

Target Zero Partner Meeting

March 8, 2022



March Meeting Agenda

- February Meeting Recap
- Campaign Development
 - Foundation/Let's Get Everyone Home Implementation
 - Behavioral Campaigns Development
- Program Evaluation
- Ambassador Program Update





Welcome!

**Please share your
name and agency**

Influencing Behavior | Saving Lives



94%

of crashes nationally
involve driver behavior
as a contributing factor

On Florida's Roads...



8 Daily
Fatalities



8 Daily Serious Injuries

...but even one life lost is too many

Florida Strategic Highway Safety Plan



LANE DEPARTURES



PEDESTRIANS
AND BICYCLISTS



INTERSECTIONS

9 OUT OF **10** **FATAL** CRASHES
3 OUT OF **4** **INJURY** CRASHES
involves a VITAL FEW emphasis area.

Influencing Safe Behavior

The 2021 Strategic Highway Safety Plan (SHSP) acknowledges *crashes rarely have a single contributing factor*. The plan outlines strategies to address high-priority issues facing the transportation system, including:

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

Influencing Behavior | Saving Lives

Identify behaviors contributing to serious and fatal crashes, and the **reasons for those behaviors.**

Influence safe behavior.

Behavior Change, Human Factors and Social Marketing

- **Influencing behavior change** requires a better understanding of **human factors** and why people behave the way they do, how people change, and how to help people in their efforts to change.
- **Social marketing** is the application of commercial marketing principles to influence desired behavior, increase use of a product or services. *All of this is done for the good of the individual and society.*

Campaign Approach



Marketing Industry Scan Analysis:

Successful Campaign Commonalities

Emotional

- Successful campaigns make an emotional connection to affect behaviors.
- Sympathy / Humor

Human

- Human faces make the campaign relatable and real. This helps to better connect with those whose behavior needs to change
- Human beings / Humanized animals

External motivation

- Many successful campaigns motivate change with factors outside of the target individual.
- Social norms / Family / Culture / People

Consequences

- Some people may not understand how their behavior has consequences for themselves or for others.

Call to Action

- Successful campaigns explain the better behavior and give people a plan of action.

Marketing Industry Scan Analysis:

Campaign Development Best Practices

- Analysis of crash data, vehicle miles traveled and road data to find trends, crash types.
- Additional data from Census or other demographics research, courts information, driver license databases, and health departments
- Behavior and attitudes of road users assessed through surveys and focus groups
- Establishment of the main brand as an umbrella for existing campaigns and strong cooperation forged with stakeholders
- Data sources refined and improved as the program evolves
- Campaigns change periodically, refreshing or even retiring slogans or messages.
- Areas committed to a Zero Deaths goal for several years have seen a reduction of fatalities.



**February
Meeting Recap**

February Meeting

- Statewide/Foundation Campaign Implementation “Let's Get Everyone Home”
- Behavioral Campaigns Development
- Partner Event Highlights/Database/Schedule
- Ambassador Program



Partner Input #1

Who else would you recommend we include in our Partners Meetings, and how do we entice them to participate?



HOA	Developers	Consider other relevant FDOT departments besides Safety/Traffic Ops, such as: Modal Development, Planning, Program Mgt.
Safety patrol students	Public Officials	
Land use planning entities	CADR team	Hospitals
High school driving instructors	Large employers	Fitness Clubs
		Sororities and fraternities



Partner Input #2

What events and speaking opportunities should we include in the database/schedule to support the Target Zero initiative?

MPOAC would be a great way to capture all the MPOs in Florida.

Opportunity for the Florida Sheriffs Training Institute



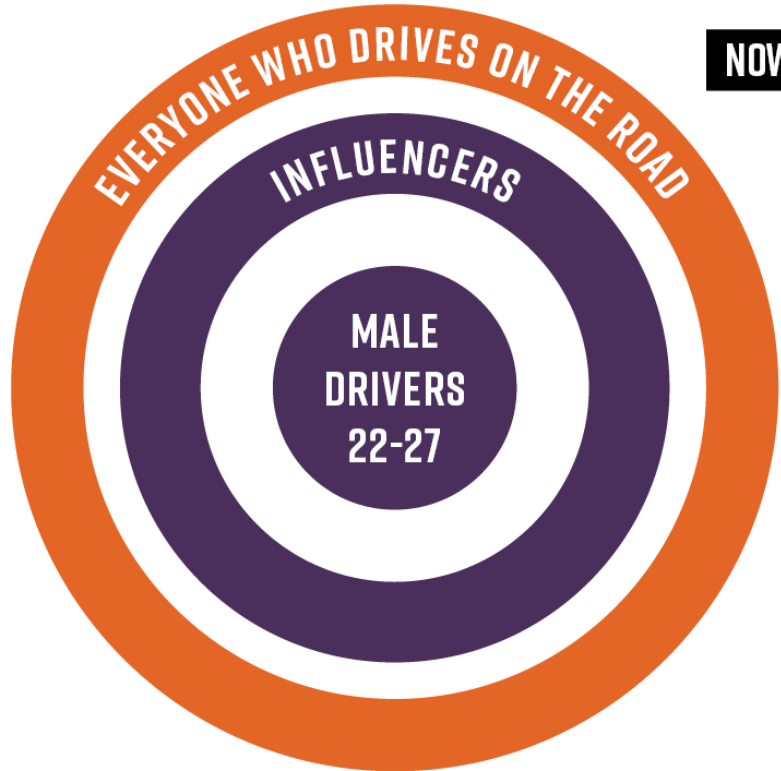
**Campaign
Development**

Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:



Target Audiences



NOW

PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

EVERYONE WHO DRIVES ON THE ROAD

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

PRIMARY AUDIENCE
MALES 22-27



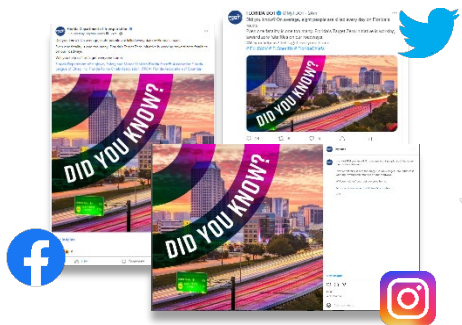
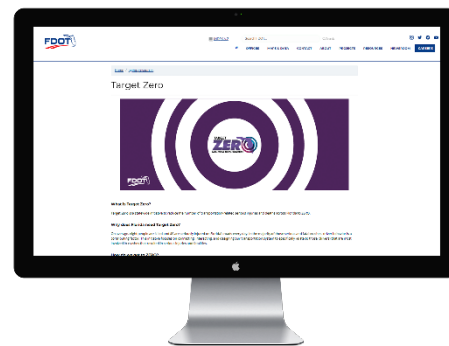
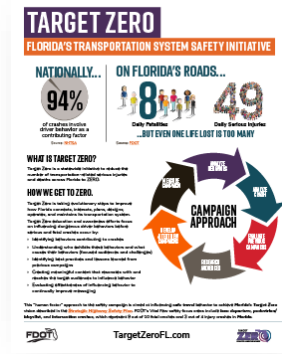
**Statewide Brand
Awareness Campaign**

