

Target ZERO

Safety Campaign Development – Speeding, Distraction, Aggression



*April 28, 2023:
Monthly Partner Statewide Meeting*



Agenda – April 2023 Statewide Meeting

Safety Outreach Focus - Sharing

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

Campaign Development

Speeding, Distracted, and Aggressive Driving

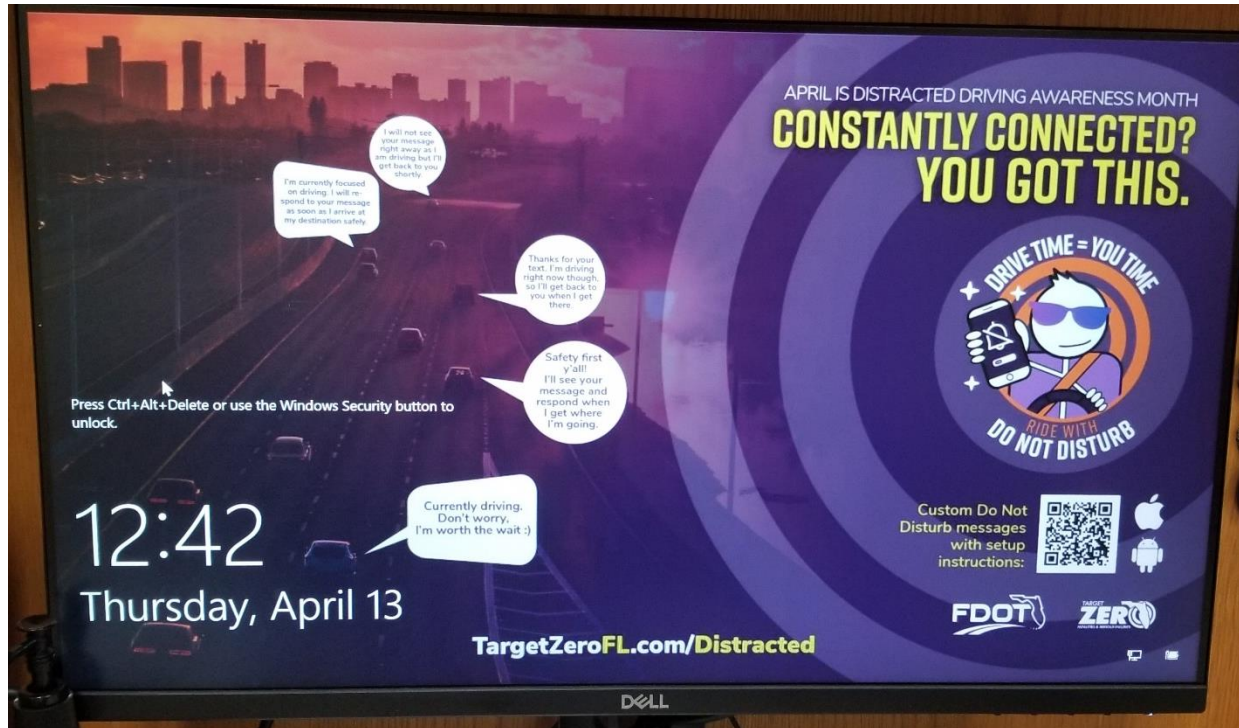
- **New Information**
- **Action Items**
- **Next Steps**



Statewide Updates

April Distracted Driving Awareness Month

Internally



In the community



Work Zone Safety Awareness Week



Go Orange Day!

