

Driver Safety Initiative

A Human Factors Approach

UPDATE



Agenda

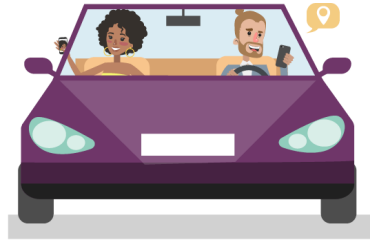
- Challenge and Approach
- Progress / Results:
 - Florida Campaign and Industry Scan
 - Crash Data Analysis
 - Road User Analysis
 - Campaign Development
 - Target Zero Concept Testing
- PESO Media Plan
- Evaluation of Effectiveness
- Ongoing Partner Engagement
- FDOT Target Zero Ambassador Program





Challenge

Influencing Behavior | Saving Lives



94%

of crashes nationally
involve driver behavior
as a contributing factor

On Florida's Roads...



8 Daily
Fatalities



8 Daily Serious Injuries

...but even one life lost is too many

Florida Strategic Highway Safety Plan



LANE DEPARTURES



PEDESTRIANS
AND BICYCLISTS



INTERSECTIONS

9 OUT OF **10** **FATAL** CRASHES **&** **3** OUT OF **4** **INJURY** CRASHES
involves a VITAL FEW emphasis area.

Florida Strategic Highway Safety Plan

SAFE SYSTEM

APPROACH

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



Influencing Safe Behavior

The 2021 Strategic Highway Safety Plan (SHSP) acknowledges *crashes rarely have a single contributing factor*. The plan outlines strategies to address high-priority issues facing the transportation system, including:

ROADWAYS:

- Lane departures
- Intersections

ROAD USERS:

- Pedestrians and bicyclists
- Aging road users
- Motorcyclists and motor scooter riders
- Commercial motor vehicle operators
- Teen drivers

USER BEHAVIOR:

- Impaired driving
- Occupant protection
- Speeding and aggressive driving
- Distracted driving



Approach

Influencing Behavior | Saving Lives

Identify behaviors contributing to serious and fatal crashes, and the **reasons for those behaviors.**

Influence safe behavior.

Behavior Change, Human Factors and Social Marketing

- **Influencing behavior change** requires a better understanding of **human factors** and why people behave the way they do, how people change, and how to help people in their efforts to change.
- **Social marketing** is the application of commercial marketing principles to influence desired behavior, increase use of a product or services. *All of this is done for the good of the individual and society.*

Campaign Approach





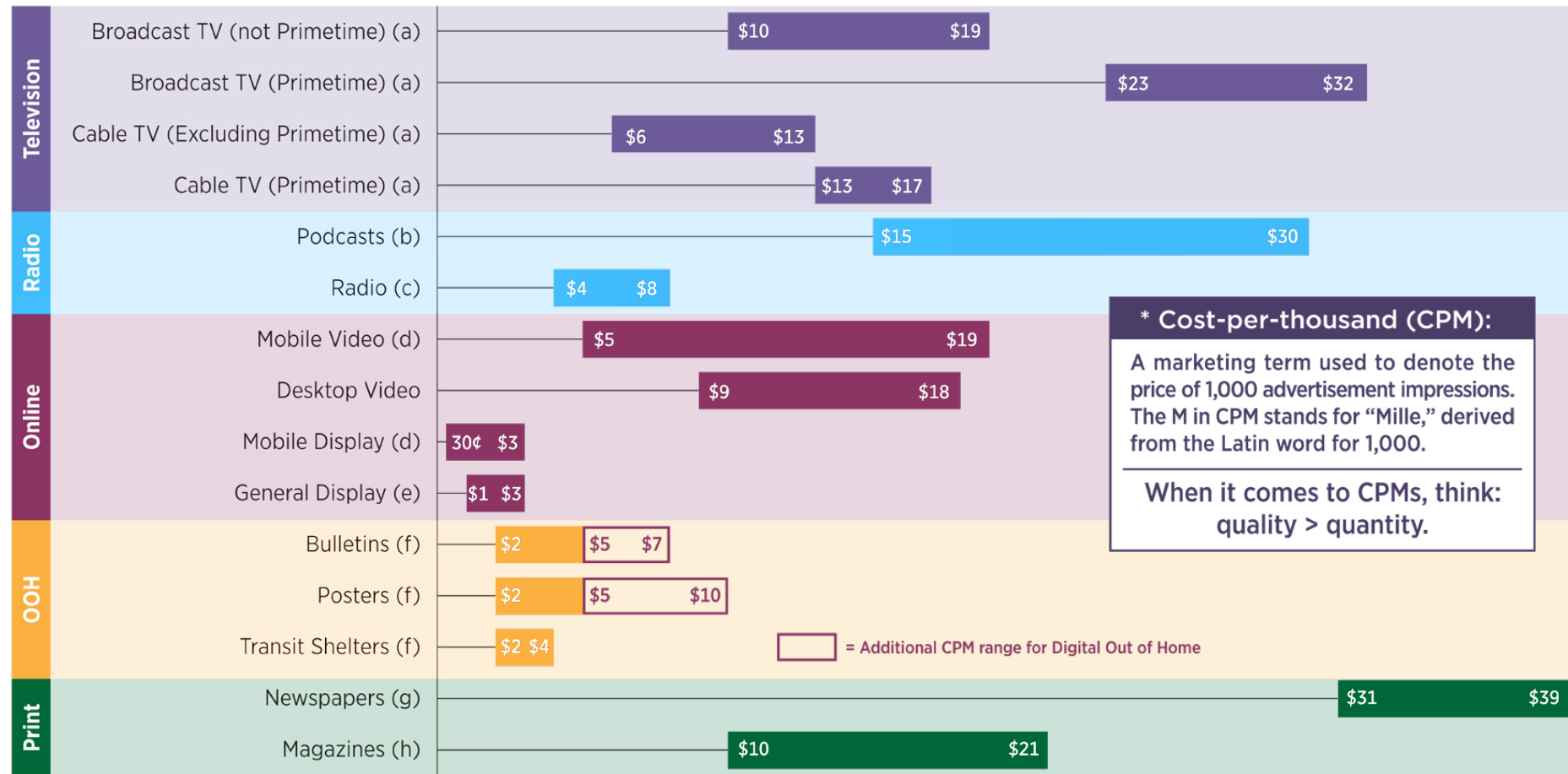
Florida Campaigns and Industry Scans

Evaluating the effectiveness
of current safety and
messaging efforts

Evaluation of Existing Florida Campaigns












US Major Media CPM* Comparison



Source: Estimates as of November 2020 based on SEC filings, news, research and other industry sources.

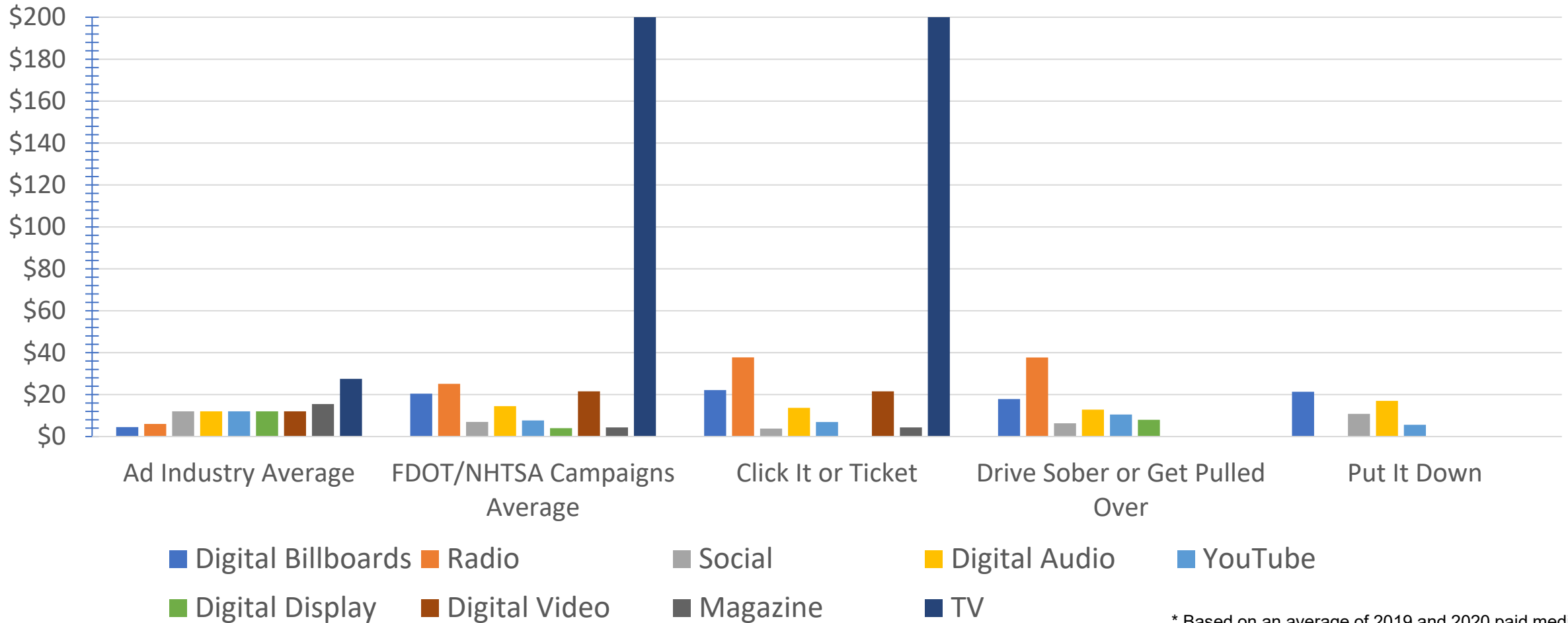
(a) 30-second advertisement.
 (b) 15- to 60-second advertisements. Includes both pre-roll and mid-roll advertising.
 (c) 30-second advertisement. Includes both spot and network.
 (d) Dataset includes mobile web, phone and tablet for both Android and iPhone.
 (e) 300x250 banner ads.
 (f) Calculated using SGAD reporting from OOH media companies.
 (g) 1/2 page ad pre-discount. Calculated using estimated readership.
 (h) Full-page color ad. Calculated using estimated readership.