***Let's Get Everyone Home
Implementation***



Statewide Launch Components

- Target Zero Statewide Brand Awareness Campaign
- Fact Sheet
- FDOT Ambassador Program
- Website Resource Page
- Partner Meetings and Toolkit
- Social Content
- PESO Plan
- Community Presentations





**Behavior Change
Campaigns**

Behavior Change Target Audiences



PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

PRIMARY AUDIENCE
MALES 22-27

Target Zero Approach Chart

Florida Strategic Highway Safety Plan (FSHSP)	Florida Department of Transportation Vital Few Focus Area-Safety	Target Zero Formative Research			Evaluation
Fatal and serious injury crashes are rarely influenced by a single factor. Based on partner and stakeholder input, a review of Florida's traffic safety resources, and analysis of crash data between 2015 and 2019, 11 top Emphasis Areas were identified.	Four Vital Few emphasis areas were selected based on crash data. These are lane departure, intersection, bicyclist and pedestrian. Campaigns will focus on these four, assigned to geographic hot spots: Tampa Bay, Orlando/Volusia, Miami/Broward and West Florida/Fort Myers/Naples. If an area overlapped, the next region was selected.	Review of literature to understand how researchers have segmented audiences for safety projects, review of prior safety campaigns in Florida, global scan of behavior change campaigns, scoping review of safety social marketing campaigns, primary data collections using focus groups and gap analysis			
These 11 emphasis areas provide focus to our safety initiatives.	These are the regions and behaviors resulting in serious injuries and fatalities	These are the focus groups feelings and driver behaviors/reactions.	This is the why.	Behavioral theme outcomes.	Evaluation approach.
Emphasis Areas	Crash Data – Regions, Behaviors	Driver Actions/Reactions	Precursor Behavior	Focused Behavioral Themes	
Lane Departures Intersections Pedestrians/Bicyclists	Tampa Bay Orlando/Volusia Miami/Broward West Palm/Ft. Myers/Naples Reckless/Aggressive Distraction Impairment*	Quick Maneuvers <ul style="list-style-type: none"> Switching lanes Weaving Speeding** Reacting to Other Drivers Running Lights Erratic Maneuvers Reacting to Other Drivers <ul style="list-style-type: none"> Brake Checking Tailgating No Signal Improper Lane Use <i>**Speeding was identified as a key behavioral theme.</i> <i>Construction conditions was an environmental cause noted to driver actions.</i>	Distracted <ul style="list-style-type: none"> Phone Apps Food Music Running Late/Rushing Thrill/Adrenaline Multi-tasking, Overcommitted Confidence in Abilities Stress/Pressure/Anxiety Less Care for Own Safety Lack of Empathy Confidence in Abilities Personality/Emotions	Distraction Reckless/Aggressive Speed/ing** <i>*Impairment was not a finding in detailed discussions with focus groups compared to the topics listed above. Impairment will be addressed with partnerships with NHTSA and MADD.</i> <i>**Speeding discussed at length in focus groups.</i> <i>Speeding citations are on the rise as reported by enforcement data.</i> <i>A direct relationship has been found between speed and the severity of injury in crashes.</i>	Pre-test/Post-test survey of knowledge, feelings and beliefs. Pre-test/Post-test observations of specific actions.

Behavioral Campaign – Social Marketing

- Apply commercial marketing principles
- Use brand voice that data shows resonates
- Make safe driving appealing
- Raise awareness of emotions and actions
- Provide strategies and alternate behavior

Behavioral Campaign – Target Attributes

Focus-group findings suggest that young, male-identified drivers value:

- Admiration
- Control
- Confidence
- Humor
- Popularity
- “Winning”



Branding Tool: Creative Brief

MALE
DRIVERS
22-27

Know/
Understand



Feel



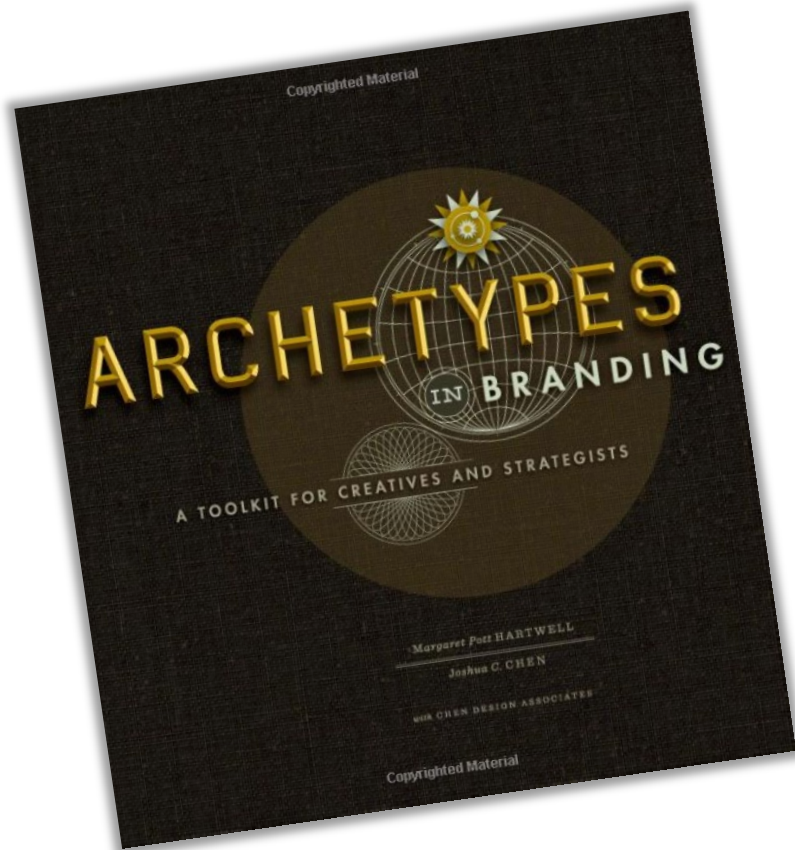
Do/Action

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

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

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

Branding Tool: Archetypes



- A trusted resource for helping hone the overall strategy of a brand
- Well-defined brand archetypes, aka 'personalities', help:
 - Establish consistency of tone across internal content team
 - Enliven set brands apart
 - Create resonating authentic communications

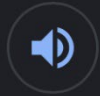
Target Zero Archetype: The Provocateur

Called to arouse, inspire, and challenge people to wake up to their true selves and what is best for the collective, the Provocateur evokes strong emotions. Presenting with charisma and charm, this archetype stirs up latent feelings of discontent to expose the dangers and inhumanity of complacency. A true firebrand, the Provocateur enters people's lives and shakes them up. Using nuance, double meanings, irony, and comedy, the Provocateur incites engagement. By forcing people to examine their reality, the Provocateur activates the trigger and response cycle that quite literally provokes people to action. With a firm belief that apathy is the enemy, the Provocateur refuses to be ignored.