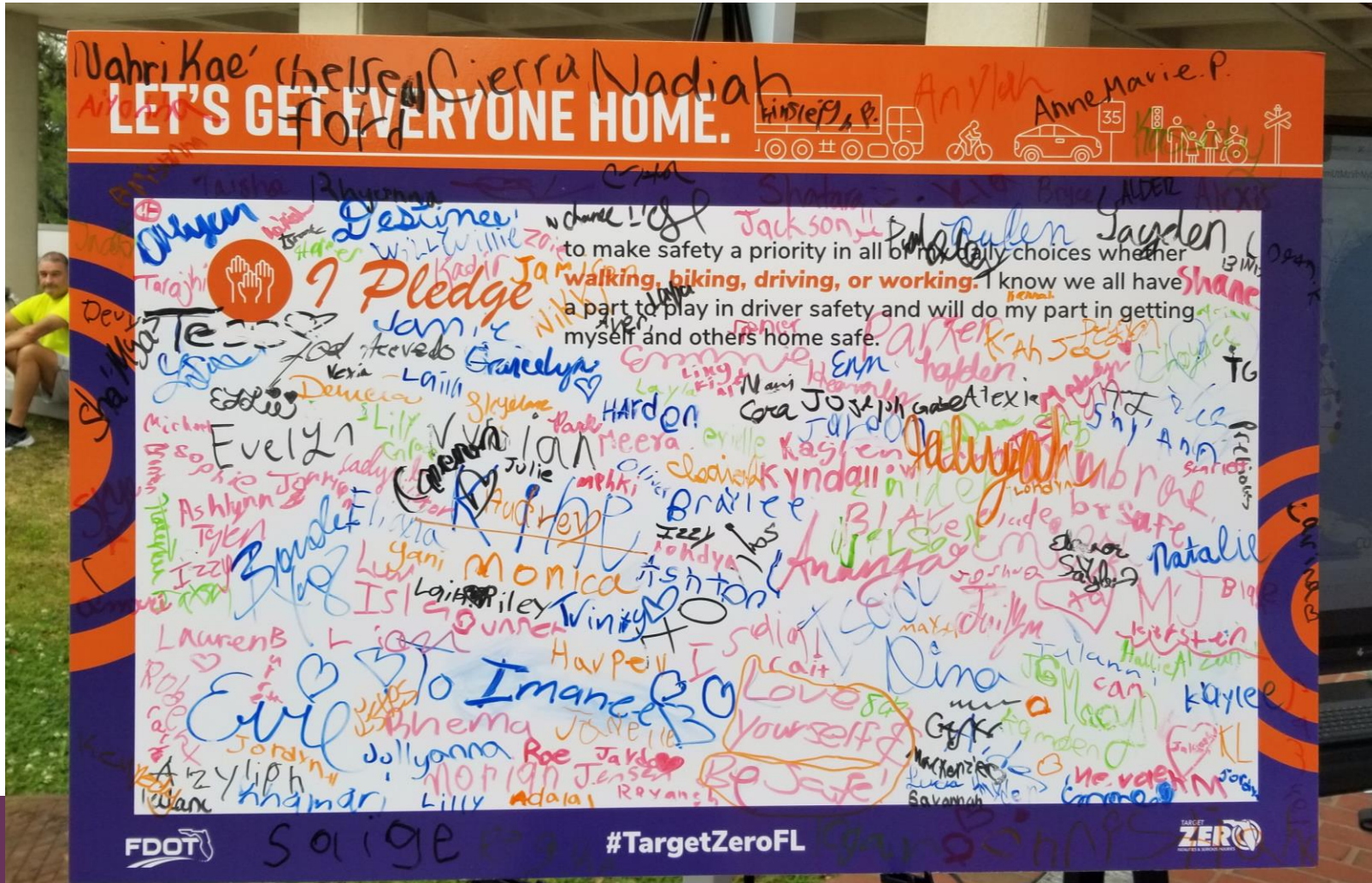


Go Orange Day!



Take Our Sons and Daughters to Work Day

Florida's State Capitol Event!



Safe Mobility for Life Newsletter

SAFE MOBILITY FOR LIFE
FDOT

Insider

News and information to help Florida's aging road users

Spring 2023

Inside This Edition:

- 2 Mobility Resources / Help on the Road
- 4 Thinking Beyond the Driver's Seat
- 6 First Regional CarFit Training and Community Event a Success
- 8 Bicycling Fun at Any Age
- 12 Target Zero: How Older Adults Help Influence the Next Generation
- 14 FindaRideFlorida.org: Finding Transportation Options in Your Community

Understand Be Proactive Plan

Safe Mobility for Life Coalition FDOT

TARGET ZERO: How Older Adults Help Influence the Next Generation

The Safe Mobility for Life Coalition takes a collaborative approach to eliminating aging road user fatalities and serious injuries on Florida's roadways. One key partner in this effort is Florida's Target Zero initiative. This program goes beyond the education of safety laws. It identifies behavioral aspects of crashes, life challenges leading to those behaviors, and how to prevent them.

Brenda Young is FDOT's State Safety Engineer. She explains how Target Zero's mission connects to the Coalition's efforts to enhance safety and mobility for aging road users. More than half of Florida's fatal and serious injury crashes involve a young male driver. Brenda shared that young men in focus groups reported their parents and grandparents continue to influence them. Many of these parents and grandparents are taking education and resources learned through the Coalition and sharing with the younger generation. This means they are passing down valuable, lifesaving safety tips.

While older adults are safe drivers, they are more likely to be injured or even killed in a crash. By influencing younger drivers, Brenda says older drivers are not just helping get everyone home safely. They are also reminding less experienced drivers

that behind every wheel is a person who has loved ones, a person who could even be someone's grandparent.

"Target Zero has revealed aging road users influence our younger men," said Brenda. "That is a great opportunity to re-enforce our messaging."

Helping younger drivers learn to manage everyday challenges that lead to speeding, distraction, and aggressive driving is one area older drivers show strong influence.

More mature, experienced drivers help others recognize they can slow down and enjoy not only life, but their drives as well.

Those in focus groups self-reported they regularly speed to make up for lost time (time-management) and drive while distracted (due to feeling a need for constant connection through their phones). They also reported being affected by the aggressive driving of others. As a result, new campaign messaging will focus on addressing these common challenges to prevent those behaviors.

While the Coalition and Target Zero serve different target audiences, both are vital to the shared goal of getting everyone where they are going safely.

"Culture change takes time," she said. "This is not a sprint; it's a marathon."

Scan this QR code to visit Target Zero's website for instructions on how to set up Do Not Disturb on your phone, as well as sample Do Not Disturb messages. You will also find customized playlists with a variety of musical themes to help you focus on the task of driving and stay calm and happy behind the wheel.

