

Target ZERO

Safety Campaigns – Speeding, Distraction, Aggression



*September 28, 2023:
Monthly Partner Statewide Meeting*



Agenda

Welcome

- **Statewide Updates**
- **Partner Highlights**
 - **M3 Motivational Concepts**
 - **Bike Walk Central Florida**
 - **USF College of Public Health**
 - **Jacksonville Jaguars**

Speeding, Distracted, and Aggressive Driving

- **Campaign Evaluation**
- **Other News**
- **Action Items and Next Steps**



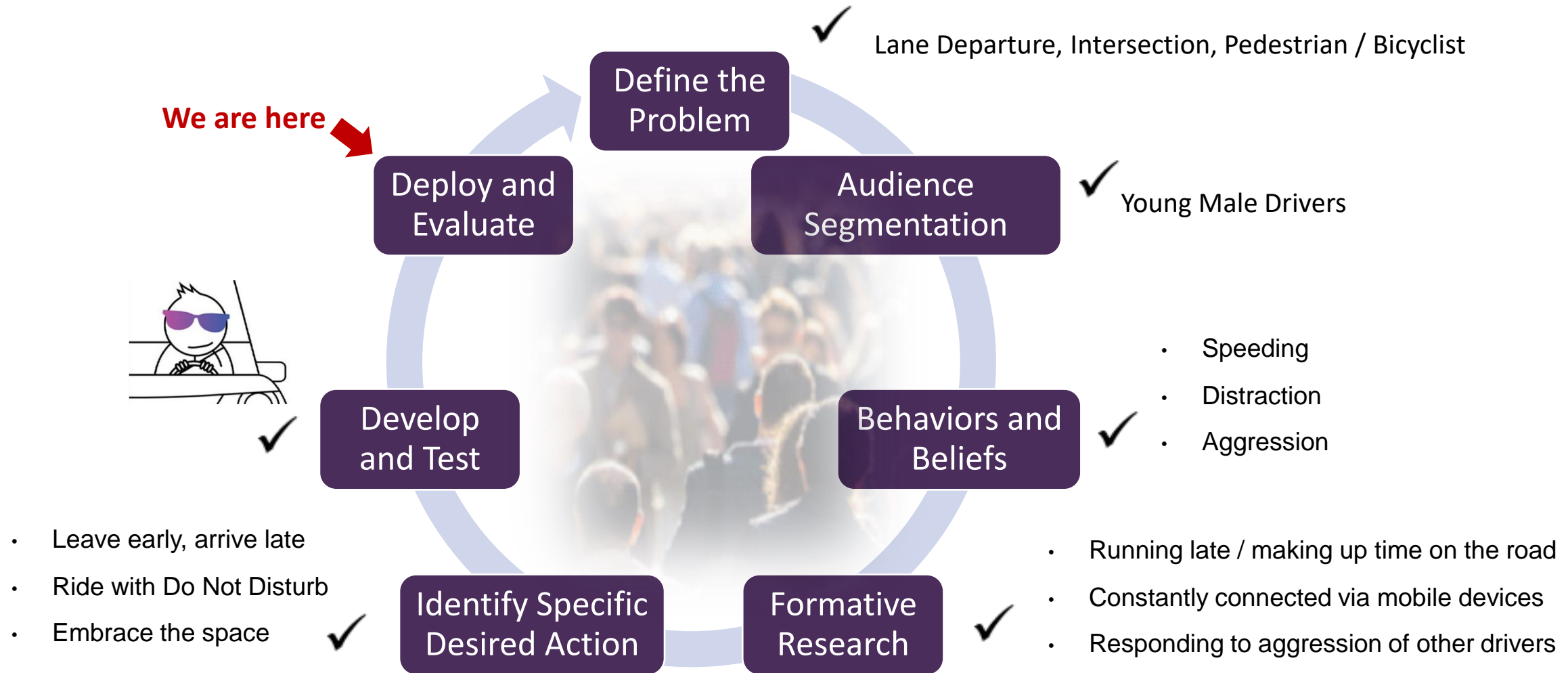
Statewide Updates

Target Zero Safety Outreach in Florida Communities

Our FDOT Team Members – Our Partners – Our Communities
Safety Observances, Messages, Toward Collective Goal of ZERO