Brand Personality

Definition



vibe

/vīb/

noun

plural noun: **vibes**

1. a person's emotional state or the atmosphere of a place as communicated to and felt by others.
"a lot of moody people giving off **bad vibes**"
2. another term for [vibraphone](#).

Stan (adj.)

UrbanDictionary: **A crazed and or obsessed fan.** The term comes from the song Stan by Eminem. The term Stan is used to describe a fan who goes to great lengths to obsess over a celebrity. Dec 5, 2019



SUS

/səs/

See definitions in:

All

Law · Informal

Biblical

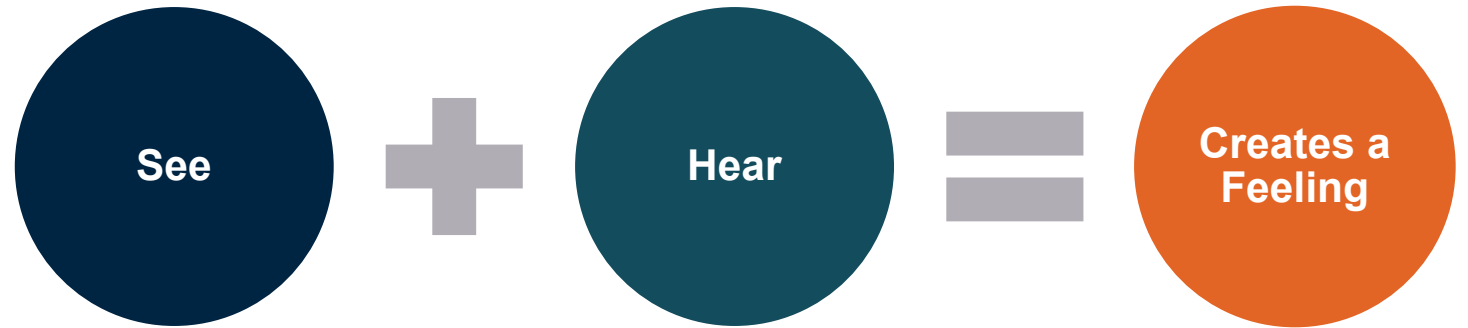
INFORMAL

adjective

1. giving the impression that something is questionable or dishonest; suspicious.
"it's a little sus that he seems to know exactly how to play this game"
2. **HISTORICAL · BRITISH**
relating to or denoting a law under which a person could be arrested on suspicion of having committed an offence.
"the sus law"

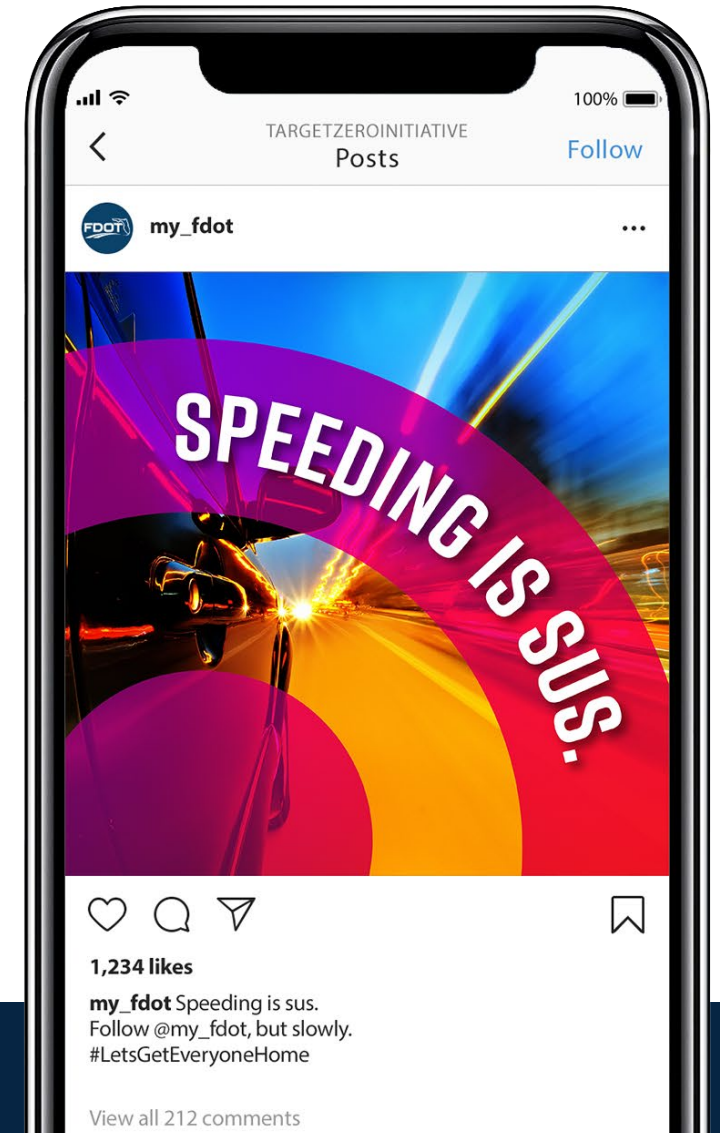
Branding

- NOT a logo
- What you see
 - Colors
 - Images
 - Text
- What you hear
 - (Brand) Voice
 - (Auditory) Radio/TV
 - Word of mouth



Sample Messaging: Speeding

When you're behind the wheel, you keep it to the speed limit. Why? Because you know that speeding is sus. Also sus? Driving faster than weather conditions allow. Rain or shine, driving with you is lit... in a slow-burn, taking-your-time-because-you're-worth-it kind of way. You're practically oozing safety from the time you hit the gas—or, that is, when you lightly tap the gas to accelerate slowly with intention and respect for yourself and everyone else on the road. Because you know that slow shows you care. Slow is a vibe. And most of all, slow saves lives. To find likeminded drivers who love life in the slow lane, follow @my_fdot... but, you know, not too fast.



SPEEDING IS SUS.