FDOT Safety Campaign Media Analysis

	Medium	Impressions	Ad Industry Avg	FDOT CPM	Value
	Out-of-Home (Digital billboards)	107,705,056	\$4.50	\$16.60	(\$12.10)
	Radio	34,455,800	\$6.00	\$29.47	(\$23.47)
	Social (FB, Insta)	28,122,185	\$12.00	\$6.62	\$1.94
	Digital Audio	24,881,443	\$12.00	\$14.76	(\$2.76)
	YouTube	16,234,428	\$12.00	\$8.98	\$3.03
	Digital Display	3,750,214	\$12.00	\$8.00	\$4.00
	TV	2,358,617	\$27.50	\$321.23	(\$297.98)
	Digital Video	1,621,716	\$12.00	\$21.54	(\$9.54)
	Magazine	686,700	\$15.50	\$4.37	\$11.13

FDOT/NHTSA Safety Campaign

Cost of Impressions



* Based on an average of 2019 and 2020 paid media buys

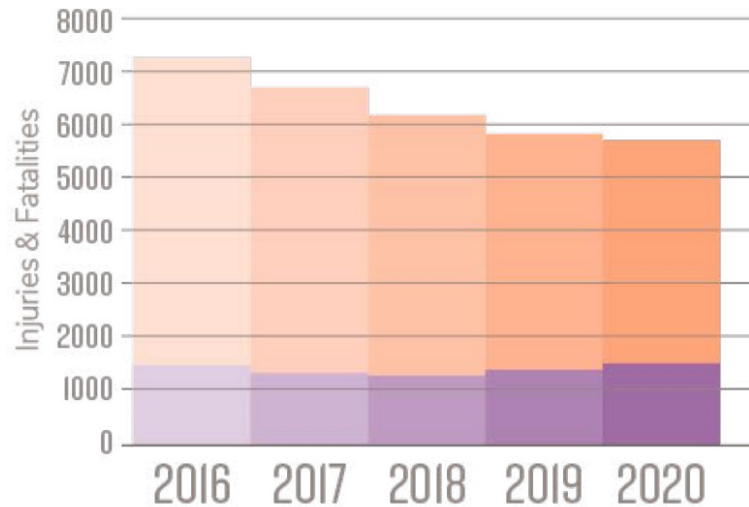
Moving the Needle*

LEGEND

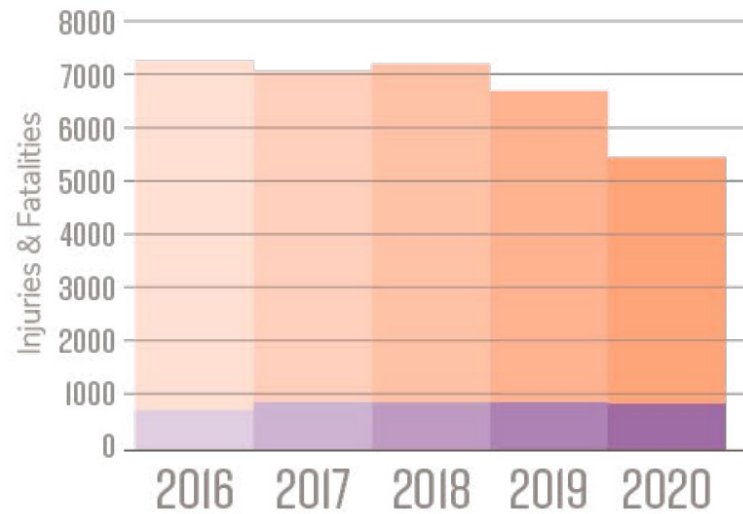


*Represents Cumulative Effect of All Partners' Efforts in Engineering, Education, Enforcement, and Emergency Response

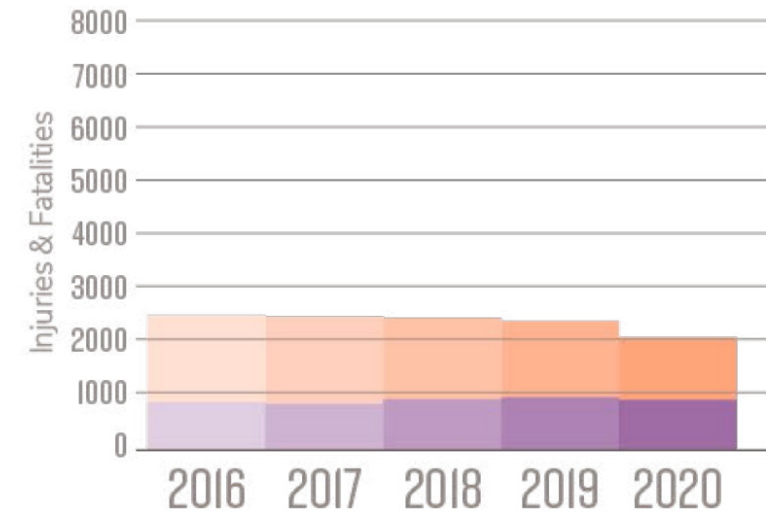
LANE DEPARTURE



INTERSECTION



PEDESTRIANS & BICYCLISTS



Data Source: FDOT Crash Analysis Report System

Evaluation of Effective Campaigns Worldwide



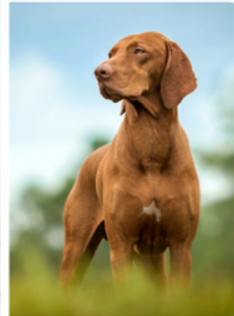
Embrace Life - always wear your seat belt

20,435,521 views • Jan 29, 2010 57K 947 SHARE SAVE ...

Drivers who rush when they're 10 minutes late for their shift



Drivers who stay in control and watch their speed



Marketing Industry Scan Analysis:

Successful Campaign Commonalities

Emotional

- Successful campaigns make an emotional connection to affect behaviors.
- Sympathy / Humor

Human

- Human faces make the campaign relatable and real. This helps to better connect with those whose behavior needs to change
- Human beings / Humanized animals

External motivation

- Many successful campaigns motivate change with factors outside of the target individual.
- Social norms / Family / Culture / People

Consequences

- Some people may not understand how their behavior has consequences for themselves or for others.


Call to Action

- Successful campaigns explain the better behavior and give people a plan of action.

Marketing Industry Scan Analysis:

Campaign Development Best Practices

- Analysis of crash data, vehicle miles traveled and road data to find trends, crash types.
- Additional data from Census or other demographics research, courts information, driver license databases, and health departments
- Behavior and attitudes of road users assessed through surveys and focus groups
- Establishment of the main brand as an umbrella for existing campaigns and strong cooperation forged with stakeholders
- Data sources refined and improved as the program evolves
- Campaigns change periodically, refreshing or even retiring slogans or messages.
- Areas committed to a Zero Deaths goal for several years have seen a reduction of fatalities.

