

Target ZERO

Safety Campaign Development – Speeding, Distraction, Aggression



*March 29, 2023:
Monthly Statewide Partner Update*



Agenda – March 2023 Statewide Meeting

Safety Outreach Focus - Sharing

- **Statewide Updates**
- **District Highlights**
- **Team Member Highlights**

Campaign Development

Speeding, Distracted, and Aggressive Driving

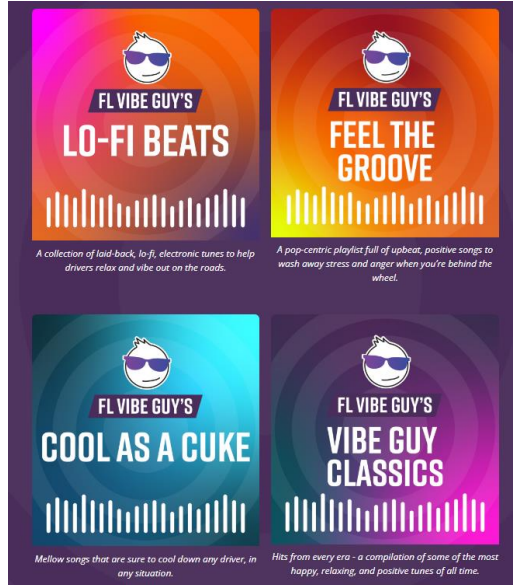
- **New Information**
- **Action Items**
- **Next Steps**



Statewide Updates

FDOT Professional Engineer Trainees – Central Office Phase

Music trivia
(from FDOT playlists)
and corn hole



Grand prizes – custom tablets, t-shirts



Department of Agriculture Partnership – Summer Recipes

RECIPES FOR THE ROAD — SUMMER SERIES

ROASTED FLORIDA SNAPPER STREET TACOS WITH AVOCADO CREMA



RECIPE CREATED BY: CHEF JUSTIN TIMINERI

INGREDIENTS (SERVES 4)

- 1 pound Florida snapper fillet, skin on and bones removed
- 1/2 cup Florida avocado, diced
- 2 teaspoons taco seasoning blend, divided
- 1 lime, juiced (plus more wedged for garnish)
- 1 cup sour cream
- Florida-made hot sauce, to taste
- 1 fresh Florida chili pepper, thinly sliced (if desired for heat)
- 2 tablespoons fresh cilantro (plus more for garnish)
- 1 head Florida romaine lettuce, shredded
- Olive oil for cooking
- 8 soft corn or flour street taco tortillas, toasted
- 1 cup fresh salsa
- Sea salt and fresh ground pepper, to taste

PREPARATION

Preheat the oven to 375 degrees. With a sharp knife, make some cross hatches in the skin of the snapper without cutting through the meat of the fish fillet; this will keep the snapper fillet from curling up during the cooking process. Season both sides of the snapper fillet with 1 teaspoon of the taco seasoning blend. Lightly cover a sheet pan with olive oil. Place the fillet skin side down on the oiled sheet pan. Add a few chili pepper slices to the top of the snapper fillet for extra heat if desired. Place the snapper in the preheated oven and cook for 5 to 8 minutes until thoroughly cooked in the thickest part. Remove from the oven and let cool. When the snapper fillet is cooled slightly, use 2 forks to flake the snapper into chunks. While the snapper is cooking, add sour cream, avocado, the remaining 1 teaspoon taco seasoning, cilantro, a few more slices of chili pepper if desired and half the lime juice to a blender or food processor and blend until smooth. Taste the avocado crema sauce and adjust the seasoning with salt and pepper. Remove the avocado crema from the food processor and store it in the refrigerator until ready to use. Add the shredded romaine lettuce, remaining lime juice and a pinch of the taco seasoning blend to a small mixing bowl and stir lightly to coat. To assemble the tacos, place an even amount of the shredded lettuce on top of each toasted tortilla and top with the snapper. Add fresh salsa and avocado crema. Finally, garnish with lime wedges, Florida hot sauce and extra fresh cilantro if desired.

