

Target ZERO

Safety Campaign Development – Speeding, Distraction, Aggression



November 22, 2022: Monthly Partner Update



Agenda

Updates

- Target Zero Efforts Around the State – Districts, Partners
- Speed Campaign Launch in South Florida

New Information

- Behavior Campaigns
 - 3rd/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

Next Steps



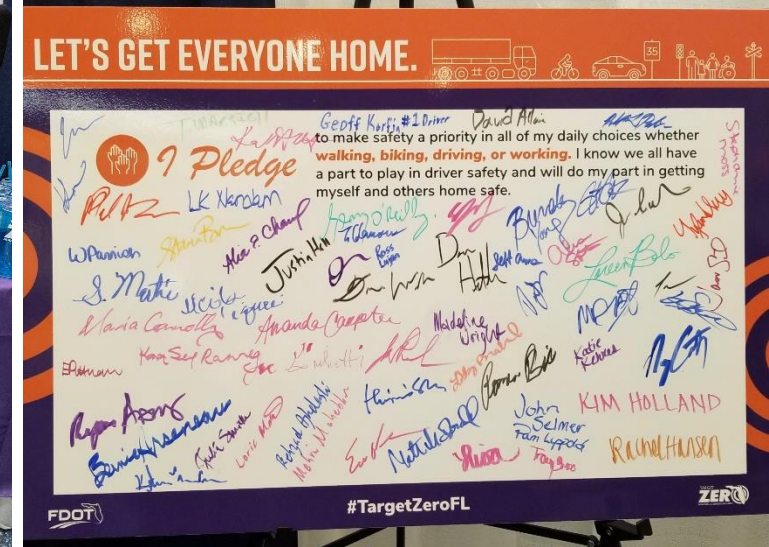


Updates

Florida's Pedestrian and Bicycle Coalition



Florida Hosts AASHTO Annual Meeting





Stephanie Moss

District 5 Bicycle and
Pedestrian Coordinator

Florida Department
of Transportation



Stephanie Moss

AASHTO President's Transportation
Award for Mobility

<https://www.youtube.com/watch?v=2X67-jkatll>



Go Red Day for Rail Safety – Central Office

GO RED FOR RAIL SAFETY DAY



Let's Get Everyone Home
TargetZeroFL.com



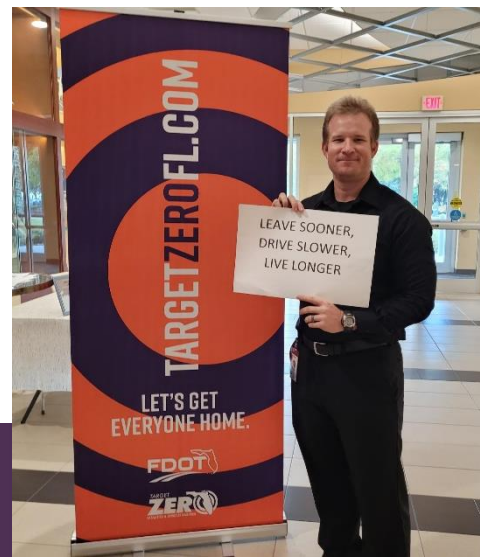
Trunk or Treat Event in District 2!



Trunk or Treat Event in District 2!



Florida's Turnpike Annual Awards



Veterans Day – Central Office



World Day of Remembrance



Florida Department of
Transportation ✓

14h · 🌐

On World Day of Remembrance for Road Traffic Victims, we honor the over 3,000 lives lost on Florida's roadways each year. Even one victim is too many- let's get everyone home safe.

[#WDoR2022](#)



Local Government Spotlight: Port St. Lucie

Thank you for
supporting
Target Zero!!

[Speeding Prevention | Port St. Lucie \(cityofpsl.com\)](https://www.cityofpsl.com)

Let's Keep PSL Roadways Safe



Target Zero

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

Learn More

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

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

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

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



Advocacy Spotlight

Thank you for
supporting
Target Zero!!