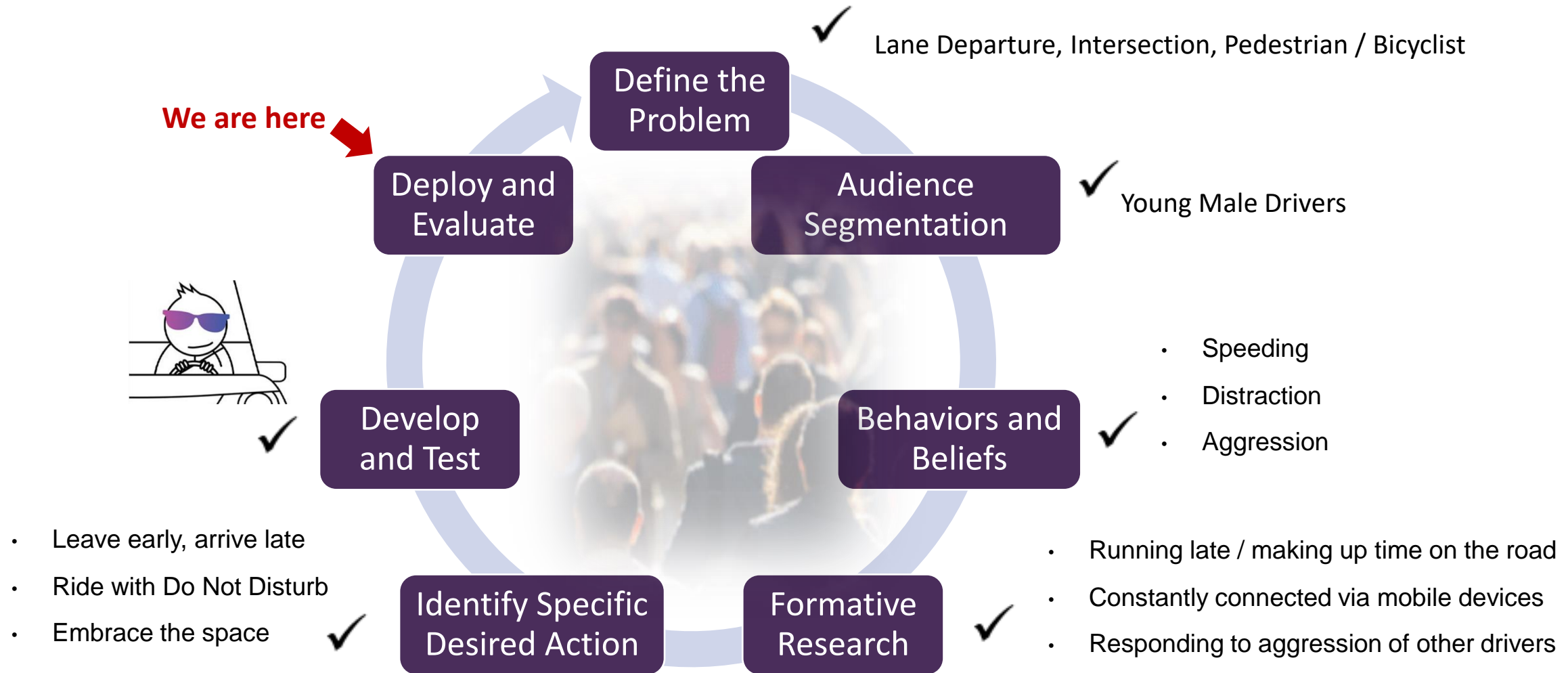
Learn more about Target Zero at fdot.gov/agencyresources/target-zero

12 Safe Mobility for Life

Print and Digital Materials Growing



New Campaign Development – Social Marketing





News!

Communication Plans for Campaigns' PESO Media: Speeding, Distracted, Aggressive

Goal: Comprehensive package with everything needed for paid, earned, shared, owned media

Plans Approved!
June Release

Next Step: Meetings
with Districts

Contents:

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

Attachments:

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

Distracted Driving Campaign Communication Plan

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

Situational Analysis

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

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

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

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

Goals

- Influence young male behavior to prevent distracted driving by addressing their challenges that lead to distraction
- Engage young males in Central Florida counties over 2 one-month time periods (April and June 2023)
- Engage parents, grandparents, and other community adults to indirectly influence young males in their lives over a 1-month time period concurrently with young male engagement (June 2023)
- Evaluate effectiveness before and after, make any needed adjustments to improve effectiveness, and deploy statewide in highest priority Districts/counties FY 23/24

Strategies

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



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

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

Behavior Messages / Calls to Action

Male Drivers Aged 22-27:

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

*Speeding Campaign – D4, D6

Time Management:
Leave Early For Your Trip Or Arrive Late



*Distracted Campaign – D5

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



*Aggressive Campaign – D1, D7

Stress Management:
Leave Space Between You and The Driver Ahead



Media and Community Engagement Schedule*



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



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Current Fiscal Year:

CAMPAIGN SCHEDULE First round of behavior campaigns separated by region for independent evaluation before revising, deploying statewide.	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SPEEDING CAMPAIGN: South Florida Districts 4, 6																		
DISTRACTED CAMPAIGN: Central Florida District 5																		
AGGRESSIVE CAMPAIGN: West Florida Districts 1, 7																		
INFLUENCER CAMPAIGN: Statewide																		
ONGOING NHTSA PAID MEDIA AND ENFORCEMENT All focus regions, portions can be Target Zero branded																		

'BEFORE' EVALUATION:
Survey audience before campaigns in focus regions on what they know, feel, and do regarding focus driving behaviors

'AFTER' EVALUATION:
Survey audience after campaigns in focus regions on what they know, feel, and do regarding focus driving

