

# Target ZERO

*Safety Campaign Development – Speeding, Distraction, Aggression*



*January 19, 2023:  
Monthly Statewide Partner Meeting*



# Agenda – January 2023 Statewide Meeting

## Welcome

- Agenda
- Celebrate
- Recap

## Together Toward Zero - Sharing

- Partner Highlights
- FDOT Highlights
- Recognition

## Campaign Development

*Speeding, Distracted, and Aggressive Driving*

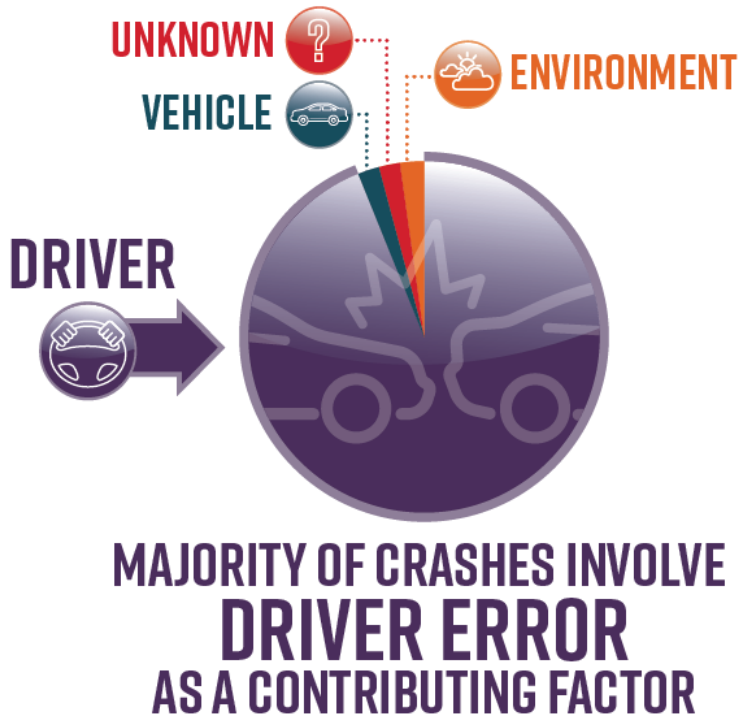
- Updates
- New Information
- Action Items



**Celebrate Our  
Progress**

# Challenge

## NATIONALLY...



Source: NHTSA

## On Florida's Roads...



Source: Florida Strategic Highway Safety Plan, 2021

# Florida Strategic Highway Safety Plan



## Florida's Focused Initiative Expansion



LANE DEPARTURE



INTERSECTIONS



PEDESTRIAN / BICYCLIST

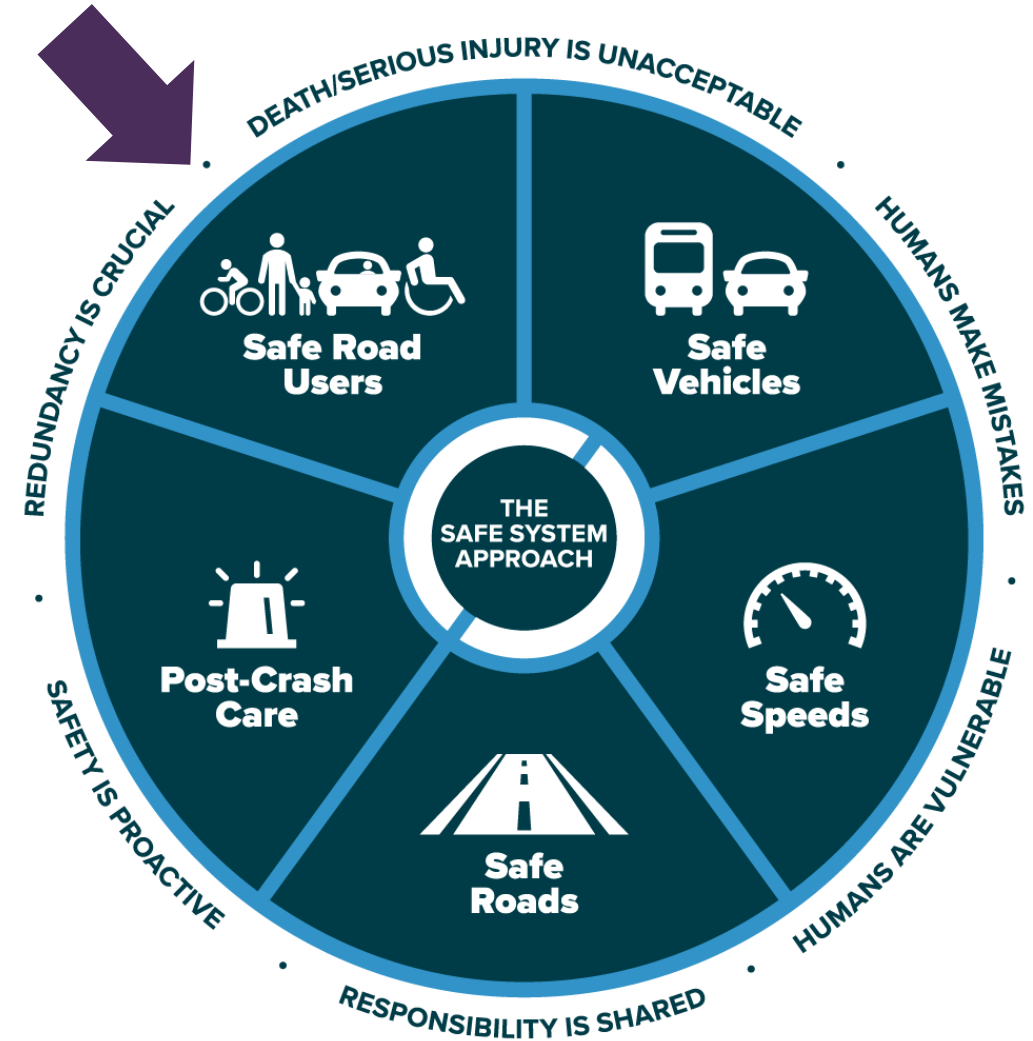
**9** OUT OF **10** **FATAL** **CRASHES** & **3** OUT OF **4** **INJURY** **CRASHES**

# Florida Strategic Highway Safety Plan

# SAFE SYSTEM

## APPROACH

Zero is our goal. A Safe System is how we get there.





