

Target ZERO

Florida's Human Factors Approach to Safety Campaigns



October 18, 2022: Monthly Partner Update



This Month's Updates

- **District Target Zero Efforts**
- **Brand Awareness Campaign**
 - Tents, Table Covers, Banners
 - Branded Items and Tip Cards
 - Shared Media Calendar
 - Posters and PowerPoint Safety Moment Slides
- **Behavior Campaigns**
 - Next Creative Available – Distracted
 - Preparing for Launch - Speeding
 - Paid Media Schedule and Locations
- **Website Updates**
- **Evaluation**
- **Next Steps, Upcoming Safety Events**





District Updates

Great Job District 2!





**Brand
Awareness**



Event Assets: Statewide Order





Branded Tangible Items: Statewide Order

Water Bottles
Floating Boat Keychain
Cooling Towel



And more to come...

Keychain/Cooling Towel Plan B
Plastic 'Goody' Bags
Sunglasses
Lanyards



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

Stress Management

AROMATHERAPY
FOR STRESS MANAGEMENT

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

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

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

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

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

Image of Sunset at Miramar Beach, Florida

Ways to manage stress behind the wheel →

In Life

MANAGING YOUR STRESS ALLOWS YOU TO BE
SAFER BEHIND THE WHEEL

Set up a playlist of relaxing music.
 Give fellow drivers the benefit of the doubt.
 Set phone on "Do not Disturb" to resist temptation.

Leave earlier to avoid being late.
 Focus on getting home to what you love.
 Slow your roll. Speeding causes stress.

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

LET'S GET EVERYONE HOME.

In Driving Safely

Time Management

TIME SAVING LIFE HACKS

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

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

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

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

Ways to manage time behind the wheel →

In Life

MANAGING YOUR TIME ALLOWS YOU TO BE
SAFER BEHIND THE WHEEL

Use GPS for better routes.
 Fuel up ahead of time.
 Avoid driving in peak hour traffic.

Leave earlier to avoid being late.
 Plan your stops to fit your schedule.
 Slow your roll. Speeding doesn't get you there faster.

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

LET'S GET EVERYONE HOME.

In Driving Safely

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

Thrill-Seeking

TOP 10 THRILL SEEKING THINGS TO DO IN FLORIDA

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

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

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

In Life

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

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

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

LET'S GET EVERYONE HOME.

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

FDOT TARGET ZERO

In Driving Safely

Empathy for Others

PRACTICE THESE RANDOM ACTS OF KINDNESS BEHIND THE WHEEL

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

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

LET'S GET EVERYONE HOME.

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

FDOT TARGET ZERO

Ways to practice kindness behind the wheel →

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

In Life

PRACTICE THESE RANDOM ACTS OF KINDNESS BEHIND THE WHEEL

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

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

LET'S GET EVERYONE HOME.

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

FDOT TARGET ZERO

In Driving Safely

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

Over Committed

TEN WAYS TO SAY NO WITHOUT SAYING "NO"

- 1. LET ME GET BACK TO YOU.**
Switching "No" to "Later" gives you time to formulate a planned response.
- 2. I HAVE TO CHECK MY SCHEDULE.**
Checking your schedule implies you are already busy without a solid "No".
- 3. I HAVE A LOT ON MY PLATE RIGHT NOW.**
Informing someone you are already feeling overwhelmed politely suggests "No".
- 4. I'M SORRY, I ALREADY HAVE PLANS.**
Mentioning you have plans is a common, acceptable, and an easy way to tell someone "No".
- 5. HOW ARE YOUR PARENTS DOING?**
Deflecting in a polite manner can be tricky but effective.
- 6. YES, BUT CAN YOU...?**
Asking for something specific in return or letting them know you need assistance shows that you are willing to help without overcommitment.
- 7. WHICH ONE WOULD YOU LIKE ME TO DO FIRST?**
This can be an effective way to establish a prioritization process, so the unessential can go to the bottom of the list.
- 8. CAN I SUGGEST YOU SPEAK WITH...?**
Saying no by referring someone who could do a better job than you can be an effective way to redirect a request.
- 9. I'D LOVE TO HELP BUT I'VE ALREADY...**
This allows you to say no by using a commitment made to someone of higher authority or your significant other to deflect the blame from yourself.
- 10. I'M GOING ON VACATION.**
People are aware that vacation can be open ended and start at anytime. Also, people generally don't want to burden others going on vacation.

Image of top vacation destination Pompano Beach, Florida

Ways to say NO behind the wheel... →

In Life

SAYING NO TO THESE CAN KEEP YOU SAFER BEHIND THE WHEEL

- Grooming and applying make-up.
- Eating and drinking.
- Answering texts and calls.
- Driving while being tired.
- Following too closely.
- Rushing and speeding.

BE THE CHANGE.

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

LET'S GET EVERYONE HOME.

FDOT TargetZeroFL.com ZEROFL

In Driving Safely

Native Plants (Stress Precursor)

STOP AND SMELL THE FLOWERS
FLORIDA NATIVE PLANTS

- PURPLE CONEFLOWER**
A honey-like sweet smell and after aging a vanilla-like scent.
- PASSION FLOWER**
A sweet tropical fragrance, similar to grapes.
- COREOPSIS**
Florida's Official State Wildflower has a honey and vanilla sweet aroma.
- SWEET ACACIA**
A scent famous worldwide and used in perfumery.

Ways to plant seeds for safety →

In Life

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

HELP US PLANT THE SEEDS FOR SAFETY
TO BRING THIS NUMBER TO ZERO.

- Set phone on "Do not Disturb".
- Watch for other road users.
- Leave earlier to avoid being late.
- Give other drivers space.
- Slow your roll to the speed limit.
- Preset your playlist.

BE THE CHANGE.
LET'S GET EVERYONE HOME.

