

# Target ZERO

*Safety Campaign Development – Speeding, Distraction, Aggression*



*February 23, 2023:  
Monthly Partner Statewide Meeting*



# Agenda – February 2023 Statewide Meeting

## News and Current Events

- **Florida House Transportation and Modal Subcommittee**
- **Florida School Crossing Guard Appreciation Day, Annual Awards**
- **Safe Streets for All Grants**
- **Hit and Run Awareness Month**

## Campaign Development

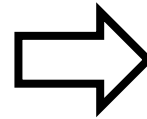
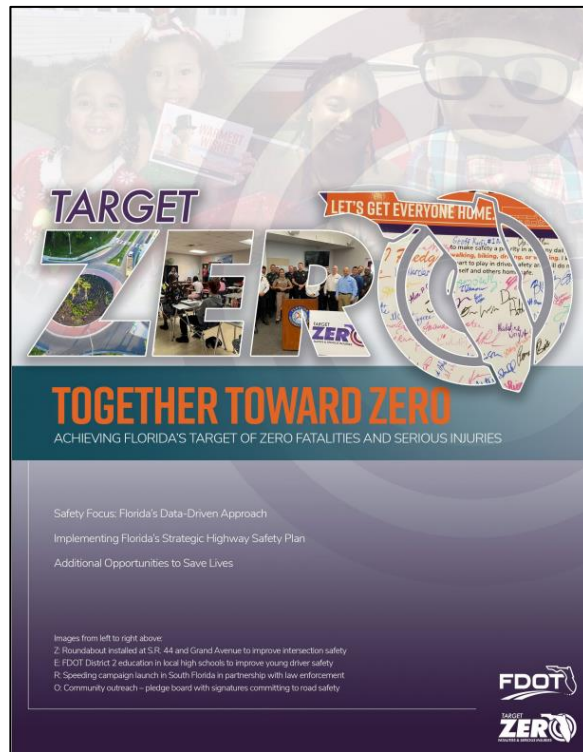
*Speeding, Distracted, and Aggressive Driving*

- **Updates**
  - More New Tip Cards
  - Materials Order Status
  - Communications Plans
- **New Information**
  - New Materials in Design
  - New Website Pages
  - Campaign Schedule
- **Campaign Evaluation**
- **Action Items and Next Steps**

