

# Target ZERO

*Safety Campaign Development – Speeding, Distraction, Aggression*



*May 31, 2023:  
Monthly Partner Statewide Meeting*



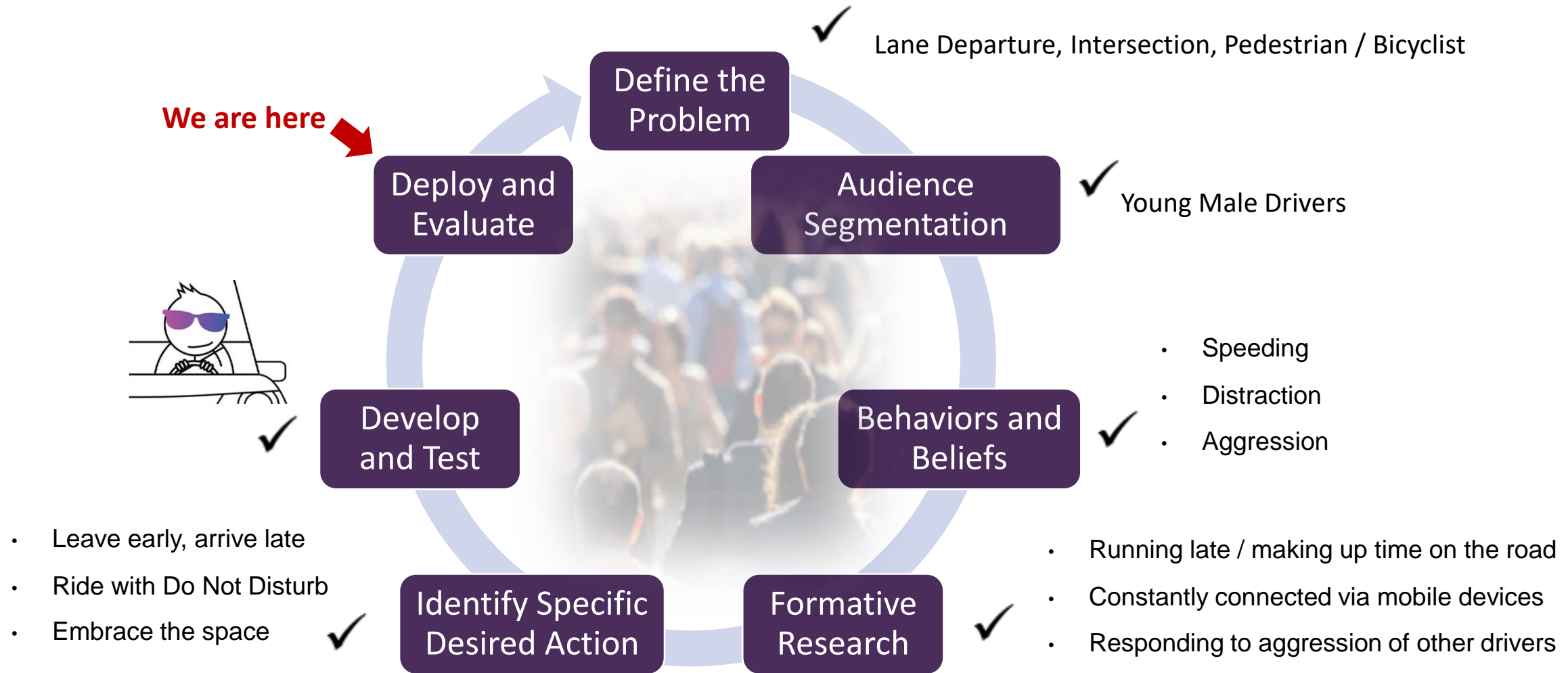
# Agenda – May 2023 Statewide Meeting

- Statewide Campaign Development Updates
- District 2 Partnership Highlight
- District Launch and Outreach Plans – Distracted and Aggressive Driving Campaigns
- Project Highlight – Serving and Engaging Customers with Technology
- Action Items
- Next Steps



# Statewide Updates

# New Campaign Development – Social Marketing



# June Speeding, Distraction, and Aggressive Campaigns\*

Includes paid/targeted social platforms, digital billboards, some broadcast television, streaming television, and gas station tv):

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



# June Speeding Campaign – Going Beyond Safety Laws



**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

Behavior Message / Call to Action

**Male Drivers Aged 22-27:** Managing time, stress, overcommitments, need for constant connection, staying in control, admired.

**Speeding Campaign – D4, D6  
October/November 2022; June 2023**

**Time Management:  
Leave Early For Your Trip Or  
Arrive Late**



# June Distraction Campaign – Going Beyond Safety Laws



**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

Behavior Message / Call to Action

**Male Drivers Aged 22-27:** Managing time, stress, overcommitments, need for constant connection, staying in control, admired.

**Distracted Campaign – D5  
June 2023**

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





# June Aggressive Campaign – Going Beyond Safety Laws



**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

Behavior  
Message /  
Call to  
Action

Male Drivers Aged 22-27:

Managing time, stress, overcommitments, need for constant connection, staying in control, admired.

Aggressive Campaign – D1, D7  
June 2023

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





# Day 1 Sighting in Hulu!



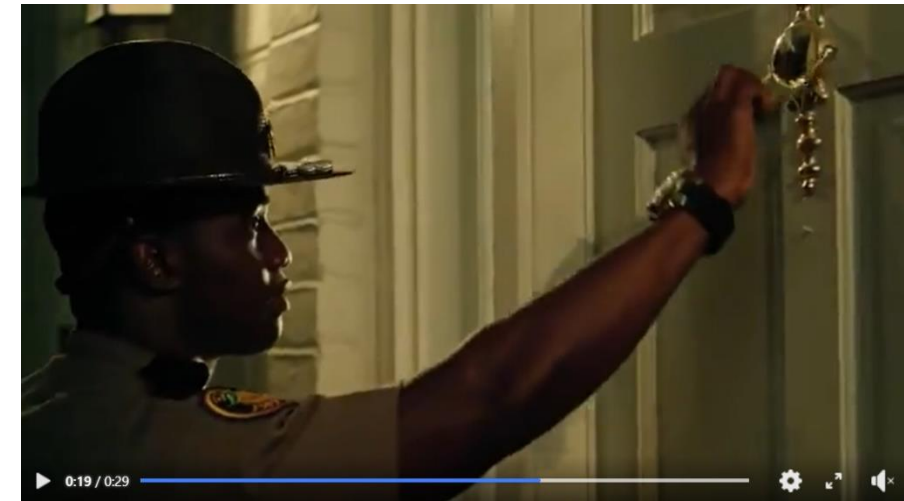
# Influencer Campaign Partnership: FHP, FLHSMV