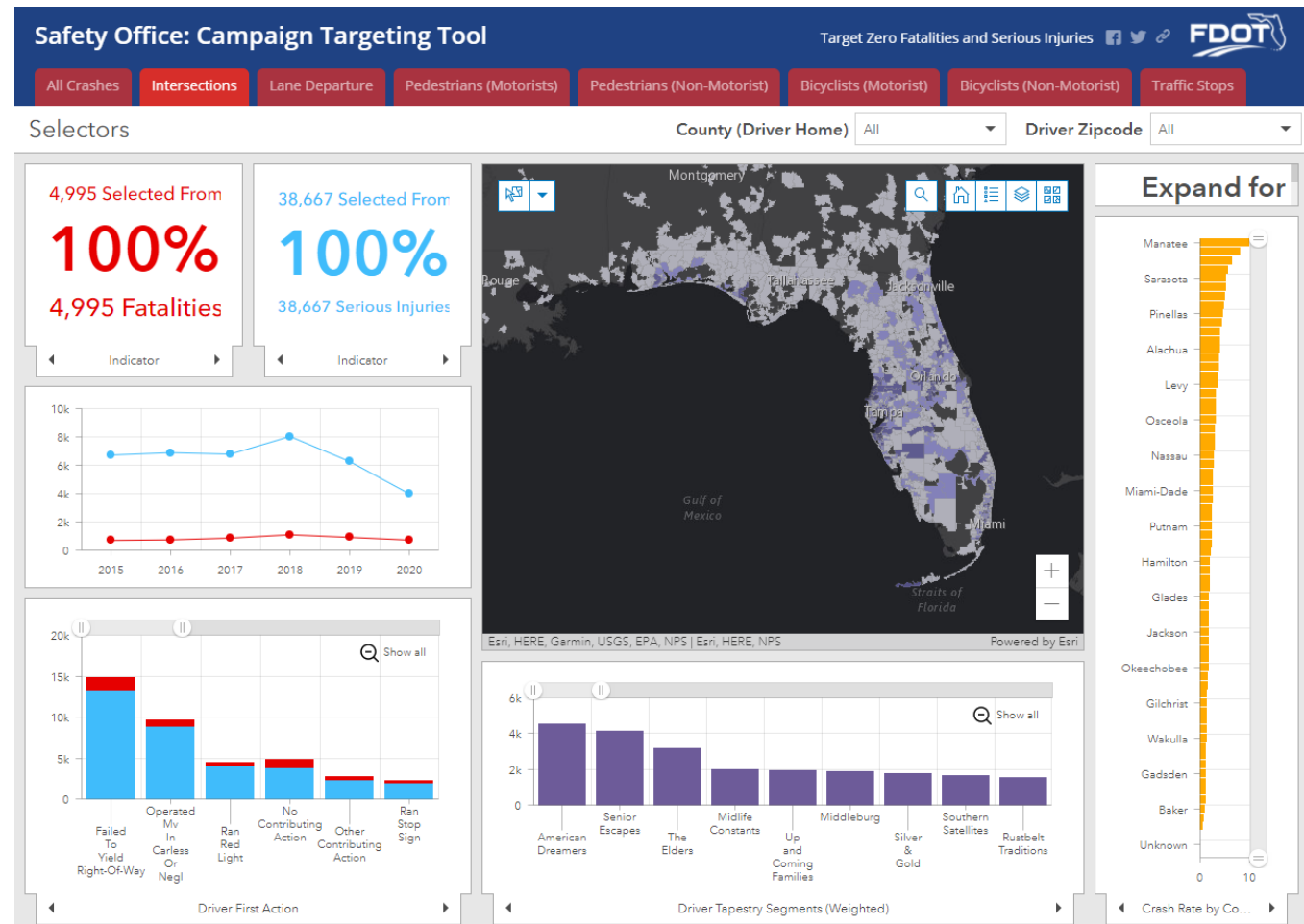


Data Analysis
What, Where,
When, Who?

Serious and Fatal Crashes,
Traffic Stops

Analysis Process

- Crashes
 - Signal 4 database
 - CAR database
 - SSOGIS database
- Demographics / Consumer
 - Census
 - ESRI market segmentation
- Law Enforcement
 - FHP traffic stop data



Vital Few Focus Areas – What?

Research shows there are **4** main determinants associated with crashes:

- Driver ability or skill
- Driver experience
- Driver style or personality
- Driver behavior

Crash Data – What?

Top 3 driver behaviors contributing to fatalities and serious injuries:

- Aggressive/Reckless
- Distraction
- Impairment*



LANE DEPARTURES

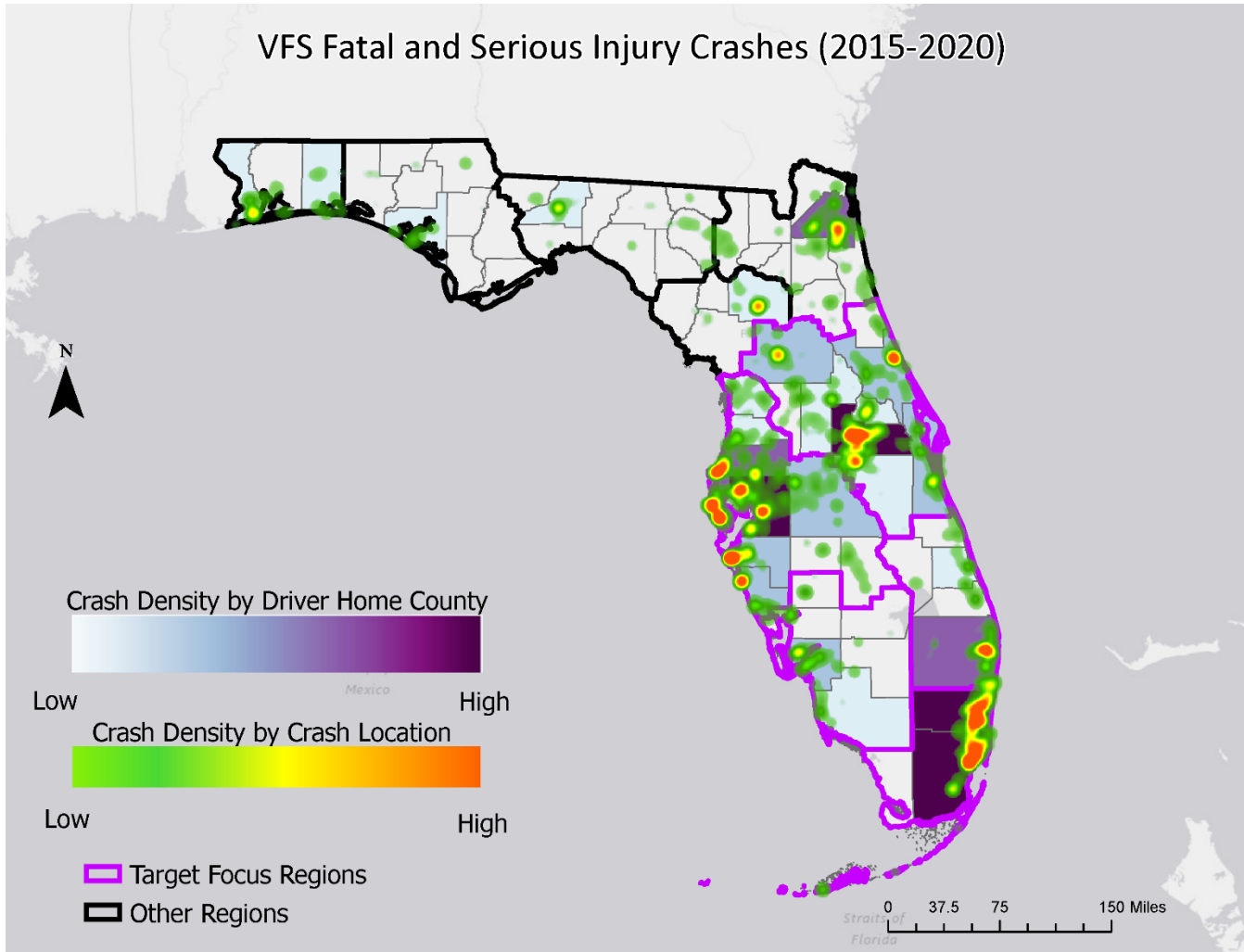


INTERSECTIONS



PEDESTRIANS
AND BICYCLISTS

Crash Data – Where?



Crash Locations AND Drivers' Residence

Crash Data – When?

Time of Day = 2:00 p.m. – 9:00 p.m.

Day of Week = Friday

Months = Vary by Emphasis Area



Crash Data – Who?

- **Males**
- Age range: 17 – 44
- CUTR research recommends further age segmentation due to cognitive growth or changes among and rapid increase in experience:
 - Male age: 18-21
 - Male age: 21
 - Male age: 22-34
 - Male age: 34-39