New Campaign Development – Social Marketing



Safety Campaign Evaluation

Traditional Metrics:

1

Paid Media Metrics:

- Impressions
- Cost per Impression



2

Earned Media Metrics:

- Impressions
- News Media Value



3

Organic Social Media Metrics:

- Engagement
- Engagement Rates



4

Website Metrics:

- Visits to Sites
- Time on Sites
- Site Features Used



- ✓ **Baseline Evaluation Behavior Surveys:** July 2022
- ✓ **Campaign Deployment:** October 2022 – June 2023
- ✓ **Post Evaluation Behavior Surveys, Paid and Earned Media Metrics:** July 2023
- ✓ **Ongoing:** Organic Social and Website Metrics, Community Surveys

New measures to evaluate behavior change (Outcome Based):

5

Behavioral Surveys: Before and After Paid Campaigns



KNOW

- Self-recognition of responsibility
- Power to act



FEEL

- Social norms
- Perceived susceptibility to behavior



DO

- Self-reported behavior
- Behavioral intent

6

Community Event Surveys:

- Marketing visibility
- Social Norms, Behaviors





Partner Highlights



M3
Motivational
Concepts



Safety Saves Lives! www.drivingdownheartache.org

STO
On



FDOT TARGET ZERO
TARGETZEROFL.COM

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STOP ON RED

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Hospital
OC Courthouse
Press Office
State Building
FAMU





DRIVING DOWN HEARTACHE.ORG

To show support for those impacted by roadway tragedy in the state of Florida, the website “Driving Down Heartache” was created to generate an infinite place of peace. The website's purpose is two-fold: it serves as a serene space for those affected to congregate to remember, heal, and support one another while also encouraging personal accountability for all road users. Submissions are always being accepted on “Driving Down Heartache” for real-life stories memorializing those who have died and honoring those who have been seriously injured in roadway tragedies. Experiences are as crucial as data, and sharing personal stories regarding devastating traffic crashes, humanizes this issue. Stories and photos should be submitted on the website; anyone affected in Florida can submit a testimonial. A roadside marker indicating a fatality is not required.

NEWSLETTER

Sign up for my newsletter, Advocacy in Action, by sending your email address to Gina Babcock at Gina@ElevateSRQ.com.

The image features a dark teal background. On the left side, there are three concentric circles. The innermost circle is dark teal and contains the text 'Bike Walk Central Florida' in white. The middle circle is white, and the outermost circle is dark teal. The text is centered within the innermost circle.

**Bike Walk
Central Florida**

The logo features three concentric circles on the left side of the image. The innermost circle is dark teal and contains the text 'USF College of Public Health / CUTR' in white. The middle circle is white, and the outermost circle is dark teal. The background of the entire image is a solid dark teal color.

**USF College of
Public Health /
CUTR**

Target Zero – Social Marketing Technical Assistance

Center for Urban Transportation Research
(CUTR) - Scope of Work

Mahmooda Khaliq Pasha

Sara Hendricks



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Goal & Tasks...

- CUTR at USF will provide technical assistance and serve in an advisory role in the implementation and evaluation of the behavior change campaigns.
 1. Capacity building on social marketing for FDOT key personnel
 2. Situational analysis of safety culture within FDOT/US
 3. Outcome evaluation and proposed behavioral observation
 4. Cross cultural campaign technical support and neuromarketing

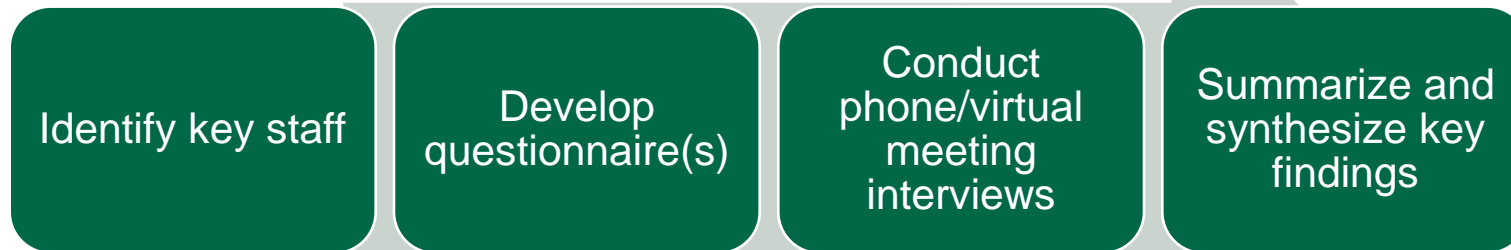
1. Capacity building on Social Marketing