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



Use the QR Code for more great FRESH FROM FLORIDA recipes. Enjoy this recipe? Post a photo of your creation and tag us #LetsGetEveryoneHome

RECIPES FOR THE ROAD — SUMMER SERIES

FLORIDA GROUPER WITH CITRUS SALAD



RECIPE CREATED BY: CHEF JUSTIN TIMINERI

INGREDIENTS (SERVES 4)

- 4 (6-ounce) Florida grouper fillets
- 3 Florida oranges, peeled, seeded and segmented
- 2 Florida grapefruits, peeled, seeded and segmented
- 1 tablespoon rice wine vinegar
- 1/4 cup fresh flat leaf parsley, chopped
- 1 fennel bulb, thinly sliced
- 1/2 cup jicama, peeled and julienned
- 4 tablespoons olive oil, divided
- Sea salt and fresh ground pepper, to taste

PREPARATION

Combine the fennel, jicama, citrus segments, 2 tablespoons of olive oil, vinegar and parsley in a large bowl. Season with salt and pepper and mix thoroughly. Store in the refrigerator until ready to serve. Preheat 2 tablespoons of oil in a large skillet over medium-high heat. Season grouper fillets with salt and pepper. Carefully place the fillets into pan and sear for two to three minutes per side or until completely done. Serve over chilled citrus salad.

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



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RECIPES FOR THE ROAD — SUMMER SERIES

FLORIDA SHRIMP CITRUS SAUTÉ



RECIPE CREATED BY: CHEF JUSTIN TIMINERI

INGREDIENTS (SERVES 4)

- 1 pound Florida shrimp (peeled or unpeeled)
- 1/4 cup Florida white wine (optional)
- 1 cup seafood, chicken, or vegetable stock
- 1 lemon, thinly sliced
- 1 tablespoon garlic, minced
- 2 teaspoons smoked paprika
- 1 teaspoon cumin
- 1/2 teaspoon coriander
- 2 tablespoons fresh parsley, roughly chopped
- 4 tablespoons butter
- 2 tablespoons vegetable oil
- Sea salt and fresh ground pepper, to taste

PREPARATION

Preheat a large skillet over low heat. Do not add any butter. Add spices to dry pan and toast for 2-3 minutes or until you begin to smell the spices. Do not leave pan unattended if you opt to perform this step, certain spices are prone to burn quicker than others. Remove spice mixture from pan and set aside. Preheat a large sauté pan over medium-high heat. Add butter and oil and allow to melt. Now add shrimp, garlic, and toasted spices; stir to coat shrimp. Season with salt and pepper. Carefully add white wine and stock. Bring to a boil and reduce heat to low and simmer for 1-2 minutes. Finish with lemon slices and fresh parsley, serve with crusty bread for dipping.

Fresh tip: Feel free to sauté fresh seasonal vegetables using same pan to make a complete meal.

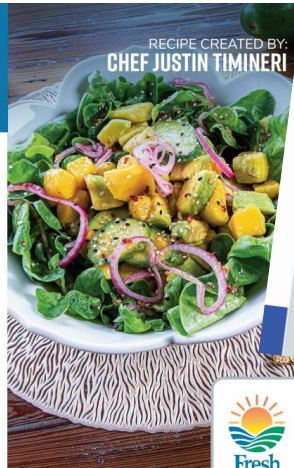
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RECIPES FOR THE ROAD — SUMMER SERIES

FLORIDA AVOCADO AND MANGO SALAD



RECIPE CREATED BY: CHEF JUSTIN TIMINERI

INGREDIENTS (SERVES 4)