Revise campaigns based on evaluation results;
Run each campaign statewide FY 24; (dates TBD)

Next Fiscal Year: All 3 campaigns statewide

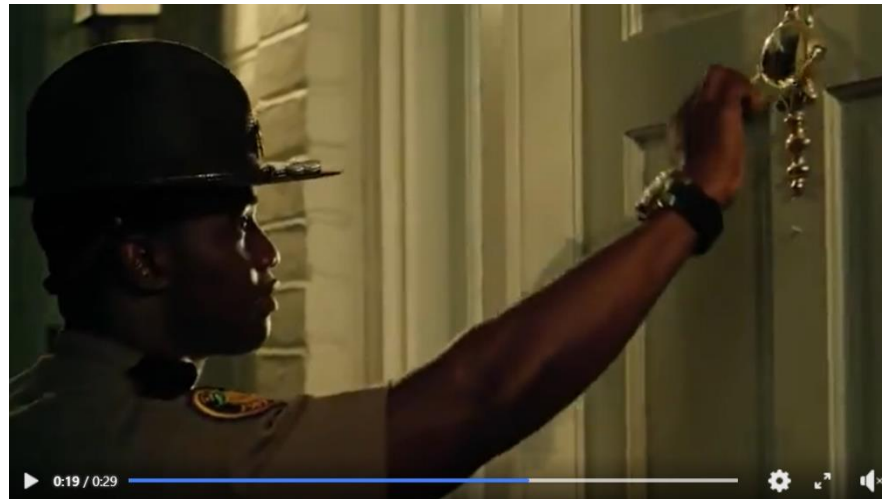
- NHTSA funded Distracted campaign alignment with National Distracted Driving Month

Influencer Campaign Partnership with FHP

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, the victim’s family, and the deceased

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



Statewide Influencer Campaign Videos

Deceased perspective:

<https://hdr.wistia.com/medias/wdshj2yotg>

Next of Kin perspective:

<https://hdr.wistia.com/medias/30wvlhqnyz>

Trooper perspective:

<https://hdr.wistia.com/medias/79sp0gt3vu>

New Materials in Development

Internal

- Employee computer lock screens – safety messages
- 5 to 7-minute video: Target Zero overview for staff
- T-Shirt designs
- Compilation of Target Zero vendors for branded tangible items – available for all Districts to order more materials
 - Next Central Office statewide order on/around July 1, 2023
 - More items available this fall

Sharepoint Site Updates

<https://fdot.sharepoint.com/sites/FDOT-CommunicationsOffice/SitePages/Target-Zero.aspx>



Every day in Florida, eight people die and forty-nine more are seriously injured on public roadways in preventable crashes. They are our husbands, wives, fathers, mothers, brothers, sisters, sons, daughters, friends, co-workers, and business partners. But what is a more "acceptable" number? When it comes to human lives, the answer, of course, is ZERO.

Losing a loved one to a preventable crash is unacceptable, heartbreaking, and life changing.

TOGETHER WE CAN SAVE LIVES!

VISION

We acknowledge the power we have within our workplace and community to help Florida reach its target of zero fatalities and serious injuries throughout our transportation system.

GOAL

As FDOT employees, we aim to eliminate fatalities and serious injuries throughout Florida's transportation system.

CALL TO ACTION

Here are just a few actions our team members can take to drive to zero!

INTERNALLY: No matter what office we officially call 'home,' we all can play a role to support safety and raise awareness with our colleagues

- Make safety visible throughout your office by displaying safety messages in common areas and in meetings.
- Share safety related training for staff that are free, pre-recorded, and available on our website.
- Have an internal employee event coming up? Use it as an opportunity to share information about safety and encourage others to join our team.
- Be authentic: If sharing real and personal safety experiences could change an outcome, DO IT!

IN THE COMMUNITY: Grass-roots outreach efforts greatly improve safety messaging effectiveness

- Contact your District Safety Office to either help prepare for, or participate in local events.
- Spread safety messaging by sharing FDOT's safety materials in your community.
- FDOT's mentoring hours are a great way to also share important information about safety in the community and in schools.
- If you see a potential safety hazard - SPEAK UP!

IN EVERYDAY LIFE: Even when we're not 'on-the-clock,' there are ways to improve safety culture in Florida with one-on-one conversations with our friends and families

- Lead by example! Others watch what you do when you are driving, so every time you drive is an opportunity to show how to be safe.
- If you see something, say something - as you are walking, biking, and driving - help be our 'eyes-on-the-street' and bring attention to what could use some improvement.
- Follow FDOT's social media (Facebook, Instagram, and Twitter) and like, share, and retweet our safety related posts.