# FL House Transportation Subcommittee

## Target Zero efforts highlighted!

FDOT on panel with FLHSMV, FHP, Department of Education, and more



# Florida School Crossing Guard Appreciation Day

**Congratulations to this year's winners!!!**

**2022 Florida School Crossing Guard of the Year**  
**David W. Peterson, Pasco County Sheriff's Office**

**2022 Florida School Crossing Guard of the Year**  
**Larry Miller, Seminole County Sheriff's Office**

**2022 Florida School Crossing Guard of the Year Extra Mile Award**  
**Tom Bowser, Okaloosa County Sheriff's Office**

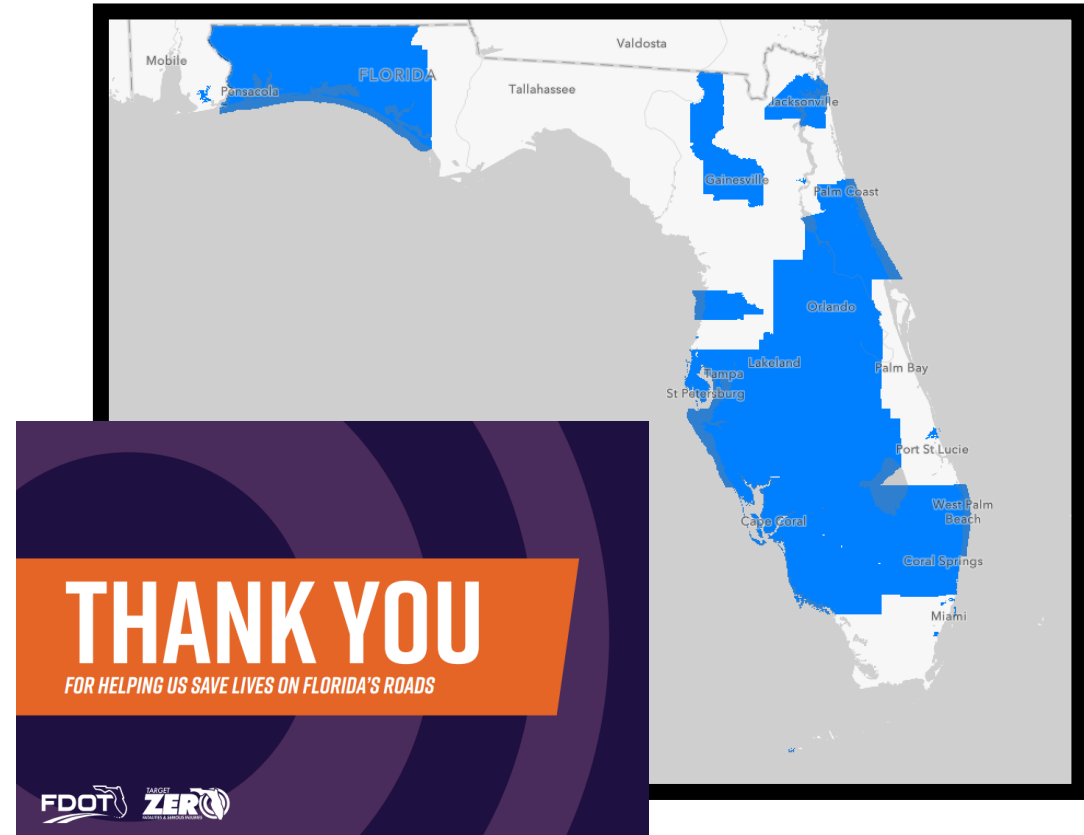


# Safe Streets and Roads for All Grant Program (SS4A)

[U.S. Transportation Secretary Pete Buttigieg announced a historic \\$800 million in grant awards for 510 projects through the new \*\*Safe Streets and Roads for All \(SS4A\) Grant Program\*\*](#)

- 34 Florida Partners Collectively Received \$20M for Development of Safety Action Plans
- 3 Florida Partners Collectively Received \$48M for Implementation Projects

THANK YOU to our agency partners who applied and received funding to help Florida achieve our collective target of ZERO!!!



# Hit and Run Awareness Month



**IF YOU'RE INVOLVED IN A CRASH,  
STAY AT THE SCENE  
AND CALL FOR HELP.**

**FLHSMV** 

If you have information on a hit-and-run crash, you can report it by calling \*FHP (\*347) or report it anonymously to Florida Crime Stoppers by calling \*\*TIPS (\*\*8477) or through the Florida Crime Stoppers smartphone phone app, available free in the **Apple** and **Google Play** stores.

**ACTIVE CASES >**



## FLORIDA HIT-AND-RUN CRASH FATALITIES

**FLHSMV**  
FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES

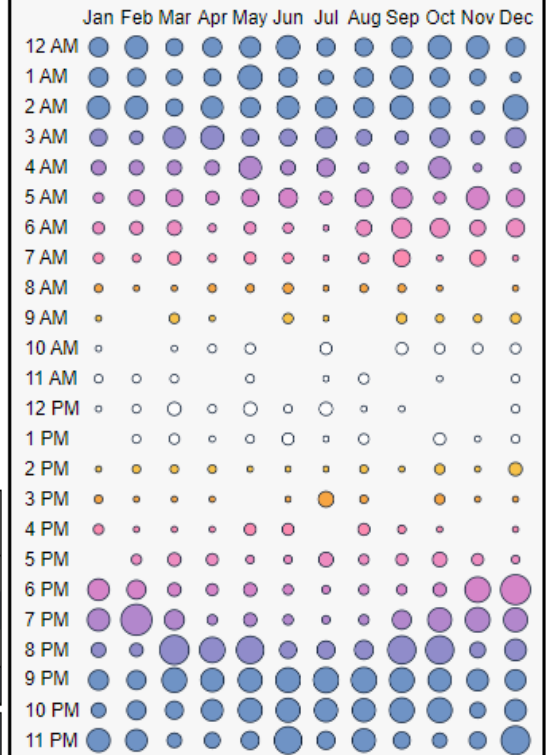



In Florida, between 2015 and 2022, there were **815,998** hit-and-run crashes that resulted in **1,873** traffic fatalities.

In **2022** alone, **214 (80%)** of the **266** fatalities from a hit-and-run crash occurred during dawn, dusk or nighttime conditions.

Approximately **84%** of hit-and-run traffic fatalities occur during dawn, dusk or nighttime conditions.

### FREQUENCY OF HIT-AND-RUN CRASH FATALITIES BY MONTH AND TIME 2015 to 2022



Dawn, Dusk or Nighttime	1,574
Daylight	280
Other	19
<b>Grand Total</b>	<b>1,873</b>

FILTER BY YEAR: (All)