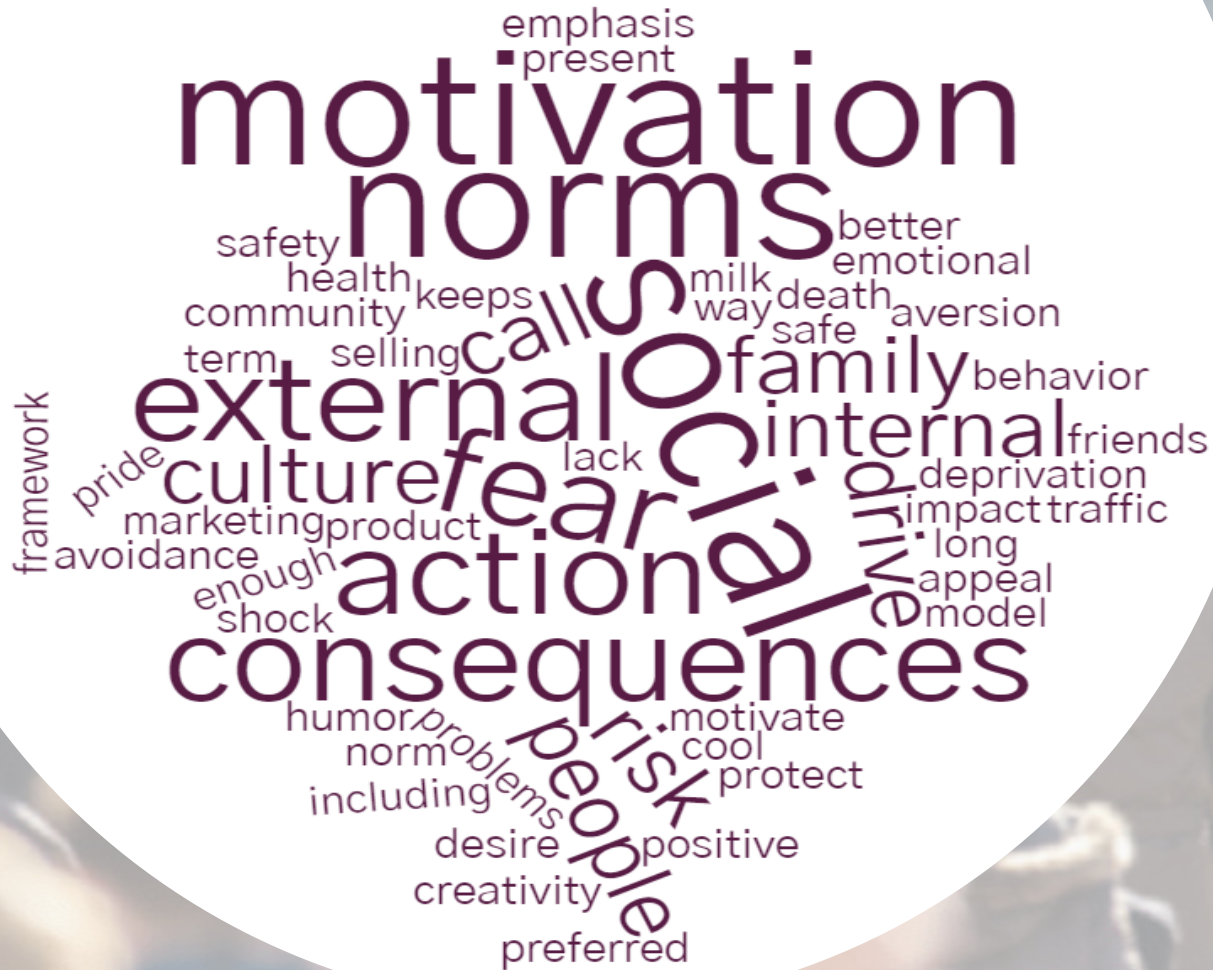




**But Why?
Road User
Analysis**

Understanding Those We
Need to Influence

Influencing People is COMPLEX



Literature Review – Risk and Human Factors

Precursor behaviors influence driving behavior, increasing the risk of a crash

Behaviors that increase risk of a crash Precursor Behavior**	Driving behavior**
<ul style="list-style-type: none">• Answering/making calls on cell phone• Manipulating cell phone for texting, email, web searching, social media, etc.• Eating/drinking• Grooming• Reaching for, holding, looking at, or manipulating other objects inside the vehicle• Talking to/listening to passengers• Looking at objects external to the vehicle	<ul style="list-style-type: none">• Operated vehicle in careless/negligent manner• Failure to yield right of way• Failure to keep in the proper lane• Ran red light• Ran off roadway

** Molnar, L. J., Eby, D. W., Zakrajsek, J. S., Kostyniuk, L. P., Zanier, N., LeBlanc, D. J., & Sayer, T. (2021). Guidelines for Development of Evidence-Based Countermeasures for Risky Driving-Final Technical Report, Volume 2. University of Michigan, Ann Arbor, Transportation Research Institute.

** Crash data analysis conducted using existing crash data (2015-2020) by HNTB

Market Segments

STATEWIDE	MARKET SEGMENT 1	STATEWIDE	MARKET SEGMENT 1	MARKET SEGMENT 2	MARKET SEGMENT 3	MARKET SEGMENT 4	MARKET SEGMENT 5	MARKET SEGMENT 6	MARKET SEGMENT 7	MARKET SEGMENT 8
Age Ranges	15-19, 20-24, 25-29, 30-34, 35-39	Values and Spending	Spend money carefully Spending focused on household members Long commutes to work Eat at Taco Bell, Little Caesars, Olive Garden, Denny's, and IHOP	Ambitious, working hard to get ahead Willing to take risks to achieve goals Shop for best deals Open to influence by others' opinions	Conservative and traditional values – faith, country, family oriented Thrifty and prefer to buy American Spending focused on family or home DIY projects	Diverse market, less fluent in English Recently moved into their homes Highly mobile, hard working and dedicated to climbing professional and social ladders Social status is important Spend money readily on hot item. Shop at discount grocery stores, Family Dollar, Walmart Eat frozen dinners Eat out at McDonalds, Taco Bell, Burger King, Pizza Hut	Multigenerational families with traditional gender roles Value faith and family Live for today, only saving for specific purpose Favor TV and products with celebrity endorsement Shop at warehouse clubs and low-cost retailers	Manufacturing, retail and health care skilled workers Family oriented Live in same place for many years Budget shopper Enjoy Applebee's Arby's and Texas Roadhouse	Family oriented, outgoing consumers Importance on time honored customs Put premium on convenience over health Stop at convenience stores often Shop at Walmart Supercenter, Walgreens, dollar stores, K-Mart, Big Lots	Most work, generally in white-collar jobs Concerned about the environment Eat at fast food and family restaurants
Race/Ethnicity *Note: Hispanic can be of any race*	White - 52.1% Hispanic - 44.4% Black - 20%									
Home Ownership and Housing Type	Majority (63.7%) Homeowners Typical Housing: Single Family Home									
Median Income	\$50,900									
Median Net Worth	\$59,400									
Top Occupations	Office/Admin Support, Sales, Transportation & Material Moving, Construction/Extraction, Food Prep/Serving	Activities and Technology	Use internet to access what they need Captivated by new technology, prefer cell phones	Enjoy technology – rely on internet for entertainment, info, shopping Busy with work and family Enjoy family activities	Drive trucks, SUVs, motorcycles Entertainment is family-oriented	Fashion trendy, taking pride in appearance Play football, lift weights	Most have one car Many rely on carpooling, biking, walking or transit Listen to gospel and R&B Play basketball	Read newspapers and watch TV for fun Connected and game online Radio – classic rock	Radio dial – rap, R&B Prepare quick meals, prepared or frozen dinners	Physically active and enjoy variety of sports and gym activities Get information from internet and like latest technology
Average Spending on Household Budget Items: Housing, food, apparel & services, transportation, health care, entertainment/recreation, education, pensions/social security	On average spend less (~20-32%)									

Audience Segmentation to Focus Groups

Influential Messages Are Not One-Size-Fits-All

- Reasons for safe and unsafe behaviors
- Attitudes regarding transportation and safety
- Value systems/motivators
- Test messages



Focus Group Purpose

Find out what crash data cannot tell us:

- Reasons for behaviors
- Attitudes toward driving, safety
- Perception of risk- acceptance/aversion
- Decision making processes
- Motivations in life important enough to change behavior
- Influencers
- Sources of information



Focus Groups to Understand the 'Why?'



REGISTER FOR AN ONLINE FOCUS GROUP HERE.



FREE GIFT CARD!

Pick a date and time that works for your schedule. All meetings are online, and your feedback will help us work toward zero traffic fatalities and serious injuries.

WHEN: Tuesday, Sept. 28 - 5:30 p.m.
Thursday, Sept. 30 - Noon
Thursday, Sept. 30 - 5:30 p.m.
Saturday, Oct. 2 - Noon