## Speeding, Aggressive, and Distracted Driving Campaigns - Influencer Videos

Voiceovers to replace original in FLHSMV/FHP video to produce 3 versions of the video – from the perspectives of:

- Law enforcement - speeding/distraction/aggression focused
- The deceased - distraction focused
- **BONUS:** The victim's family - seatbelts focused

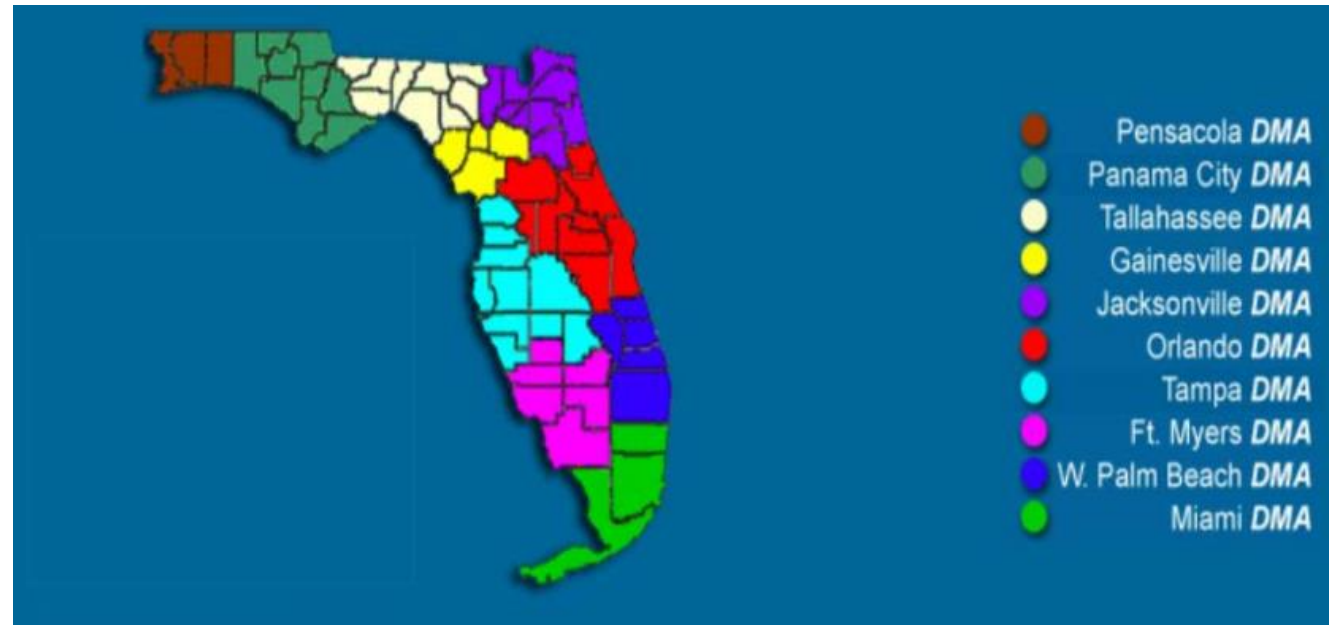
Influencer campaign to target young males' influencers (parents, grandparents, and other community adults) concurrently with targeted young male campaigns in June - STATEWIDE



# Influencer Campaign

Concurrently, versions of the influencer videos are running in paid media by region during the month of June (this includes the paid/targeted social platforms, as well as broadcast television, streaming television, and gas station tv):

- **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](http://www.TargetZeroFL.com) website

# Supporting Launch

## Behavior Campaign Assets Packages:

- Specific media purchase plan, replacing the previous placeholder
- Links to images and videos to support the organic social posts
- Links to video files for influencer campaign video, replacing the previous scripts placeholder

## The TargetZeroFL.com Website:

- Engagement Items Update – the zip file is updated to include new/added items:
  - ‘Promise board’ design option (in addition to ‘pledge’) for general audiences
  - Pledge and promise boards designed for young males specifically
  - Selfie frame designed for young males specifically
  - Event surveys in both English and Spanish
  - QR code flyers to link to Do Not Disturb messages and Target Zero playlists
- Updated Target Zero initiative fact sheet with interactive links
- Campaign audio and video files
- Updated shirt order guidelines with new behavior campaign t-shirt designs

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

- All Audio and Video Files Available (scroll down to bottom of page):

## Time Management (Speeding) Resources:

*"Leave a little early or be a little late. Just get there safely."*

- Banner Image
  - [Speeding \(5x7\)](#)
- Thumbnails
  - [Target Zero Speeding Thumbnail \(300x250\)](#)
  - [Target Zero Speeding Thumbnail \(640x640\)](#)
- Audio
  - [Target Zero Speeding Audio \(15 seconds\)](#)
  - [Target Zero Speeding Audio \(30 seconds\)](#)
- Video
  - [Target Zero Speeding Video \(15 seconds\)](#)
  - [Target Zero Speeding Video \(30 seconds\)](#)
  - [Speeding and Aggressive Campaign Driving Video \(30 seconds\)](#)

## Stress Management (Aggressive) Resources

*"Embrace the space. Keep the distance from the driver in front of you."*

- Banner Image
  - [Aggressive Driving \(5x7\)](#)
- Thumbnails
  - [Target Zero Aggressive Driving Thumbnail \(300x250\)](#)
  - [Target Zero Aggressive Driving Thumbnail \(640x640\)](#)
- Audio
  - [Target Zero Aggressive Driving Audio \(15 seconds\)](#)
  - [Target Zero Aggressive Driving Audio \(30 seconds\)](#)
- Video
  - [Target Zero Aggressive Driving Video \(15 seconds\)](#)
  - [Target Zero Aggressive Driving Video \(30 seconds\)](#)
  - [Speeding and Aggressive Campaign Driving Video \(30 seconds\)](#)

## Multitasking (Distracted Driving)

*"Drive time is your time. Ride with Do Not Disturb."*

- Banner Image
  - [Distracted Driving \(5x7\)](#)
- Thumbnails
  - [Target Zero Distracted Driving Thumbnail \(300x250\)](#)
  - [Target Zero Distracted Driving Thumbnail \(640x640\)](#)
- Audio
  - [Target Zero Distracted Driving Audio \(15 seconds\)](#)
  - [Target Zero Distracted Driving Audio \(30 seconds\)](#)
- Video
  - [Target Zero Distracted Driving Video \(15 seconds\)](#)
  - [Target Zero Distracted Driving Video \(30 seconds\)](#)
  - [Distracted Driving Campaign Video \(30 seconds\)](#)

## Seatbelt Safety: "Buckle Up Every Trip, Every Time"

- Video
  - [Seatbelt Safety Campaign Video \(30 seconds\)](#)

**Bonus!**



# /Aggressive, /Distracted, /Speeding Websites

- Practical tools to support calls to action:

**YOUTUBE MUSIC PLAYLISTS**  
Looking for a way to make your rides more chill? We've got some playlists to help you vibe out for your next commute. Check 'em out below!