Melissa Wandall

Oct 8 · 🌐

October is forever dedicated to this Beautiful man- Mark Wandall that should have NEVER died in a vehicle CRASH. People...pay attention. Life is precious. We are all human beings doing the best that we can every day! Do NOT create more heartache by being a risky driver. It's Not worth it. [#TargetZeroFl](#) [#VisionZero](#) [#StopOnRed](#) Melissa Wandall, Speaker, Advocate Consultant, Spokesperson



Safety Coalition Spotlight – Teen Driver Safety



WORLD DAY OF REMEMBRANCE



FOR ROAD TRAFFIC VICTIMS

NOVEMBER 20, 2022

TODAY WE PROVIDE A PLATFORM FOR ROAD TRAFFIC VICTIMS AND THEIR FAMILIES TO:

- **Remember** those who have been killed or seriously injured on the road.
- **Acknowledge** the incredible work of emergency services.
- **Advocate** for better support for road traffic victims and their families.
- **Promote** evidence-based actions to prevent and eventually stop further road traffic deaths and injuries.



Khalia Carter



April 18th, 2022
Ft. Myers, Florida

Anthony Branca



November 7th, 2014
Tallahassee, Florida

Cari Lightner



May 3rd, 1980
Fair Oaks, California

Laura Grant &
Eddie Culberhouse



February 6th, 2011
Orlando, Florida

Keri Anne Demott



October 10th, 2015
Orlando, Florida

Angelina Anderson



December 24th, 2021
Kissimmee, Florida

Elroy McConnell,
Roy McConnell, Nathan McConnell
and Kelly McConnell



August 1st, 2010
Orlando, Florida

Logan Scherer



September 15th, 2016
Brooksville, Florida

Louis Hall



September 5, 2008
Tampa, Florida

Ken Najarian



June 17th, 2015
Charlotte, Vermont

Corey Aaron Reynolds



June 3rd, 2022
Bonifay, Florida

Alysia Littlejohn



June 9th, 2018
Jacksonville, Florida

Cameron Bell



June 9th, 2018
Jacksonville, Florida

Chasity Taylor



November 2nd, 2014
Jacksonville, Florida

Isabella Garcia



June 9th, 2018
Jacksonville, Florida

Linda Baker



January 25th, 2014
Jacksonville, Florida

Anthony "Ant" Almonte



November 15th, 2009
Coral Springs, Florida

Nathan Schmidt



October 21st, 2018
Orange Park, Florida

Safety Coalition Spotlight – Teen Driver Safety

Holiday Travel Tips

MAKE SURE EVERYONE IN YOUR VEHICLE IS BUCKLED UP (NO MATTER HOW FAR THE DRIVE)

PUT DOWN THE PHONE. SEND YOUR ETA AND SET YOUR MUSIC BEFORE STARTING YOUR DRIVE.

BE PREPARED FOR HEAVY TRAFFIC. STAY CALM!

NEVER DRIVE IMPAIRED.

TURKEY CAN MAKE YOU SLEEPY. DO NOT GET BEHIND THE WHEEL WHILE DROWSY!



The graphic features a light beige background with scattered autumn leaves and pumpkins. The text is in a mix of bold, sans-serif and cursive fonts. At the bottom, there are three logos: FDOT with a Florida map, TARGET ZERO with a car icon, and TEEN SAFE DRIVING COALITION with a steering wheel icon.

This Thanksgiving

DON'T LET DRINKING AND DRIVING BE ON THE MENU!



The graphic has an orange and white checkered background. It features several illustrations: a blue car crashing into a red car, a smartphone with a red prohibition sign over it, a bottle of wine and a glass, a pie, a turkey on a platter, and a cup of coffee. At the bottom, there are three logos: FDOT with a Florida map, TARGET ZERO with a car icon, and TEEN SAFE DRIVING COALITION with a steering wheel icon.

District 7 Spotlight – Social Media

Thank you for
supporting
Target Zero!!

FDOT West Central - Tampa Area 21h · 🌐

It's the season for giving thanks, so we'd like to give a big shoutout to all our friends who are out there helping us keep Florida roads safe. You know who you are.

Thankful for a friend who's helping keep our roads safe? Tag them below! [#TargetZeroFL](#)

**THANK YOU
FOR KEEPING
FLORIDA
ROADS SAFE**

District 6 Spotlight – Pre-Thanksgiving Promotion

Thank you for supporting Target Zero!!