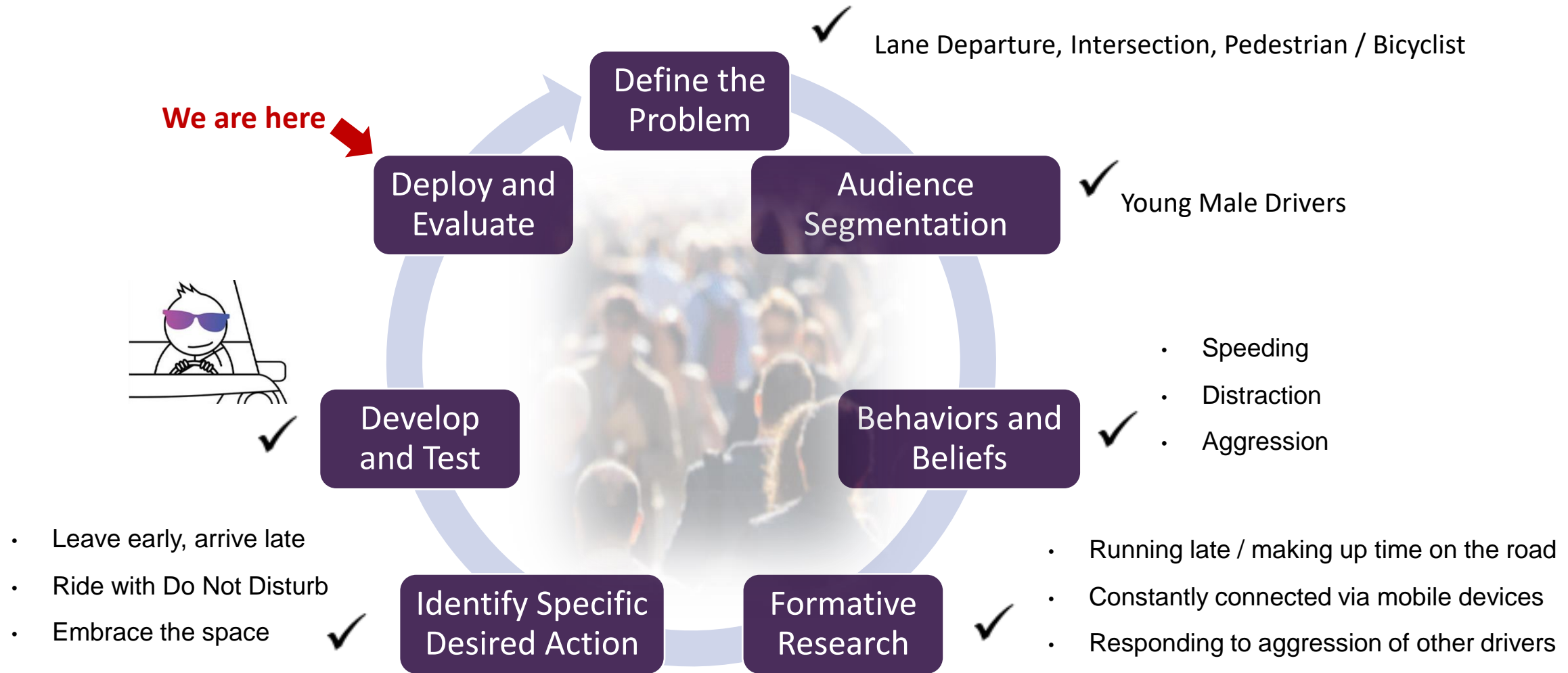
FILTER BY COUNTY: (All)

DATA IN THIS VIEW IS A SNAPSHOT AS OF FEBRUARY 7, 2023.



# Campaign Updates

# New Campaign Development – Social Marketing





# 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



# Communication Plans: Speeding, Distracted, Aggressive

In Communications  
Office Review

## Contents:

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

## Attachments:

- Paid media purchases/locations/content
- Media release
- 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



1



# 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



**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

## 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
<b>SPEEDING CAMPAIGN:</b> South Florida Districts 4, 6															
<b>DISTRACTED CAMPAIGN:</b> Central Florida District 5															
<b>AGGRESSIVE CAMPAIGN:</b> West Florida Districts 1, 7															
				<b>'BEFORE' EVALUATION:</b> Survey audience before campaigns in focus regions on what they know, feel, and do regarding focus driving behaviors									<b>'AFTER' EVALUATION:</b> Survey audience after campaigns in focus regions on what they know, feel, and do regarding focus driving		

Next Fiscal Year: All 3 campaigns statewide



# Community Outreach Materials – Comprehensive



**Florida Department of Transportation Transportation Safety Program Evaluation**

1. On average, how many people die each day in Florida due to traffic crashes?  
 a. 0 - 7  
 b. 3 - 7  
 c. 8 - 10  
 d. 11 - 15

2. On average, how many people are seriously injured each day in Florida due to traffic crashes?  
 a. 0 - 20  
 b. 21 - 40  
 c. 41 - 60  
 d. 61 - 80

3. \_\_\_\_\_ of all crashes in the U.S. involve driver errors and are therefore preventable.  
 a. One third  
 b. One half  
 c. The vast majority

4. Have you seen or heard any of the following messages before today? (circle all that apply)  
 a. Messages about refraining from making phone calls or texting while driving  
 b. Messages about maintaining safe distance from the car in front of you  
 c. Messages about not speeding  
 d. Messages relating to "Let's Get Everyone Home"  
 e. Web ads

5. Where have you seen or heard about it? (circle all that apply)  
 a. Billboards  
 b. Music streaming (e.g. Spotify, Pandora, etc.)  
 c. Social media (e.g. Facebook, Instagram, Snapchat, TikTok)  
 d. Video streaming (e.g. Hulu, YouTube, etc.)  
 e. Web ads

6. How many crashes have you been involved in over the past five years when you were the driver?  
 \_\_\_\_\_ crashes

7. How many times in the past year have you been pulled over by law enforcement, regardless of whether you received a ticket?  
 \_\_\_\_\_ times

8. How likely or unlikely are you to do the following? Please rate the following statements:  
 Start your driving trip early enough so you can arrive on time without having to exceed the speed limit.  
 Keep your full attention on driving and not allow any distractions.  
 Exceed the speed limit to make up for lost time.  
 Drive especially close to the car in front of you (called tailgating or following too closely).