FL VIBE GUY'S  
**LO-FI BEATS**

*A collection of laid-back, lo-fi, electronic tunes to help drivers relax and vibe out on the roads.*

FL VIBE GUY'S  
**FEEL THE GROOVE**

*A pop-centric playlist full of upbeat, positive songs to wash away stress and anger when you're behind the wheel.*


FL VIBE GUY'S  
**COOL AS A CUKE**

*Mellow songs that are sure to cool down any driver, in any situation.*

FL VIBE GUY'S  
**VIBE GUY CLASSICS**

*Hits from every era - a compilation of some of the most happy, relaxing, and positive tunes of all time.*

Drive time is you time. Remember to start your playlist before you start your drive. The songs included on each playlist may be subject to change and are not owned or endorsed by the Florida Department of Transportation.



**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](#)

# T-Shirts for Behavior Campaign Outreach

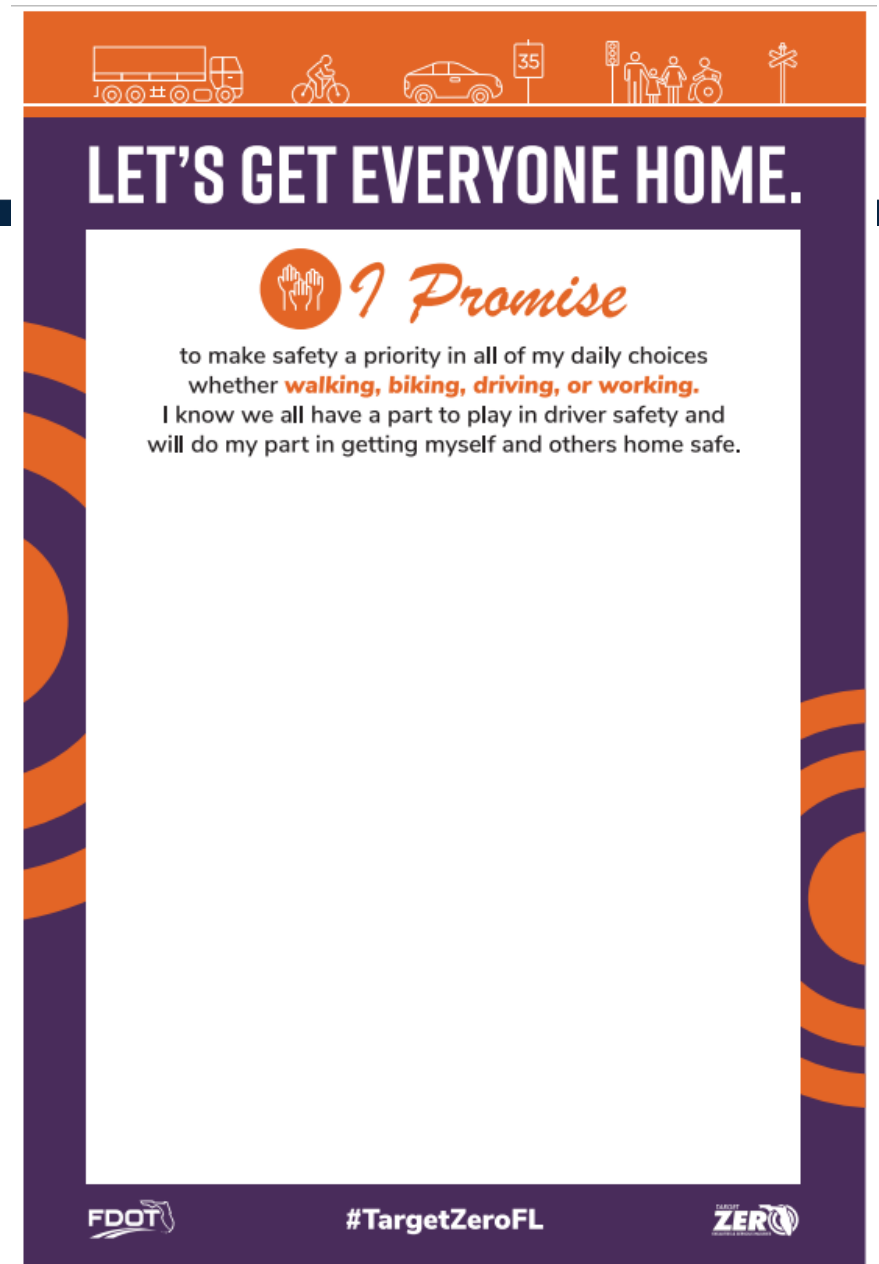




# New Materials in Development

## External



- Law enforcement: tear sheets
- Community outreach: pledge board designs
  - Safety Pledge and Safety Promise
  - T-Shirts
- Website: building out more, adding 'Florida' feel
- Safe driving tools: Additional Target Zero playlists/genres
- Latin-American campaign in development
- Partners: Compilation of Vision Zero-striving communities