FDOT TargetZeroFL.com ZEROFL

In Driving Safely

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

High Schools

TOP 10 STRATEGIES FOR ACING YOUR NEXT TEST

- 1. BE PROACTIVE**
Being proactive from the first day of class by taking good in-classroom notes, periodically reviewing content, organizing study times, and researching additional material can all help ace a test and drastically reduce overall study time.
- 2. MAKE A STUDY PLAN**
Setting up a study plan will help you to prioritize important topics to cover and schedule adequate time to study.
- 3. TAKE MOCK EXAMS**
Taking mock exams and reviewing previous test papers can boost your confidence on exam day and help with those pretest jitters.
- 4. JOIN STUDY GROUPS**
Choosing an effective study group can provide new perspectives, improve efficiency, and make test preparation more enjoyable.
- 5. GET YOUR SLEEP**
Getting adequate sleep is correlated with improved memory, heightened sense of awareness, calmer mood, and better grades.
- 6. EAT WELL, TEST WELL**
Eating nutritious foods before the test will fuel your brain to provide the concentration and focus needed to ace the test.
- 7. STAY ORGANIZED**
Spend time organizing your test materials, reviewing rules and requirements, and planning your route ahead of time to avoid last minute stress.
- 8. BE EXCITED**
Instead of dreading it, be excited about it! Focused breathing can turn nervousness and anxiety into purposeful calm.
- 9. MAKE TIME YOUR FRIEND**
Allow planning time to strategize time limits for test sections. Using a watch (if permitted) is a good way to keep you moving.
- 10. BE CREATIVE**
Test problems can be designed to not have an obvious solution. Use your knowledge base and logical thinking to find a solution.

Ways to ace driving behind the wheel →

In Life

NOW THAT YOU WOWED YOUR INSTRUCTOR, WOW OTHERS ON THE ROAD WITH THESE **DRIVING PRO-TIPS**

- Give other drivers space.
- Slow your roll to the speed limit.
- Set phone on "Do not Disturb".
- Leave earlier to avoid being late.
- Watch out for other road users.
- Preset your playlist.

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

LET'S GET EVERYONE HOME.

FDOT TargetZeroFL.com ZEROFAT

In Driving Safely

Recruitment Events

TOP 10 QUALITIES EMPLOYERS LOOK FOR

- 1. HONESTY**
Do not be tempted to exaggerate qualifications to land a new opportunity. Honesty is always the best policy.
- 2. COMMUNICATION SKILLS**
The ability to articulate ideas through verbal and written mediums and active listening skills are crucial to success.
- 3. LOYALTY**
Being a trustworthy employee committed to company goals is a highly-valued trait.
- 4. DEPENDABILITY**
"This is someone we can count on" are words all employers hope to say of all their staff members.
- 5. BEING A TEAM PLAYER**
The ability to work collaboratively with others to come up with creative solutions and positive outcomes is highly valuable to employers.
- 6. FLEXIBILITY**
Showing you can adapt to dynamic situations and proactively address issues can be a highly desirable trait.
- 7. EMOTIONAL INTELLIGENCE**
Showing employers that you are open minded and empathetic to other people's opinions and emotions can make you a valuable asset.
- 8. LEADERSHIP**
Demonstrating leadership traits through enthusiasm, passion, self regulating behavior, and professionalism can set you apart.
- 9. RESILIENCE**
Failure is inevitable so demonstrating the ability to recover quickly and completely is paramount not only in the workplace but in life.
- 10. CONFIDENCE**
Confident employees are engaging and exude good will. Great leaders have a high-level of self-assurance mixed with humility and integrity.

Image of Brickell Financial Center Miami, Florida

Ways to get to your interview safely →

In Life

WOW YOUR EMPLOYER AND OTHER DRIVERS WITH THESE **DRIVING PRO-TIPS**

- Give other drivers space.
- Listen to a relaxing playlist.
- Set phone on "Do not Disturb".
- Leave earlier to avoid being late.
- Watch out for others.
- Slow your roll.

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

LET'S GET EVERYONE HOME.

FDOT TargetZeroFL.com ZEROFAT

In Driving Safely

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

Road Trips

FLORIDA ROAD TRIPS
FROM THE PANHANDLE TO THE KEYS

1. **FLORIDA CAVERNS STATE PARK**
A rarity in the state, the Florida Caverns offer a visual array of mystifying stalactites, stalagmites, flowstones, and draperies.

2. **CASTILLO DE SAN MARCOS NATIONAL MONUMENT**
Located in our nation's oldest city of St. Augustine, Castillo de San Marcos is the oldest fort in the continental U.S.A.

3. **BLUE SPRINGS STATE PARK**
The spring in this park is the largest on the St. John's River. Due to its warm temperature, the spring brings many Florida manatees during the winter.

4. **WEEKI WACHEE SPRINGS STATE PARK**
This state park is home to an underwater viewing theater allowing visitors to watch mermaids perform in the spring.

5. **EVERGLADES NATIONAL PARK**
The largest subtropical wilderness in the U.S. provides important habitat for rare and endangered Manatees and American Crocodile.

6. **SOUTHERNMOST POINT OF THE CONTINENTAL U.S.A.**
Marked by a concrete buoy in Key West, this is the lowest latitude land in the North American states.

For tips to get there safely →

In Life

ROAD TRIP! HERE'S A GAME
CHECK OFF ALL THESE BOXES ON YOUR TRIP...

- Give other drivers space.
- Slow your roll to the speed limit.
- Set phone on "Do not Disturb".
- Leave early for your trip.
- Watch out for other road users.
- Preset your playlist.