Community Traffic Safety Team Spotlight

NASSAU TRAFFIC SAFETY TEAM

WISH YOU A VERY HAPPY ANNIVERSARY
Congratulations

Established November 12, 2003

FDOT Northeast
TARGET ZERO FATALITIES & SERIOUS INJURIES
#NassauCounty #TrafficSafetyTeam trafficsafetyteam.org
YOUR TRAFFIC SAFETY TEAM
Bringing you home safely.

Traffic Safety Team
1d · 🌐

Traveling to visit with family and friends this week? Be safe on the road, even if it's just down the street for dinner. Plan ahead, know your route, buckle up, and stay alert so everyone arrives to enjoy the #turkey. Please celebrate safely and don't drink and drive. Most of all, have a Happy #Thanksgiving!
#TrafficSafetyTeam #MyFDOTNEFL #TargetZeroFL #TrafficSafetyFL #PhoneDown

**On Thanksgiving Day,
Be a Smart Turkey!**

PHONE DOWN ↓
BUCKLE UP ↑

TARGET ZERO FATALITIES & SERIOUS INJURIES
YOUR TRAFFIC SAFETY TEAM
Bringing you home safely.
TrafficSafetyTeam.org

Florida Department of Highway Safety and Motor Vehicles



Ahead Of Florida’s Busy Holiday Travel Season, FLHSMV Launches Driver Safety Education Campaign

November 15, 2022

~ **Statewide campaign to target Florida drivers, visitors during the busiest long-distance travel period of the year** ~

TALLAHASSEE, Fla. – Today, the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) and its division of the Florida Highway Patrol (FHP) launched the [Safe Holiday Travel campaign](#) to ensure the safety of all road users this holiday season. Millions of Floridians and visitors will be traveling to Florida for the holiday season, making it the busiest long-distance travel period of the year. The campaign focuses on all aspects of road safety.

The multi-phased safety message includes having a [road-ready vehicle](#). The campaign also focuses on hitting the road. In 2021, there were 100 fatalities.

“The holidays are a joyful time of year, and many Floridians and visitors will be traveling and celebrating the season with family and friends,” **said Florida Department of Transportation Secretary Jared W. Perdue, P.E.** “We encourage everyone to be mindful of safety and to realize the holidays bring a surge of people and vehicles to Florida’s roadways. An increase in traffic means we need to have more patience while behind the wheel, buckle up, and watch our speed. Good driving behaviors help ensure we can all reach our destinations safely this holiday season.”

Speeding Campaign LAUNCH in South Florida – Paid Media



Digital Billboards

Video for YouTube, Streaming, Targeted Social (Facebook, Instagram, Snapchat)



Audio for Radio and Streaming Platforms (Pandora, Spotify)




Speeding Campaign LAUNCH in South Florida - Tools

‘Click Through’ from Paid Media: 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.*






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.




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.



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.

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:



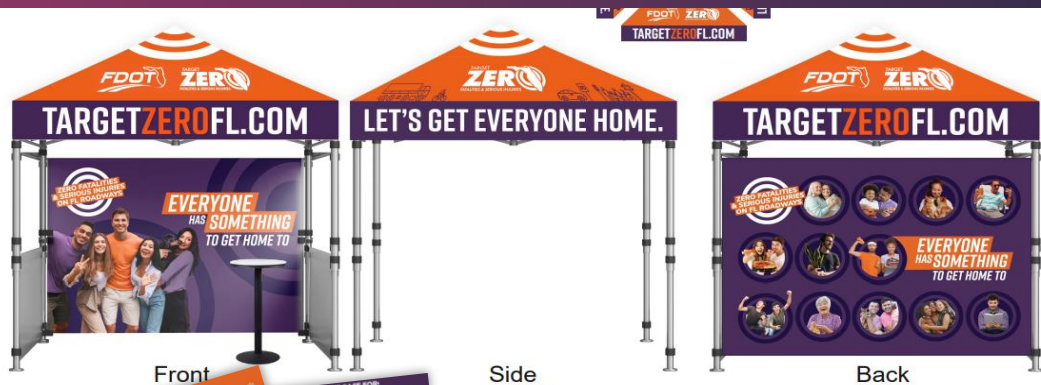
DOWNLOADS

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

Speeding Campaign LAUNCH in South Florida - Outreach



DRIVE TIME = YOU TIME
Relax on the road...and enjoy the ride

FL VIBE GUYS LO-FI BEATS

Ultimate chill experience
Featuring artists such as Shiero, Maple Syrup, Enlux, XXIII, and HM Surf