# Retractable Banners, 3x5 Banners Order





Early. On time. A little late  
**JUST GET THERE SAFELY**



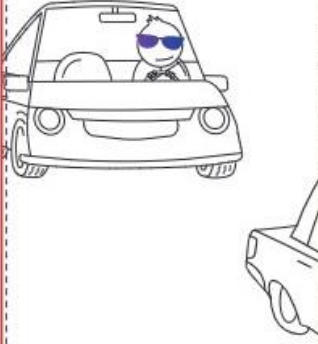

TARGET **ZERO** FDOT  
FATALITIES & SERIOUS INJURIES  
TARGETZEROFL.COM

Ride with Do Not Disturb  
**DRIVE TIME IS YOU TIME**



TARGET **ZERO** FDOT  
FATALITIES & SERIOUS INJURIES  
TARGETZEROFL.COM

Keep your distance  
**EMBRACE THE SPACE**



TARGET **ZERO** FDOT  
FATALITIES & SERIOUS INJURIES  
TARGETZEROFL.COM



Early. On time. A little late.  
**JUST GET THERE SAFELY**

#LetsGetEveryoneHome **ZERO** FDOT



**DRIVE TIME IS YOU TIME**  
Ride with Do Not Disturb

#LetsGetEveryoneHome **ZERO** FDOT

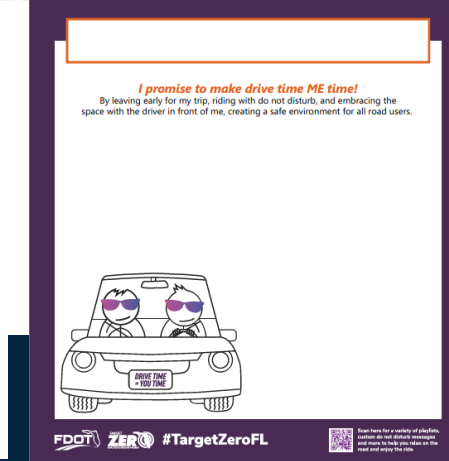
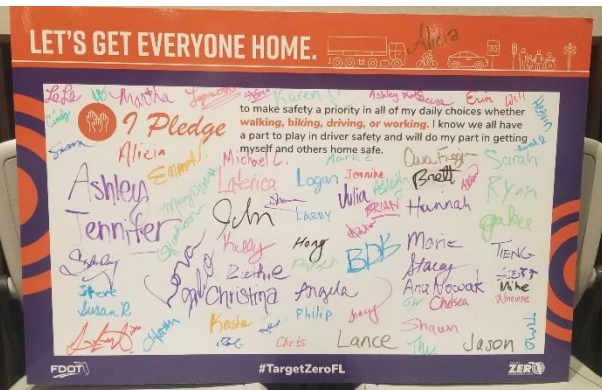