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

LET'S GET EVERYONE HOME.
Enjoy your trip? Post a photo and tag us at #TargetZeroFL

FDOT TargetZeroFL.com TARGET ZERO FATALITIES & SERIOUS INJURIES

In Driving Safely

Next:

Florida Recipes (Various)
Door Hangers
Holidays

Statewide Orders' Status

The following items will be delivered to Central Office first and we will send out to Districts:

- **Water bottles:** 1,200 to each District including the Turnpike. This is 12 boxes. **C.O. has received, we are sending now to the Districts. We sent them to D4 and D6 last week; D5 and Turnpike were sent today; and we'll keep working down the list and let you know as we get them in the mail.**
- **Keychains:** We are ordering 10,500 total, need to confirm how many are in each box before dividing. **In production, expected 11/11.**
- **Cooling towels:** 1,000 per District including Turnpike and C.O.. **Materials not yet in stock.**

Statewide Orders' Status

We are arranging for the following to be shipped directly to Districts*:

- **Target Zero 12' feather flags:** 2 per District including C.O. and the Turnpike. C.O. has received ours today. **C.O. and D7 has received.**
- **Rectangular retractable banners:** 1 each including Turnpike and C.O.. **Shipping today.**
- **Tents:** 2 each except for Central Office and Turnpike, which will be ordered later. **Estimated delivery 10/28****
- **Table covers:** two 6' and two 8' per District (C.O. and Turnpike will just get two 6'). **Estimated delivery 11/4.****
- **Tip cards:** 8 types, 1,000 of each to each District including Turnpike; 500 of each of the 8 to C.O., and 1,500 of each of the 8 to stock the Ped Bike Resource Center. **Estimated delivery 10/21.**
- **Thank you cards:** 650 to each District; 250 to C.O., 200 to Turnpike. **Estimated delivery 10/21.**
- **Thank you post cards:** 650 to each District; 250 to C.O., 200 to Turnpike. **Estimated delivery 10/21.**

***Please let us (Donna, Shaynika, Sarita, and I) know when you receive them so we can enter this into My Florida Marketplace as 'received.'** If there is a packing slip, simply signing, dating, and scanning/emailing will be all she needs. If you do not have a packing slip, simply sign the mail room's dated receipt label on the box and send a photo.

**** Districts 4 and 6 under separate expedited order**

'Owned/Shared' October Social Media

- Created, placed on HOLD due to focus on Hurricane Ian recovery posts
- Repurposing to future posts
- November Social in development

Target Zero Poster and Safety Moment Slides

Pedestrian Safety Month
Added to Sharepoint Site
Updated master slide repository

OCTOBER IS NATIONAL PEDESTRIAN SAFETY MONTH



Did you know over 800 pedestrians died on Florida roadways in 2021?

TOGETHER, we can bring this number down to ZERO!

Let's Get Everyone Home

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

October is National PEDESTRIAN SAFETY MONTH



Did you know over 800 pedestrians died on Florida roadways in 2021?

TOGETHER, we can bring this number down to ZERO.

Let's Get Everyone Home

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

Target Zero Poster and Safety Moment Slides

Next – Night Safety
To distribute via Tips Tuesday!



LIGHT UP AT NIGHT

**IT'S TIME...
TO TURN BACK THE CLOCK**

Bicycling in the dark?
Lights are required in Florida:

*A white light in front and red light and reflector on
the back, between sunset and sunrise*

Let's Get Everyone Home.

FDOT TargetZeroFL.com TARGET ZERO FATALITIES & SERIOUS INJURIES



It's Time... To Turn Back The Clock

LIGHT UP AT NIGHT

Bicycling in the dark? Lights are required in Florida:

*A white light in front and red light and reflector on the back,
between sunset and sunrise*

Let's Get Everyone Home

FDOT TargetZeroFL.com TARGET ZERO FATALITIES & SERIOUS INJURIES



**Behavioral
Campaign
Development**

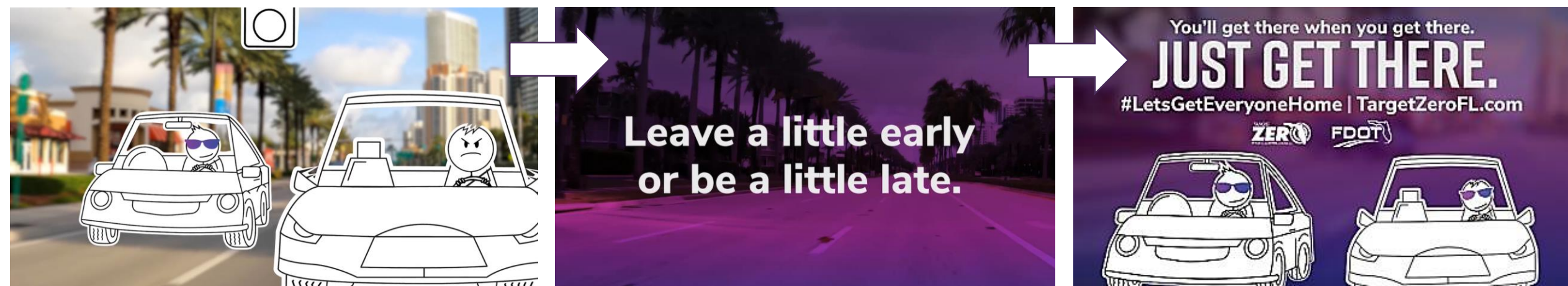
Speeding Behavior Campaign Paid Media

Targeted Social (Facebook, Instagram, Snapchat, TikTok); Video and Audio Streaming

Safe driver catches up to speeding driver at each traffic signal

Measurable call to action; leverages desire to be in control

Closing safety message



Key Features:

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

Speeding Paid Media

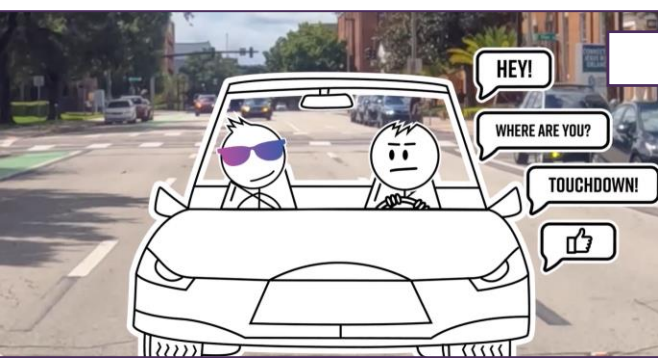
Billboards (will format to 3x5 banners and order)



Distracted Behavior Campaign Paid Media

Targeted Social (Facebook, Instagram, Snapchat, TikTok); Video and Audio Streaming