**SAFE ROADS / ENGINEERING**

**SAFE SPEEDS / ENGINEERING**

**SAFE ROAD USERS / EDUCATION**



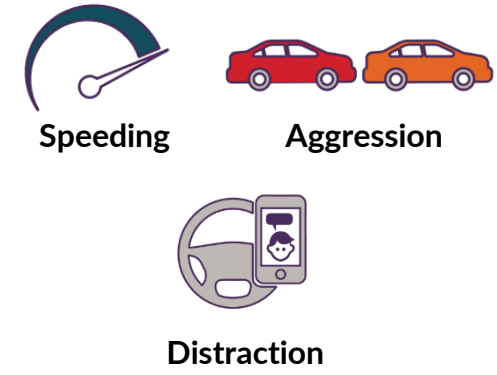
**SAFE VEHICLES**

**POST-CRASH CARE / EMERGENCY RESPONSE**



**Existing Campaigns**

**Behavior Change Campaigns**  
In new style – targeting males 22-27



**All Safety Campaigns Support Target Zero Goals**

**New Campaigns**

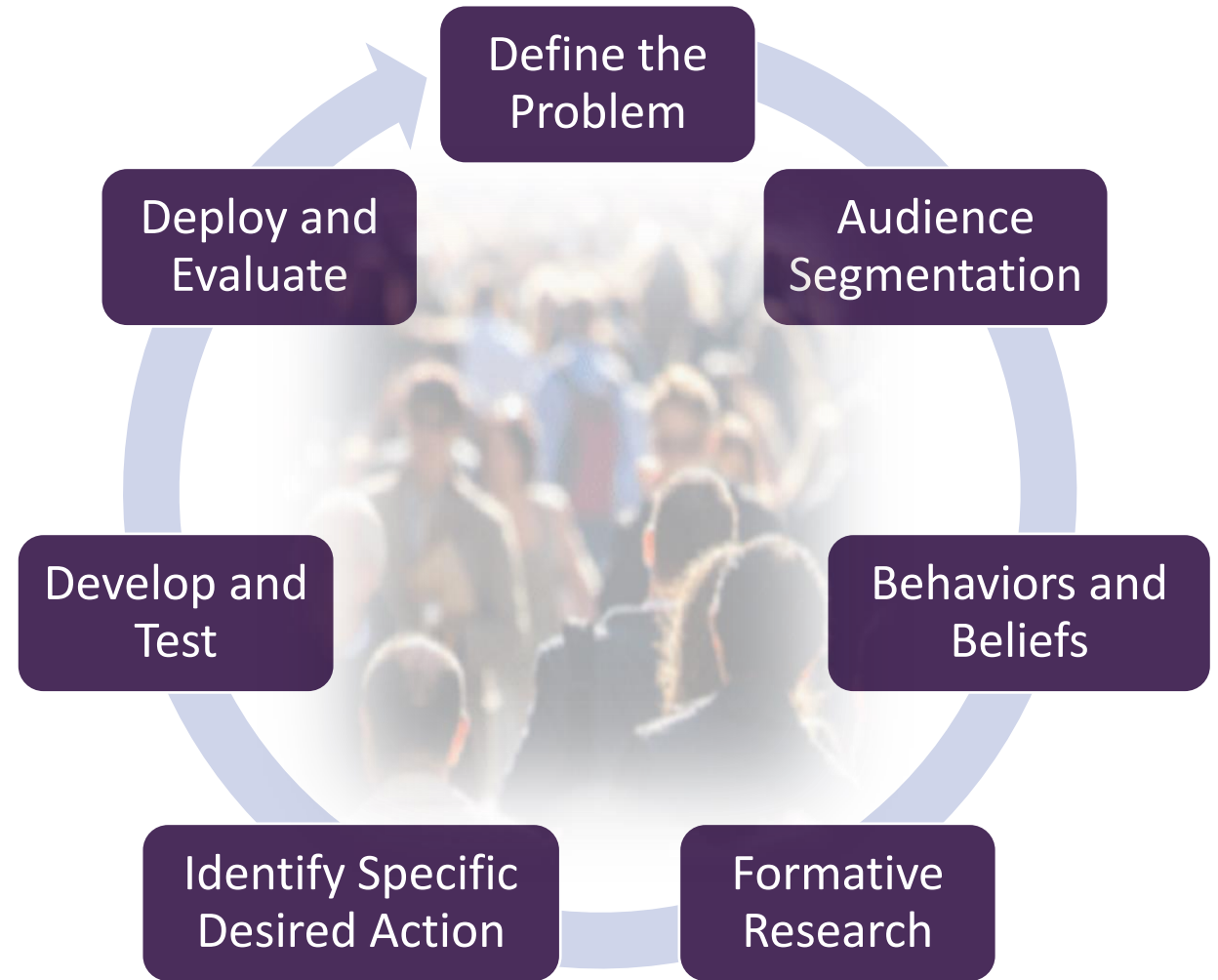


# New Campaign Development – Social Marketing

- ✓ Education of Laws
- **Influencing Behavior**

**Influencing people** requires understanding **human factors**:

- Why people behave the way they do
- How people change
- How to help people in their efforts to change

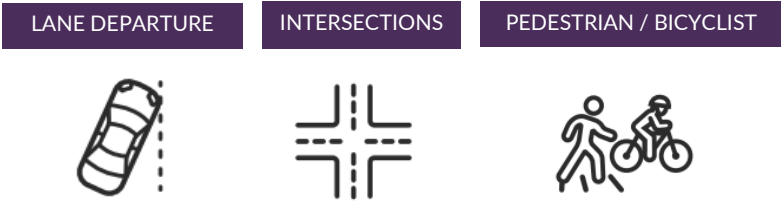




# New Campaign Development

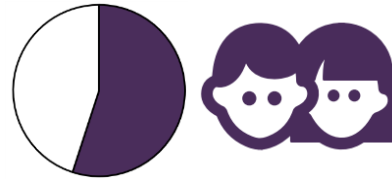


## What?



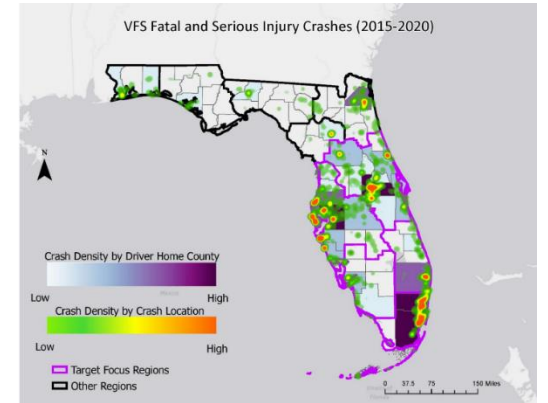
## Who?