- **Purpose:** to sensitize staff/partners, to increase uptake of social marketing based approach, and to allow staff to adapt and tailor work for their particular district.
- Plan to offer training on Social Marketing and its application to transportation safety using our work as a case study.
- **Audience:** District level staff and partners

2: Situational Analysis/Safety Culture at FDOT and Selected DOTs Nationally

- **Purpose:** Gain better understanding of existing campaign approaches and activities of District Safety offices
- Speak with FDOT personnel and DOTs nationwide to understand approach and lesson learned

- **Activities:**



3: Social Marketing—Monitoring and Evaluation Technical Assistance

- **Purpose:** Lay out road map for planning and implementing Phase 1 evaluation and Phase 2 cross-cultural campaign
- **Activities:** Technical support for multi-stage Phase 1 follow-up survey of Primary Audience and Phase 2 baseline survey planning for Primary cross-cultural audience
 - Phase 1: Analysis of existing survey data and development of metrics to monitor over time.
 - Phase 2: Development of evaluation approach for cross-cultural campaign and concurrently, introduction of behavioral observation evaluation.

4: Cross-cultural Campaign Development and Implementation

- a) Identification and onboarding of community advisory committee.
- b) Selection of research methods, development of questionnaires/survey for implementation
- c) Developing of analysis strategy for formative research collected and training of consultant staff.
- d) Translation of research findings into creative brief
- e) Neuromarketing to pre-test campaign collateral

Questions

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SOUTH FLORIDA

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

**Jacksonville
Jaguars**



Player Ambassador

(Actual Player TBD)



“ROLLIN’ UP” PRESENTED BY TARGET ZERO

The Jaguars are Top 5 in the NFL in YOY Twitter and Facebook growth, have gained 107,000+ Instagram followers over the past year, and now have over 2MM total social media followers!