Driver distracted by incoming messages, swerves, stressed



Chill passenger activates Do Not Disturb and changes playlist



Messages drop away, driver goes back to driving



Closing Safety Message, measurable call to action

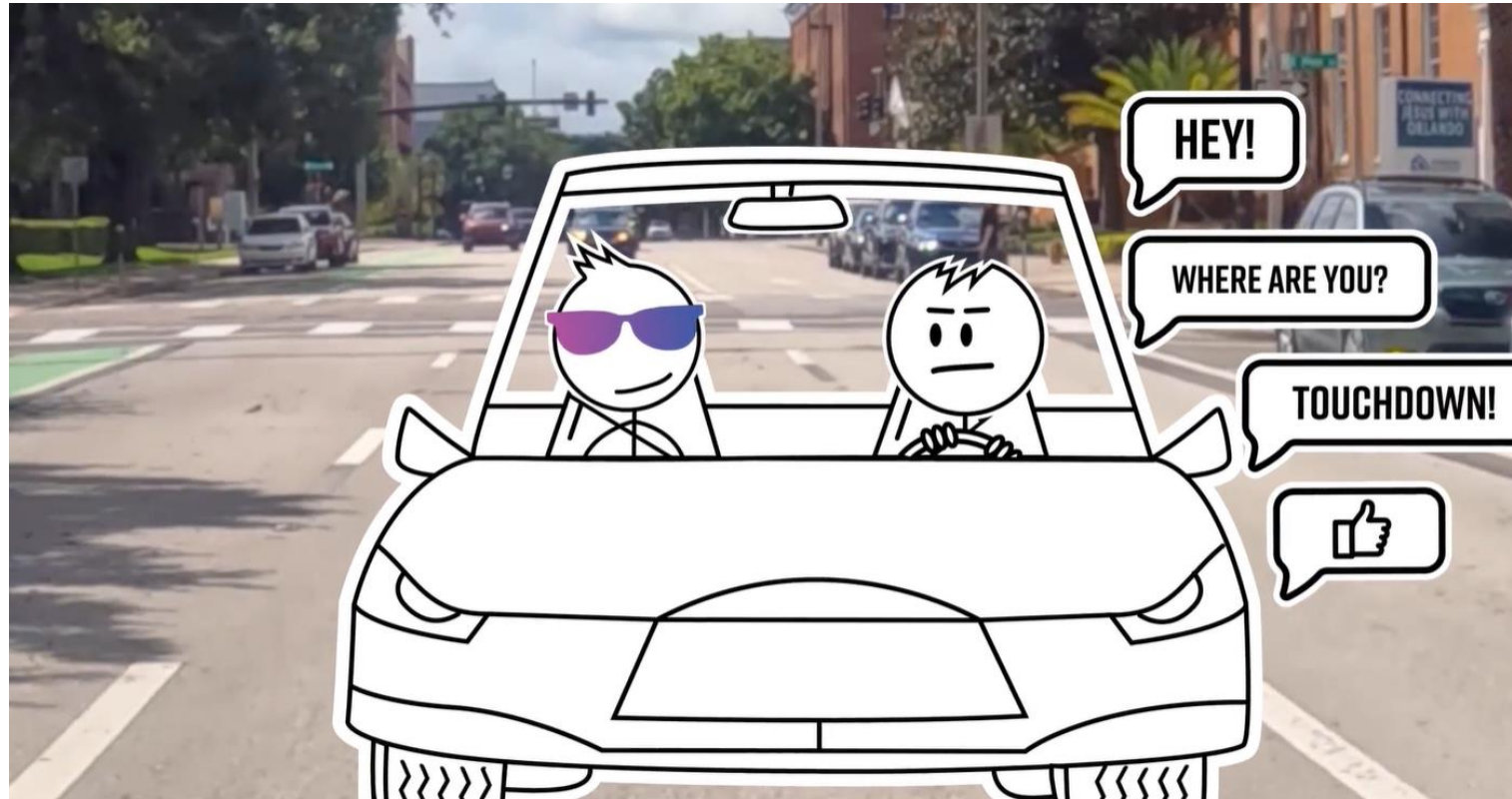


Key Features:

- Depicts Central Florida landscape; uses simplified human imagery that is universally-relatable
- Short animation with audio element captures and keeps attention; avoids appearance of being an ad
- Shows safe behavior contrasting with distracted; indirectly makes distraction look undesirable
- Leverages desire to be in control

Video

[092022_V2_Distraction_30 - HDR \(wistia.com\)](#)



Distracted Speeding Paid Media

Billboards (will format to 3x5 banners and order)



Targeted Behaviors Paid Media Schedule

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

Audience: Males 22 – 27

Speeding Media Locations: Broward, Miami-Dade, Palm Beach, and St. Lucie Counties *(D1 counties on hold)*

Distraction Media Locations: Brevard, Lake, Marion, Orange, Osceola, Seminole, and Volusia

Aggressive Media Locations: Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, Sarasota

All behaviors will be statewide in the future

What Does Launch Look Like?

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

Launch Components

Website: www.TargetZeroFL.com

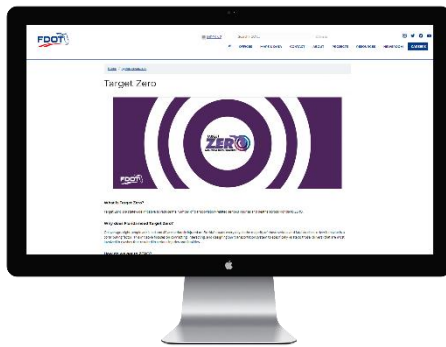
District and Partner Resources:

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

Outreach Materials:

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

*Yellow items require state funding



District 4 Getting Ready for Launch!

Let's Keep PSL Roadways Safe



Target Zero
Target Zero is a statewide initiative to reduce the number of transportation-related serious injuries and deaths across Florida to ZERO.

[Learn More](#)

Keeping roadways safe is a shared responsibility. It is important that citizens understand the significance of obeying speed limits and all traffic laws.

To help reduce crashes, as well as prevent injuries resulting from speeding and aggressive driving, PSLPD conducts daily enforcement operations in areas most reported by residents.