FL VIBE GUYS COOL AS A CUKE

Calming tunes to relax
Featuring artists such as Jack Johnson, Khalid, John Mayer, Weezer, and Adele

FL VIBE GUYS FEEL THE GROOVE

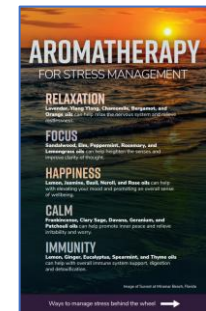
Upbeat and positive
Featuring artists such as Coldplay, Harry Styles, Post Malone, and Ed Sheeran

FL VIBE GUYS VIBE GUY CLASSICS

Hits from all eras
Featuring artists such as The Beatles, Bob Marley, The Beach Boys, Toto, and Elton John

Scan and start your playlist before you start your drive

TargetZeroFL.com



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

- On average, how many people die each day in Florida due to traffic crashes?
 - a. 0-1
 - b. 2-7
 - 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 #? (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

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!



Expanding the Safety Narrative

Beyond education of laws... “Obey the speed limit, it’s the law”

Now also addressing life challenges that lead to driving behaviors - time management and stress management to prevent rushing

- Simple call to action – leave early, or arrive late
- Practical tools – calming playlists, do not disturb messages, and tip cards aimed to manage time and stress

Speeding Campaign LAUNCH in District 4

1. City of Port St Lucie Pop Up Community Event

- Located in the parking lot at City of PSL
- City hosted a free bbq event for the community
- Speakers – Councilman Bonna and Katie Kehres, D4 Safety Administrator
- Earned Media – social media by City of PSL and FDOT, plus St. Lucie Voice print/digital article

2. Speed Enforcement Event

- Located at FHP Troop L Davie, followed by enforcement detail
- FHP classroom utilized for a mini press conference, provided breakfast for officers
- Speakers – Lt. Miranda and Katie Kehres
- Earned Media – various news agencies, plus FDOT social media

Speeding Campaign LAUNCH in District 4



Speeding Campaign LAUNCH in District 4



Speeding Campaign LAUNCH in District 6

Target Zero Outreach at Community Events

- Miami-Dade Mobility Week
- National Night Out
- Miami-Dade College Safety Day
- North American Vehicle Rescue Association Challenge
- Food Truck Event – Haulover Park

Speeding Campaign LAUNCH in District 6



Speeding Campaign LAUNCH in District 6



Targeted Behaviors Paid Media Schedule

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

Audience: Males 22 – 27

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

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

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

All behaviors will be statewide in the future

Paid, Earned, Shared, Owned Media

- Earned, Shared, and Owned media opportunities to compliment Paid
- C.O. Safety and Communications Offices in coordination with District Safety and Public Information Offices to strategize in advance for each region
- Campaign resources available to all Districts statewide



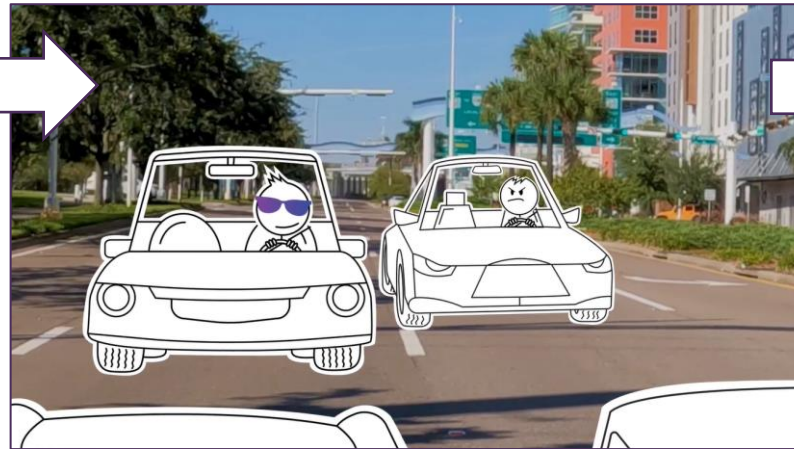
**New
Information**

Aggressive Behavior Campaign Paid Media

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

Aggressive driver tailgates chill driver, abruptly changes lanes, swerving,
Realizes he is not getting anywhere despite efforts, eases back