	1	2	3	4	5	6	7
Extremely Likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Extremely Unlikely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Optional, please help us with future messages:  
 County of residence: \_\_\_\_\_  
 Your gender: (circle one) M / F / Other \_\_\_\_\_  
 Age: (circle one) 18-21 / 22-27 / 28-34 / 35-49 / 50+

**Thank you! And remember, YOU have the power to help save lives!**



# Community Outreach Materials – Complete



**FDOT** Florida Department of Transportation  
Transportation Safety Program Evaluation **ZER**

- On average, how many people die each day in Florida due to traffic crashes?  
a. 0 - 7  
b. 3 - 7  
c. 8 - 10  
d. 11 - 15
- On average, how many people are seriously injured each day in Florida due to traffic crashes?  
a. 0 - 20  
b. 21 - 40  
c. 41 - 60  
d. 61 - 80
- \_\_\_\_\_ of all crashes in the U.S. involve driver errors and are therefore preventable.  
a. One third  
b. One half  
c. The vast majority
- Have you seen or heard any of the following messages before today? (circle all that apply)  
a. Messages about refraining from making phone calls or texting while driving  
b. Messages about maintaining safe distance from the car in front of you  
c. Messages about not speeding  
d. Messages relating to "Let's Get Everyone Home"
- Where have you seen or heard about it? (circle all that apply)  
a. Billboards  
b. Music streaming (e.g. Spotify, Pandora, etc.)  
c. Social media (e.g. Facebook, Instagram, Snapchat, TikTok)  
d. Video streaming (e.g. Hulu, YouTube, etc.)  
e. Web ads
- How many crashes have you been involved in over the past five years when you were the driver?  
\_\_\_\_\_ crashes
- How many times in the past year have you been pulled over by law enforcement, regardless of whether you received a ticket?  
\_\_\_\_\_ times
- How likely or unlikely are you to do the following? Please rate the following statements:  
Start your driving trip early enough so you can arrive on time without having to exceed the speed limit.  
Keep your full attention on driving and not allow any distractions.  
Exceed the speed limit to make up for lost time.  
Drive especially close to the car in front of you (called tailgating or following too closely).

Extremely Likely 1 2 3 4 5 6 7 Extremely Unlikely  
0 0 0 0 0 0 0

Optional, please help us with future messages:  
County of residence: \_\_\_\_\_  
Your gender: (circle one) M / F / Other  
Age: (circle one) 18-21 / 22-27 / 28-34 / 35-49 / 50+

**Thank you! And remember, YOU have the power to help save lives!**

## Districts 4 & 6:



(Future order for all Districts)

## Designs for District orders:

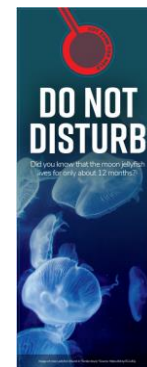
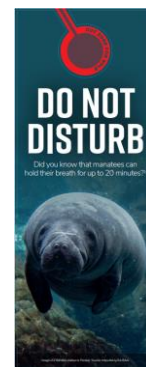
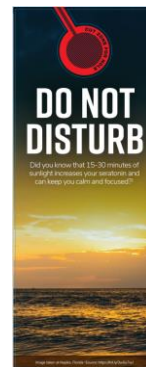
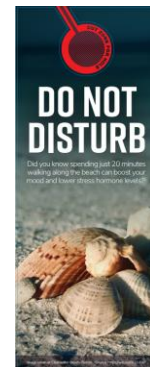
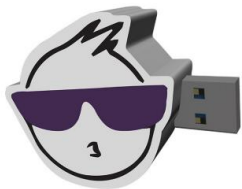


# Community Outreach Materials – Orders for Districts

Shipped:



Next Orders:



# New Safety Tip Cards – Recipes for the Road Series

## Inspired by D2 Recipes for the Road! FDOT Partnership with Florida Department of Agriculture

- Florida-focused
- Seasonal series throughout the year
- Here are the Florida SPRING recipes!
- Ordering and distributing to Districts for use in community outreach events
- Electronic versions on both FDOT and FDAC websites

RECIPES FOR THE ROAD — SPRING SERIES

### FLORIDA BLUEBERRY AND SPINACH SMOOTHIE

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

**INGREDIENTS (SERVES 1)**

- 1 cup Florida blueberries
- 1 cup Florida spinach, packed
- 2 tablespoons Florida peanuts, or 1 tablespoon peanut butter
- 1 teaspoon Florida honey, plus more to taste
- 1 cup low fat, plain Greek yogurt
- 1 teaspoon natural vanilla
- 2 cups ice
- 1 sprig of mint for garnish

**PREPARATION**

Place all ingredients in a blender with a tight-fitting lid. Blend all ingredients until smooth. Taste smoothie and adjust sweetness with Florida honey, as needed. Garnish with fresh mint and blueberries.

ENJOY THIS RECIPE? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS.