ON FLORIDA'S ROADS 49 PEOPLE ARE SERIOUSLY INJURED EACH DAY*

8 PEOPLE DIE EACH DAY*

*Source: The Florida Strategic Highway Safety Plan

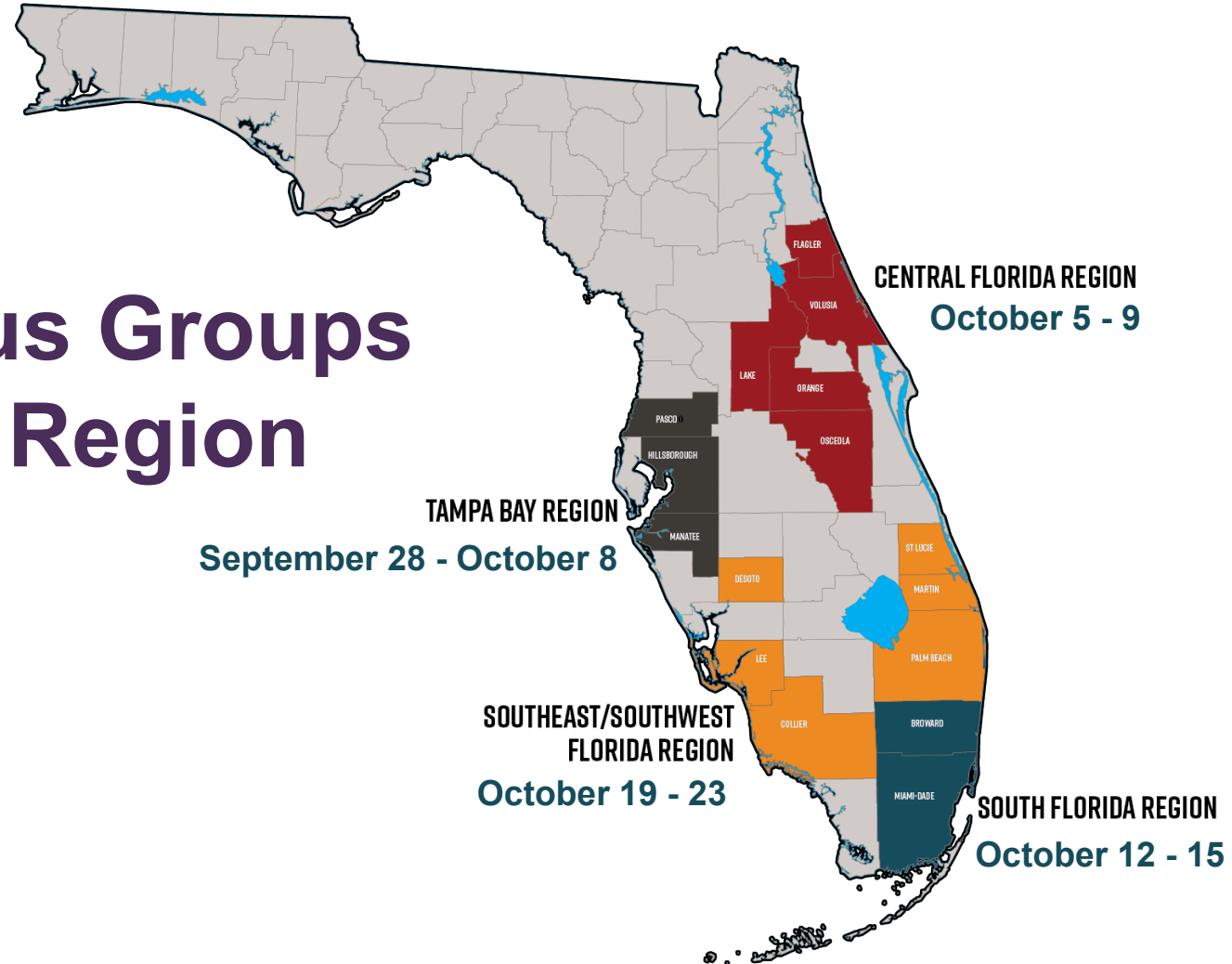


TargetZeroFL.com

Text or call (813) 543-6622 | info@TargetZeroFL.com



4 Focus Groups Per Region



Recruiting Focus Group Participants

- Chambers of Commerce/Economic Development
- Young Professionals
- Municipality/Government
- Educational Institutions
- Faith-based Organizations
- Sporting events, men's organizations/clubs, various retail/restaurant establishments, etc.
- Leverage existing local community and civic events with onsite recruitment



WE'VE ALL BEEN THERE...

TELL US ABOUT IT!

REGISTER FOR AN ONLINE FOCUS GROUP HERE.



FREE GIFT CARD!
Pick a date and time that works for your schedule. All meetings are online, and your feedback will help us work toward zero traffic fatalities and serious injuries.

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FDOT **TargetZeroFL.com**
Text or call (813) 543-6622 | info@TargetZeroFL.com



Recruiting Stats

Florida Driver Focus Group Recruiting Stats

Total Calls / Texts



43 - Tampa
102 - Orlando / Volusia
199 - Miami / Ft. Lauderdale
101 - West Palm / Naples / Ft. Myers

445 - Total

Total Emails



88 - Tampa
160 - Orlando / Volusia
231 - Miami / Ft. Lauderdale
414 - West Palm / Naples / Ft. Myers

893 - Total

Total Organizations



88 - Tampa
150 - Orlando / Volusia
110 - Miami / Ft. Lauderdale
401 - West Palm / Naples / Ft. Myers

749 - Total

Total Denials



77 - Tampa
92 - Orlando / Volusia
74 - Miami / Ft. Lauderdale
40 - West Palm / Naples / Ft. Myers

283 - Total

Total Participants



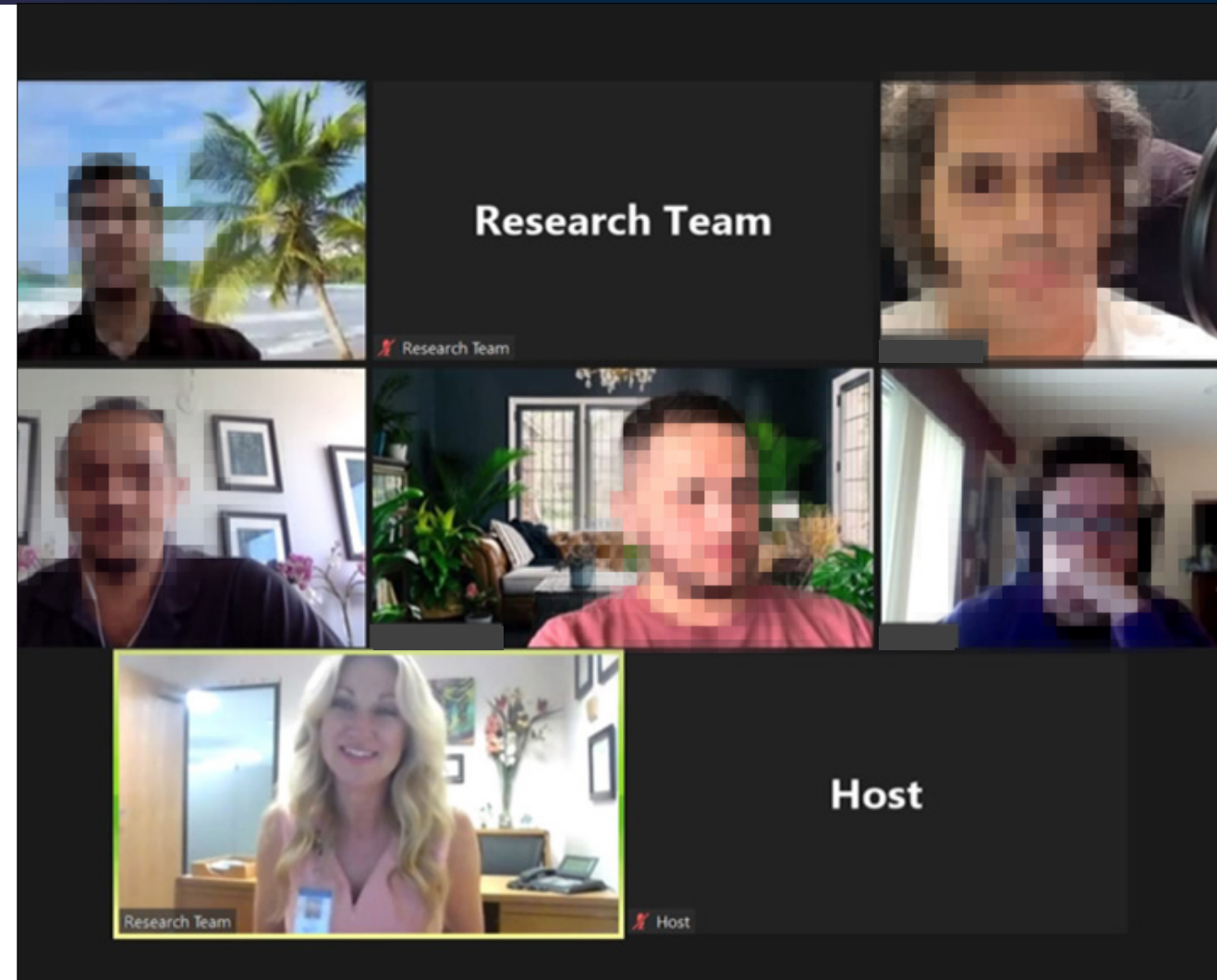
27 - Tampa
17 - Orlando / Volusia
13 - Miami / Ft. Lauderdale
8 - West Palm / Naples / Ft. Myers