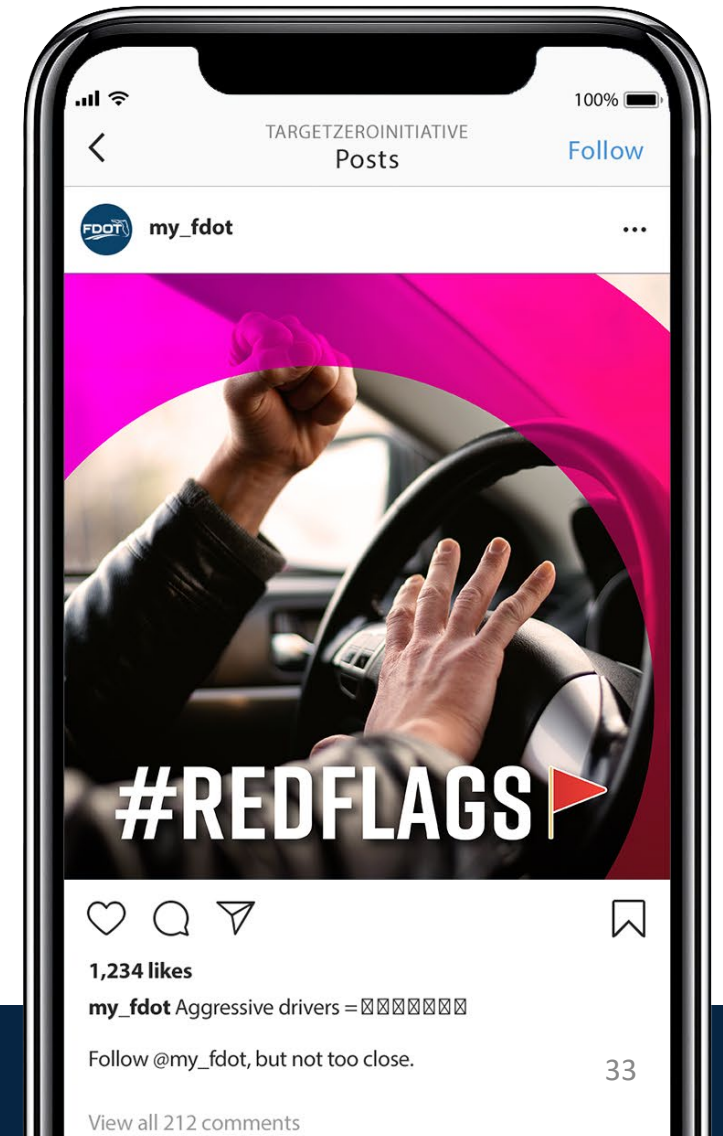
**FOLLOW @MY_FDOT,
BUT SLOWLY.**



01042

Sample Messaging: Aggressive

Life can be a lot. But when you're in the driver's seat, you're in control. And you run a tight ship. (Or car. You get what we mean.) You don't fool around with speeding, swerving, brake-checking nonsense. When you're behind the wheel, it's smooth. It's steady. Some might even say, it's legendary. Because you understand what's most legendary of all: safety. Nothing about your driving is a "red flag." Instead, you get attention for all the right reasons—because you use clear turn signals and communicate your moves. Driving? With you, it's more like thriving. To find other drivers living their best and safest lives, follow @my_fdot... but, you know, not too close.





FDOT TARGET ZERO
INJURED & KILLED

FOLLOW @MY_FDOT, BUT NOT TOO CLOSE.

01042



**WHO ARE YOU CALLING?
NO ONE, YOU'RE DRIVING.**

FOLLOW @MY_FDOT, BUT AFTER YOU GET WHERE YOU'RE GOING.



01042



Signal strength icon

Wi-Fi icon

100% battery icon

TARGETZEROINITIATIVE
Posts

Follow

my_fdot

More options icon

#REDFLAGS

Like, Comment, Share, Bookmark icons

1,234 likes

my_fdot Aggressive drivers = 🚗🚗🚗🚗🚗

Follow @my_fdot, but not too close.

View all 212 comments

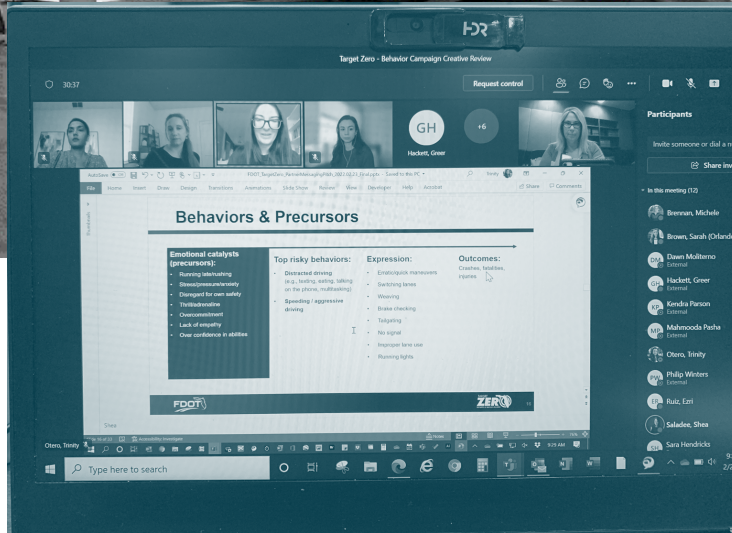
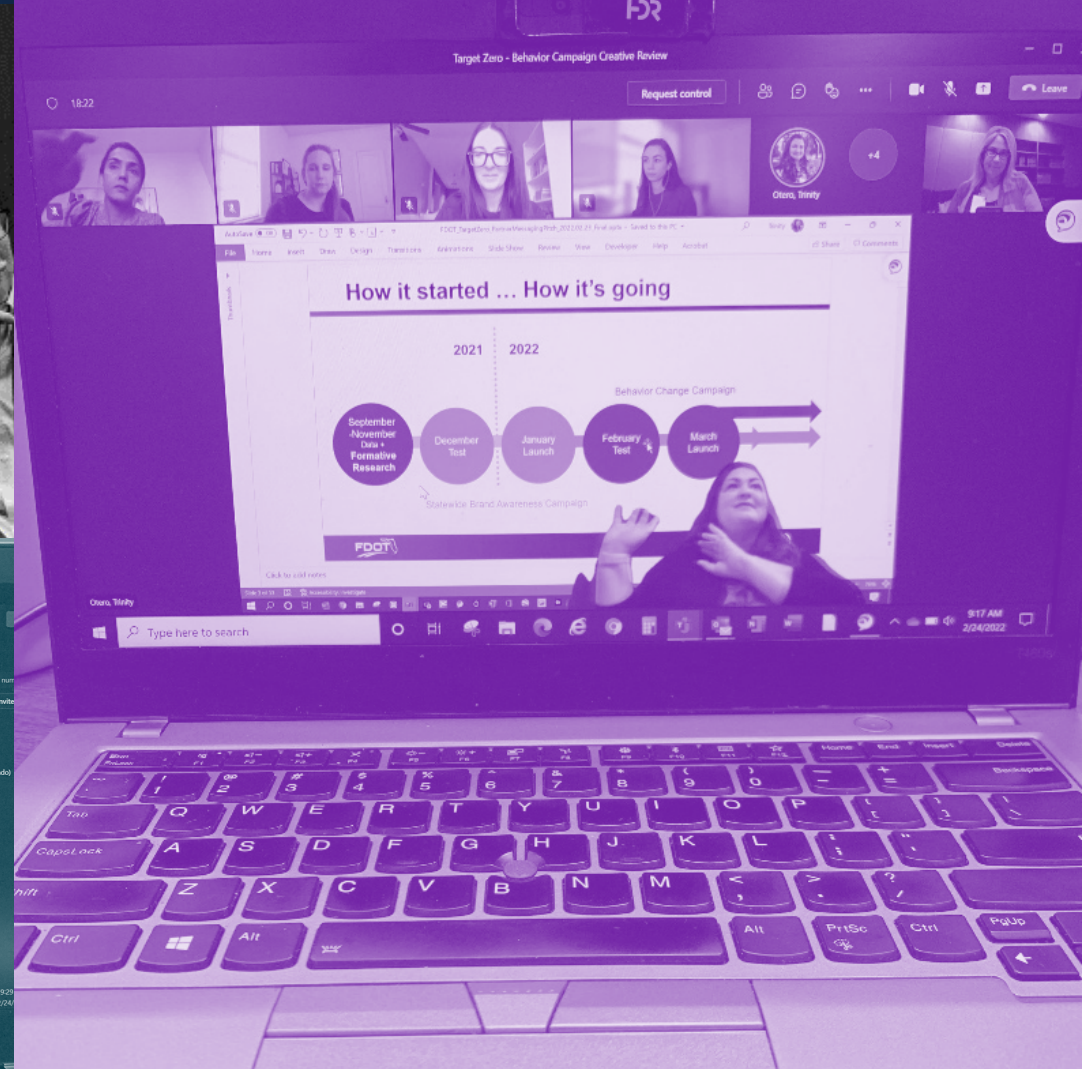
archieandco Couldn't agree more.