- 1 cup Florida avocado, diced large
- 1 cup Florida mango, diced large
- 1 cup Florida cucumber, sliced large
- 8 ounces Florida bib lettuce, hand torn
- 1/2 lime, juiced
- 1 teaspoon fresh garlic, minced
- 1 pinch crushed red pepper flakes (if desired for heat)
- 1 teaspoon sesame seed mix (black, white and toasted), plus more for garnish
- 1 teaspoon chili-garlic sauce (if desired for heat)
- 1/4 cup rice wine vinegar
- 1 teaspoon fresh ginger, minced
- 2 tablespoons low sodium soy sauce
- 1/3 cup vegetable or avocado oil

Sea salt and fresh ground pepper to taste
Pickled red onion
1/4 red onion, peeled and sliced as thin as possible
1/2 cup rice wine vinegar

PREPARATION

In a small mixing bowl, combine the lime juice, garlic, red pepper flakes, sesame seed mix, chili-garlic sauce, ginger, soy sauce and vinegar. Use a whisk to mix ingredients thoroughly. Slowly whisk the vegetable or avocado oil into the rest of the sauce. Taste and adjust the seasoning with salt and pepper. In a medium-sized mixing bowl, add the avocado, mango and cucumber. Add half of the sauce to the fruit and vegetable mixture and carefully stir to coat. Arrange the torn lettuce leaves around the edge of a large serving bowl and add the dressed avocado mixture to the middle. Lightly dress the lettuce leaves with some of the reserved sauce. Garnish the salad with some extra sesame seed mix and pickled red onions. Serve cold.

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



Use the QR Code for more great FRESH FROM FLORIDA recipes. Enjoy this recipe? Post a photo of your creation and tag us #LetsGetEveryoneHome

Ordered for Districts and Turnpike for Summer Outreach Events

Back

RECIPE FOR SAFE DRIVING

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

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**.



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

LET'S GET EVERYONE HOME. TARGETZEROFL.COM



April Safety Posters and Safety Moment Slides

APRIL IS DISTRACTED DRIVING AWARENESS MONTH

Constantly connected? You got this. Make Drive Time YOU Time

Custom Do Not Disturb messages with instructions to setup:   

Let's Get Everyone Home Safely

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

WORK ZONE SAFETY AWARENESS WEEK
APRIL 17-21, 2023

Over **40%** of crashes in work zones occur when workers are present in Florida.

Slow Down * Be Alert * Keep Safe Distance

Let's Get Everyone Home Safely

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

April is Distracted Driving Awareness Month
Constantly Connected? You got this.

Custom Do Not Disturb messages with setup instructions:   

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

WORK ZONE SAFETY AWARENESS WEEK
April 17 - 21, 2023

Over **40%** of crashes in work zones occur when workers are present in Florida.

Slow Down * Be Alert * Keep Safe Distance

Let's Get Everyone Home Safely.