Measurable call to action; leverages
desire to be in control



Key Features:

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

Video and Audio – Aggressive Driving

Audio for Radio and Streaming Platforms (Pandora, Spotify)



Video for YouTube, Streaming, Targeted Social (Facebook, Instagram, Snapchat)



[FDOT_TZ_Aggressive_MediaBuy_Youtube_HQ_30s - HDR](#)

Aggressive Paid Media

Billboards (will format to 3x5 banners also)



NEW Tip Cards

Fun Ways to Connect with Friends and Family

FUN WAYS TO CONNECT WITH FRIENDS & FAMILY

HOST A GAME NIGHT
Board games promote togetherness with a little friendly competition. Hosting a game night can be a great opportunity to bond with your family and friends.

WRITE A LETTER OR POSTCARD FROM FLORIDA
There is nothing in the world like opening a hand-written letter from a friend or loved one. Enough said.

HAVE A PROGRESSIVE DINNER PARTY
How can you enjoy a multi-course dinner without all of the cost and responsibility? A progressive dinner party is how.

GO FOR A BEACH PICNIC
Enjoy the sun and sand while engaging with others in great conversation. Florida beaches are some of the best in the nation.

VOLUNTEER FOR A CHARITABLE CAUSE
What is better than helping others? Bringing friends and family to join in! The larger the group, the greater the impact.

START A BOOK CLUB
Book clubs can combine great, open conversation with amazing literature. A passion for reading is the only prerequisite.

VISIT A LOCAL FLORIDA FESTIVAL
From the Gasparilla Pirate Fest to the Florida Strawberry Festival, Florida festivals provide food, music, and time with loved ones.

JOIN A BOWLING LEAGUE
Families that bowl together, set goals together. Start a bowling team today and get rolling!

HOST A KEY LIME PIE COMPETITION
This Floridian classic is easy to create but hard to master. Make "Aunt Sally" proud with a Key Lime Pie Bake off for the ages!

TAKE A GROUP BIKE RIDE
Florida bike rides are not only great exercise but also a way to experience the beauty of Florida's many, multi-use trails with family and friends.

Image of Fort Lauderdale, Florida

Safe ways to stay connected with them while driving →

In Life

WAYS TO MANAGE YOUR CONNECTIONS AND AVOID DISTRACTIONS.

MESSAGES YOU CAN USE WHEN SETTING YOUR PHONE ON "DO NOT DISTURB"

Currently driving. Don't worry, I'm worth the wait :)

Sorry, fam. Driving and vibing rn. Can't talk but I'll get back to you when I'm there.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

This is my phone autoreplying. I'm driving and I'll hit you back once I'm at my destination. Sorry for the inconvenience!

Yo! Sorry I can't text rn, I'm behind the wheel. I'll get back to you when I'm done. Thx.

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.

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

FDOT TargetZeroFL.com

Image of Miami Beach, Florida

In Driving Safely

Top 10 Excuses for Why You're Late

TOP 10 EXCUSES FOR WHY YOU'RE LATE

10. TRAFFIC WAS CRAZY!
Traffic is always the best go-to for a quick excuse because of its unpredictability and prevalent nature.

9. MY MOM NEEDED A RIDE.
Assisting family members shows family dedication and loyalty. Besides, who can say no to their mother?

8. MY CAR BATTERY DIED.
This excuse usually requires timely third party assistance. Do not use this excuse too often as car batteries last 3-4 years.

7. I HAD TO STOP FOR COFFEE.
This is a great excuse that can be even better when paired with a latte for the person you are late to see.

6. MY KID IS SICK.
This is a classic excuse that can be reused. If the person you're late to see also has kids, he or she can empathize.

5. MY DOG GOT LOOSE.
Everyone loves animals. Even non-pet owners can be very understanding when it comes to pet emergencies.

4. I HAD TO GO BACK FOR MY PURSE/WALLET.
This excuse is good because we have all done this. Be careful to not use too often as that would establish a bad pattern.

3. I GOT STUCK IN THE SCHOOL DROP-OFF.
It is well known that school drop-offs can take extra time for various, unforeseen reasons which can be out of your control.