### FOCUS AUDIENCES

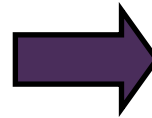
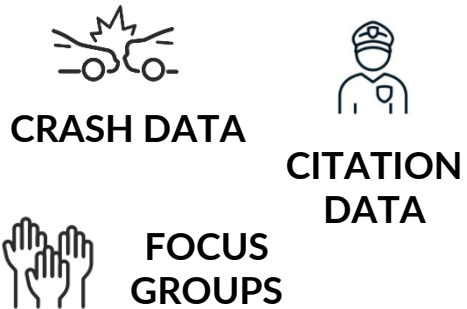


Over 50% - young male drivers, age 18-37  
Age 22-27 is most influenced by marketing

## Where?



## Why?



Running late / making up time on the road  
Responding to aggression of other drivers  
Feeling a need to be constantly connected via mobile devices  
Overcommitted and stressed  
Thrill / adrenaline rush  
Overconfidence in driving skills  
Driving not perceived to be risky / more likely to accept risk

# 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**

## Male Drivers Aged 22-27:

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

Behavior Messages / Calls to Action

### \*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




# Supportive Behavior Change Tools

‘Click Through’ from Paid Media: [www.TargetZeroFL.com/speeding](http://www.TargetZeroFL.com/speeding)  
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.*







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



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



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



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

### 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](#)



**Recap**

# Recap – Last Monthly Update (Nov 2022)

## Updates

- Target Zero Efforts In the Districts Around the State
- Speed Campaign Launch in South Florida

## New Information

- Behavior Campaigns
  - 3<sup>rd</sup>/Final Video/Audio Creative Available – Aggression
  - New Tip Cards; Bookmarks
- Target Zero Card for the Holidays
- Target Zero Recipe Cards

## Action Items

- South Florida
- Central and West Florida
- Statewide

## Recognition

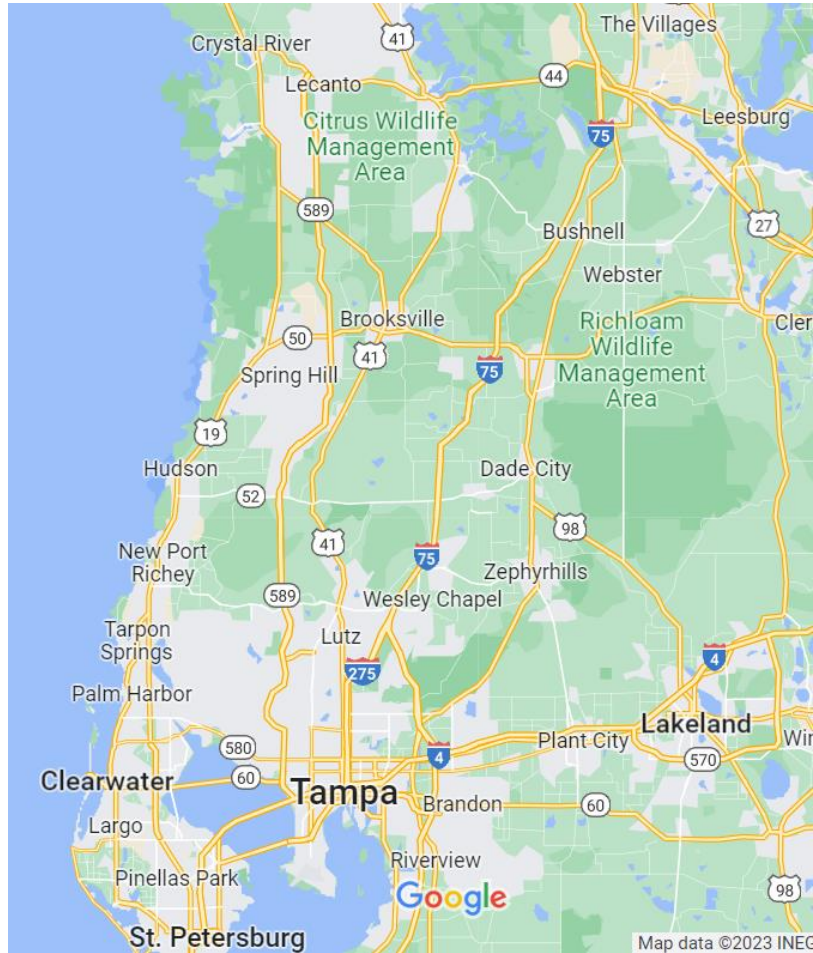
## Next Steps






**Partner  
Highlights**

# Florida Highway Patrol



Traffic stop on SR-589 southbound (mm 12.5) on the outside shoulder  
Approximately 11:10 AM on 1/1/23

# Melissa Wandall: Speaker, Advocate, Spokesperson

 **Melissa Wandall, Speaker, Advocate  
Consultant, Spokesperson** ...  
5d · 🌐

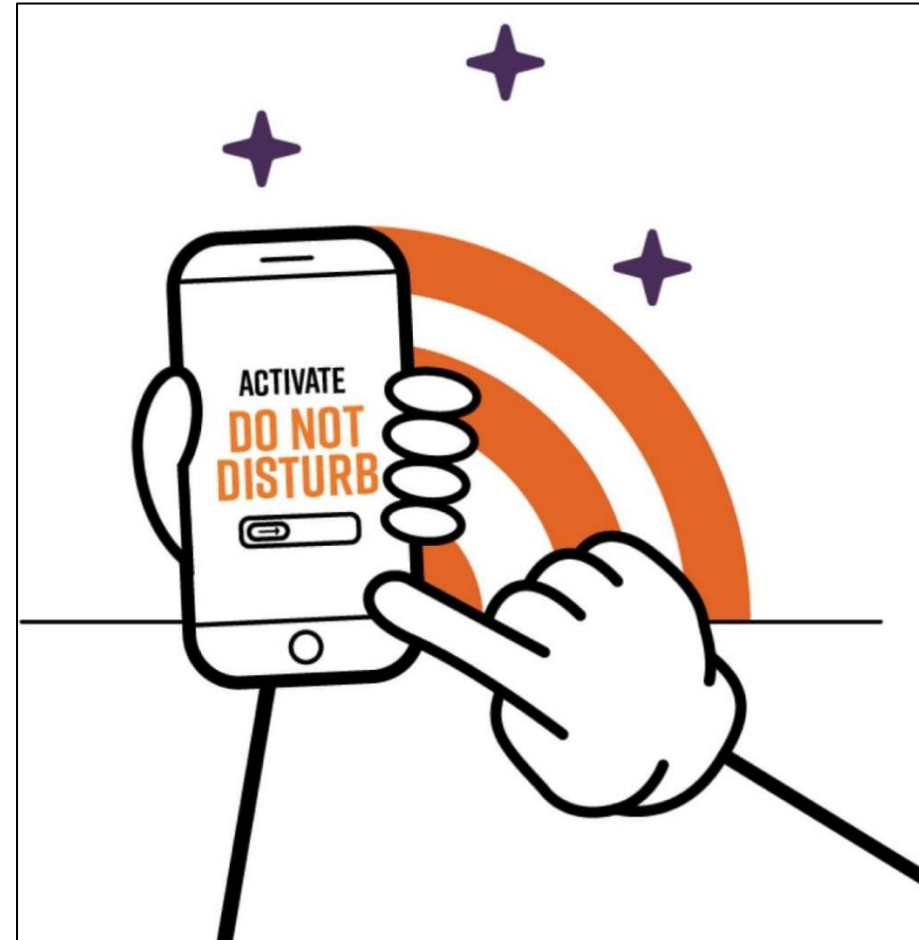
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Check out the wide range of tones and emotions here -  
<https://www.fdot.gov/projects/targetzero/speeding>