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

Internal Annual Safety Calendar! Digital and Print

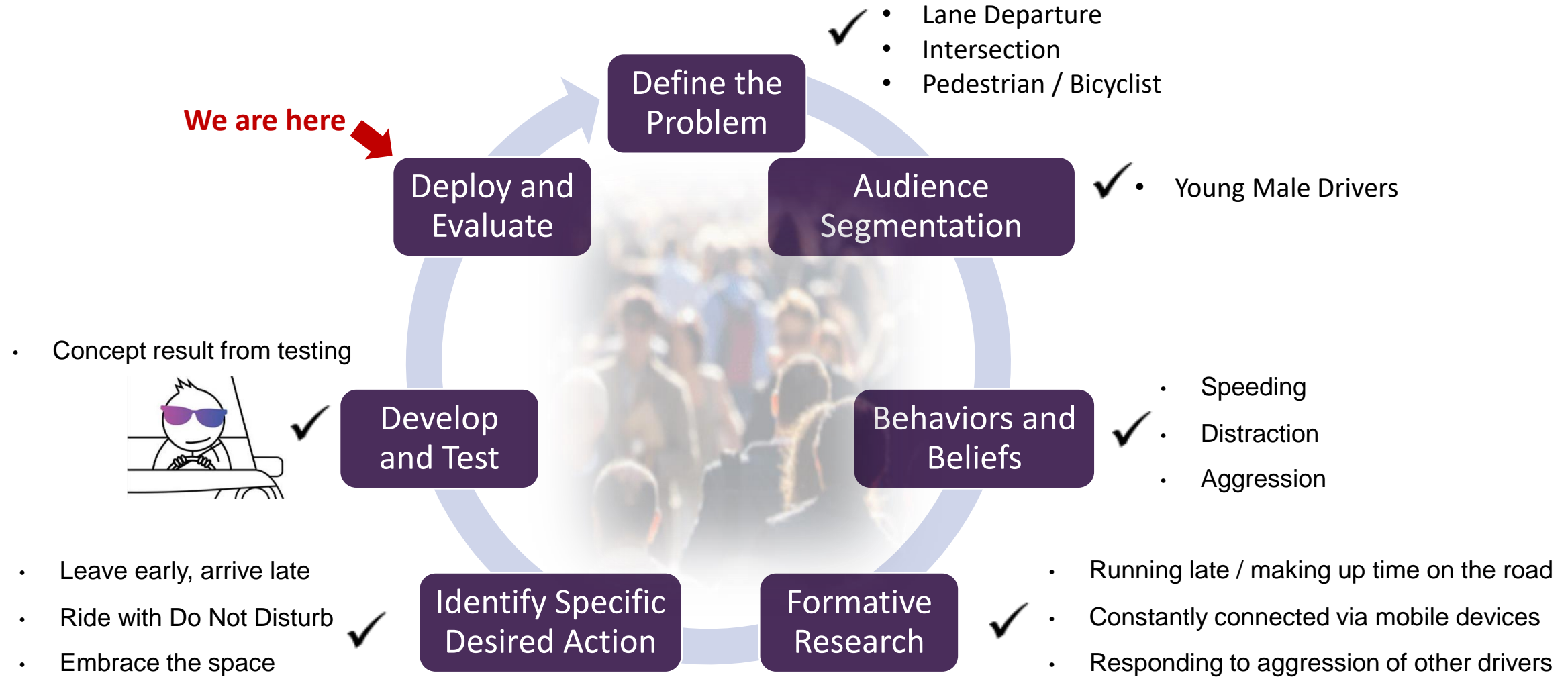
Ordering for Target Zero Team Members,
District and Turnpike Safety Offices

Clickable links, scannable QR codes

Florida themed imagery



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 for Campaigns' PESO Media: Speeding, Distracted, Aggressive

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

Plans' Approval Forthcoming!

Next Step: Meetings with Districts

Contents:

- Situational Analysis / Problem Statement
- Campaign Goals
- Strategies to Achieve Goals
- Target Audiences
- Key Messages
- Tactics for Paid, Earned, Shared Media
- Implementation – CO/District Roles
- Evaluation Plan
- 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



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
SPEEDING CAMPAIGN: South Florida Districts 4, 6															
DISTRACTED CAMPAIGN: Central Florida District 5															
AGGRESSIVE CAMPAIGN: West Florida Districts 1, 7															
	'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 behaviors					

Next Fiscal Year: All 3 campaigns statewide

- FHWA funded campaigns still in review
- NHTSA funded Distracted campaign still a 'go' to align with National Distracted Driving Month

FHWA and NHTSA Funded Campaigns

NHTSA Funded:

Distracted Paid Media Campaign

- National NHTSA paid media (radio, digital tv, billboards) targeting young males will run starting Monday, April 3, through Monday, April 10, 2023. *“U Drive. U Text. U Pay.”*
- Florida NHTSA paid media will use Target Zero campaign targeting young males during April (billboards, radio, digital tv, targeted social) *“Make Drive Time YOU Time – Ride with DO NOT DISTURB”*

FHWA Funded:

Florida FHWA paid media, WITH full PESO: Paid, Earned, Shared, Owned Media:

- Speeding Campaign: D4, D6 (Oct/Nov. 2022)
- Distracted Campaign: D5 (TBD)
- Aggressive Campaign: D1, D7 (TBD)



District Highlights



District 1

Polk County Partnership

Sheriff Grady Judd / Target Zero billboards

- Speeding focus
- 3 digital billboards in Polk County
- April 3 – 30

Other D1 County Sheriffs will be featured in June for Operation Southern Shield!