betty012 YES. Let's drive safe, Florida!

1 DAY AGO

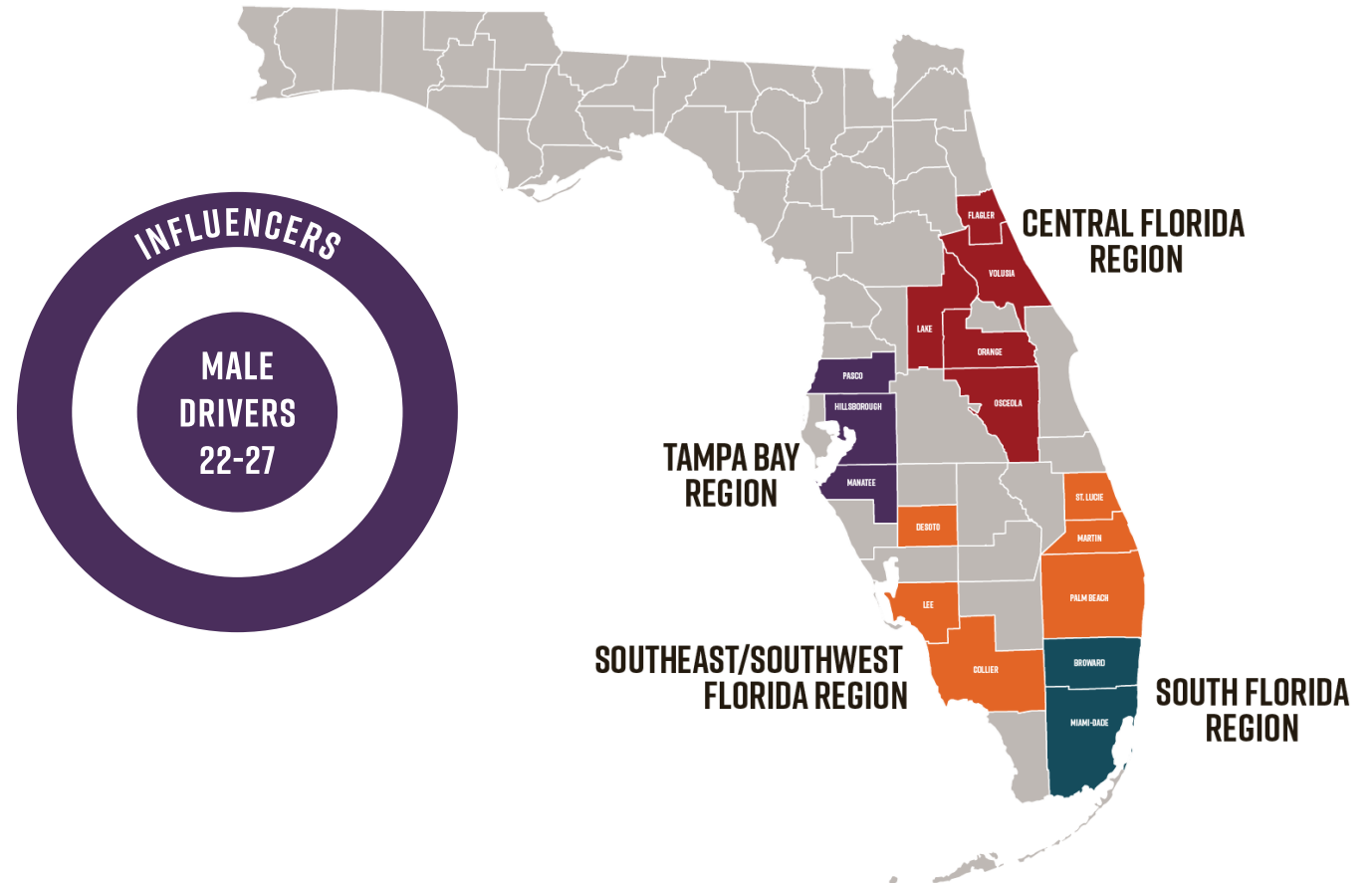
Home, Search, Post, Activity, Profile icons