#distracteddriving #smartphones





# Space Coast TPO



July 2020

**NOW, THEREFORE, BE IT RESOLVED** the Space Coast Transportation Planning Organization:

1. Endorses Vision Zero as part of a comprehensive effort to strive to achieve zero traffic deaths and serious injuries on Brevard County roadways; and
2. Directs TPO Staff to develop a Vision Zero Action Plan identifying policy and procedural changes the TPO can adopt to further support and promote Vision Zero; and
3. Encourages local municipalities to consider developing and adopting Vision Zero Action Plans for their respective jurisdictions.

Passed and duly adopted at a regular meeting of the Space Coast Transportation Planning Organization Governing Board on the 11<sup>th</sup> day of July, 2019.

# Bike Walk Central Florida



<https://youtu.be/BuXf0kcJeY0>

# FDOT District 1

FDOT District 1 Drone Partnership



# FDOT District 1



Manatee/Sarasota County CTST Partnership:  
Hunger's End Christmas Bicycle Distribution



**FDOT**  
**Highlights**

# Safety During the Holidays – FDOT Central Office

D5 Candy Cane Idea!

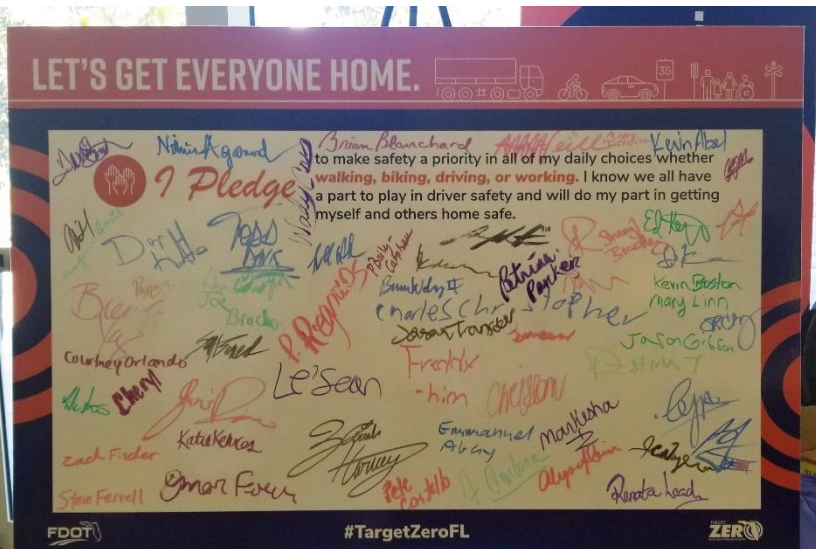


D1 Life Saver Idea!

Safety Office Wedding!



# Florida Automated Vehicle Summit



# D1: Permits Coordination + Safety

*The Department highly encourages that an Applicant request a Pre-Application meeting before they submit for a Driveway Connection Permit. One small thing the Permits Department is doing in D1 Heartlands Operation is, at the end of each meeting that includes FDOT personnel and outside Engineers and Developers, we give a brief safety message using various items from the Strategic Highway Safety Plan, or one of the many Safety Signature images and Safety Tips. It helps to remind the public just why the Department has so many requirements when approving driveway connections and improvements to the State roadways.*

**-Douglas Stewart**  
**Permits Coordinator I**



# Article from D4: Safety Research

*The National Academies of Sciences, Engineering, and Medicine - Transportation Research Board released this paper on employer-based behavioral traffic safety programs. It made me think of how lucky we are to have the Target Zero Ambassador program and how important it is to create a safety culture in FDOT. Enjoy reading!*

[Behavior traffic patterns for drivers in the workplace.pdf](#)

**-Orianna Caschetta, M.A**  
**Traffic Safety Specialist III**

# D5: The Beat Survey

*I would like the following to be considered for one of the “The Beat” questions this month.*

**Question:** *January is Move Over Month in Florida. Which of the following type of vehicles does the Move Over law apply?*

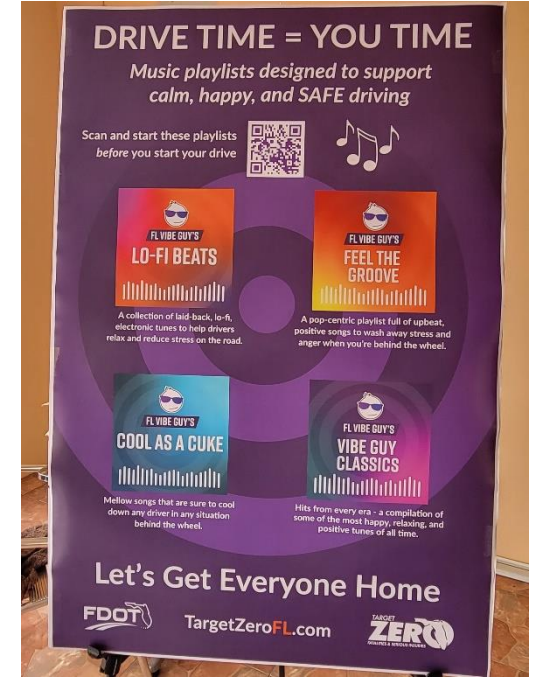
- A. Tow Truck*
- B. Sanitation (Garbage) Truck*
- C. Utility Vehicles*
- D. All the above*
- E. None of the above*

**Answer and follow-up:** *Correct Answer: D. Law Enforcement, Emergency Rescue, Ambulance, Fire Truck, Tow Truck, Sanitation (Garbage) Truck, Utility Vehicles, Maintenance Vehicles, and Construction Vehicles are all included in the “Move Over” law. If you can’t move over - slow to a speed that is 20 mph less than the posted speed limit.*