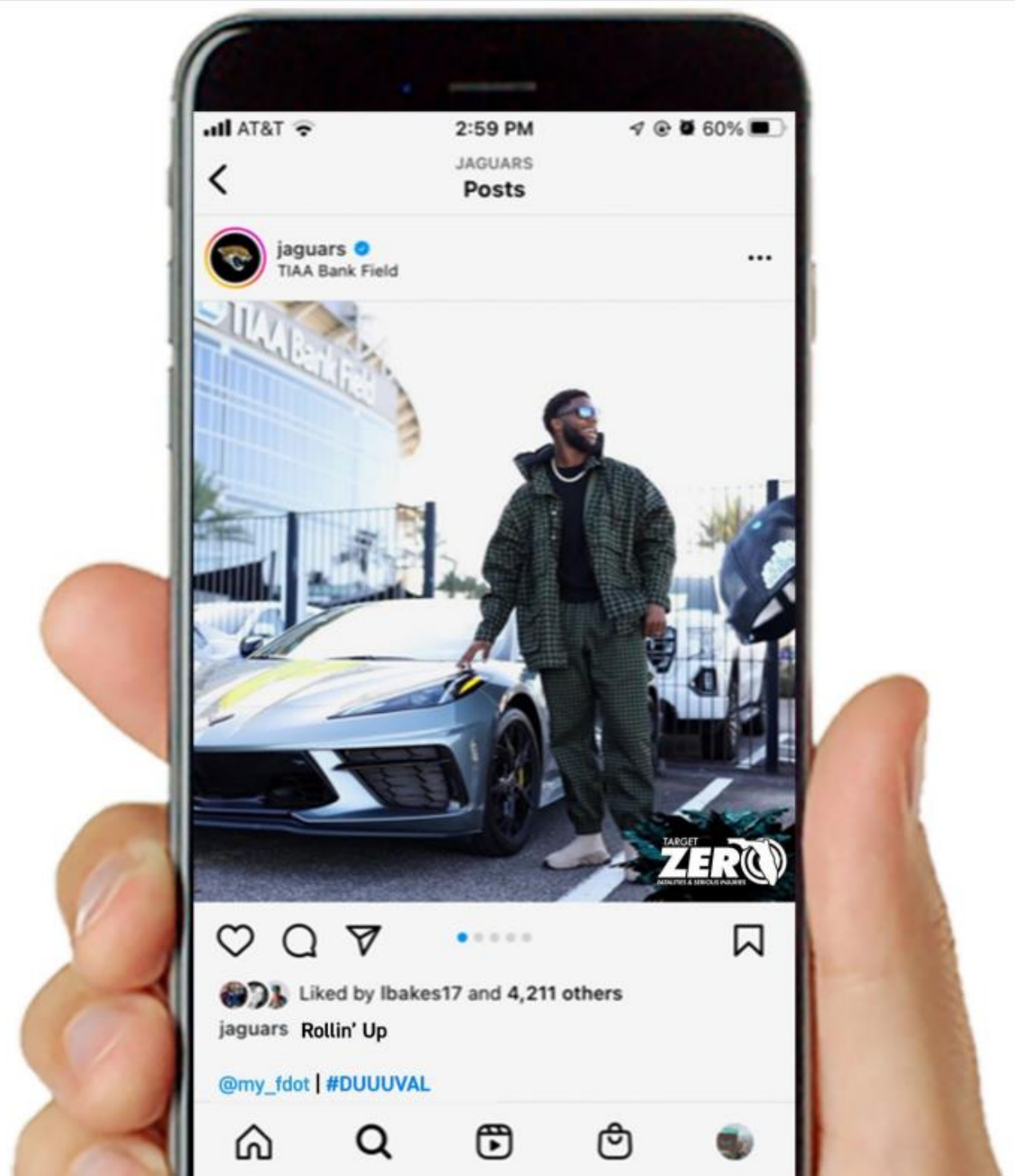
Additionally, the Jaguars have a precedence of successfully aligning key partners with synergistic social media platforms to reinforce key partner objectives!