RECIPES FOR THE ROAD — SPRING SERIES

### CHEESY BAKED FLORIDA TOMATOES

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

**INGREDIENTS (SERVES 4)**



- 3-4 large Florida tomatoes, sliced 1/4-inch thick
- 1 cup mozzarella cheese, shredded
- 1/4 cup Parmesan cheese, grated
- 1 tablespoon garlic, minced
- 3 tablespoons fresh basil, roughly chopped
- 1 tablespoon olive oil
- Sea salt and fresh ground pepper, to taste

**PREPARATION**

Preheat oven to 400 degrees. In a small bowl combine the oil and garlic. Season with salt and pepper. Place slices of tomato on sheet pan, brush with oil mixture, and sprinkle even amounts of cheese on each tomato slice. Bake for 8-10 minutes or until cheese is melted. Top with chopped basil and serve warm.

ENJOY THIS RECIPE? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS.



RECIPES FOR THE ROAD — SPRING SERIES

### CRISP FLORIDA VEGETABLE GARDEN WRAPS

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

**INGREDIENTS (SERVES 4)**

- 1 large Florida tomato, cored and sliced thin
- 1 large or 6 small sweet Florida peppers, seeded and sliced thin
- 4 cups Florida arugula
- 1 cup Florida cucumber, sliced thin
- 1 cup your favorite cream cheese spread or our hummus or pimento dip recipes
- 4 large sandwich wraps (your favorite)
- 1/2 lemon, to squeeze
- 1 teaspoon all-purpose seasoning blend
- Olive oil for drizzling

**PREPARATION**

On a clean surface, lay out each of the four wraps. Spread 1/4 cup of the flavored cream cheese, pimento dip or hummus on half of each wrap. Evenly distribute all the vegetables covering the other half of each wrap. Add an even amount of the arugula to each wrap. Lightly drizzle the vegetables with olive oil, seasoning blend and a little squeeze of lemon juice. Start to roll each wrap from the half that has the vegetables on it relative tightly toward the side that has the cream cheese or hummus spread. Continue this process until all four wraps are rolled and laying crease side down. Cut wraps in halves or thirds. Serve with vegetable chips.

ENJOY THIS RECIPE? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS.



RECIPES FOR THE ROAD — SPRING SERIES

### FLORIDA SWEET PEPPER AND CHICKEN STREET TACOS

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

**INGREDIENTS (SERVES 4)**

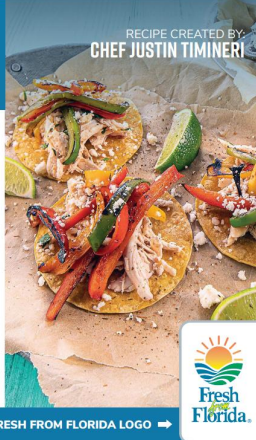
- 2 cups multi-colored Florida sweet peppers, sliced
- 1 pound roasted chicken, pulled or chopped rough
- 8 small soft corn or flour tacos
- 1 cup Mexican farmers cheese
- 2 limes, quartered
- 1/2 cup fresh cilantro sprigs
- 1 teaspoon taco seasoning blend
- Centina style salsa (your favorite)
- Florida hot sauce to taste
- Sea salt and fresh ground pepper, to taste

**PREPARATION**

Preheat a large sauté pan over medium-high heat. Add sliced sweet peppers and taco seasoning to a dry pan. Let peppers blister and char to add flavor. Remove peppers from pan and set aside. In same pan, lightly toast tortillas until warm. Remove tortillas from pan and place on a platter or plates. In same pan, add chicken and 1 tablespoon of the salsa you plan to use. Warm the cooked chicken until heated throughout. Assemble the street tacos by adding an even amount of chicken and peppers to each tortilla. Garnish each taco with salsa, cheese and fresh cilantro. Serve with lime wedges, salsa and Florida hot sauce.

ENJOY THIS RECIPE? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS.



# New Safety Tip Cards – Recipes for the Road Series

Inspired by D2 Recipes for the Road! FDOT Partnership with Florida Department of Agriculture

Key features:

- FDAC 'Fresh from Florida' brand colors
- Chef credits
- Features most popular recipes from their website
- QR code to their recipe site for more
- Engagement – post and tag photos
- Encouraging Fresh from Florida call to action



RECIPES FOR THE ROAD — SPRING SERIES

## FLORIDA SWEET PEPPER AND CHICKEN STREET TACOS

RECIPE CREATED BY: CHEF JUSTIN TIMINERI

### INGREDIENTS (SERVES 4)


- 2 cups multi-colored Florida sweet peppers, sliced
- 1 pound roasted chicken, pulled or chopped rough
- 8 small soft corn or flour tacos
- 1 cup Mexican farmers cheese
- 2 limes, quartered
- ¼ cup fresh cilantro sprigs
- 1 teaspoon taco seasoning blend
- Cantina style salsa (your favorite)
- Florida hot sauce to taste
- Sea salt and fresh ground pepper, to taste

### PREPARATION

Preheat a large sauté pan over medium-high heat. Add sliced sweet peppers and taco seasoning to a dry pan. Let peppers blister and char to add flavor. Remove peppers from pan and set aside. In same pan, lightly toast tortillas until warm. Remove tortillas from pan and place on a platter or plates. In same pan, add chicken and 1 tablespoon of the salsa you plan to use. Warm the cooked chicken until heated throughout. Assemble the street tacos by adding an even amount of chicken and peppers to each tortilla. Garnish each taco with salsa, cheese and fresh cilantro. Serve with lime wedges, salsa and Florida hot sauce.