65 - Total

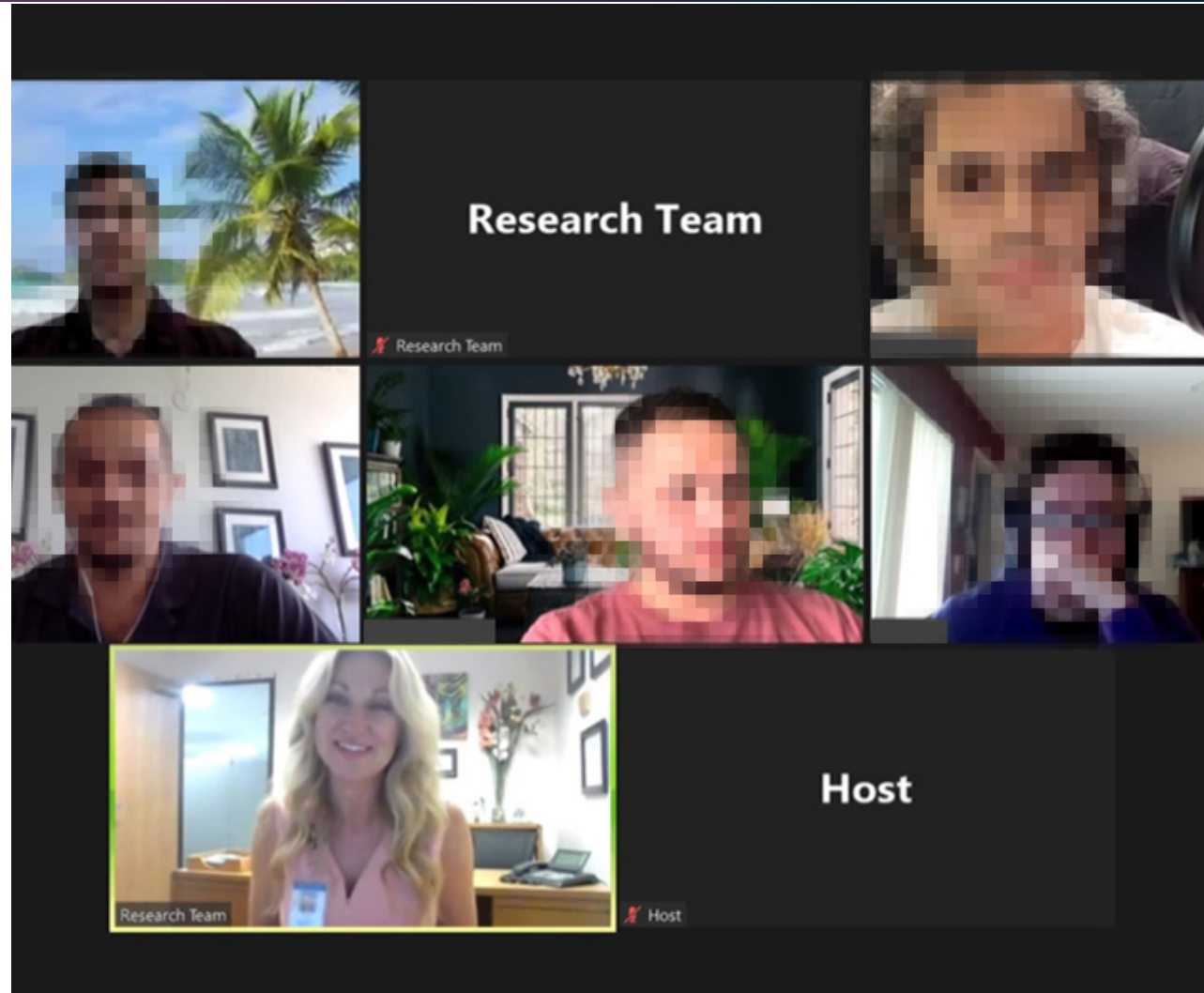
KEY: Tampa Orlando / Volusia Miami / Ft. Lauderdale West Palm / Naples / Ft. Myers

Focus Groups

- Hosted 17 focus group sessions
- Target audience: men, ages 17 – 44
- Questions focused on feedback around the “why” behind driver behaviors
- Facilitator was within the target demographic audience



Focus Group Synopsis



Focus Groups – What? Keep Asking ‘Why?’



LANE DEPARTURES



INTERSECTIONS



PEDESTRIANS
AND BICYCLISTS

Precursor Behaviors leading to Distraction, Reckless / Aggressive, Impairment*:

- Running Late, Rushing
- Thrill, Adrenaline Rush
- Phone, Apps, Food, Music
- Multi-tasking, Overcommitted
- Stress, Pressure, Anxiety
- Confidence in Abilities
- Personality, Emotions
- Less Care for Own Safety
- Lack of Empathy

*Impairment**
Distraction
Aggressive/Reckless



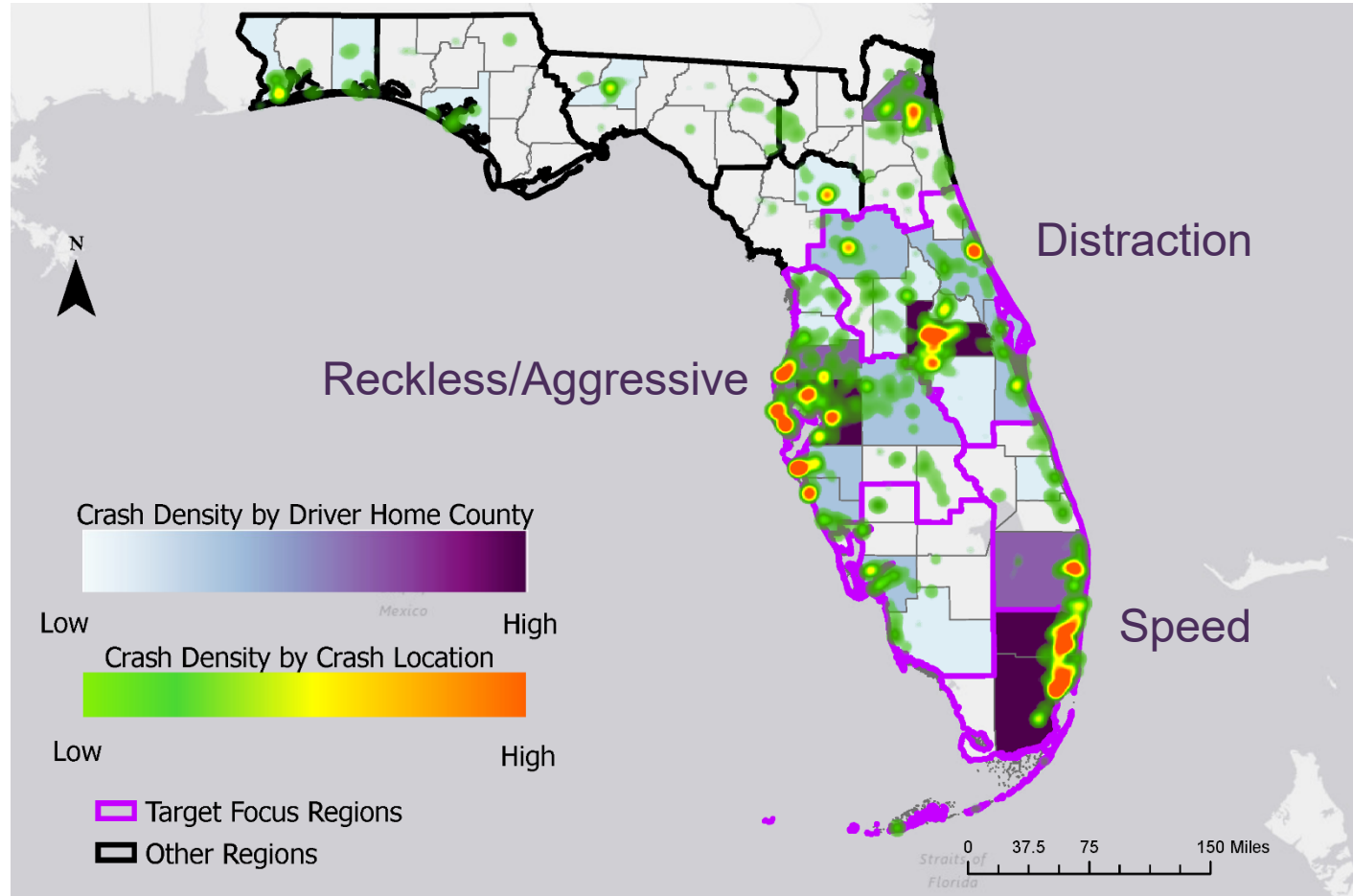
Speed

Validated by *Risk and Human Factors Research*

Crash Data + Research + Focus Groups

What,
Where?

VFS Fatal and Serious Injury Crashes (2015 – 2020)



Crash Data + Marketing and Communications

When?

Time of Day = 2:00 p.m. – 9:00 p.m.

Day of Week = Friday

Months = Vary by Emphasis Area

Campaigns to deploy in the months
leading up to peak periods



Crash Data + Research + Marketing and Communications – Who?