- **Cindy Feior**

**Technology Project Manager**

# D6: Pre-Thanksgiving Treats + Safety



*I am proud to support and be an ambassador for this initiative. Please see attached pictures for a little pre-Thanksgiving event to remind our district employees to download the music playlists and take it easy on the roadways this holiday season. 😊*

**-Deborah Gray  
Budget Specialist**



**Updates**

# New Safety Tip Cards – Recipes for the Road Series

## Inspired by D2 Recipes for the Road!

## FDOT Partnership with Florida Department of Agriculture!

RECIPES FOR THE ROAD

### FLORIDA SQUASH AND ZUCCHINI RICOTTA ROLLUPS

#### INGREDIENTS NEEDED:

- 2 large Florida zucchini or yellow squash, sliced thin lengthwise
- 1 cup ricotta cheese
- 1 cup mozzarella cheese, shredded
- 2 cups marinara sauce (your favorite)
- 2 egg yolks
- 1 teaspoon Italian seasoning mix
- 1/3 cup parmesan cheese, grated
- 1/4 cup fresh basil, hand torn
- Sea salt and fresh ground pepper, to taste

#### INSTRUCTIONS:

Lay out all the zucchini and yellow squash slices on paper towels. Lightly sprinkle each side of the sliced zucchini and squash with sea salt. Let the salted slices sit for about 20 minutes.

After 20 minutes, use another paper towel to soak up any liquid from the vegetables. In a small bowl combine the egg yolk, mozzarella cheese, ricotta cheese, and Italian seasoning.

Season cheese mixture lightly with salt and pepper. Spread a thin layer of the cheese mixture on one side of each vegetable slice. Roll each slice up carefully and place seam side down in a baking dish. Evenly add marinara sauce to the top of the vegetable rollups.

Sprinkle with Parmesan cheese and bake in a 375 degree oven for about 15 minutes. Top with hand torn basil, serve warm.



Use the QR Code for more great **Fresh from Florida** recipes.

ENJOY THIS RECIPE?

Post a photo of your creation and tag us **#LetsGetEveryoneHome**

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 NEEDED:

- 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

#### INSTRUCTIONS:

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



#### NEED INGREDIENTS?

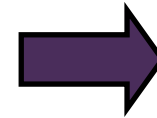
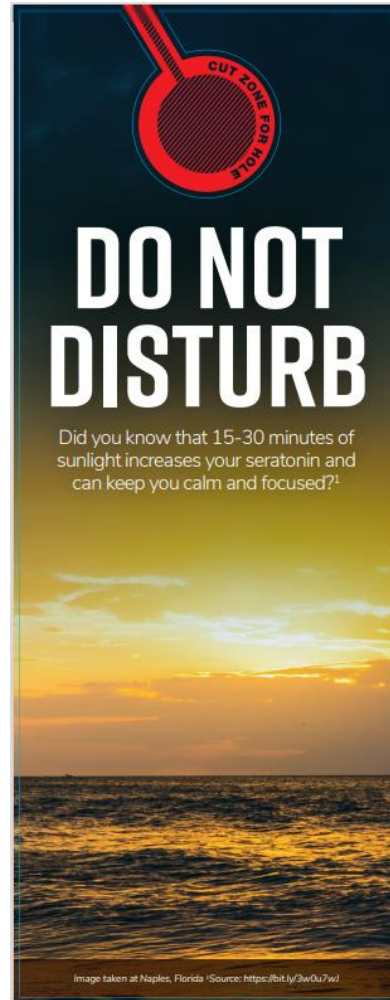
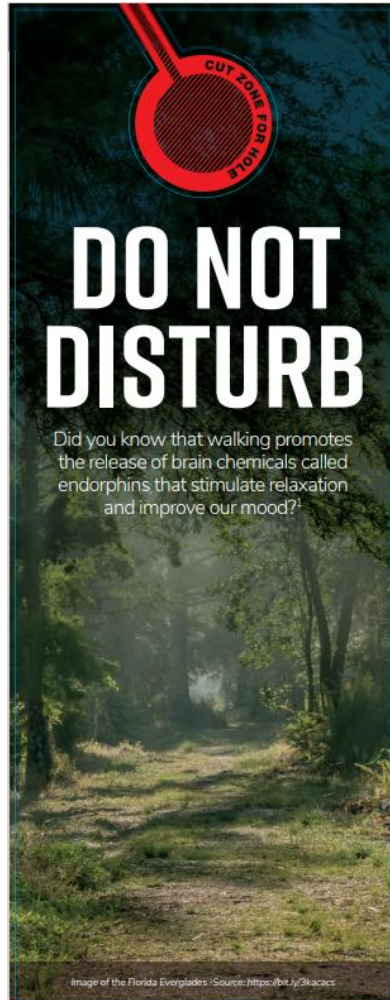
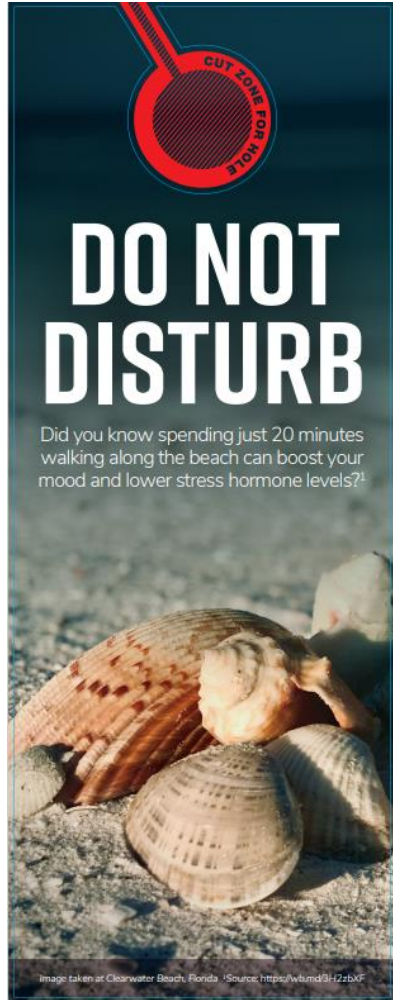
Scan here for a list of custom "do not disturb" messages and chill playlists.

LET'S GET EVERYONE HOME.

TargetZeroFL.com



# New Safety Tip Cards – Door Hangers



**CUT ZONE FOR HOLE**

HERE ARE A FEW TIPS FOR MANAGING STRESS SO YOU DON'T FEEL IT WHEN YOU'RE BEHIND THE WHEEL

- Put on your favorite relaxing playlist.
- Show compassion to yourself and others.
- Set phone on "Do not Disturb".
- Leave early for your trip.