ENJOY THIS RECIPE? Post a photo of your creation and tag us #LetsGetEveryoneHome

CHOOSE LOCAL AND LOOK FOR THE FRESH FROM FLORIDA LOGO WHEN BUYING INGREDIENTS. →





# New Safety Tip Cards – Recipes for the Road Series

Inspired by D2 Recipes for the Road! FDOT Partnership with Florida Department of Agriculture

Key features:

- Target Zero brand colors that most closely match FDAC's on the front
- Empowering call to action to help save lives
- Tips for safe driving following recipe theme, addressing precursors to speeding, distraction, and aggression
- Imagery clearly depicting seatbelt use
- QR code to Target Zero website for playlists and Do Not Disturb messages

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

## RECIPE FOR SAFE DRIVING

### INGREDIENTS

(SERVES ALL ROAD USERS)

- 1 whole, undivided calm mind
- 1 well-maintained vehicle with functioning lights and signals
- 1 seatbelt per person, buckled

A dash of "Do Not Disturb" auto replies

Sprinkle of your favorite playlist

### PREPARATION

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

LET'S GET EVERYONE HOME. TARGETZEROFL.COM

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

FDOT

TARGET ZERO  
FATALITIES & SERIOUS INJURIES

# 'Owned Media' - Rest Areas/Welcome Centers

- Optimizing static safety messaging for travelers
- Coordinating with Rest Area Manager in D3
- D3 is a great place to start – 12 total locations
  - Rest areas: 5 pairs, 2 singles
  - Welcome centers: 2
- Innovative concepts – custom banners, kiosks
- Identify opportunities for statewide deployment
- Target Zero creative team supporting

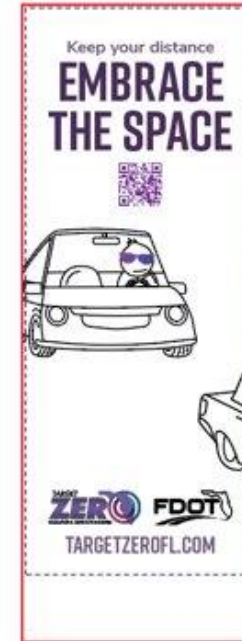
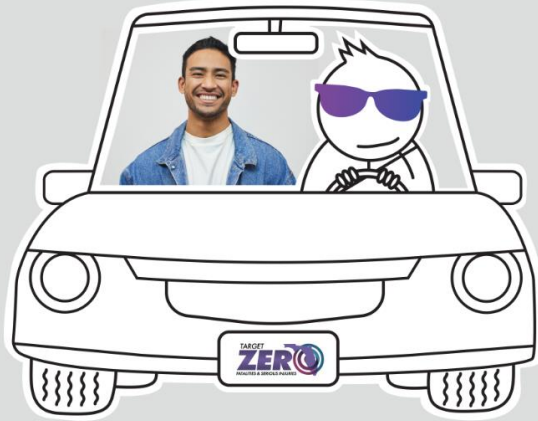


**Thank you to Gretchen Peoples and  
Mike Lewis for taking the lead!**



**New  
Information**


# Community Outreach Materials – In Design



# Community Outreach Materials – In Design



# Community Outreach Materials – In Design



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

TARGETZEROFL.COM



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

TARGETZEROFL.COM

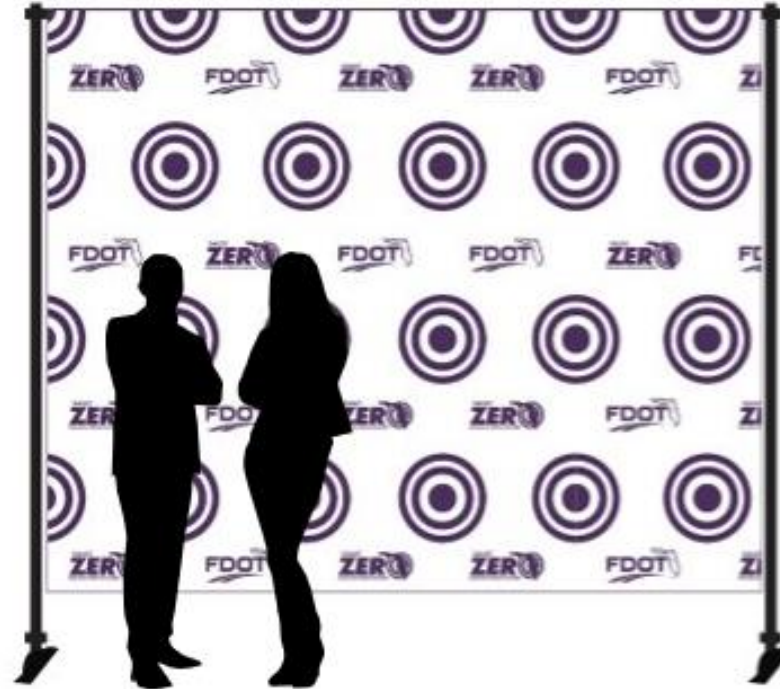


Keep your distance  
**EMBRACE THE SPACE**

TARGETZEROFL.COM



# Community Outreach Materials – In Design



And by special request – annual safety calendars

# Website – New Pages

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](http://www.TargetZeroFL.com/Speeding)