District 2



FDOT District Two always enjoys being on the University of Florida campus! We loved partnering with UFPD at the Spring Safety Fair on March 8! D2 Communications spoke to students about the dangers of texting and driving.





DON'T TEXT AND DRIVE

FDOT D2 Chief Counsel David Robertson's daughters Arianna Robertson, Vitoria Rose and Alanna Robertson support the Don't Text and Drive Initiative.



DISTRICT TWO
COMMUNICATIONS
OFFICE

CONSTRUCTION
CAREER DAYS
LEARNING LAB
FEB. 28 – MARCH 2



David Tyler, and his children
at the University of Florida
Bike Rodeo





District 3

'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!**



District 4

Target Zero – D4 Highlights

- 3/6 – 3/10/2023 - Week of Awareness – Speaker: Kevin Brooks. 7,875 high school students at 10 high schools within Broward and Palm Beach. D4 attended 7 of the 10 school events. (Working with Florida Teen Safe Driver Coalition to arrange same in Martin St. Lucie).
- 3/11/2023 - St. Patrick's Day Festival & Parade – Collaboration with D6 - Las Olas, Fort Lauderdale
- 3/17/2023 – Safety Fair - Forest Hill Community High School, Palm Beach
- 3/24/2023 - Bike Rodeo – Spring Break, Fort Lauderdale – over 150 students reached.

Target Zero – D4 Highlights/Pics

3/6 - 3/10 Week of Awareness –
Over 7,875 students reached –
Broward and Palm Beach



3/11 – St. Pat's Day Festival-
Las Olas,
Ft. Lauderdale



3/17 – Forest Hill Comm. High School
Safety Fair



3/24 – Spring Break
Bike Rodeo - Fort
Lauderdale



The image features a dark teal background. On the left side, there are three concentric circles. The innermost circle is a solid dark teal color and contains the text "District 5" in white. The middle circle is white, and the outermost circle is dark teal. The text "District 5" is centered within the innermost circle.

District 5

Eventbrite Event Participant Organizer

[FDOT D5 Office of Safety Outreach Events | Eventbrite](#)



Collection

FDOT D5 Office of Safety Outreach Events

FDOT District Five Office of Safety

The Office of Safety frequently hosts & attends events in the community, providing safety outreach. This is rewarding work. We need your help! Please consider joining us to work one (or more) of these events.

Events in this collection

[Upcoming \(11\)](#) [Past \(11\)](#)



Bike Safety Pilot Project Outreach
Wed, Mar 29, 7:30 AM
US192 in Brevard County • West Melbourne, FL
Free



Bike to Work Day 2023
Fri, Mar 31, 7:00 AM
Lake Lorna Doone Park • Orlando, FL
Free



The Children's Cabinet of Seminole County Family Friendly Resource Fair
Sat, Apr 15, 11:00 AM
Altamonte Mall • Altamonte Springs, FL

Volusia County Sheriff Chitwood PSA

:30 with music version

2: https://link.edgepilot.com/s/b81b9979/2fZafK0lcUGkeg7hhlt_aOg?u=https://youtu.be/lYhFv_zJe5w





District 6

Miami Dade College Health Fair



The logo for District 7 features a central dark teal circle containing the text "District 7" in white. This central circle is surrounded by a white ring, which is itself enclosed by a larger dark teal ring. The entire graphic is set against a solid dark teal background.