Traffic enforcement alone will not solve the problem. Speeding and aggressive driving complaints can only be reduced if drivers actively choose to do their part.

Drivers must pay particular attention to speed limit sign changes to ensure that city roadways stay safe for all.



[Speeding Prevention | Port St. Lucie \(cityofpsl.com\)](#)

Events & Meetings

Target Zero BBQ

Date: 10/27/2022 11:00 AM - 1:30 PM

Location: City Hall
[121 S.W. Port St. Lucie Blvd.](#)
[Port St. Lucie, Florida 34984](#)

 [Add to my Calendar](#)

What: On Oct. 27, the City of Port St. Lucie will be firing up the grill and inviting residents to a Target Zero Pop-Up Barbecue. The event will celebrate the City's new initiative with the Florida Department of Transportation (FDOT) as they work towards a goal of zero traffic fatalities and serious injuries within the City of Port St. Lucie. Staff will be serving up free hamburgers, hot dogs and beverages to those in attendance.

When: Oct. 27, 2022, 11 a.m. – 1:30 p.m. Speakers begin at 12:15 p.m.

Where: City of Port St. Lucie City Hall, 121 SW Port St. Lucie Blvd. The event will be held in parking lot between the Building Department and City Hall.

Why: The City of Port St. Lucie is launching a City road traffic safety initiative aiming to eliminate fatalities and serious injuries involving road traffic. FDOT's Target Zero focuses in identifying behaviors that contribute to crashes and understanding why those behaviors occurred, identifying who the specific target audience is, and creating impactful messages to influence safe driving. Target Zero focuses on influencing change in these specific behaviors *before they occur*.



YOU'RE INVITED TO A TARGET ZERO POP-UP BARBECUE
HOSTED BY THE CITY OF PORT ST. LUCIE & FDOT

City of Port St. Lucie
Parking lot between City Hall
and Building Department
121 SW Port St. Lucie Blvd.

Oct. 27
11 a.m. to 1:30 p.m.
Staff will be serving free hamburgers, hot dogs and beverages to those in attendance.

The event will celebrate the City's new initiative with the Florida Department of Transportation (FDOT) as they work towards a goal of zero traffic fatalities and serious injuries within the City of Port St. Lucie.

Activities
Speakers
Giveaways



Website

Main TargetZeroFL.com Website

Adding Soon:

- Tip Cards
- Audio and Video Files for Behavior Campaigns

Updating Design and Layout




Behavior Campaign Pages

'Click Through' from Paid Media

Designed for specific target audience interests, to support safe driving

DRIVE TIME = YOU TIME


How to enjoy your next trip



STRESSED BEHIND THE WHEEL?





We've all been there! Anxiety and stress can have you running in circles, especially behind the wheel. That's why we've collected some resources to **help make drive time YOU time.**

Below you'll find a variety of playlists, custom do not disturb messages, and more to help you and your fellow drivers relax on the road...and *enjoy the ride.*



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!



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](#)

DOWNLOADS

Know someone that needs a friendly reminder to drive safely? Use any of our premade images to give them a gentle push.

[DOWNLOAD SOCIAL POSTS](#)

[DOWNLOAD SOCIAL SHARING IMAGES](#)

Shoutout to Jimmy Bauer in Communications



JIMMY BAUER

“*THANK YOU, JIMMY!! For coordinating with both the Safety Office and OIT to perform crucial and timely updates to our Target Zero public website to support our speeding campaign launch in South Florida!! We hit an unexpected challenge, to which you truly rose to the occasion to swiftly and thoroughly resolve. This turned out to be quite a heavy lift and we greatly appreciate your exceptional support. This was a key step to ensure our influential safety messages are available, which helps us save lives in Florida!!!*”

BRENDA YOUNG

Shoutouts! to Jimmy for undertaking a safety initiative to help us towards accomplishing our “Target Zero” vision!





Program Evaluation

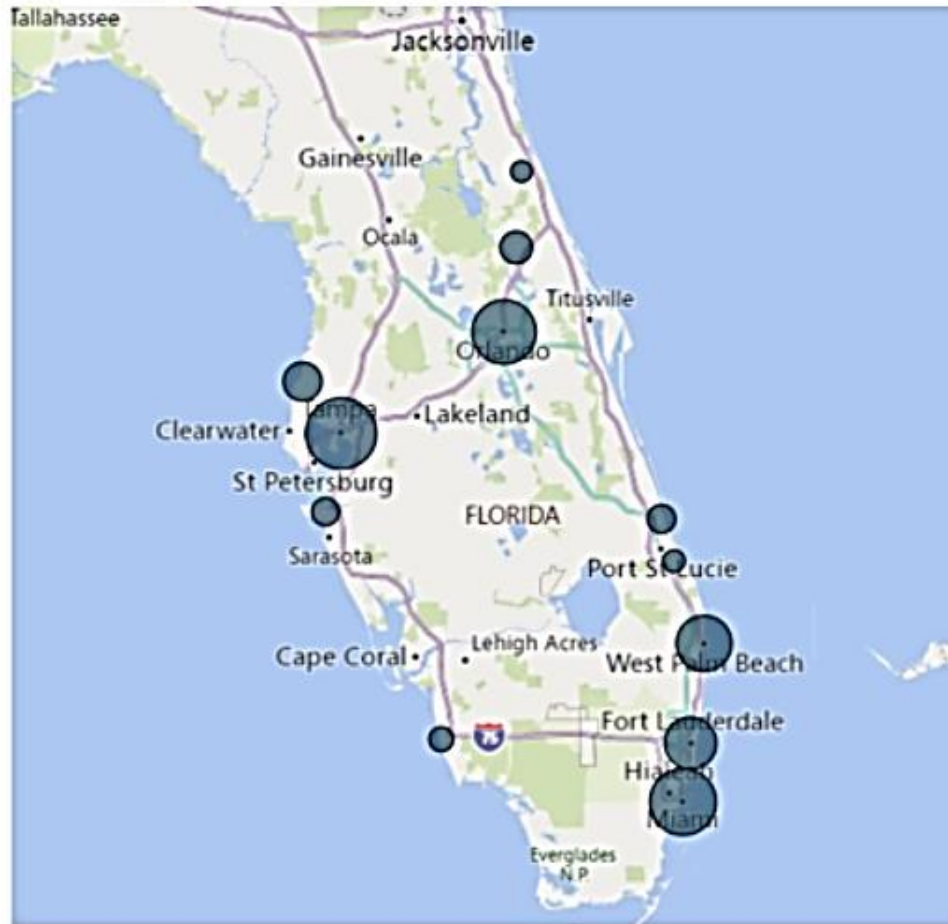
Evaluating Effectiveness, Baseline in July