Next:

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

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





# Campaign Evaluation

# Our Strategy for Evaluating Effectiveness: Speeding, Distracted, Aggressive Campaigns

If you do not engage and influence your customer, your marketing program has failed.  
**Awareness is not action.**

FDOT Paid  
Media Buyer  
Provides



## Traditional Media Metric:

- Impressions – how many people *could* have seen the message (each time counts)

## Advanced Metrics:

- Engagements – reactions, comments, shares, link clicks
- Engagement rates – ratio of those who engaged of those who could have seen it

FDOT Tracks  
for Social  
Media



## Additional Key Performance Indicators via Surveys:



**KNOW**

- The facts
- Self-recognition of responsibility
- Power to act



**FEEL**

- Changed attitudes
- Injunctive norms
- Perceived susceptibility to behavior/belief



**DO**

- Self-reported behavior/belief
- Behavior/belief intention



FDOT  
Conducting  
Both  
Before and  
After  
Campaigns  
Released

400 surveys each: Southeast, Southwest, Central, and West Florida  
= 1,600 responses to achieve statistical significance



**KNOW**



**FEEL**

# Connecting Actions to Consequences

- How likely is it that you will have a crash or close call in the next year if you engage in the following?
  - Making a phone call or texting while driving.
  - Exceeding the speed limit.
  - Driving especially close to the car in front of you.



# KNOW Power to Act

- Please rate the following statements how they best describe you, on the 7-point scale ranging from 1 (Strongly Agree) to 7 (Strongly Disagree).
  - I have the power to start my driving trip early enough so I can arrive on time without having to exceed the speed limit.
  - While driving, I am in control of whether to make phone calls or text.
  - While driving, I have the power to keep my full attention on driving and not allow any distractions.
  - While driving, staying within the speed limit demonstrates self-control.
  - While driving, maintaining a safe distance from the car in front of me demonstrates self-control.
  - While driving, I have the power to control my anxiety and stressors.
  - It is up to me to safeguard others by the way I drive.



# FEEL Injunctive Norms

- Most people who are important to me think it is all right for me to...
  - ...wait to make a phone call or text until after I arrive at my destination.
  - ...exceed the speed limit to make up for lost time.
  - ...drive especially close to the car in front of me



# DO Self Reported Behaviors Due to Precursors

- In the past month, how often did you start your driving trip early enough so you could arrive on time without having to exceed the speed limit?
- In the past month while driving, how often did you wait to make phone calls or text until after you arrived at your destination?
- In the past month while driving, how often did you keep your full attention on driving and not allow any distractions?
- In the past month while driving, how often did you exceed the speed limit to make up for lost time?
- In the past month while driving, how often did you drive especially close to the car in front of you (called tailgating or following too closely)?

# Baseline Evaluation Key Takeaways

## Demographics and Background

- 35% have been a driver in a crash in the last 5 years
- 40% have been pulled over by law enforcement in the past year
  - o Half of this group has been pulled over more than once

# Baseline Evaluation Key Takeaways

## Self-Reported Behavior

- 19% rarely leave early
- 20% rarely wait to make a phone call or text
- 9% rarely keep their full attention on driving o 16% exceed the speed limit to make up for lost time on an almost daily or daily basis

Respondents with a larger number of reported crashes were more likely to report exceeding the speed limit



# Baseline Evaluation Key Takeaways

## Behavioral Intent

- Youngest drivers consistently had the least percentage of choosing the best safety behavior

# Baseline Evaluation Key Takeaways

## Injunctive Norms & Perceived Susceptibility

- The youngest group was more likely to believe that others think it is all right to exceed the speed limit to make up for lost time.
- 15% of respondents identified these behaviors (making a phone call while driving, exceeding the speed limit, and following especially close to the car in front) as extremely unlikely to result in a crash or close call, which was consistent for the three behaviors and age groups.

# Baseline Evaluation Key Takeaways

## Perceived Behavioral Control

- The youngest age group, 18-21-year-olds, had fewer respondents agreeing they have control.
- Close to half of the drivers feel they do not have control over anxiety and stress while driving.

# Baseline Evaluation Key Takeaways

***Close to half of the drivers feel they do not have control over anxiety and stress while driving...***

- Outreach should include ways to empower drivers for control over the entire driving task (and our target audience values control).
- Respondents who feel less control over anxiety and stressors while driving, also feel less control over cell phone use and leaving in time to avoid exceeding the speed limit.