TEAM MEMBERS IN ACTION: AT FDOT, IN THE COMMUNITY, AND IN OUR EVERYDAY LIVES



WHY WE JOINED THE TARGET ZERO TEAM

<p>HOLLI LINCK Any opportunity to help save lives is something I want to be a part of. I have been a victim of carpooling and would like to stop it from happening to others. 01 - PROGRAM MANAGEMENT LOCAL PROGRAMS COORDINATOR</p>	<p>TELLIS BAKER It is important to me because I am a user of public roads in Florida and safety is each destination in my quest. Florida is one of the most visited states throughout the year so providing safety to roadway users will make our state more desirable. 02 - P.E. TRAINEE</p>	<p>BEVERLY HYNES I joined Target Zero because it means it is important to me. As a wife and a mother of two young children I am always getting the carpool I have lost any sort of attention that I am a professional coach. Any time I hear of a crash that is my responsibility that I can't prevent I want to do what I can to help prevent the disaster and the heartache that surrounds them. 03 - PURCHASING AGENT II</p>
<p>WENDY BURCH My teenage son is a new driver. I would love to be able to contribute to keeping him safe. 04 - RIGHT OF WAY SPECIALIST</p>	<p>AMEER YOUSUF The name alone says it all. The statistics behind this program is important to reduce and to promote. 05 - AUTOMOTIVE EQUIPMENT MECHANIC</p>	<p>DRIANNA CASCHETA I want to help my community be safer. 06 - GIS DISTRICT COORDINATOR</p>
<p>LAURIE PIZZO I have been in automobile accidents over the years including one earlier this year. It is scary. As I sit in my office that faces I-95 and watch the Rollbacks come in with what is left of vehicles and motorcycles, I can't help but get involved. 07 - PROPERTY MANAGEMENT ADMINISTRATOR</p>	<p>PAUL LOWERY I'd like to be a part of the initiative to help contribute to a closer step to the elimination of fatalities and serious injuries in Florida. 08 - SENIOR ADULT SUPERVISOR</p>	<p>GARY ROCHE I decided to become a Target Zero Team Member because I wanted to do more to educate drivers on the importance of safe, responsible driving habits. 09 - SUPERVISOR - FLORIDA'S TURNPIKE</p>

CLICK HERE TO GET INVOLVED

Help us save lives! Join our Target Zero Team to help raise awareness internally, in the community, and in our everyday life.

<https://fdot.sharepoint.com/sites/FDOT-CommunicationsOffice/SitePages/Target-Zero.aspx>



For more information, please contact Brenda Young, P.E., CPM State Safety Engineer at Brenda.Young@dot.state.fl.us



New Materials in Development

External

- Law enforcement: tear sheets
- Community outreach: pledge board designs
 - Safety Pledge – 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



T-Shirts for Behavior Campaigns



Florida Communities Toward ZERO

Agency Name	Adopted Resolution	Action Plan or Strategy	Task Force	VZN Community
Ft. Lauderdale		2015 Action Plan	Steering Committee	Yes
Hillsborough County*		2017 Action Plan		Yes
Orlando	Yes	2021 Action Plan		Yes
Tampa		2022 Action Plan		Yes
West Palm Beach	Yes			Yes
Forward Pinellas		2021 Action Plan		No
Gainesville		2020 Framework		No
Lakeland	Yes			No
Martin MPO	Yes	2022 Vision Zero Plan		No
Miami-Dade County		2021 Framework Plan		No
Orange County	Yes			No
Osceola County	Yes			No
Palm Beach TPA**	Yes	2021 Action Plan	Advisory Committee	No
Sarasota Manatee MPO		2022 Action Plan	Advisory Group	No
Space Coast TPO (Brevard County)***	Yes	2010 Action Plan		No

*The following communities in **Hillsborough County** have adopted VZ Resolutions: Hillsborough County School Board, Plant City, Tampa, Temple Terrace, Unincorporated Hillsborough County

The following communities in **Palm Beach County have adopted VZ Resolutions: [Belle Glade](#), [Boca Raton](#), [Boynton Beach](#), [Delray Beach](#), [Greenacres](#), [Juno Beach](#), [Jupiter](#), Lake Park, [Lake Worth Beach](#), [Palm Springs](#), [Wellington](#), [West Palm Beach](#), [Westlake](#)

The following communities in **Brevard County have adopted VZ Resolutions: City of Cocoa, Town of Melbourne Beach, City of Melbourne, City of Satellite Beach, City of Titusville, City of Cocoa Beach, City of Palm Bay, City of West Melbourne, Town of Indialantic, City of Indian Harbour Beach, Town of Palm Shores, City of Rockledge, Brevard County, City of Cape Canaveral, Brevard Public Schools, Town of Grant-Valkaria, Town of Malabar, Town of Melbourne Village

Target Zero Fact Sheet Updated

- Relates Vision Zero and Target Zero
- Highlights Florida's Zero Efforts and Breadth
- Connects Communities to Resources, Links:
 - SHSP
 - Tracking challenges & progress
 - Education/enforcement grants
 - Infrastructure solutions funding
 - Context-based criteria
 - Outreach assets
 - Annual campaign calendar
 - Safety data integration space
 - Safety training
 - And more!

TARGET ZERO
FATALITIES & SERIOUS INJURIES

TARGET ZERO
FLORIDA'S TRANSPORTATION SAFETY INITIATIVE

WHAT?

TOGETHER TOWARD ZERO
Florida's target is ZERO FATALITIES AND SERIOUS INJURIES.

WHY?

ON FLORIDA'S ROADS...

8 daily fatalities

49 daily serious injuries

But when it comes to human lives, no death or serious injury is acceptable.

Source: FDOT

HOW DO WE GET THERE?

NATIONALLY VISION ZERO NETWORK

The Vision Zero Network is a national collaborative network to help communities eliminate traffic fatalities and serious injuries, while increasing safe, healthy, and equitable mobility. First implemented in Sweden in the 1990s, where traffic deaths have been cut in half even while the number of trips increased, Vision Zero is gaining momentum across the globe, including in many U.S. communities.