2. I HAD TO MAKE A PIT STOP.
The ambiguity of this excuse is what makes it useful. If you are asked to elaborate, be creative.

1. I WAS TRYING TO GET HERE SAFELY.
This is the best reason on this list because it is not an excuse. This reason shows that you are a safe driver and that you genuinely care about yourself and others.

Image of Miami Beach, Florida

Safe ways to let people know you are still driving →

In Life

AVOID RUSHING AND DISTRACTIONS TO BE SAFE BEHIND THE WHEEL.

MESSAGES YOU CAN USE WHEN SETTING YOUR PHONE ON "DO NOT DISTURB"

On way 2 work. Don't worry, I'm worth the wait :)

Sorry, fam. Driving and vibing rn. Can't talk but I'll get back to you when I'm there.

Thanks for your text. I'm driving right now though, so I'll get back to you when I get there.

This is my phone autoreplying. I'm driving and I'll hit you back once I'm at my destination. Sorry for the inconvenience!

Yo! Sorry I can't text rn, I'm behind the wheel. I'll get back to you when I'm done. Thx.

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.

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

FDOT TargetZeroFL.com

Image of Miami Beach, Florida

In Driving Safely


NEW Tip Cards

Target Zero Playlists


DRIVE TIME = YOU TIME
RELAX ON THE ROAD...AND ENJOY THE RIDE

MUSIC PLAYLISTS

To stay happy and stress-free behind the wheel, scan and start one of 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 vibe out on the roads.

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.

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.

For more ways to be safe behind the wheel →

ENJOYING YOUR "YOU" TIME ALLOWS YOU TO BE
SAFER BEHIND THE WHEEL AND...



Gives you time to checkout your new playlist.



Gives you time to look out for others on the road.



Slow your roll to the speed limit.



Give other drivers space.



Keeps you alive and well.



Focus on getting home to what you love.

BE THE CHANGE.

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

LET'S GET EVERYONE HOME.



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

NEW Bookmarks

Front:
Each features
one playlist

Back:
Safety Tips

**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.

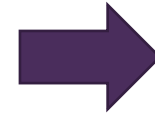


**DRIVE TIME
=
YOU TIME**

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.



**STAYING SAFE
BEHIND THE WHEEL...**


Gives you time to checkout your new playlist.


Gives you time to look out for others on the road.


Allows you to focus on getting home to what you love.



TargetZeroFL.com

FDOT **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

NEW 'Recipes for the Road' and Driving Safety

RECIPES FOR
THE ROAD

SCUBA STEVE'S CARNE ASADA

INGREDIENTS NEEDED:

Marinade

- 1 large white onion
- 1 jalapeno
- 1 cup of cilantro
- 5 cloves of garlic
- 1 cup of Florida Fresh Orange Juice
- 2 tablespoons soy sauce
- 1 tablespoon distilled white vinegar
- pinch of salt & pepper
- 1 teaspoon ground cumin seasoning

Meat

- 1-2 lbs. of skirt steak
- or--
- 1-2 lbs. of ribeye

INSTRUCTIONS:

1. Blend all marinade ingredients for 30 seconds in a blender/food processor until it's a smooth consistency.
2. Add entire skirt steak (or ribeye) in to a plastic bag and cover in marinade mixture from blender.
3. Marinate 24 hours (or until you lose patience).
4. Place steak onto grill and cook to minimum internal temp of 130F°-135F° (medium rare).
5. Cook steak to desired temp and let rest for 10 minutes.
6. Slice against the grain and serve on tacos, burritos, or rice bowls with your favorite toppings and enjoy!

Recipe Created By:
STEPHEN ANDERSON



ENJOY THIS RECIPE?

Post a photo of your creation and tag us #LetsGetEveryoneHome

For another great recipe for the road, see flip side →

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:

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



NEW Holiday Card for Holiday Community Events



WARMEST WISHES

Please travel safe this holiday season →

DRIVING TIPS FOR SAFE AND PEACEFUL JOURNEYS

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

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 HOLIDAY SEASON.