**After campaigns run, 2<sup>nd</sup> evaluation will be conducted and compared to baseline to evaluate effectiveness of influencing what you men know, feel, and do.**

# Media Buyer Reports – Speeding Campaign

## \*Speeding Campaign – D4, D6

Time Management:  
Leave Early For Your Trip Or Arrive Late



- October 15 – November 30, 2022
- Districts 4 and 6: St. Lucie, Palm Beach, Broward, Miami-Dade Counties
- Paid media purchases targeting young males included:
  - Radio
  - Streaming audio (Spotify, Pandora, Soundcloud)
  - Digital video (Paramount+, Pluto, Samba, Visio, Hulu, YouTube)
  - Targeted social (Facebook, Instagram, Snapchat)
  - Digital billboards
  - Gas pump tv

# Media Buyer Reports – Speeding Campaign

MEDIUM	Overall Estimated Impressions by Medium	Overall Spend by Medium	Cost Per Impression
Radio	3,120,000	\$ 288,978.75	\$ 0.09
Digital Video	10,143,121	\$ 201,064.48	\$ 0.02
Digital Audio	4,830,931	\$ 72,500.00	\$ 0.02
Paid Social	10,242,611	76,306	\$ 0.01
Out of Home (Billboards)	6,476,430	188,203	\$ 0.03
Out of Home (GSTV)	4,698,714	\$ 100,000.00	\$ 0.02

**Almost 40 million impressions total**

**REMEMBER** – this metric counts each time a person sees a message

**GOAL** – each person sees messages multiple times for message retention and comprehension

# FDOT Social Media Metrics - January

Engagement  
Rate Target:  
4.5 - 5%

## Instagram

### Top Posts by Engagements



Pie Chart- January 17, 2023

Chances of being a good driver if you send one quick text while driving because it's "just one text"

- None
- None, but in purple



Engagements: **50**  
Impressions: **1,128**  
Engagement Rate: **4.4%**

Spongebob Meme - January 19, 2023



Engagements: **41**  
Impressions: **782**  
Engagement Rate: **5.24%**

National Florida Day- January 25, 2023



Engagements: **24**  
Impressions: **378**  
Engagement Rate: **6.3%**

# FDOT Social Media Metrics - January

Engagement  
Rate Target:  
1.5 - 2%

## Twitter

### Top Tweets by Engagements



Florida Day - January 25, 2023

FLORIDA DOT @MyFDOT

It's National Florida Day, so be sure to rep our state right on the roadways by slowing down, putting away the distractions, and leaving that road rage behind.

4:57 PM - Jan 25, 2023 - 2,119 Views

View Tweet analytics

4 Retweets 9 Likes

Engagements: **33**  
Impressions: **2,103**  
Engagement Rate: **1.5%**

NY Resolution - January 21, 2023

FLORIDA DOT @MyFDOT

We're three weeks into January. Are your resolutions looking a little rough? Feel free to borrow ours if you need 'em - we don't mind 😊

#LetsGetEveryoneHome

2:00 PM - Jan 21, 2023 - 1,262 Views

View Tweet analytics

3 Retweets 1 Quote Tweet 4 Likes

Engagements: **26**  
Impressions: **1,250**  
Engagement Rate: **2.08%**

Pie Chart - January 17, 2023

FLORIDA DOT @MyFDOT

Chances are slim (if you haven't noticed) 🍷

Everyone deserves to make it home safe at the end of the day, so save that text for later and focus on the road ahead. #TargetZeroFL

Chances of being a good driver if you send one quick text while driving because it's "just one text"

None  
None, but in purple

10:05 AM - Jan 17, 2023 - 1,484 Views

View Tweet analytics

2 Retweets 10 Likes

Engagements: **24**  
Impressions: **1,487**  
Engagement Rate: **1.61%**





# 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



# Statewide

- **Remember All Behavior Campaign Assets Are Yours Too**
  - Once final approved, all digital assets will be uploaded to website
- **In the Community – Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**
- **Please Continue to Share With Us What You Are Doing Too!**



**Next Steps**

# Next Steps

- **Behavior Campaigns**

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

Communication Plans  
Pending Approval

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

- **Latin-American Messaging Development**

- **Additional ‘Owned’ Media Assets Development**

- Rest Areas, Welcome Centers – D3 Leading
- DMS – *Seeking Leader!*

# FEBRUARY IS HIT AND RUN AWARENESS MONTH



**STAY AT  
THE SCENE**

**IF YOU'RE INVOLVED IN A CRASH,  
STAY AT THE SCENE  
AND CALL FOR HELP.**

**FLHSMV** 

[Hit-and-Run Awareness - Florida Department of Highway Safety and Motor Vehicles \(flhsmv.gov\)](http://flhsmv.gov)

## Let's Get Everyone Home Safely



# Thank You!

**Brenda Young, P.E.**

State Safety Engineer

[brenda.young@dot.state.fl.us](mailto:brenda.young@dot.state.fl.us)

For more information, visit:

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