- Crash data: Males age: 17 – 44
- CUTR research recommends further age segmentation due to cognitive growth or changes among and rapid increase in experience:
 - Male age: 18-21
 - Male age: 21
 - Male age: 22-34
 - Male age: 34-39
- Marketing and communications recommended males ages 22-27
 - Males 17-21 are invincible and unreceptive to change
 - Males 22-27 are more receptive to messaging due to:
 - Increased life experience (relationship, family)
 - Increased maturity (education, work experience)
 - Financial responsibilities as it relates to driving (vehicle and insurance expenses)



Males, ages 22-27



**Campaign
Development**

Campaign Approach



Target Zero Phased Approach

Phased approach of implementing foundational Target Zero campaign:



Target Zero Phased Approach –

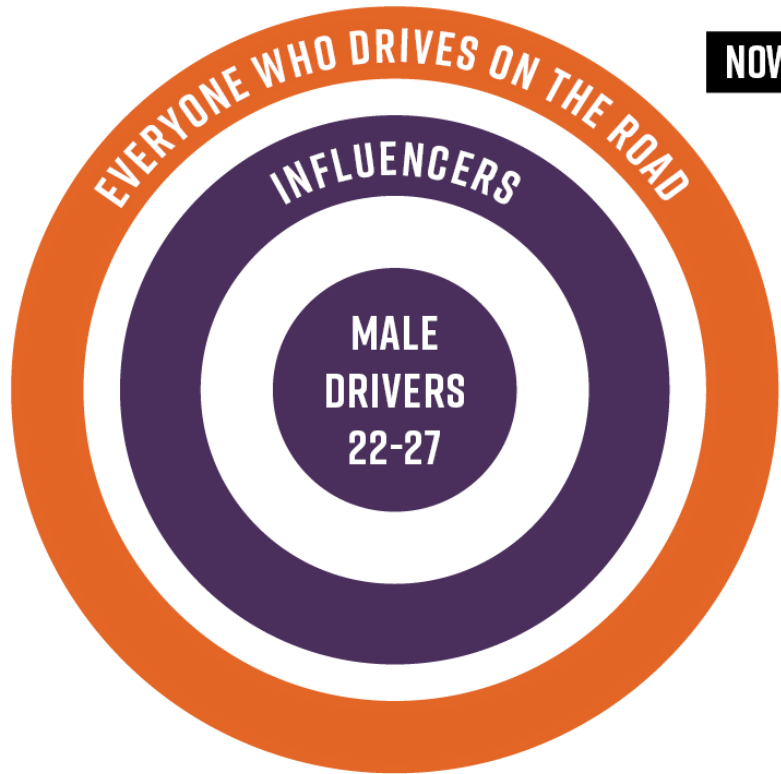
(1) Target Zero Brand



(2) Targeted Behaviors



Initial Target Audiences



NOW →

PHASE 1: STATEWIDE BRAND AWARENESS CAMPAIGN

EVERYONE WHO DRIVES ON THE ROAD

PHASE 2: BEHAVIOR CHANGE CAMPAIGN

AND INFLUENCERS OF TARGETED DRIVERS

SECONDARY AUDIENCE

- PARTNERS
- FRIENDS
- FAMILY
- EMPLOYERS
- CELEBRITIES

PRIMARY AUDIENCE

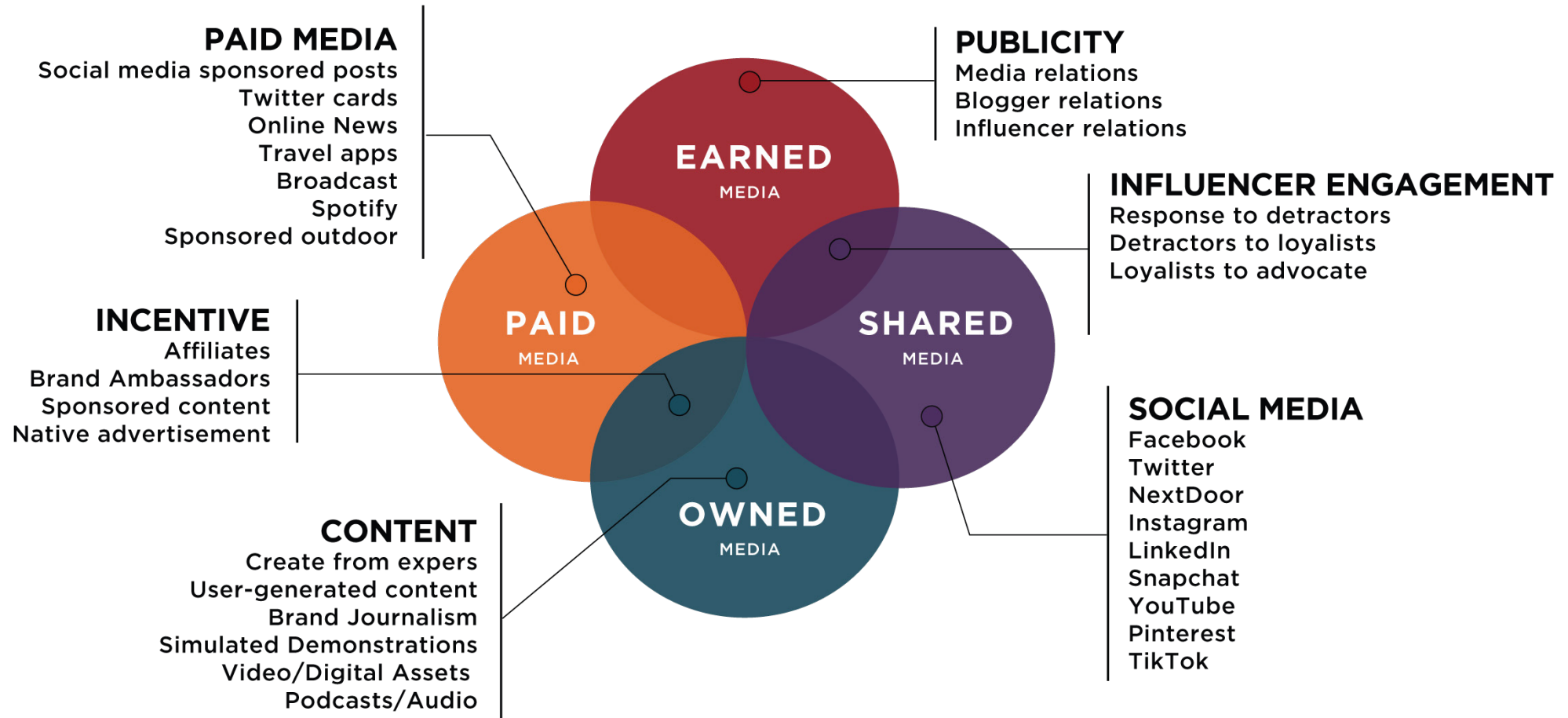
MALES 22-27



Remember CUTR recommendations on young male segmentation

PESO Plan

Campaign Deployment





**Let's Get
Everyone
Home
Implementation**

FLHSMV and FHP Focus Group Review

Inform Initial Concept Development

- Social norms about driving need to change
- Change requires modification of behavior
- Understanding human factors can help us be more influential with behavior change messaging
- To influence, must gain attention and personalize the message and tone by relating to different audiences and interests – must have messaging adaptable to multiple specific audiences with recognizable master ‘brand’
- Driving is much more dangerous than it is perceived
- Messages should bring safety to ‘top of mind’
- Messages should convey safety is important on their terms, using imagery and message
- Messages should convey every driver can help contribute to safe roadways
- Humor is desired for some audiences, and can be accomplished in an acceptable manner

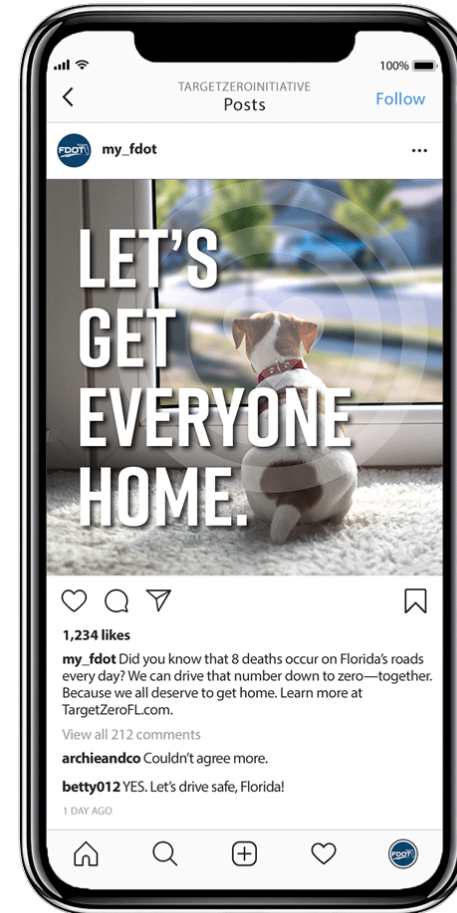
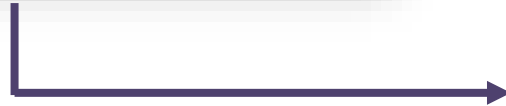
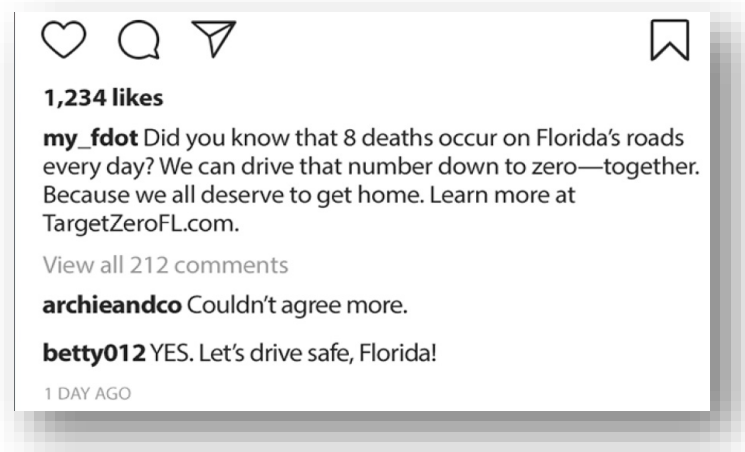