Additional Metrics:

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

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

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



Key Performance Indicators via Surveys:



KNOW



FEEL



DO

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

Approximately 400 responses per region:



**Miami-Dade/
Broward**



**Orlando /
Volusia**

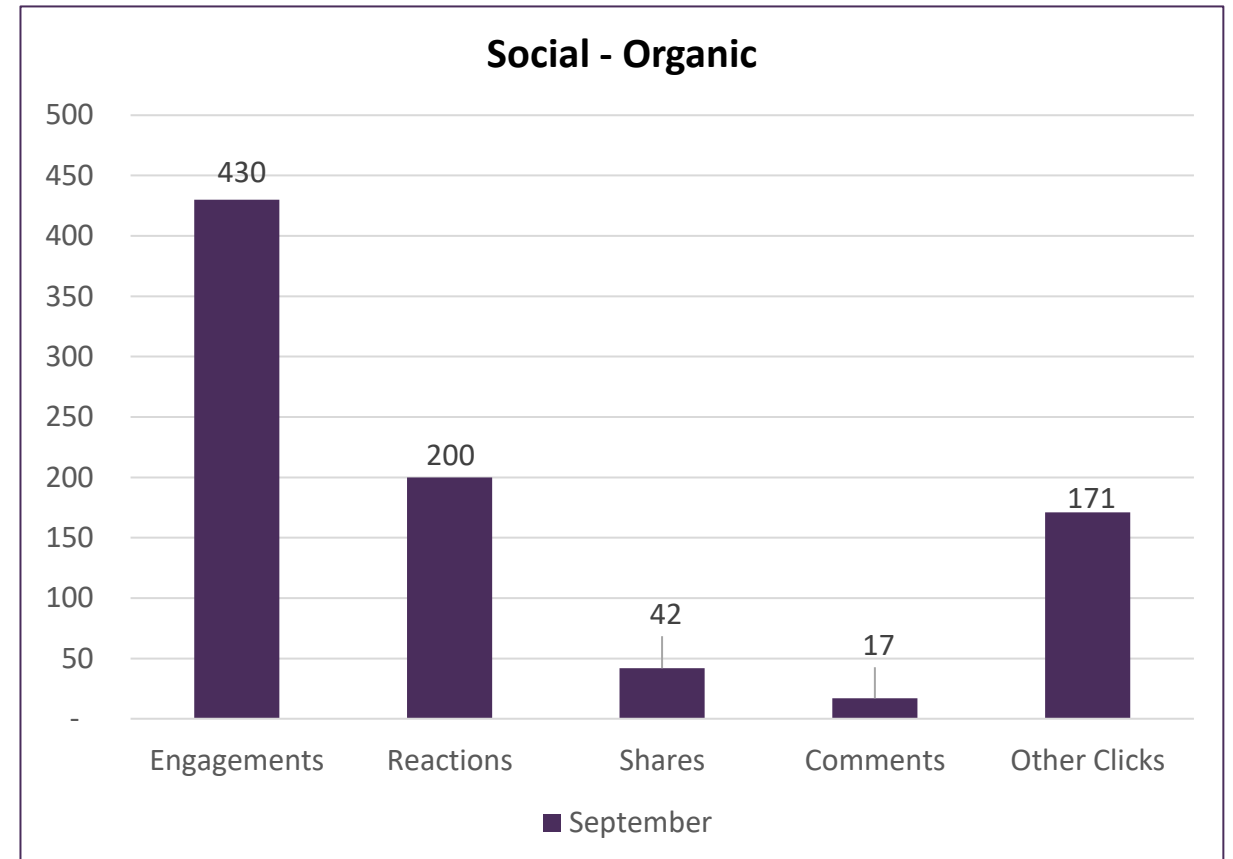
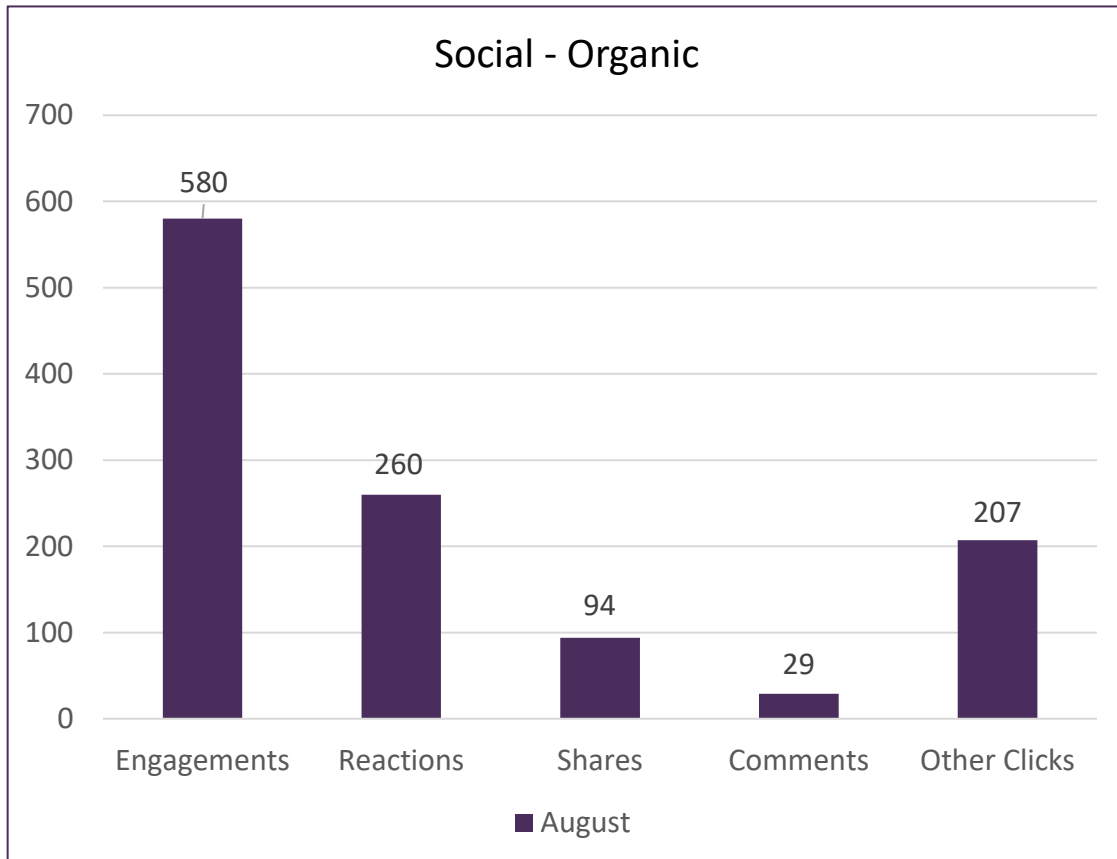