**BE THE CHANGE.**

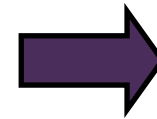
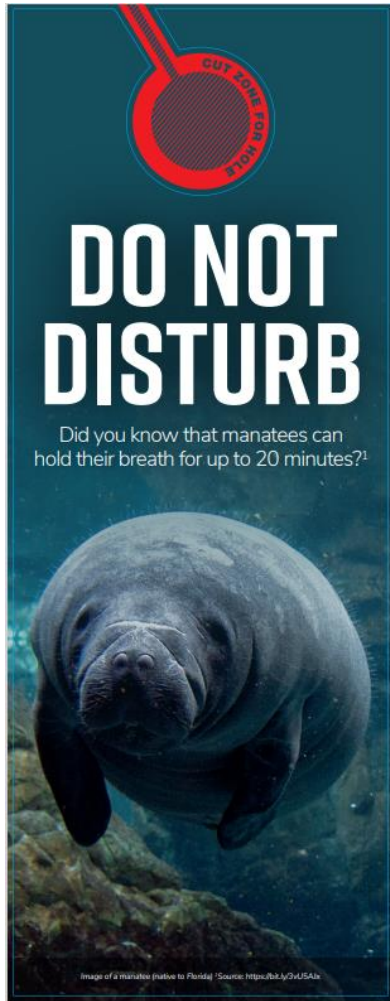
8 people die on Florida's roads **EVERY DAY** due to common mistakes behind the wheel. **YOU** can make a difference!

**LET'S GET EVERYONE HOME.**

TargetZeroFL.com

Stress Management  
Florida - Themed

# New Safety Tip Cards – Door Hangers



JUST LIKE HUMANS,  
JELLYFISH MUST USE THEIR TIME WISELY...  
**HERE ARE A FEW SAFETY TIPS FOR  
MANAGING TIME WHILE DRIVING.**

 Use GPS for better routes.	 Plan your stops to fit your schedule.
 Leave earlier to avoid being late.	 Slow your roll to the speed limit.

**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.**

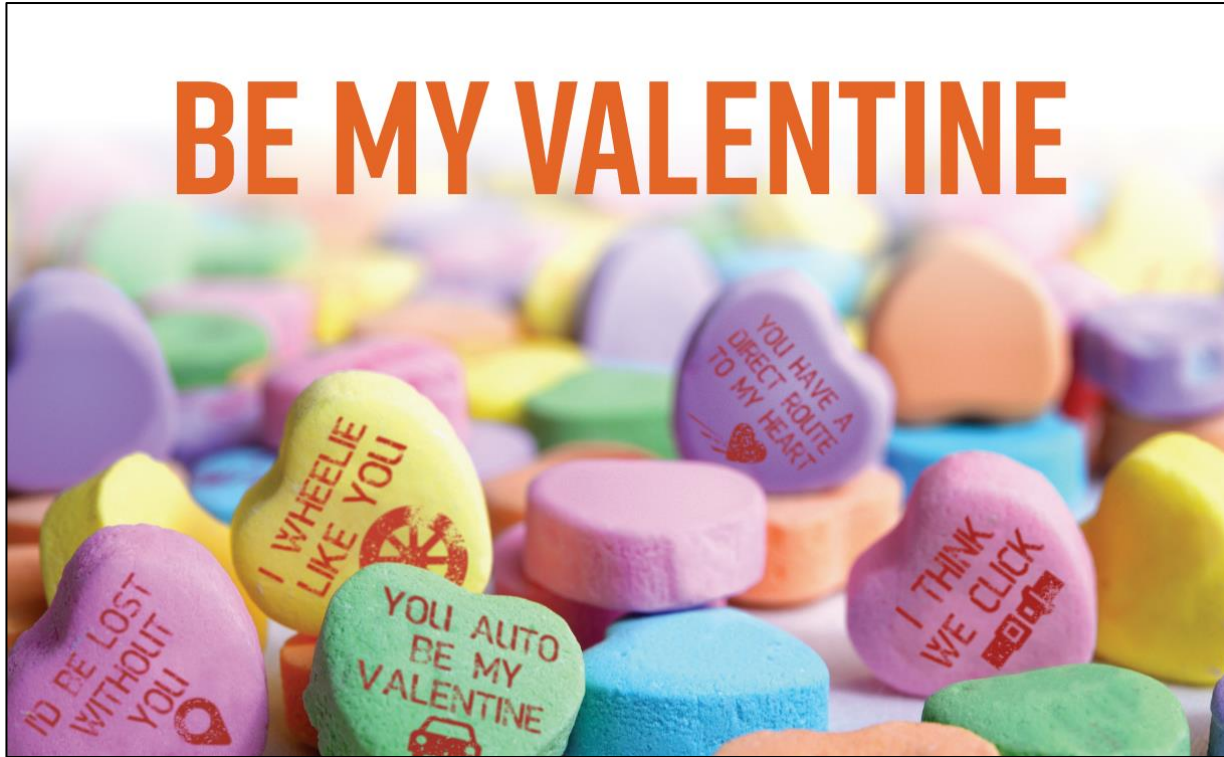
  

TargetZeroFL.com

Time Management  
Florida - Themed

# Valentines

## BE MY VALENTINE



### SAFE DRIVING TIPS TO SHOW LOVE BEHIND THE WHEEL



Set phone on "Do not Disturb".



Show compassion to yourself and others.



Leave earlier to avoid being late.



Give fellow drivers the benefit of the doubt.



Preset your romantic playlist.



Focus on getting to the ones you love.

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

## BE THE CHANGE.

LET'S GET EVERYONE HOME THIS VALENTINE'S DAY.



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





# Community Outreach Materials – Comprehensive



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

- 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"  
e. Web ads
- 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 Unlikely  
1 2 3 4 5 6 7  
0 0 0 0 0 0 0

Extremely Likely  
1 2 3 4 5 6 7  
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!**



# Community Outreach Materials – Complete



Front

Side

Back



**FDOT** Florida Department of Transportation  
Transportation Safety Program Evaluation **ZER0**

- On average, how many people die each day in Florida due to traffic crashes?  
a. 0 - 7  
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*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
1		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
6		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7		<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 – Next Orders

Ordered:



Next Orders:

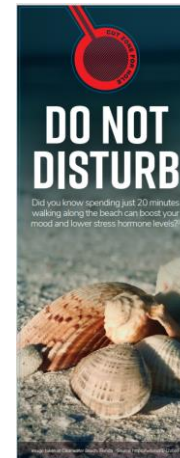


In Design:



USB Drives

Target Audience Engagement Activities:



Darts  
Corn hole  
Trivia  
Cutouts / frames  
Custom pledges

# Community Outreach Materials – Reprographics Orders

**DRIVE TIME = YOU TIME**

Relax on the road and enjoy the ride with..