Keep your Distance  
**EMBRACE THE SPACE**

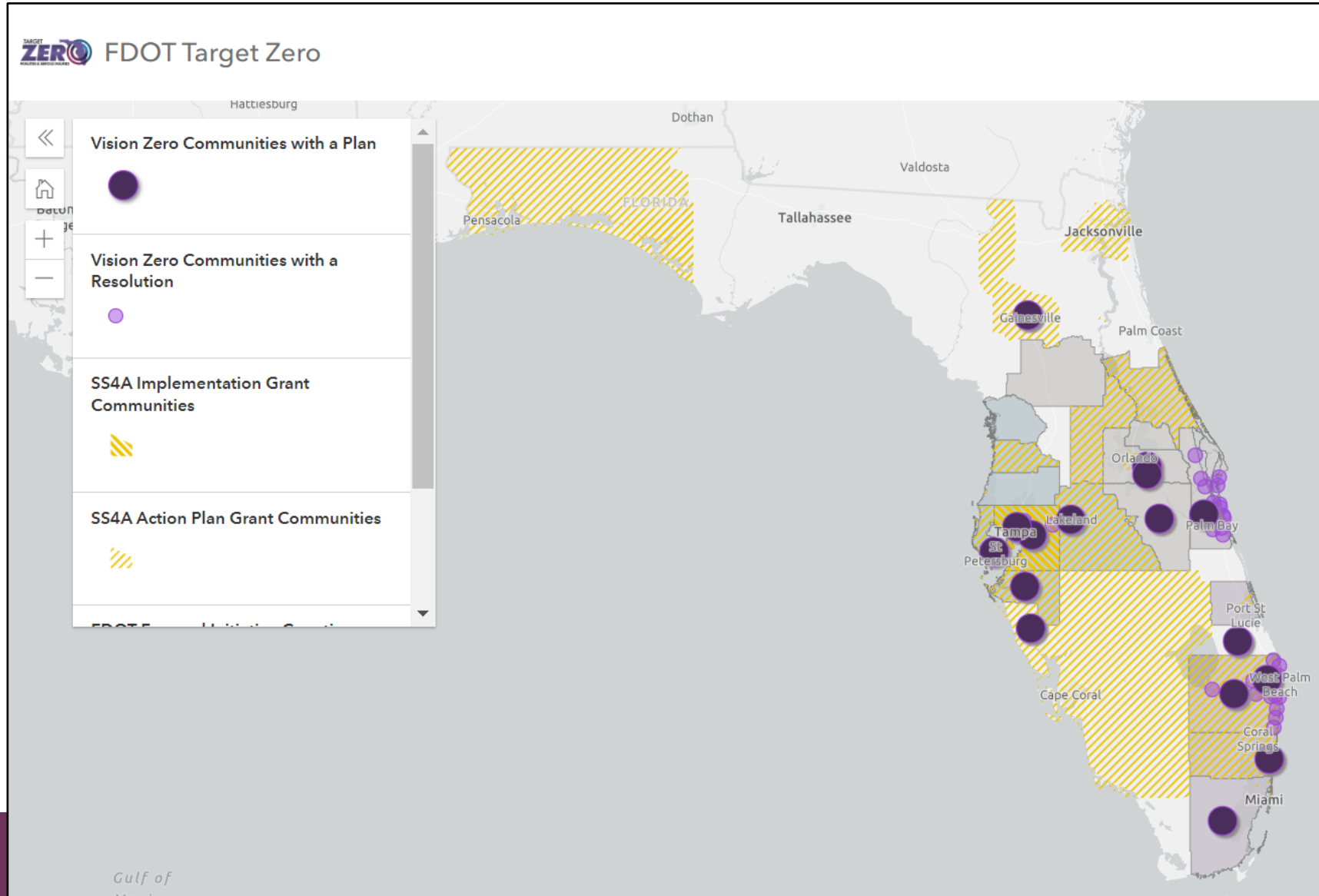
#LetsGetEveryoneHome **ZERO** FDOT



# Next Order – Backdrops, Pledge/Promise Boards, Photo Frames



# Florida Communities Striving Toward ZERO





# District Highlights

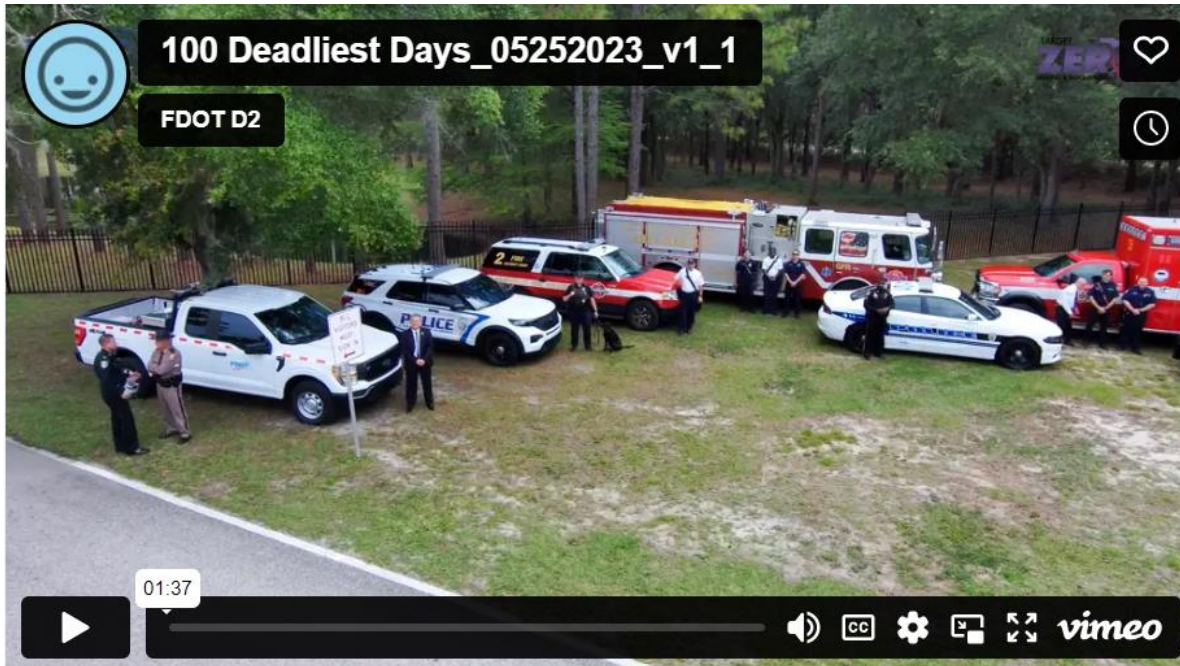


**District 2**



# Teen Safety Community Partnership

- [100 Deadliest Days\\_05252023\\_v1\\_1 \(vimeo.com\)](https://vimeo.com/100DeadliestDays_05252023_v1_1)







**District 1**

# Target Zero Aggressive Driving Campaign

## Target Zero Campaign Event

- Focus on 3 Counties – Manatee, Polk, and Sarasota
- Law Enforcement & Community Partnerships
- Kick-off at the Bradenton Motorsports Park in Manatee
  - Press Release issued May 25<sup>th</sup>
  - Live Demonstrations Planned
- June 10<sup>th</sup> at the Auburndale Speedway
- June 17<sup>th</sup> – Season closeout event at Bradenton Motorsports Park
- June 20<sup>th</sup> – Lakeland Flying Tigers
- June 30<sup>th</sup> – Sarasota Boat Races and Suncoast Summer Festival



**2023 SAFETY EVENT**

**AGGRESSIVE DRIVING.  
JUST DON'T DO IT.**

Join us at the Bradenton Motorsports park as we spread awareness on aggressive driving. Learn about ways you can relax your mind while behind the wheel, and potentially save your life and others.





**District 5**

# Target Zero Distracted Driving Campaign

- Focus on 7 Counties – Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia
- Law Enforcement & Community Partnerships
- Kick-off at the Regional Traffic Management Center - First Week of June
  - Press Release Issued
  - Over 50 News Stories / 9M Impressions!
- Community Engagement Across all 7 Counties During June
  - Various Local Events
  - Local Gyms





**District 7**



# Target Zero Aggressive Driving Press Conference

Community Outreach at Various Local Events; Press event at D7 headquarters on June 27<sup>th</sup>