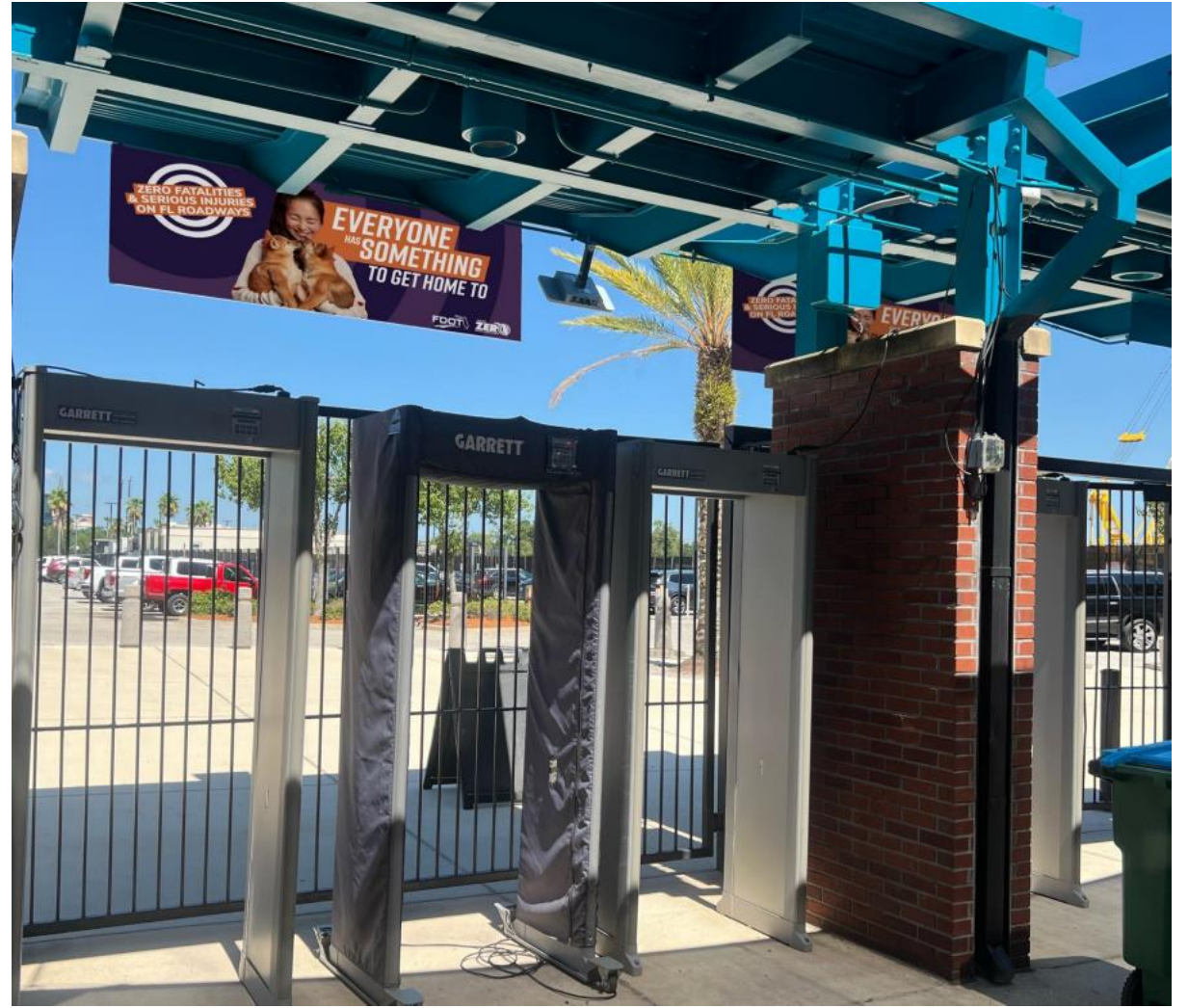
As such, and to create an implied association with a highly influential group of targeted “ambassadors”-Jaguars players, **Target Zero** will become the presenting partner of the “Rollin’ Up” gameday social media feature prior to Jaguars regular season home games.

This social media feature will profile Jaguars players arriving to TIAA Bank Field in their vehicles, and will be distributed through the following Jaguars social media platforms:

- Twitter
- Instagram
- Facebook

In conjunction with this season-long feature, **Target Zero** will receive brand integration into each post.







**Campaign
Evaluation and
Monitoring**

Campaigns, Components, and Corresponding Metrics

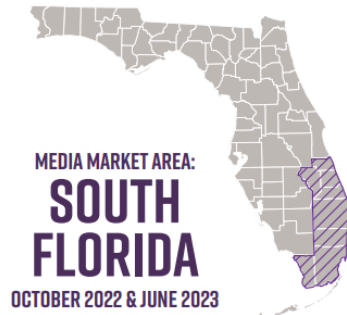
Initial Audience: Male Drivers Aged 22-27

Precursors: Managing time, stress, overcommitments, need for constant connection.

Values: Being in control, admired.

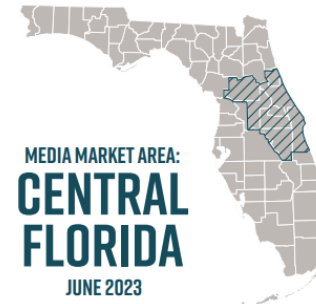
*Speeding Campaign – D4, D6

Time Management:
Leave Early For Your Trip Or Arrive Late



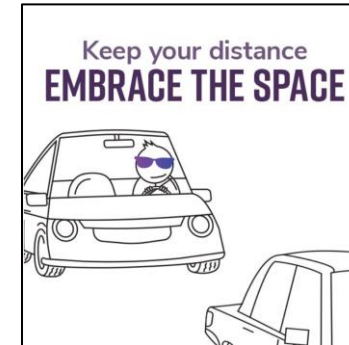
*Distracted Campaign – D5

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



Paid Media: Targeted social, digital billboards, gas pump videos, audio and video streaming, web, radio

Metrics: Impressions



Earned Media: Launch/press events, articles in news platforms, partner agency publications/platforms

Metrics: Impressions, media value



Owned and Shared Media: FDOT website, organic social media

Metrics: Site visits, engagement rate



Community Outreach: Outreach at local events where members of audience and influencers gather

Metrics: Events, reach, partnerships

Long Term Monitoring to Evaluate Behavior Change: Behavioral Surveys



*Separated by geographic region for independent evaluation



Speeding Campaign – Paid Media and Website Evaluation

SPEEDING/TIME MANAGEMENT

Call to action: Leave early for your trip or arrive late.