Creative Campaign Meeting



Pretesting for Behavior Campaign Concepts

- Using Focus Groups



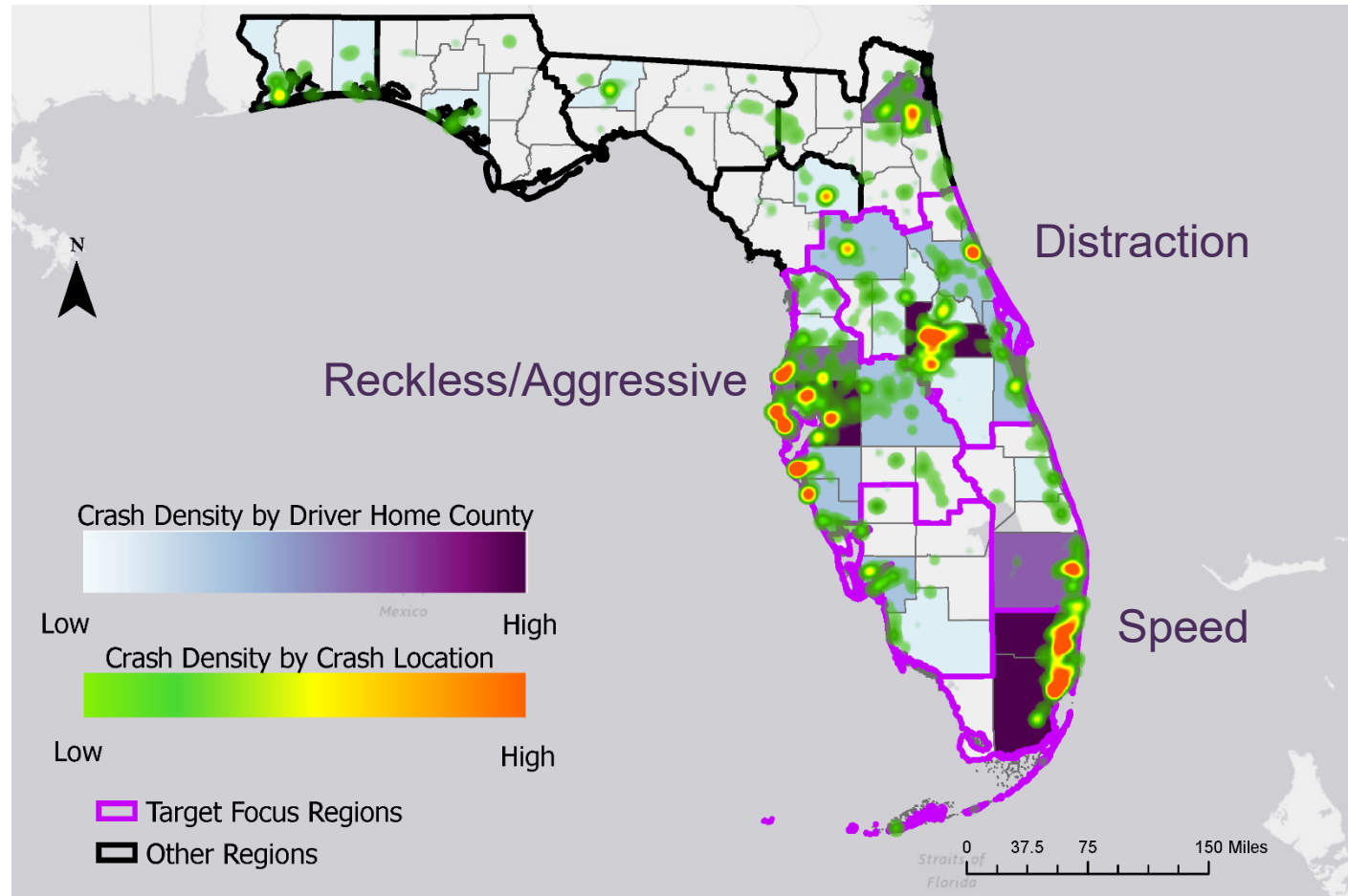
District Coordination for Safety Messaging



Crash Data + Research + Focus Groups

What,
Where?

VFS Fatal and Serious Injury Crashes (2015 – 2020)





Program Evaluation

Research – Evaluation Recommendations

Focus on behaviors, segments and geography: Narrow the focus of the campaign to address specific market segments, geographic locations where crashes more frequently occur, and the problematic behaviors that precede crashes.

Pretest of campaign strategies: Pre-test the campaign messaging and/or interventions with the target audience to make sure that it has the intended effect.

Stepped-wedge design for campaign activities: To help control for the effect of other prevention activities, time the roll-out of the campaign such that the levels of other prevention activities are held constant, during the campaign as before.

Include observed behavioral monitoring: Try to include behavioral observation as an element of the evaluation and design the behavior observation strategy to enable collection of a sufficient number of observations in a short period of time, such as at busy intersections, during work shift changes, or just prior to the beginning of the school day.

Collect baseline observed behavior: Measure observed behavior prior to the roll-out of the campaign at the trouble locations and at carefully selected similar locations that have not been exposed to the campaign to provide comparison.

Short and long-term outcomes included in evaluation: Measure observed behavior immediately after campaign and again 6 months later or at some other time interval to determine if the positive behavior change has been sustained.

Baseline Evaluation

TZ Safety Campaign Baseline Behavioral Evaluation Recommendations



- ✓ Pre Test phone survey or online survey, formatted for laptop and mobile phone
- ✓ English and Spanish
- ✓ Timing: Prior to the launch of first behavior campaign
- ✓ Cluster sample of equal number of respondents across four selected FL regions, with emphasis on selected zip codes
- ✓ Inclusion criteria: male, aged 22-27, driver license, 5th grade reading level, reside in selected zip codes of each of four Florida regions
- ✓ Exclusion criteria: not meeting all inclusion criteria, employee of FDOT, FHP or Ambassador partner



✓ Output metrics using Likert scale:

- **'Know':**

- Facts, self-recognition of responsibility, power to act

- **'Feel':**

- Attitudes, injunctive norms, perceived susceptibility about driving behaviors relating to distraction, aggressive driving and speeding

- **'Do':**

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

✓ Survey sample size determined, applying 95% confidence interval and power of 80, as used in public health sciences, to measure expected effect



Research/Creative Collaboration



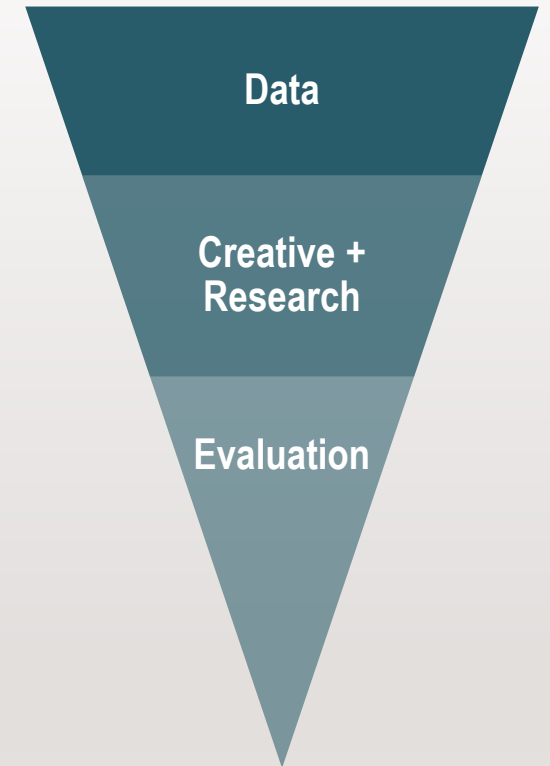
Distracted	
	Starting my music playlist before I begin my journey instead of during mt trip would be...
	Putting my mobile phone away before I started driving so that I would not have to interact with it during the driving trip would be...
✓	Setting my mobile phone on silent mode, or 'Do Not Disturb' mode or turning it off so that I would not have to interact with it during the trip would be...
	Holding mobile phone conversations on a hand-held cell phone would be...
	Manually interacting with my phone (e.g., sending text messages) would be...
✓	Delaying my response to phone calls and text messages until after I arrive at my destination would be...
✓	Keeping my full attention on driving and not allowing any distractions would be...