HELPING FLORIDA'S COMMUNITIES ACHIEVE THE NATIONAL VISION

Florida established Target Zero in the Strategic Highway Safety Plan to provide a framework for how Florida's communities work to achieve the national vision TOGETHER, by:

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

FDOT TARGET ZERO

TARGET ZERO TEAM

JOIN FLORIDA'S TARGET ZERO NETWORK

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

AND GET CONNECTED TO THESE SAFE SYSTEM APPROACH RESOURCES:

SAFE ROADS

- Design and operate SAFE ROADS with context-based engineering criteria from the FDOT Design Manual, the FDOT Traffic Engineering Manual, and more.
- Obtain FHWA funding for safety infrastructure investments to achieve SAFE ROADS on all public roadways. See The Highway Safety Improvement Program Guidelines for eligibility.

SAFE ROAD USERS

- Promote SAFE ROAD USERS with access to video and audio digital media, social media posts, print materials, and more! See our Annual Safety Calendar for comprehensive access to resources.
- Develop SAFE ROAD USERS with funding for safety education and enforcement efforts! See Traffic Safety Subgrants (fdot.gov) for programs and eligibility.

SAFE SPEEDS

- Design for SAFE SPEEDS using speed management design criteria in FDOT's Design Manual.
- Establish SAFE SPEEDS using Florida's Speed Zoning Manual.
- Enforce SAFE SPEEDS by obtaining NHTSA funding for speed enforcement.

POST CRASH CARE

- Access POST CRASH CARE resources with additional enforcement grants.
- Advance SAFE VEHICLES by conducting research, developing, and testing emerging transportation technologies in safe and controlled environments at Florida's SunTrax facility.

SAFE VEHICLES

Click here to learn more at TargetZeroFL.com

FDOT TARGET ZERO

Website – New Pages All Active

Linking to playlists and Do Not Disturb messages for paid media click-through, QR codes at events and on tip cards:

www.TargetZeroFL.com/Speeding
www.TargetZeroFL.com/Distracted
www.TargetZeroFL.com/Aggressive

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 once 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. Thx.

 TargetZeroFL.com/Distracted 

DRIVE TIME = YOU TIME
Music playlists designed to support calm, happy, and SAFE driving

Scan and start these playlists before you start your drive



FL VIBE GUY'S LO-FI BEATS
A collection of laid-back, lo-fi, electronic tunes to help drivers relax and reduce stress on the road.

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 behind the wheel.

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.

Let's Get Everyone Home Safely

 TargetZeroFL.com 



Partner Highlights

Partnership Thank You

"I'd like to take a moment to share a short story about State Agencies. When emergencies occur, we respond and act quickly and safely. Today when that Brush fire developed on US-92 EB, I witnessed 4 State Agencies such as FDOT, FHP, FWC & FORESTY working together on site to control the situation. I want to give a very big thank you on behalf of the Florida Dept. of Transportation to all involved today and especially to these 2 Troopers. They both set up a 1 Mile lane closure on the back of an attenuator as flawless as can be. Thank you two very much for your help and support."

Rashad Yousuf
Senior Heavy Equip. Operator
Florida Dept. of Transportation, District 5



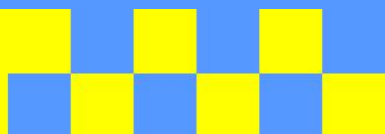
The logo features three concentric circles on the left side of the page. The innermost circle is a solid dark teal color. The middle ring is white, and the outermost ring is a slightly lighter shade of teal. The text 'Space Coast TPO' is centered within the innermost circle.

**Space Coast
TPO**



SCTPO Update

April 28, 2023



Vision Zero Leadership Team




- At least one representative from each municipality who has adopted a resolution
- Interested community partners
- Q1 – Met in March
- June 2023 – Vision Zero in Action Workshop




Social Media Campaigns



 Space Coast Transportation Planning Organization
February 15 · 🌐

Motorcyclists are 29 times more likely than passenger vehicle occupants to die in a vehicle crash. In fact, in 2022 in Brevard County, **motorcyclists accounted for 25% of traffic-crash fatalities.**

[#ShowTheLove](#) for yourself and others on our roadways – look twice for motorcycles, never pass a motorcyclist with only a few feet of space, and when being passed by a motorcycle, maintain your lane and do not increase speed. 🏍️



*Look twice.
You could save a life.*

[#ShowTheLove](#) 🍷💕

 City of Cape Canaveral - Government
2d · 🌐

Do your part to make sure our crosswalks are safe places to cross. When driving **PAY ATTENTION** - Cut distractions and watch for everyone on the road - walkers, bicyclist, other motorist.

BE PATIENT - Stopped vehicles may be waiting for a pedestrian. If you need to pass, do so slowly and cautiously.

BE KIND - If you see a person trying to cross on your side of the roadway, stop for them. It's not just the kind thing to do - it's the law!

Lets all work together to get everyone home safe!