October 2022; June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS

73,670,866

MEDIA CHANNELS

social media, audio and video streaming, gas pump videos, radio, billboards

WEB PAGE VISITS

63,041



Campaign
Webpage

Distracted Campaign – Paid Media and Website Evaluation

DISTRACTED/MULTITASKING

Call to action: Set do not disturb before your trip.

June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS

45,886,770

MEDIA CHANNELS

social media, audio and video streaming, gas pump videos, radio, billboards

WEB PAGE VISITS

30,323



Campaign
Webpage

Aggressive Campaign – Paid Media and Website Evaluation

AGGRESSIVE/STRESS MANAGEMENT

Call to action: Keep your distance from the driver ahead of you.

June 2023

Target Audience: Males, Age 22-27



TOTAL PAID IMPRESSIONS
47,580,947

MEDIA CHANNELS
social media, audio and video streaming, gas pump videos, radio, billboards

WEB PAGE VISITS
28,047



Influencer Campaign – Paid Media and Website Evaluation



LET'S GET EVERYONE HOME SAFELY MEDIA MARKET AREA: STATEWIDE JUNE 1-30, 2023

Research confirmed that young male drivers are influenced by their friends, parents, and co-workers. In partnership with FLHSMV and FHP, three videos, narrated from an influencer perspective, addressed the importance of not becoming a statistic, turning on do not disturb, and buckling up every trip. Videos were distributed in media markets statewide and on FDOT and Target Zero partner's social media channels.

TOTAL PAID IMPRESSIONS
161,684,767

WEBPAGE VISITS
251,513



Paid Media: Targeted social, digital billboards, gas pump videos, audio and video streaming, broadcast television, web, radio



Social Media and Community Engagement

Organic Social Media Performance July 2022 – June 2023

- 182 organic social media posts
- 367,000 impressions (views)
- Over 11,000 engagements (interactions)

Total Engagements	905
Reactions	516
Comments	40
Shares	110

↑ Engagement increased **73%** compared to prior year

Posts that used humor and pop culture performed highest

Community Engagement



 **50+**
COMMUNITY
EVENTS

 **8,000+**
REACH

 **60+**
COMMUNITY
PARTNERS

Behavioral Survey



400 young male respondents per region before and after October and/or June campaigns:



Campaign Recall
+
Risk Recognition

- Campaign Recall:
 - 84-87% recall Speeding messaging
 - 87-90% recall Distracted messaging
 - 51-59% recall Aggressive messaging
- 15% of respondents identified these behaviors as extremely unlikely to result in a crash or close call



Social Norms
+
Perceived Behavioral

- The youngest group was more likely to believe that others think it is acceptable to exceed the speed limit to make up for lost time
- The youngest age group, 18-21 year-olds, had fewer respondents agreeing they have control over driving behaviors
- More than half of the drivers feel they do not have control over anxiety and stress while driving
- Respondents who feel less control over anxiety and stressors while driving, also feel less control over other driving behaviors



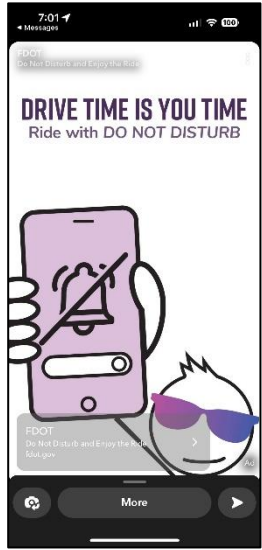
Self-Reported Behavior
+
Intent to Change