TargetZeroFL.com





**Technology  
and Safety  
Spotlight**





PedSafe II Deployment

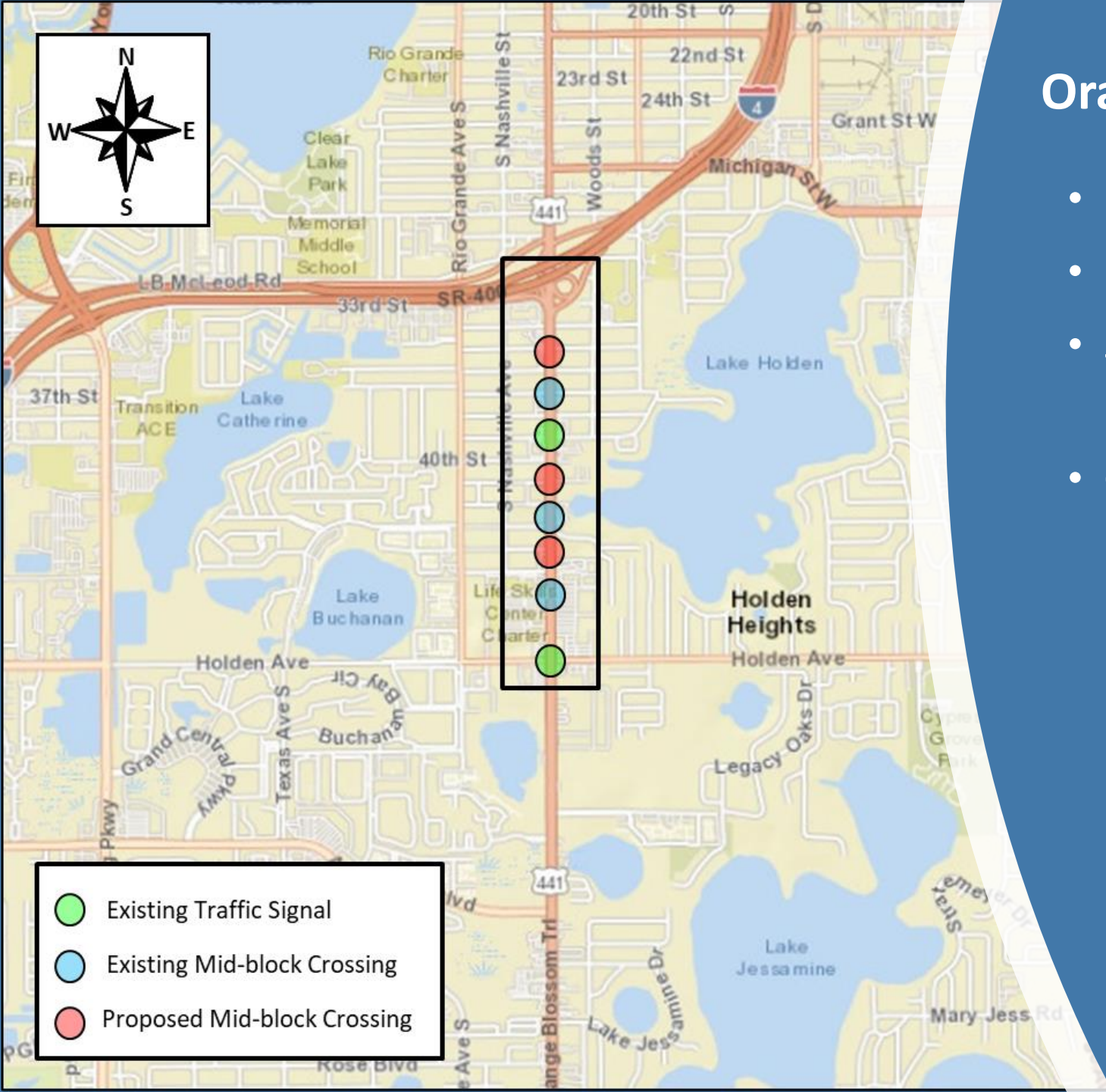
FPID: 441982-1

*FL511 Mobile App  
Enhancement*

*FPID: 437113-1*

# Orange Blossom Trail Improvements

- Reduction of vehicle speeds
- Increased and safer crossing opportunities
- Safety upgrades to three existing pedestrian hybrid beacons
- Corridor-wide safety improvements:
  - Realigned bus stops to align with crosswalks
  - Painted pedestrian pavement markings
  - Enhanced lighting along the corridor and at crosswalks
  - Median fencing and landscaping





# Orange Blossom Trail Improvements

## Bicycle & Pedestrian Safety/ Speed Management

- Pedestrian fencing
- LED lighting
- Pedestrian hybrid beacons
- 3 new mid-block crosswalks
- In-road lighting
- Reduced radial returns
- Hardened centerline
- Speed feedback signs
- 10 MPH speed reduction
- Relocation/consolidation of transit stops
- Pedestrian crossing pavement markings
- Landscaping for speed management
- Driveway consolidation
- Leading pedestrian interval









# How could this be different?

- What if the pedestrian phase started automatically?
  - We would still leave the button, just in case.
- What if there was a light that let you know what street you were crossing?
- What if you knew it was about time to cross?
- What if we could make you wait just a little shorter?
- Would you be more likely to wait, versus stepping into traffic?









# Schedules

## Orange Blossom Trail Improvements

- In Construction – Scheduled to complete July 2023

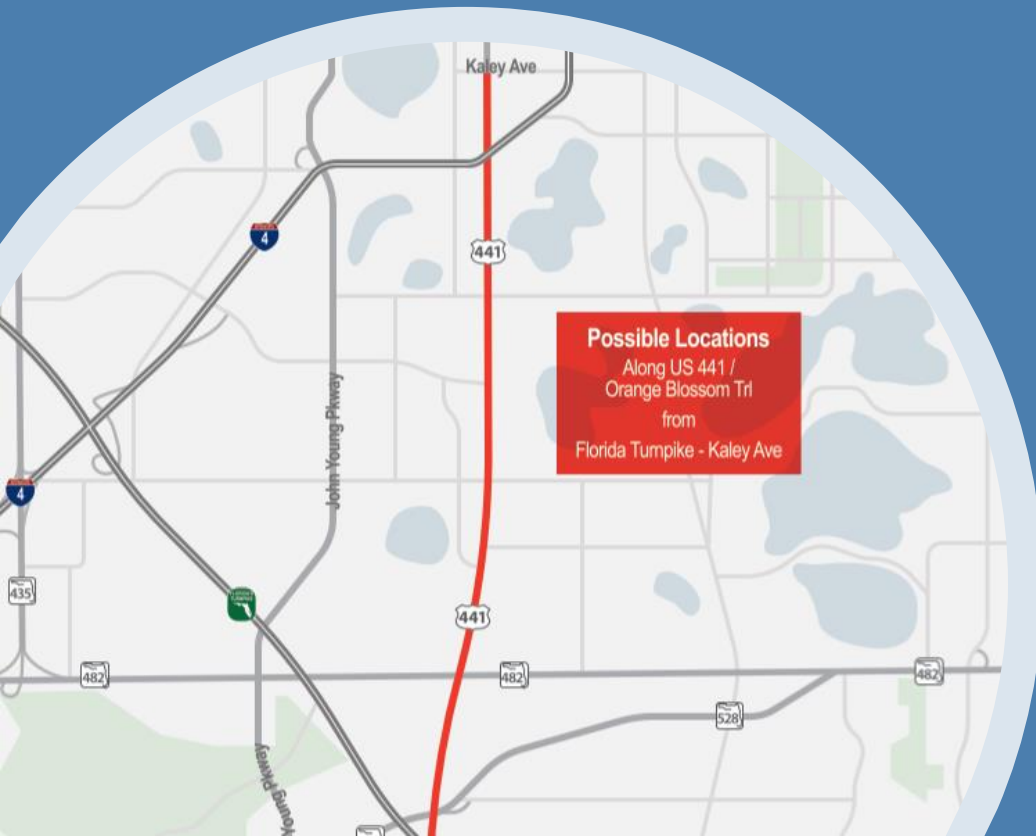
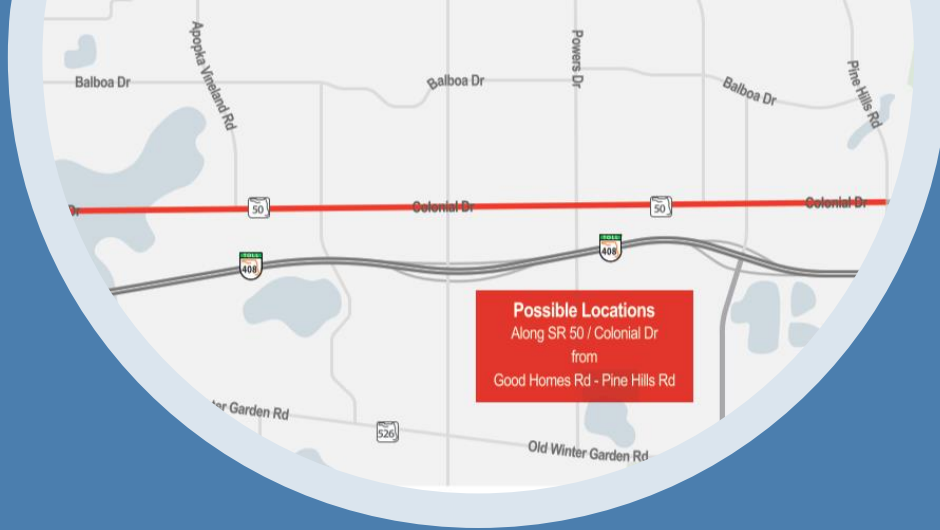
## PedSafe II