District 7

Celebrating 2023 Florida Bike Month



Temple Terrace Bike with The Mayor Event

- On March 17th Temple Terrace held their 9th annual Bike with the Mayor event with Mayor Andy Ross.
- The event featured representation from FDOT, Temple Terrace and the Center for Urban Transportation Research (CUTR), as well as local partners and Temple Terrace citizens.
- Participants joined the mayor for a 3.9 mile ride through Temple Terrace in honor of Florida Bike Month.



Skyway 10K Race Expo

- District 7 Safety attended the Race Expo for the Skyway 10K race on March 11th.
- The event included race participants as well as members of the public and presented an opportunity to share safety education materials and information.



Mocktail Tip Cards

Marvelous Mocktails STRAWBERRY WATERMELON

INGREDIENTS

- 1/3 cup lemon juice
- 1/3 cup sugar
- 2 cups cubed seedless watermelon
- 2 cups fresh strawberries
- 2 cups ice cubes

PREPARATION

Place first 4 ingredients in a blender and blend until smooth. Add ice and watermelon and blend immediately.

MORE INFO

<https://www.tasteofhome.com/recipes/strawberry-watermelon-mocktail/>

Marvelous Mocktails SPARKLING HONEY LIME

INGREDIENTS

- 1 liter club soda or sparkling water
- 1 cup fresh lime juice
- 1/2 cup cold water
- 1/2 cup granulated sugar
- 1/2 cup honey (preferably local)
- Fresh mint (optional)
- Ice

PREPARATION

In a pitcher whisk together sugar, water, and lime juice until sugar has dissolved.

Pour in honey and mix well.

Stir in lime juice. Pour in sparkling water and stir once. Add ice and mint.

MORE INFO

<https://www.cookingclassy.com/sparkling-honey-lime-mocktail/>

Marvelous Mocktails SPARKLING BLUEBERRY LEMONADE

INGREDIENTS

- 2/3 cup white sugar (superfine is best)
- 2/3 cup water
- 1 and 1/2 cups fresh blueberries
- 1 teaspoon lemon zest
- 1 cup freshly squeezed lemon juice (~4-5 whole lemons)
- 2 cups ice cubes
- 3 cups sparkling water or club soda

PREPARATION

Combine the sugar, water, blueberries, and lemon zest in a saucepan.

Bring to a boil over medium heat and then simmer for 5-10 minutes or until the sugar is melted and blueberries are starting to burst.

Remove from the heat and pass through a fine sieve. Let this blueberry syrup completely cool.

Meanwhile, juice the lemons to get 1 cup lemon juice.

In a large pitcher, add the blueberry syrup, lemon juice, and ice. Stir together. Stir in the sparkling water or club soda RIGHT before enjoying.

MORE INFO

<https://www.chelseasmessyapron.com/sparkling-blueberry-lemonade/>



FLIP ME



SIDNE Cart Demonstration

- District 7 Debuted their new Simulated Impaired Driving Experience (SIDNE) at the 2023 District 7 Safety Road-ee in Brooksville.
- The SIDNE Cart is a small battery powered cart that allows users to experience how impaired driving can affect a person's ability to drive safely.
- Electronics in the vehicle cause the driver to experience a loss of control, erratic acceleration, and delayed braking response, mimicking the effects of impaired, distracted, and drowsy driving.





Team Member Highlights



Deborah Gray

D6 – Budget Specialist

The Target Zero initiative is important to me because I want my loved ones to arrive when on the roadways; whether they're in a vehicle, a pedestrian, cyclist, or a stranded motorist. Ensuring we always arrive happy and safely to our journey's end.



Holli Linck

D1 – Program Management
Local Programs Coordinator

Any opportunity to help save lives is something I want to be a part of.

I have been a victim of careless driving and would like to stop it from happening to others.



Cristina Morales

Traffic Specialist IV

The Target Zero initiative is important to me because of its mission statement to ensure serious injuries and fatalities are at zero.