- 20% rarely leave early
- 20% rarely wait to make a phone call or text
- 10% rarely keep their full attention on driving
- 15% exceed the speed limit to make up for lost time on an almost daily or daily basis
- 40% report driving especially close to the car in front of them once a week or more
- Youngest drivers consistently had the least percentage of choosing the best safety behavior
- Respondents with a larger number of reported crashes were more likely to report exceeding the speed limit

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

- ✓ Confirms messaging is reaching this audience
- ✓ Confirms precursors to behaviors and focus of messaging / call to action

Community Sightings and Feedback



"Everyone likes stick-figure animation - video and audio captured and kept my attention"

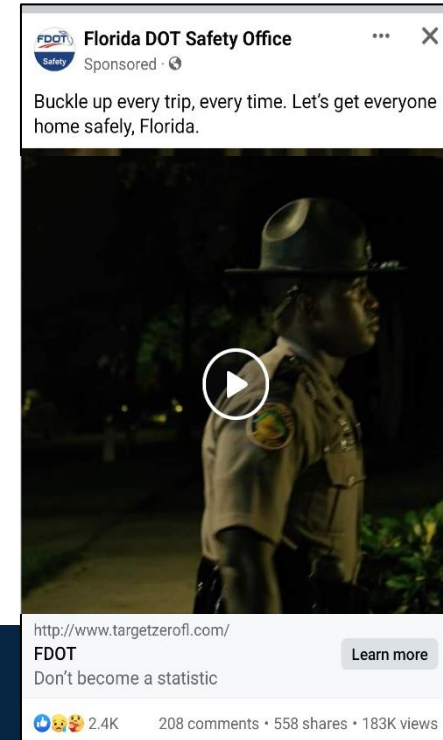
"I remembered this video and instantly thought – what's better? Arriving 5 minutes late or not arriving at all? Once I get there, if someone asks, I'll blame it on traffic."

"Simple design is eye-catching and different"

"This ad triggered those protective mom feelings. I reminded my children [in their 20's] to not text and drive. No one ever wants to have an officer come to their house with such horrible news."

"Stick figures are relatable to anyone"

"I enjoyed the simple way it grabbed my attention in a relatable real-life scenario. I know a lot of people, myself included, find themselves in a constant need to check their phone with every notification they get. I think this does a great job reminding us in a fun way that the texts and noise of the outside world can wait while we all focus on safety - our own, and everyone around us."





Other News

University of South Florida – Student Project

Zimmerman School of Advertising and Mass Communications

FDOT is the ‘Client’ for a class semester!

Two teams of 10 students

Assignment – Create ad campaign for seatbelt safety

Audience – Young men



**UNIVERSITY OF
SOUTH FLORIDA**

Print Materials Development

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

RECIPE FOR SAFE DRIVING

INGREDIENTS

(SERVES ALL ROAD USERS)

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

A dash of "Do Not Disturb" auto replies

Sprinkle of your favorite playlist

PREPARATION

1. Preheat by allowing **extra time** for your trip.
2. Fasten your **seatbelt**.
3. Set your phone on "**do not disturb**" mode.
4. Start your **favorite playlist** before you start your drive.
5. Give o
6. Allow **limit** v other r
7. Allow **destin**
8. Serve



- Fall and Winter Safety Recipes
- Notepads
- Folders
- Enforcement Tear Sheets



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

RECIPES FOR THE ROAD — FALL SERIES

STUFFED FLORIDA ZUCCHINI AND YELLOW SQUASH PARMESAN

INGREDIENTS (SERVES 8)

- 2 medium Florida zucchini or large yellow squash
- 1/2 cup ricotta cheese
- 1 1/2 cups mozzarella cheese, shredded
- 1 cup marinara sauce (your favorite)
- 1/4 cup Parmesan cheese, grated
- 1/2 cup panko (Japanese breadcrumbs)
- 2 tablespoons fresh basil or 1 teaspoon dried
- Olive oil for cooking
- Sea salt and fresh ground pepper, to taste