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

Tip Cards: Statewide Orders

Order 1 (Complete):

Random Acts of Roadway Kindness **Encouraging Empathy on the Road**
Time Management to **Prevent Distraction Speeding and Aggression**
Stress Management to **Prevent Distraction Speeding and Aggression**
Florida Thrill Seeking to **Prevent Speeding**
Ways to Say No to Avoid Overcommitment, **Prevent Speeding and Aggression**
Florida Native Flowers to Reduce Stress and **Prevent Speeding and Aggression**
Top Qualities Employers Want – **Promotes Safety at Recruitment Events**
Strategies to Ace Tests – **Promotes Safety in High Schools**
Target Zero Thank You Cards, Post Cards

Order 2:

Florida Road Trips to **Prevent Speeding Aggression and Distraction**
Top Excuses for Being Late to **Prevent Distraction Speeding and Aggression**
Fun Ways to Connect with Family and Friends to **Prevent Distraction**
Target Zero Playlists to **Prevent Speeding and Aggression**
Target Zero Playlist Bookmarks
Target Zero Holiday Cards

Branded Tangible Items: Statewide Orders

Order 1 (Complete):

- Water Bottles
- Floating Boat Keychain
- Cooling Towel
- Plastic 'Goody' Bags and String Bags (D4 and D6)

Order 2:

- More Plastic 'Goody' Bags
- More String Bags
- Purple Sunglasses
- USB Drives





Action Items

South Florida
Central and West Florida
Statewide

South Florida

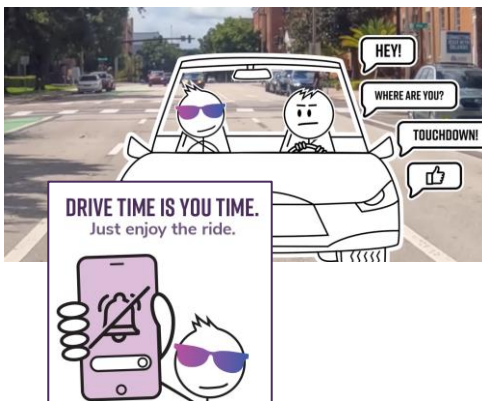
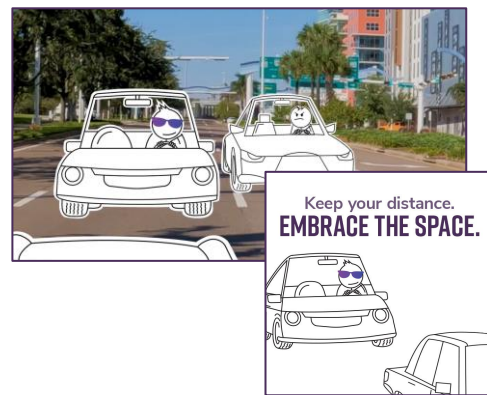
- Congratulate Yourselves – Job Well Done!
- Continue Community Outreach and Promote Speeding Messaging



Central and West Florida

- Prepare for Distraction and Aggression Behavior Campaign Launch
- Consider Assets Available, Opportunities to Reach Young Males

Paid Media Video, Audio, Billboards



Community Outreach Materials



Statewide

- **Submit 'Florida' Recipes for next batch of tip cards, any additional artist/song suggestions for playlists – TargetZeroAmbassadors@dot.state.fl.us**
- **Remember All Behavior Campaign Assets Are Yours Too**
- **In the Community – Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**
- **Share your great work with us in next month's meeting! Contact Brenda.young@dot.state.fl.us and we'll add you to the agenda**



Next Steps

Next Steps

- **Behavior Campaigns – Paid Media**

- D5 Distraction Campaign in January
- D1/D7 Aggressive Campaign in February

- **Post-Evaluation of Effectiveness**

- **Cultural Messaging Development**

- Latin-American

- **Additional ‘Owned’ Media Assets**

- Rest Areas, Dynamic Message Signs

- **Reviewing Partnership Opportunities**

- Melissa Wandall M3 Motivational Concepts, Jaguars, Bike Walk Central Florida, MADD



Purple Sunset in Cascades Park - Tallahassee, FL

DRIVE TIME = YOU TIME

Music playlists designed to support calm, happy, and SAFE driving



Scan and start your playlist *before* you start your drive



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

Featuring artists such as The Beatles, Bob Marley, The Beach Boys, Toto, and Elton John



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

Featuring artists such as Coldplay, Harry Styles, Post Malone, and Ed Sheeran

Let's Get Everyone Home

TargetZeroFL.com





Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

For more information, visit:

www.TargetZeroFL.com