun 27, 2023 / 11:32 AM EDT
Updated: Jun 27, 2023 / 11:32 AM EDT

TAMPA, Fla. (WFLA) — The Florida Department of Transportation is set to launch a new campaign ahead of 4th of July weekend that aims to crack down on aggressive driving.

The department is joining forces with Florida Highway Patrol, Tampa Police Department, Hillsborough County Sheriff's Office and many other local agencies for the "Target Zero" effort.



Highschool/College Education



Racetrack Outreach





Action Items

Statewide!

- **Continue Community Outreach, Partnerships, and Safety Messaging!**
- **Report Receipt of Delivered Items to Donna Collins**
- **Send Safety Campaign Related Materials to C.O. Safety to Review**
- **Remember All Behavior Campaign Assets Are Yours Too**
 - All digital assets uploaded to website
 - Tangible items can be ordered by any District via our C.O. vendors!
- **Continue to Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**



Next Steps

Next Steps

- **Post-Evaluation of Effectiveness in July**
- **Develop Plan for Future Campaigns**
- **Latin-American Messaging Development**

FLORIDA
ARRIVE ALIVE
THIS SUMMER



FLHSMV 

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

RECIPE FOR SAFE DRIVING

INGREDIENTS

(SERVES ALL ROAD USERS)

1 whole, undivided calm mind

1 well-maintained vehicle with functioning lights and signals

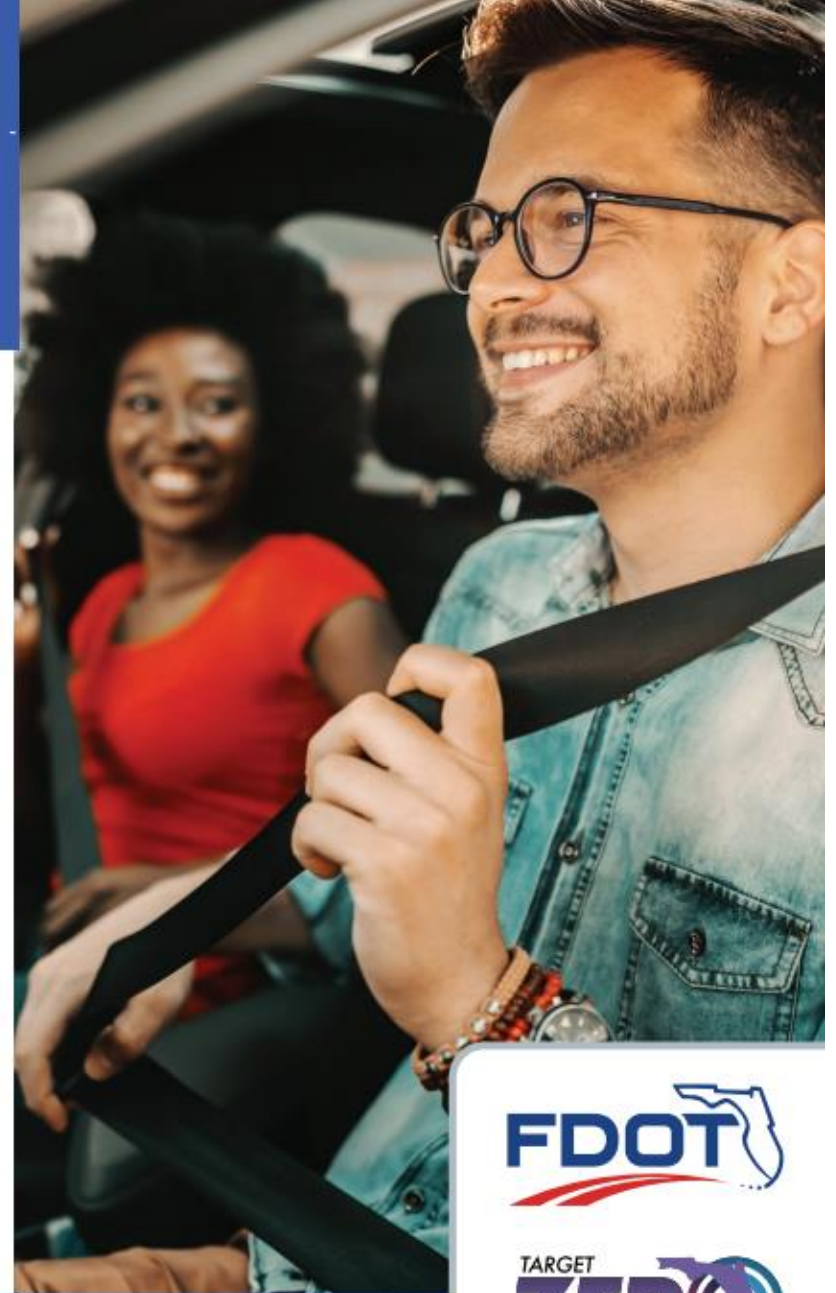
1 seatbelt per person, buckled

A dash of "Do Not Disturb" auto replies

Sprinkle of your favorite playlist

PREPARATION

1. Preheat by allowing **extra time** for your trip.
2. Fasten your **seatbelt**.
3. Set your phone on "**do not disturb**" mode.
4. Start your **favorite playlist** before you start your drive.
5. Give other drivers **space**.
6. Allow your drive to simmer **under the speed limit** while continually staying attentive to other road users.
7. Allow yourself to cool and **arrive at your destination safely**.
8. Serve with sides of **compassion for others**.



NEED INGREDIENTS?

Scan here for a list of custom "do not disturb" messages and chill playlists.

LET'S GET EVERYONE **HOME.**

TARGET**ZERO**FL.COM





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com