[#CapeCanaveral](#) [#ShareTheRoad](#) [#TheSpaceBetweenSafeandSound](#)



 Space Coast Transportation Planning Organization
1d · 🌐

Texting is the most alarming distraction. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. You cannot drive safely unless the task of driving has your full attention. Wait to send your texts until you've arrived safely at your destination. 📱 [#VisionZero](#) [#DistractedDrivingAwarenessMonth](#)

TEXTING TAKES YOUR EYES OFF THE ROAD FOR NEARLY 5 SECONDS.

At 55 MPH, that's like driving an entire football field blindfolded.

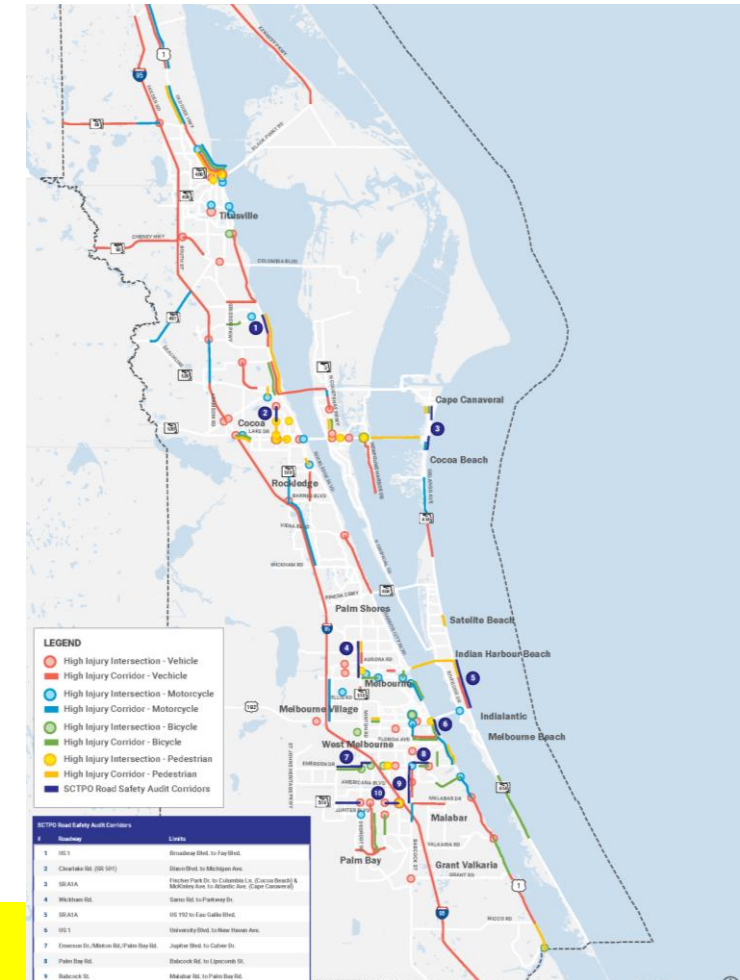


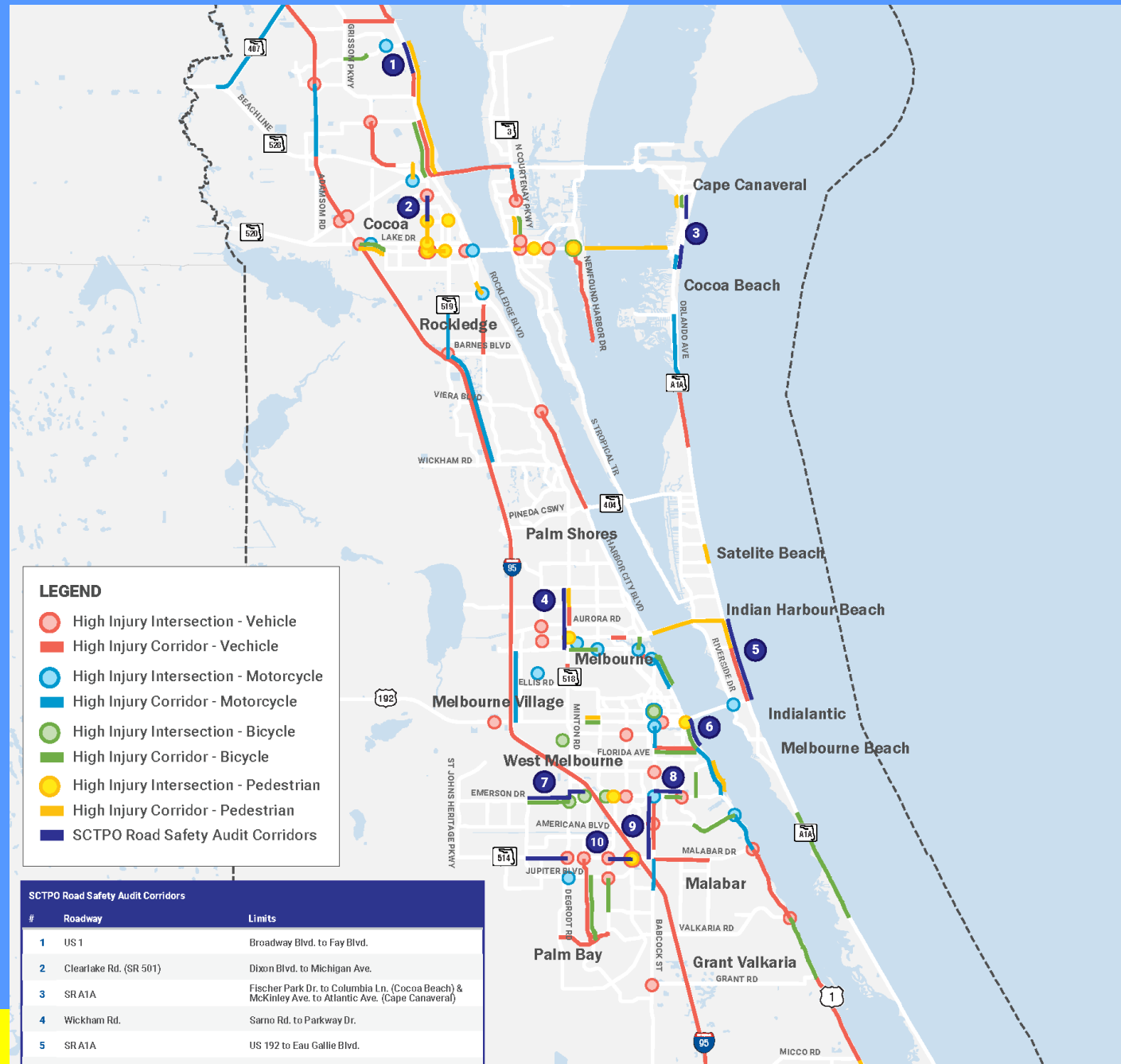


Outreach & The High-Injury Network



- Aiming to prioritize outreach based on the areas highlighted in the HIN
- Will be looking at corridors/intersections for targeted outreach
- Example:
 - Bicycle safety outreach focused in areas noted for high instances of bicycle crashes





The image features a graphic on the left side consisting of three concentric circles. The innermost circle is a solid dark teal color and contains the text 'MADD' in white, bold, uppercase letters. The middle circle is white with a dark teal border. The outermost circle is also white with a dark teal border. The background of the entire image is a solid dark teal color.

MADD

Ride Like MADD Virtual Cycling Challenge in May

[Ride like MADD \(walklikemadd.org\)](http://walklikemadd.org)

How it Works

Check out the awesome prizes you can earn this year!



Register to Ride

Sign up before the month of May for the best opportunity to meet your ride goals. To complete the Ride Like MADD - ride at least 47 miles. To finish the Tour de Florida, ride at least 100 miles.



39 Miles