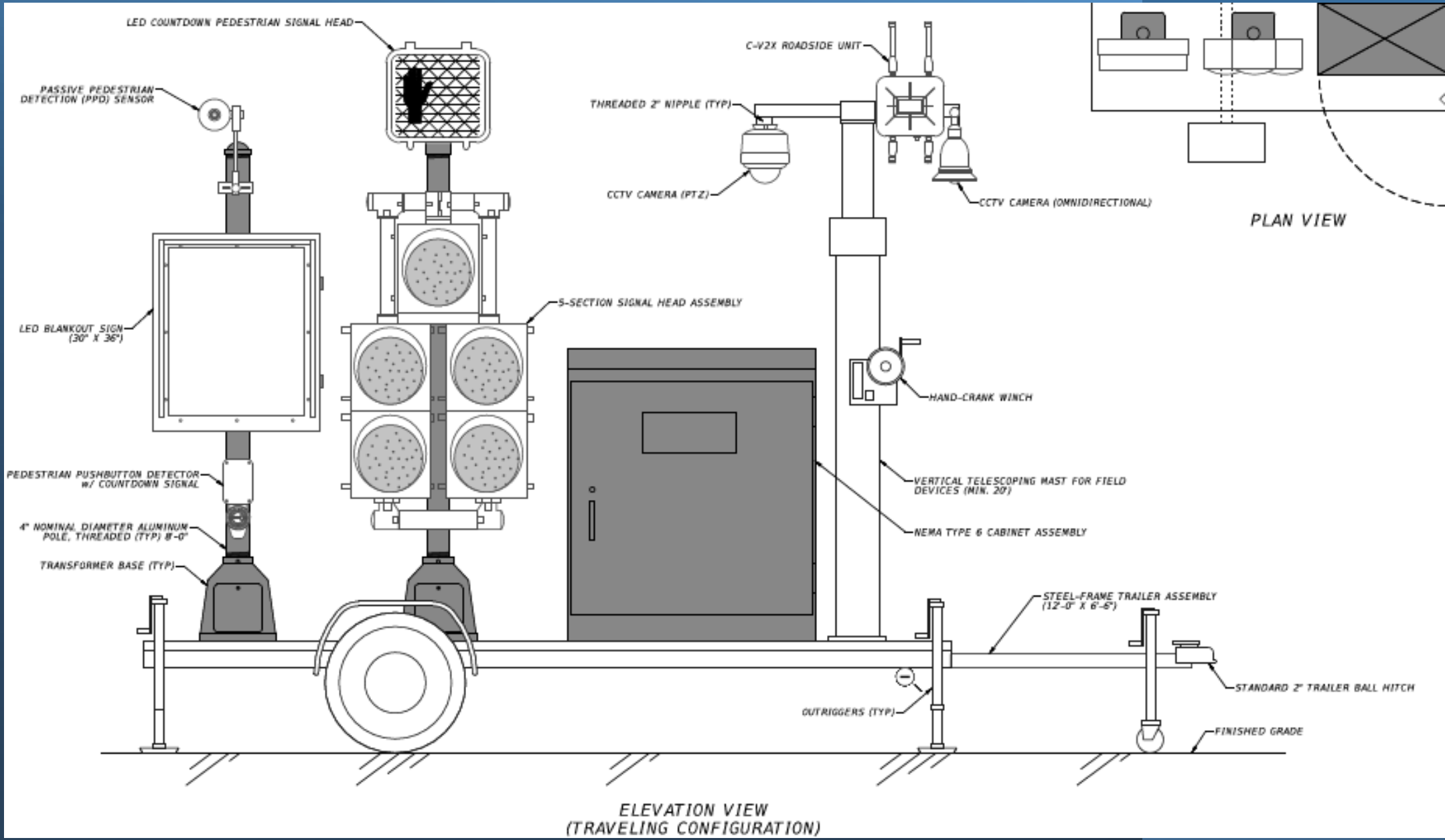
- In Design – Letting June 2023
- 1 year to Complete



# Community Outreach

- We are looking at other areas
- Coordinated outreach
  - Answer their questions
  - Discuss on-going work
  - Dispel myths
  - Live demos
- Use of popup events
- Reach out to schools
  - Engage community
  - Inspire









## Incorporating Future Technology

- Connected and automated vehicle
  - In vehicle warnings
  - Smart phone application warnings
- Improved safety statistics
  - Real compliance rates
  - Near miss statistics
    - Allows for adjustment to operations