PREPARATION

Preheat the oven to 375 degrees. Cut off the stem side of the zucchini or yellow squash. Cut zucchini or yellow squash evenly in half lengthwise. Using a small spoon, scoop out the seeds from each half to create room to hold other ingredients. Preheat a large sauté pan over medium-high heat. Add 1 teaspoon of olive oil to the preheated pan. Season the zucchini or yellow squash with salt and pepper. Place the zucchini or yellow squash skin side up in the sauté pan and cook for about 2 minutes on both sides. Remove from pan and place on a cookie sheet skin side down. In a small mixing bowl, combine panko, 1 tablespoon olive oil, chopped basil and Parmesan cheese. Season ingredients to taste with salt and pepper, and stir to combine. Evenly distribute the ricotta cheese and marinara sauce on top of the zucchini or yellow squash. Top the yellow squash and zucchini with the shredded mozzarella cheese. Evenly sprinkle the breadcrumb topping mixture on top of the zucchini or yellow squash. Bake the stuffed zucchini or yellow squash for 10 minutes or until topping is golden brown and cheese is bubbly. Remove from oven and let cool slightly. Serve warm.



RECIPE CREATED BY:
CHEF JUSTIN TIMINERI



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

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

RECIPES FOR THE ROAD — WINTER SERIES

FLORIDA ESCAROLE, TOMATO, AND WHITE BEAN SOUP

INGREDIENTS (SERVES 6)

- 1 large or 2 small heads Florida escarole, rinsed and chopped large
- 4 large Florida tomatoes, diced
- 2 cups Florida celery, rinsed and diced small
- 2 cups Florida carrots, peeled and diced small
- 2 cups onion, diced small
- 8 cups low sodium vegetable or chicken broth
- 1 can white beans, drained
- 2 tablespoons fresh garlic, minced
- 2 tablespoons fresh herbs (rosemary, thyme, oregano), chopped fine
- 1 tablespoon all-purpose seasoning blend (such as Everglades)
- 1 tablespoon olive oil

- 1 tablespoon Florida-made hot sauce (your favorite)
- Fresh grated parmesan cheese to taste
- Sea salt and fresh ground pepper to taste

PREPARATION

Preheat a large soup pot or Dutch oven over medium-high heat. Add the olive oil to the preheated pot. Carefully add the onions, celery, and carrots to the pot. Cook ingredients for 5 to 7 minutes while stirring occasionally. Add the garlic and fresh chopped herbs, and cook for another 2 minutes. Add the broth and seasoning blend to the cooking ingredients in the pot. Bring ingredients to a light boil, and turn the heat down to a simmer. Add the beans, diced tomatoes and escarole. Cook ingredients for at least another 7 to 10 minutes until the escarole is tender. Taste soup and adjust seasoning with sea salt, fresh ground pepper and a dash or so of hot sauce. Serve soup warm with fresh grated parmesan cheese and extra hot sauce for garnish.



RECIPE CREATED BY:
CHEF JUSTIN TIMINERI



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Branded Tangible Items



Action Items

Statewide

- **Continue Community Outreach, Partnerships, and Safety Messaging!**
- **Remember All Behavior Campaign Assets Are Yours Too**
 - All digital assets uploaded to website
- **Continue to Promote Playlists, DND Messages, Videos PSAs, Audio PSAs, Social Media**



Next Steps

Next Steps

- **Post-Evaluation of Effectiveness – Estimating Earned Media Value**
- **Presentation – FDOT October Executive Workshop**
- **Develop Plan for Next Round of Campaigns**
- **Latin-American Messaging Development**

CAN YOU SEE ME NOW?

OCTOBER
2023

LET'S GET EVERYONE HOME SAFELY



SAFETY EVENTS

OCT 01-31, 2023
**NATIONAL
PEDESTRIAN SAFETY
MONTH**

OCT 04, 2023
**NATIONAL
WALK TO
SCHOOL DAY**

[more info](#)



OCT 15, 2023
**WHITE CANE
SAFETY DAY**

[more info](#)



OCT 15-21, 2023
**NATIONAL
TEEN DRIVER
SAFETY WEEK**

[more info](#)



OCT 16-20, 2023
**NATIONAL
SCHOOL BUS
SAFETY WEEK**

OCT 31, 2023
**NHTSA
HALLOWEEN
IMPAIRED DRIVING
CAMPAIGN**

BUZZED DRIVING IS DRUNK DRIVING

[more info](#)





Thank You!

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For more information, visit:

www.TargetZeroFL.com