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

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



**DRIVE TIME = YOU TIME**

Relax on the road and enjoy the ride with..

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.




**DRIVE TIME = YOU TIME**

Relax on the road and enjoy the ride with..

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

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

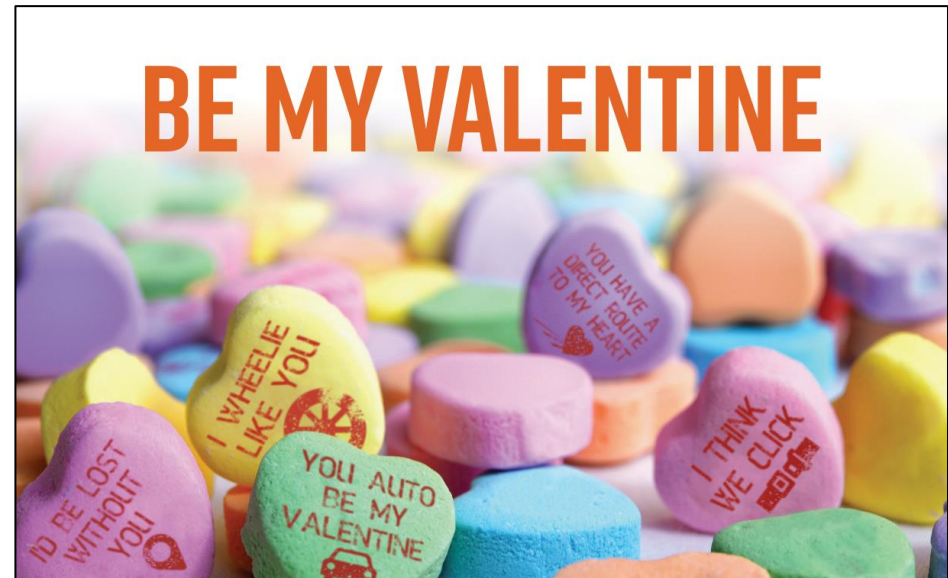


**DRIVE TIME = YOU TIME**

Relax on the road and enjoy the ride with..

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.



# Website and Sharepoint Updates

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)

Sharepoint Site Updated – Master Slide Deck for Safety Moments

[Target Zero \(sharepoint.com\)](http://Target Zero (sharepoint.com))

# January Social Media

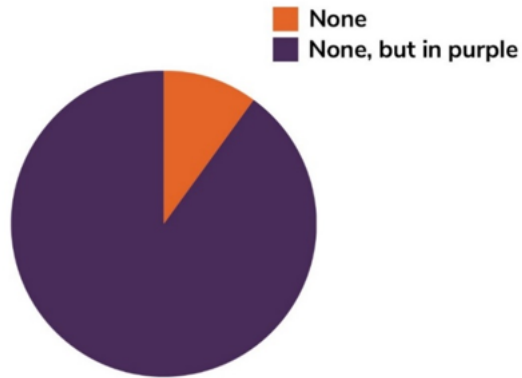
Chances are slim (if you haven't noticed) 🙅

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 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"



January is Little Things Mental Health Month. Taking the stress out of driving doesn't have to be an overwhelming task – just take it one step at a time.

What are the #LittleThings that make your commute easier every day?

January is Little Things Mental Health Month. Taking the stress out of driving doesn't have to be an overwhelming task – just take it one step at a time.

What are the #LittleThings that make your commute easier every day?

• Link to playlist



# January Social Media

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

Safe driving resolutions:  
**NO NEED FOR SPEED.  
JUST GET THERE WHEN  
YOU GET THERE.**

Swipe for more ➡

- No need for speed – just get there when you get there
- Do Not Disturb is your BFF
- Leave the aggressive driving in 2022

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.

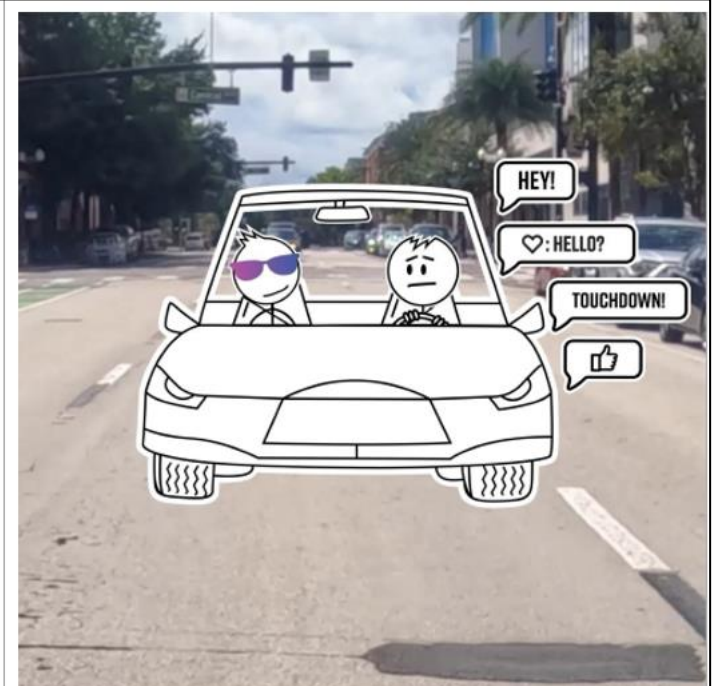


# January Social Media

Awards season is kicking off – want to be in the running for Best Driver in the State of Florida? 😊 We'll give you some pointers: sharing the road and following the speed limit are good ways to get the judges' attention AND keep everyone safe...



Drive time is you time. Set that 📱 to Do Not Disturb and enjoy the ride.



Video from Distracted Driving behavior change media buy



# Congratulations USF College of Public Health!



## Public transportation agency sees boost in ridership following USF eye-tracking research

JANUARY 4, 2023 | RESEARCH AND INNOVATION



One of Florida's largest passenger rail services is experiencing an increase in ridership – and leaders of a Florida Department of Transportation program that promotes alternatives to commuters who drive alone attribute some of this success to guidance from an interdisciplinary team of researchers at USF who combined eye-tracking technology and social marketing to improve the impact of marketing campaigns.

As part of a collaboration with the Florida Department of Transportation, researchers from the USF Center for Urban Transportation Research (CUTR), a College of Public Health Social Marketing expert and the Muma College of Business Center for Marketing and Sales Innovation tested a variety of materials from Commuter Assistance Programs across the country to develop data-driven marketing guidelines to improve the effectiveness of commuter marketing efforts.