Ride 39 miles in the month of May and receive this sport towel! Why 39 miles? Because someone is killed by an impaired driver every 39 minutes. Everyone who rides 39 miles will receive this prize!

2023 Ride Like MADD Tour De Florida Challenge

REGISTER

DONATE



Challenge yourself to get on your bike (or spin bike) this May to help us end impaired driving in Florida!

We ride to create a future of No More Victims[®]

All monies raised will stay local to expand our teen outreach prevention programs, support law enforcement in their efforts to eliminate impaired driving and support the victims of these crimes.

Register and donate TODAY to help us save more lives!

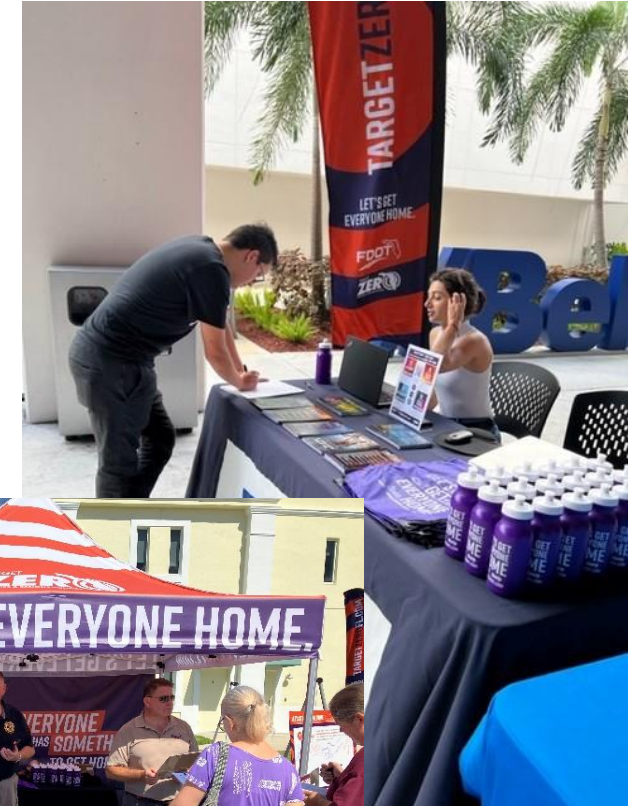


Action Items

South Florida
Central and West Florida
All Districts

South Florida

- **Congratulate Yourselves – Job Well Done!**
- **Continue Community Outreach and Promote Speeding Messaging**
- **Prepare for June – ways to engage young males in the community**
- **We'll send Communication Plan and meet!**



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



All Districts

- **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 will be uploaded to website
 - Tangible items can be ordered by any District via our C.O. vendors!
- **In the Community – Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**
- **Internally – Watch for Target Zero Tips Tuesday! Share Posters, Safety Moment Slides, etc.**



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**

April is Distracted Driving Awareness Month

Constantly Connected? You got this.



Custom Do Not Disturb messages with setup instructions:



TargetZeroFL.com/Distracted



Thank You!

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For more information, visit:

www.TargetZeroFL.com