Speeding	
✓	Starting my trip early enough to allow for traffic so I can arrive on time without having to rush and speed while driving would be...
✓	Exceeding the speed limit by more than 10 miles per hour would be...
	Exceeding the speed limit by more than 10 miles per hour to make up for lost time would be...
	Reducing my speed to the construction zone posted speed limit while I am driving in a construction zone would be...



Aggressive	
	Changing lanes while I am driving in a construction work zone would be...
✓	Driving especially close to the car in front of me would be...
	Using turn signals before I make a left or right turn would be...





**Partner
Engagement**

Partner Resource Page/Toolkit

Brand Resources

Brand Guidelines

Logo Package

Templates (PowerPoint, Meeting Agenda, Report, Single Page)

Fact Sheet

Partner Resources

Partner Toolkit

Partner Presentations (Newest to Oldest)

- January 2022 Partner Presentation
- December 2021 Partner Presentation
- November 2021 Partner Presentation
- October 2021 Partner Presentation
- June 2021 Partner Presentation
- May 2021 Partner Presentation

USEFUL LINKS

- Florida Initiatives
- Web Policies & Notices
- FDOT Americans with Disabilities/Accessibility (ADA)
- Statement of Agency
- Performance
- MyFlorida.com
- Contact Us
- RSS

CONTACT US

FDOT
605 Suwannee St.
Tallahassee, FL 32399
Phone: (850) 414-4100
Customer Service Portal

OUR NEWSROOM

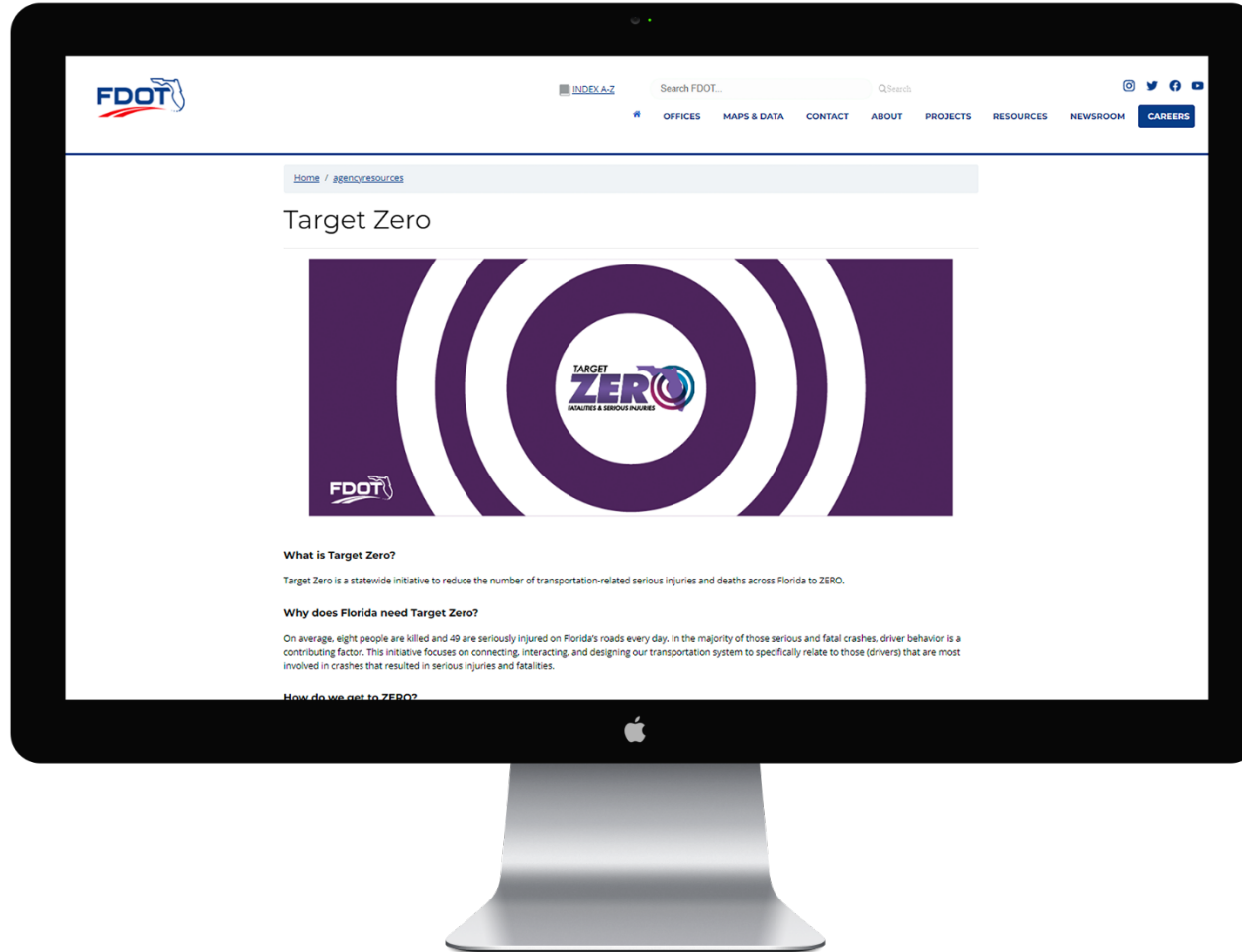
Providing timely responses to inquiries from the press, government officials, and the public is a crucial function of the Florida Department of Transportation. You can find recent press releases, public notices, media contacts, links to our social media pages and newsroom.