# ATTAIN

## CENTRAL FLORIDA

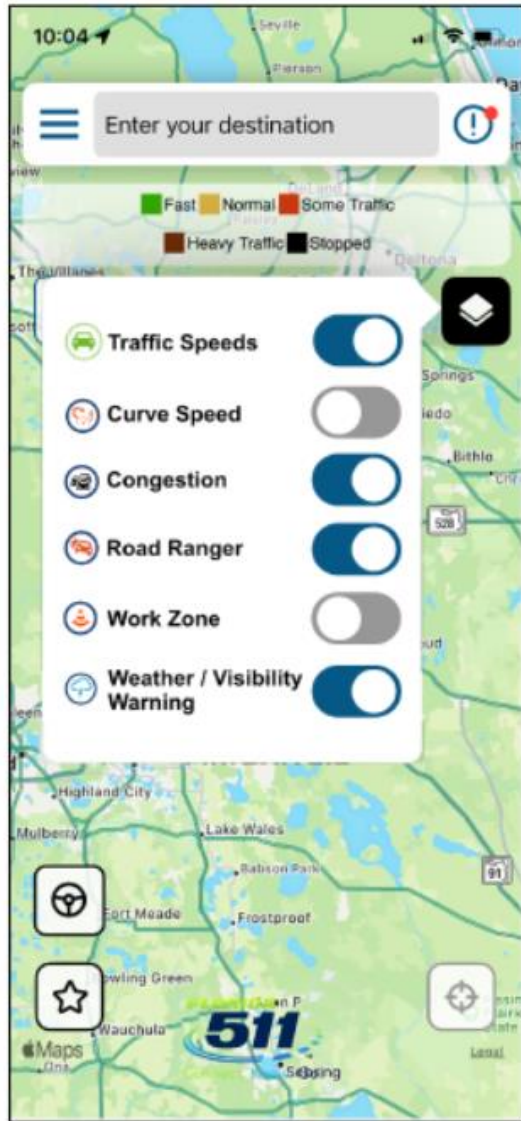
advanced transportation technology



**Florida 511**

- Key FL511 Mobile Application Enhancements
  - Safety Related Traveler information applications
  - Connected Vehicle Notifications for existing AI hardware deployments around the State
  - Creation of a generic third-party interface to combine data from other applications.
  - Provide data back to the V2X DEP for future planning and safety insights.





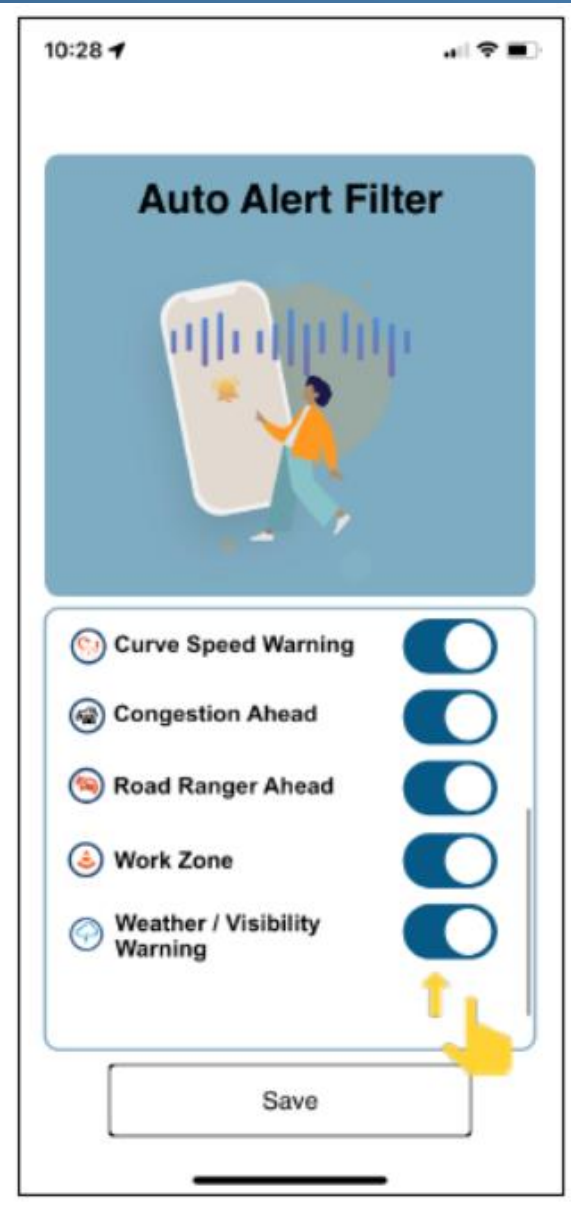
- Safety Related Traveler information applications
  - Curve Speed Warning
  - Congestion
  - Road Ranger
  - Work Zone
  - Weather / Visibility Warnings



Connected Vehicle Notifications for existing AI hardware deployments

- SPaT
- School Zone Warning
- Emergency Vehicle Approaching
- Pedestrian in Signalized Crosswalk

Generic 3<sup>rd</sup> Party data interface



Curve Speed Warning X

Play

"Curve speed warning. Please reduce speed."

Congestion Ahead X

Play

"There is congestion ahead. Please reduce speed."

Road Ranger Ahead X

Play

"There is a road ranger ahead. Please use caution."

Work Zone Ahead X

Play

"There is a work zone ahead. Please use caution."

Weather Warning X

Play

"There are poor weather conditions. Please use caution."

Thank You!



Questions?

More Information Please Contact:

Jeremy Dilmore, Heidi Trivett, or Katie King

In FDOT D5 Traffic Operations

[Jeremy.Dilmore@dot.state.fl.us](mailto:Jeremy.Dilmore@dot.state.fl.us), [Heidi.Trivett@dot.state.fl.us](mailto:Heidi.Trivett@dot.state.fl.us), or

[Katie.King@dot.state.fl.us](mailto:Katie.King@dot.state.fl.us)





# Action Items

**South Florida**  
**Central and West Florida**  
**All Districts**

# South Florida

- **Continue Community Outreach and Promote Speeding Messaging!**



# Central and West Florida

- Prepare for Distraction and Aggression Behavior Campaign Launch
- Consider Assets Available, Opportunities to Reach Young Males
  - District meetings to be scheduled to go over communication plans

## Community Outreach Materials

### Paid Media Video, Audio, Billboards



# Statewide

- **Remember All Behavior Campaign Assets Are Yours Too**
  - All digital assets will be uploaded to website
- **In the Community – Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**





**Next Steps**

# Next Steps

- **Behavior Campaigns**

- D4/D6 Speeding Campaign Launch in Oct/Nov – Complete, running again in June
- D5 Distraction Campaign Launch in June
- D1/D7 Aggressive Campaign Launch in June

- **Post-Evaluation of Effectiveness in July, Compare to Baseline**

- **Latin-American Messaging Development**



**MAY IS  
MOTORCYCLE  
SAFETY  
AWARENESS  
MONTH**

Visit  
[rid SMARTFLORIDA.COM](https://rid SMARTFLORIDA.COM)  
for more info!



**RIDE SMART FLORIDA**



# Thank You!

**Brenda Young, P.E.**

State Safety Engineer

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For more information, visit:

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