One of Florida's largest passenger rail services is experiencing an increase in ridership – and leaders of a Florida Department of Transportation program that promotes alternatives to commuters who drive alone attribute some of this success to guidance from an interdisciplinary team of researchers at USF who combined eye-tracking technology and social marketing to improve the impact of marketing campaigns.

UNIVERSITY of SOUTH FLORIDA

ORIGINAL	EYE TRACKING TEST	REVISED



**New  
Information**

# Communication Plans: Speeding, Distracted, Aggressive

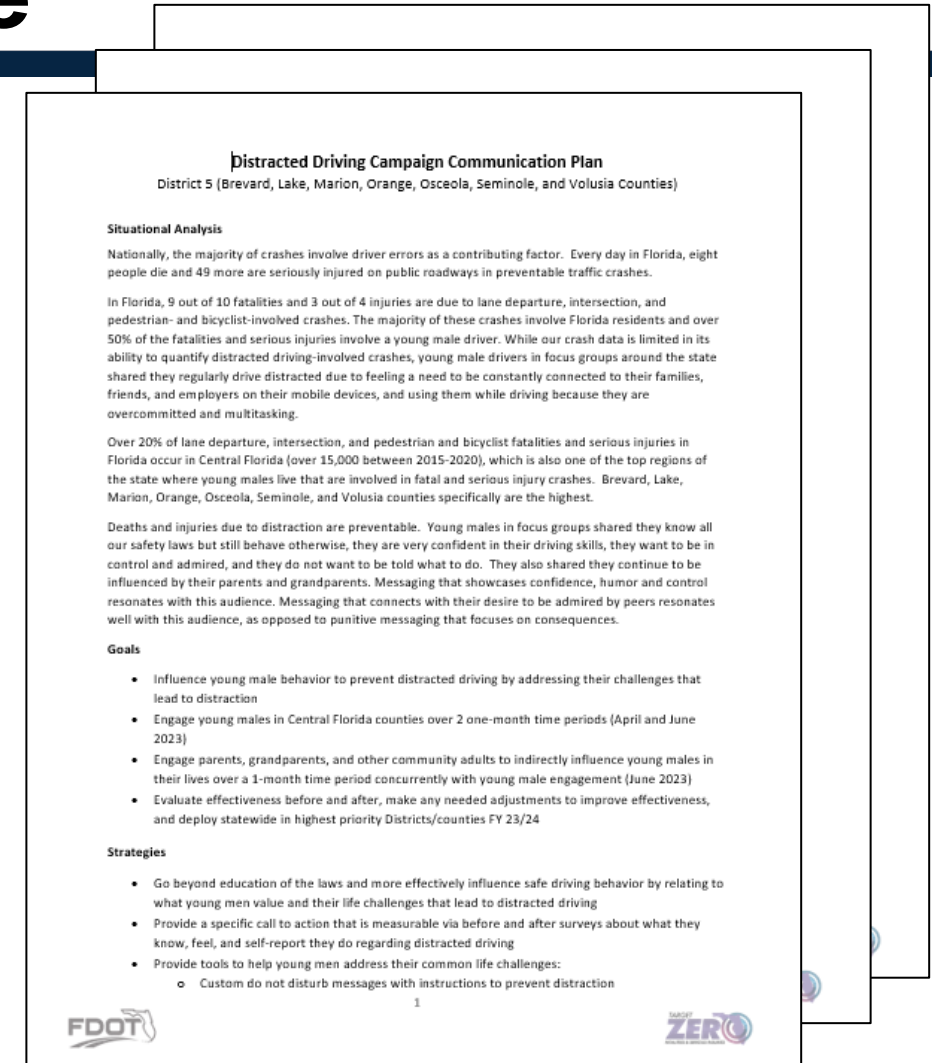
Following  
Example from D2!

## Contents:

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

## Attachments:

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



# 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**



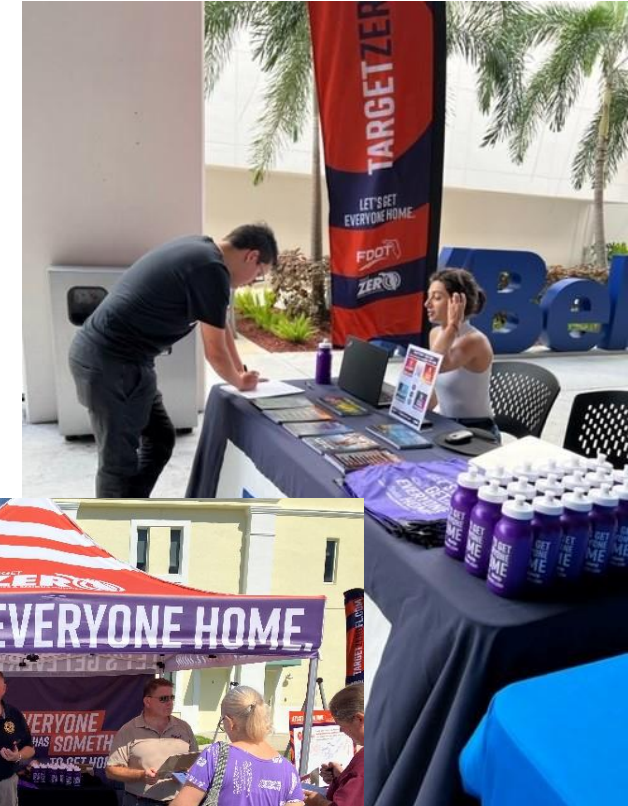


# Action Items

**South Florida  
Central and West Florida  
Statewide**

# 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 share Communication Plan!**



# Central and West Florida

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

## Community Outreach Materials

### Paid Media Video, Audio, Billboards



# Statewide

- **Submit 'Florida' Recipes for next batch of tip cards, any additional artist/song suggestions for playlists –**  
[TargetZeroAmbassadors@dot.state.fl.us](mailto:TargetZeroAmbassadors@dot.state.fl.us)
- **Remember All Behavior Campaign Assets Are Yours Too**
  - Once final approved, all digital assets will be uploaded to website
- **Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**





**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

Full Communication Plans to Support are Developed, to Be Provided

- **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!*

# January is Move Over Month

**MOVE OVER**  
or slow down for emergency lights. *and now more!*

If you can't move over - slow to a speed that is 20 mph less than the posted speed limit

\* Law Enforcement \* Emergency Rescue \* Ambulance \* Fire Truck \* Tow \*  
\* Sanitation \* Utility \* Maintenance \* Construction \*

## Let's Get Everyone Home



TargetZeroFL.com





# Thank You!

**Brenda Young, P.E.**

State Safety Engineer

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For more information, visit:

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