**Tampa Bay
Area**



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

FDOT Social Media – Target Zero Performance





Next Steps

Thank You Ambassadors!

At FDOT, In the Community, In Your Everyday Lives

Next Steps

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

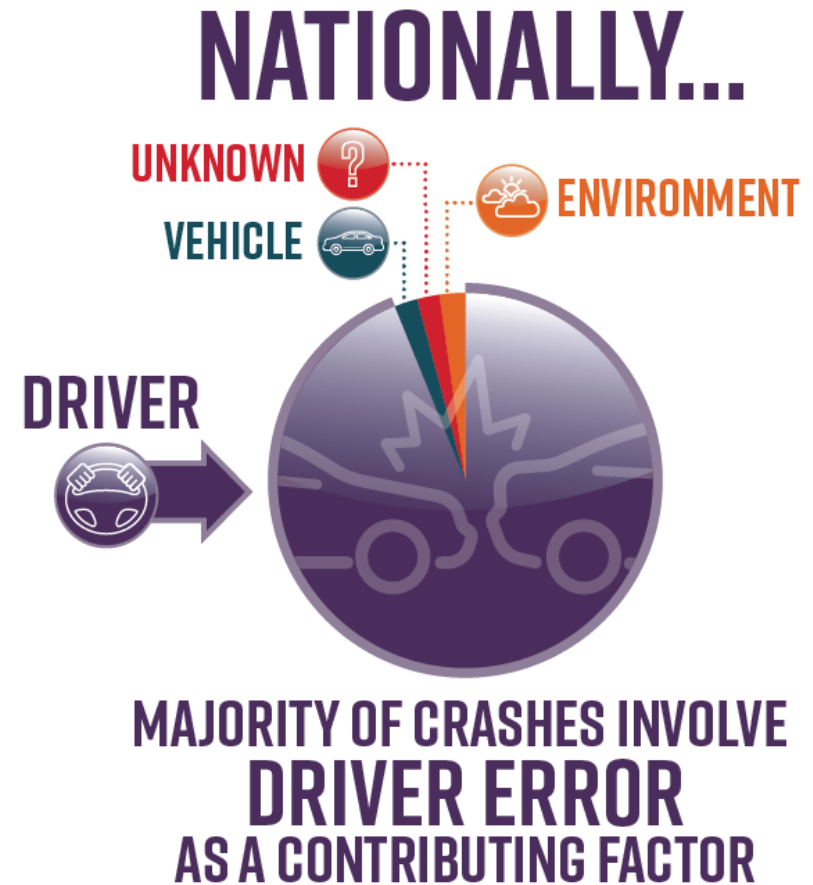


Slides and Talking Points

Available now!

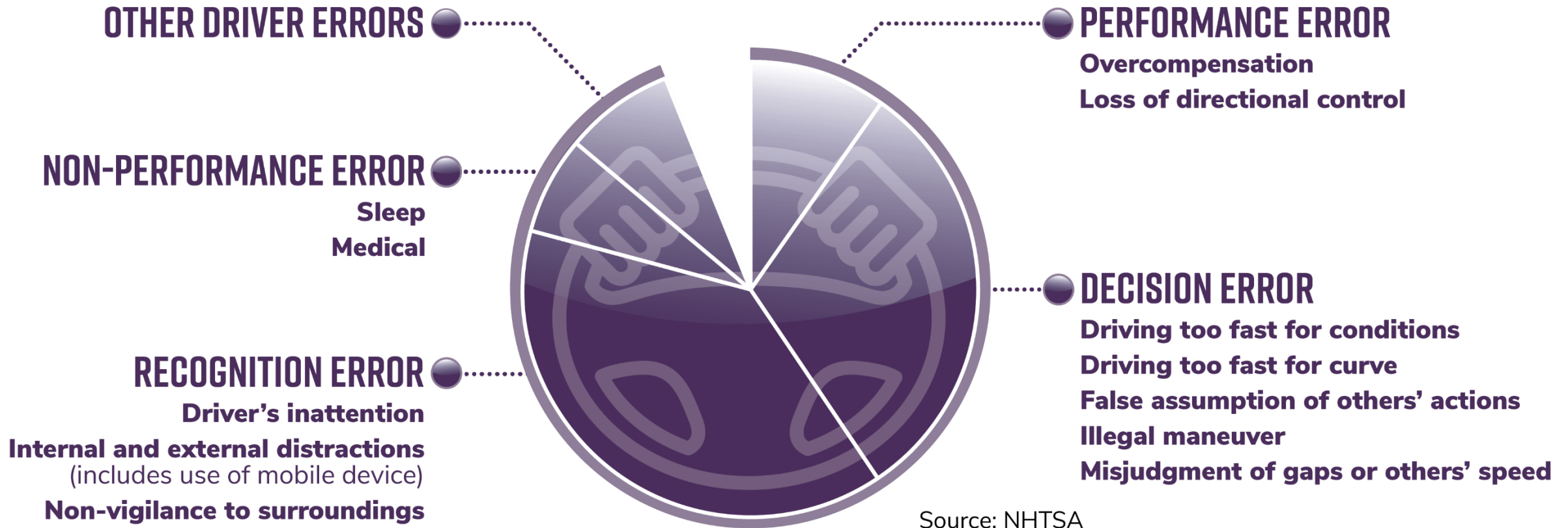
Topics include:

- Strategic Highway Safety Plan
- Safe System Approach
- NHTSA Statistic
- Vision Zero and Target Zero



Source: NHTSA

NHTSA National Driver Behavior/Error Details



What is Vision Zero?

The Vision Zero Network is a collaborative campaign to help communities reach their goals of Vision Zero – eliminating all traffic fatalities and severe injuries – while increasing safe, healthy, equitable mobility for all.

VISION ZERO NETWORK

- Providing a strong advocacy voice for Vision Zero and the Safe System approach at the national level
- Supporting efforts of public sector staff and community-based leaders
- Partnering to affect policy change
- Developing & sharing resources
- Providing learning opportunities
- Establishing and promoting high standards for recognition and progress

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

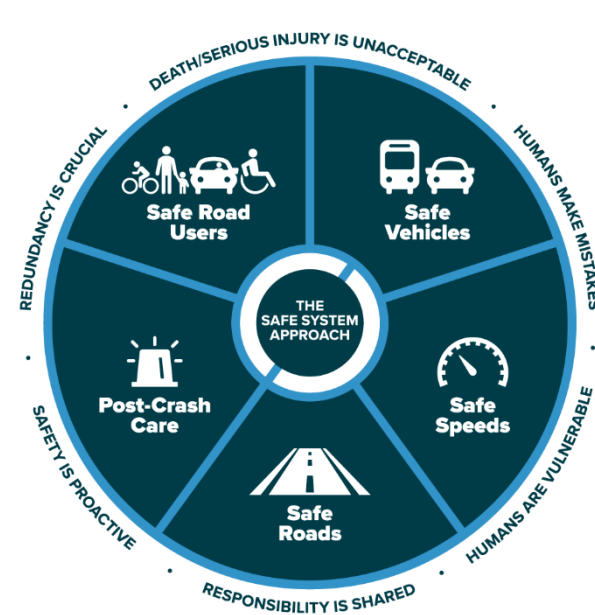
Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

What is Target Zero?



‘Target Zero’ was coined in the 2021 update to the Florida Strategic Highway Safety Plan to articulate the aggressive target Florida’s transportation partners formally adopted in 2012: ZERO fatalities and serious injuries on our public roadways.

When combined with the Safe System approach to implementing Florida’s Strategic Highway Safety Plan, Target Zero aligns resources and establishes actions for all safety partners to take evolutionary steps to improve how Florida connects, interacts, plans, designs, operates, and maintains its transportation system.

Together Toward Zero

VISION ZERO NETWORK

+



Target Zero is Florida's statewide message to:

- Support our local communities' Vision Zero commitments and approach to safety, and
- Represent how all partners come together and align resources as a 'force-multiplier' to achieve Florida's formally and collectively established target of zero fatalities and serious injuries in Florida's Strategic Highway Safety Plan

October and November Safety Events

- October: National Pedestrian Safety Month, Teen Driver Safety Month
- October 12: National Walk to School Day
- October 15: White Cane Safety Day
- October 17 - 21: National School Bus Safety Week
- October 19: Target Zero Update – FDOT Executive Workshop **Cancelled**
- October 21 - 28: Mobility Week!!!
- November: NHTSA Safety Campaigns- Impairment, Occupant Protection
- November 6 – 13: Drowsy Driving Prevention Week
- November 14: National Seat Belt Day
- November 14 – 18: Crash Responder Awareness Week
- November 17: The Great American Teach-In
- November 20: World Day of Remembrance for Road Traffic Victims

Tips Tuesday Highlights

National Teen Driver Safety Week is October 16th – 22nd! Florida's Teen Driver Safety Coalition created materials to promote safety this week on their website [here](#). Here you will find a poster, social media posts, morning announcements for schools, and even a few teen traffic safety projects!

A few years ago, the State Safety Office sponsored a pup which we named 'Dot' with the Southeastern Guide Dogs Association in a safety partnership. We followed her training journey, which inspired this [children's story](#) about Sally and her guide dog Dot to raise awareness for visually impaired safety, created by our Safe Routes to School Program.



Door Decorating

The sky's the limit on this fun and creative way to engage your peers on traffic safety. Your main goal for this project will be promoting a door-decorating contest that gets students at your school to decorated doors of as many classrooms as possible to educate students on a traffic safety subject.

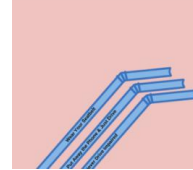
[Door Decorating Project Guide](#)



Quit Forking Around – Put It Down

Forking a lawn can be quite an amusing activity. What's better than merely forking a lawn, you ask? Forking a lawn in an effort to raise awareness and save lives! This project uses forks and a highly trafficked area at your school community center to raise awareness on distracted driving.

[Download Quit Forking Around Project Guide](#)



Grasping at Straws to Save Lives

This activity involves handing out straws to your fellow students or community members in an effort to raise awareness on the importance of safe driving. The goal of this activity is to start an "awareness chain reaction" – each straw will ask the recipient to "pass it on" to someone they love.

[Download Grasping at Straws Project Guide](#)



Target Zero at Mobility Week!



OCTOBER IS NATIONAL PEDESTRIAN SAFETY MONTH



*Did you know over 800 pedestrians died
on Florida roadways in 2021?*

TOGETHER, we can bring this number down to ZERO!

Let's Get Everyone Home



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





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com