CONTENTS

- 01** | Toolkit Overview
- 02** | Communications and Branding
 - Messaging
 - Fact Sheet
 - Brand Guidelines
 - Logo
 - Templates
- 11** | Partner Meetings
 - 2022 Partner Meeting Calendar
 - Past Partner Meetings

FAQ



Partner Engagement Speaking Opportunities

Developed Partner Agencies: Speaking Opportunities Database



Florida Teen Driving Coalition
3/29 – 3/30

Target Zero - Partner Agencies: Speaking Opportunities

ORGANIZATION	Event Date	CONTACT	EMAIL	WEBSITE	ACTION TAKEN	COMMUNICATION CHANNEL(S)	SPEAKING OPPORTUNITIES/EVENTS
Ped/Bike Coalition	1/25/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Tallahassee	Presentation was delayed due to health concerns
Ped/Bike Coalition	1/26/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Tallahassee	
Traffic Records Coordinating Committee	2/4/22	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.	Brenda Young to speak	Tallahassee	
Florida Occupant Protection Coalition	2/16/2022-2/17/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.floccupantprotection.com/	Brenda Young to speak	Gainesville	
Florida Impaired Driving Coalition	2/23/2022-02/24/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.flimpaireddriving.com/	Brenda Young to speak	Orlando	
Florida Teen Safe Driver Coalition	3/29/2022-3/30/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://teensafedriver.org/	Brenda Young to speak	Orlando	
Safe Mobility for Life Coalition	4/05/2022-04/06/2022	Gail M. Holley	Gail.Holley@dot.state.fl.us	http://safemobilityfl.com/		Tallahassee	
Traffic Records Coordinating Committee	4/8/22	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.fltrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to,integr%20to%20safety%20decision%20making.	Brenda Young to speak	Tallahassee	
Ped/Bike Coalition	4/18/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Orlando	
Ped/Bike Coalition	4/19/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Orlando	
Florida Impaired Driving Coalition	4/27/2022-04/28/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.flimpaireddriving.com/	Brenda Young to speak	Orlando	
Motorcycle Safety Coalition	5/19/2022-05/20/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://ridesmartflorida.com/about-us/	Brenda Young to speak	Tampa	
Florida Occupant Protection Coalition	5/18/2022-05/19/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.floccupantprotection.com/	Brenda Young to speak	Gainesville	
TransComm Webinar	6/16/22				Beth Frady to speak	Webinar	one comms/marketing, one engineer, one behavior scientist – to cover the data and research driven approach we are taking and then how that translates into a full Comms and Marketing campaign using PESO.
Florida Teen Safe Driver Coalition	6/21/2022-6/22/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://teensafedriver.org/	Brenda Young to speak	Orlando	
Ped/Bike Coalition	7/12/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Lake City	
Ped/Bike Coalition	7/13/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Lake City	

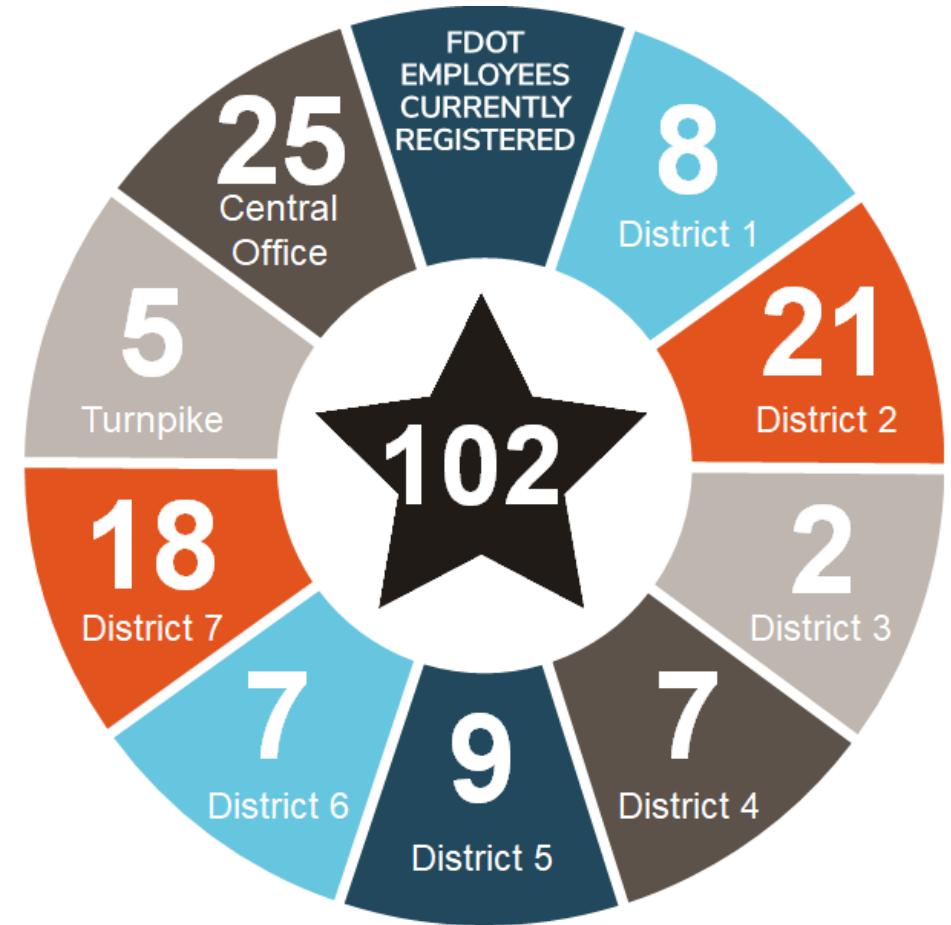




**Ambassador
Program**

Current Registrations (As of 3.3.22)

- Recruitment began in December 2021
- Registration counts is updated weekly
- Continuing conversations to grow program





Next Steps

Next Steps

April Partner Meeting Updates:

- Statewide Campaign
- Behavior Campaigns
- PESO Plan
- Partner Engagement Opportunities
- Ambassador Program



**Initiative
Schedule**

Target Zero Schedule + Timeline

SCHEDULE	2021				2022							
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	→
Analyze Existing Safety Campaigns and Scan Successful Behavior Campaigns	✓											
Analyze Existing Crash Records and Conduct Root Cause Analysis	✓											
Identify Effective Audience Segmentation Techniques	✓											
Methods of Behavior Change Evaluation of Effectiveness	✓											
Identify Audiences for Campaigns	✓											
Conduct Research with Focus Groups and Audiences	✓											
Conduct Target Zero Statewide Awareness Campaign Testing	✓				█							
Implement Target Zero Statewide Awareness Campaigns	✓				█	█	█	█	█	█	█	█
Conduct Target Zero Behavioral Campaign Testing	●						█					
Implement Target Zero Behavioral Campaigns	●						█	█	█	█	█	█
Evaluate Effectiveness of Campaigns	●					█	█	█	█	█	█	█



**Safety
Moment**

Safety Moment – Let the Good Times Roll!





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

Greer Hackett

Marketing Manager

greer.hackett@dot.state.fl.us

For more information, visit:

TargetZeroFL.com