To me, the program seems to be focused on the "bigger picture" of how to accomplish lowering these types of crashes, and personally I am drawn to program/coalitions/initiatives that was to utilize people from different professional backgrounds to achieve the same goal.

2023 Employee Appreciation Day

Thank you for continuing to share your stories and photos with us. Here is a slideshow video we created to showcase some of your great work!

[Target Zero Team Saving Lives.mp4](#)

Influencing Florida's Safety Culture and Saving Lives

*At work with our colleagues
In our communities with fellow Floridians and visitors
At home with our friends and family*



Let's meet a few
members of our team...





**New Materials
in Development**

New Materials in Development

Internal

- Employee computer lock screens
- 5 to 7-minute video: Target Zero overview for staff
- New and improved process to join the Target Zero team!

External

- Fact sheet updates
- Brand guide updates
- Law enforcement tear sheets
- Pledge board designs:
 - Safety ~~Pledge~~ – Safety Promise
- Website – building out more, adding 'Florida' feel

Website – Behavior Pages

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

www.TargetZeroFL.com/Speeding

Next:

www.TargetZeroFL.com/Distracted

www.TargetZeroFL.com/Aggressive

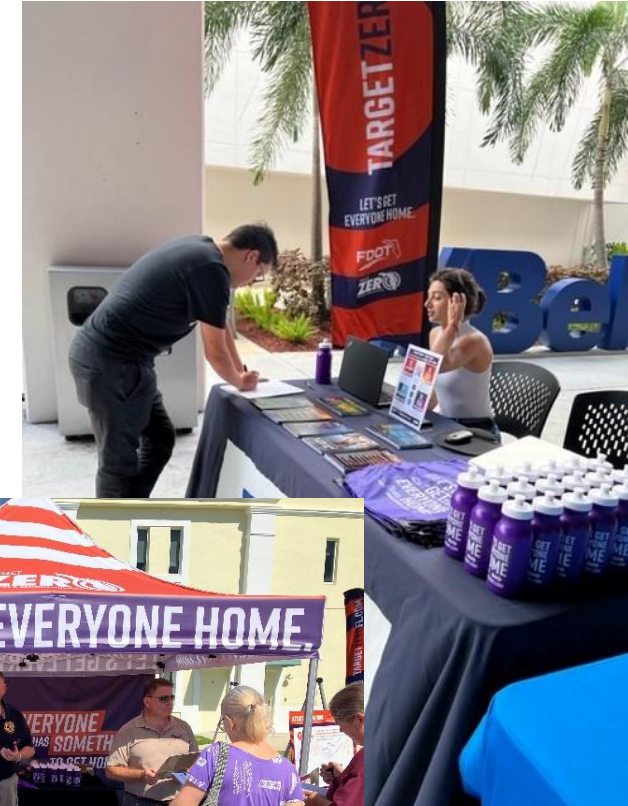


Action Items

South Florida
Central and West Florida
Statewide

South Florida

- **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

DRIVE TIME = YOU TIME

Do Not Disturb messages designed to manage your replies so you can focus on SAFE driving

Find your new DND messages and activate or customize your autoreply messages here



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.



FDOT TargetZeroFL.com **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

- Remember All Behavior Campaign Assets Are Yours Too
 - Materials on website
 - Once final approved, all digital audio and video assets will be uploaded to website
- Promote behavior calls to action and tools - *playlists, DND messages* - to support campaign calls to action

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

FDOT TargetZeroFL.com **TARGET ZERO**
FATALITIES & SERIOUS INJURIES



Next Steps

Next Steps

- **Behavior Campaigns**

- D4/D6 Speeding Campaign in Oct/Nov – Complete
- D5 Distraction Campaign Launch TBD, again in June
- D1/D7 Aggressive Campaign Launch TBD, again in 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**
- **Partner Agency Strategy**

April is Distracted Driving Awareness Month

Constantly Connected? You got this.



Custom Do Not Disturb messages with setup instructions:



TargetZeroFL.com/Distracted



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)