Statewide Awareness Campaign Pretesting

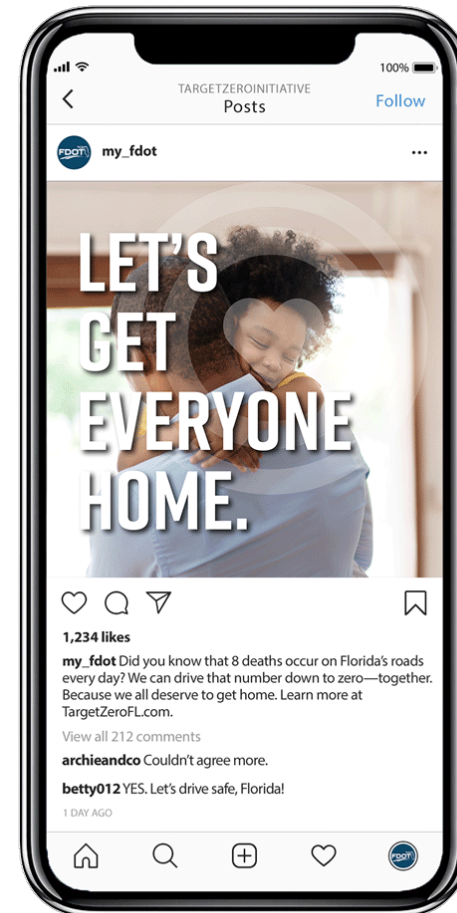
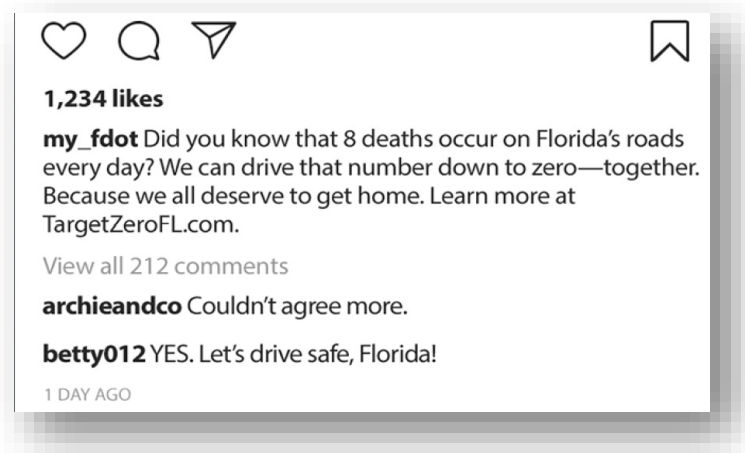
Survey Teams



Statewide Campaign Concepts

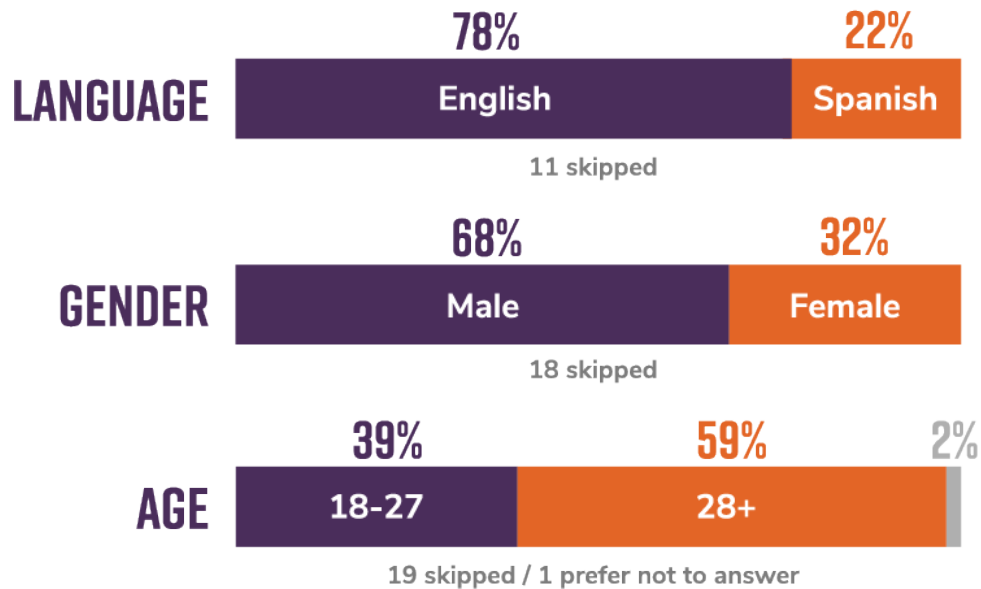


Statewide Campaign Concepts

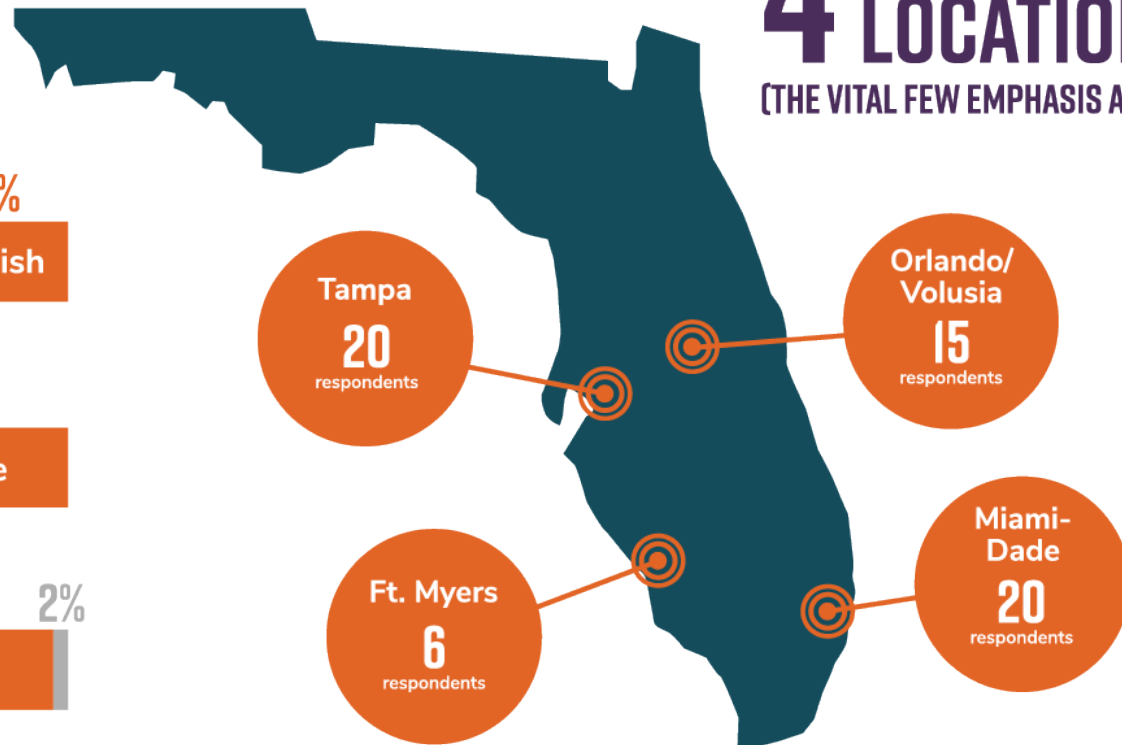


Statewide Awareness Campaign Pretesting

61 TOTAL SURVEY RESPONDENTS



4 LOCATIONS
(THE VITAL FEW EMPHASIS AREAS)



Statewide Awareness Campaign Pretesting

TOP SUGGESTIONS FOR IMPROVEMENT



Imagery

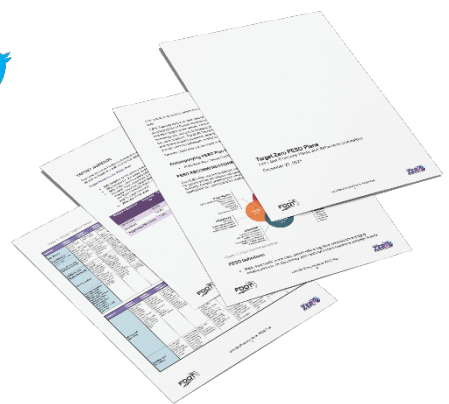
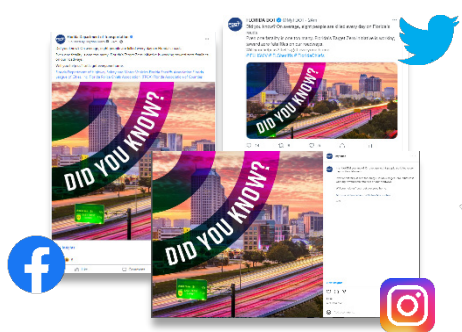
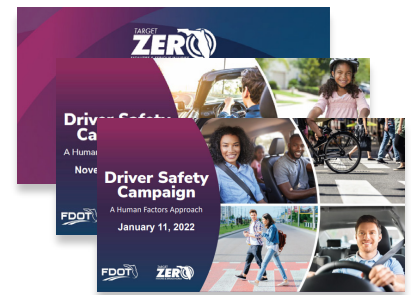
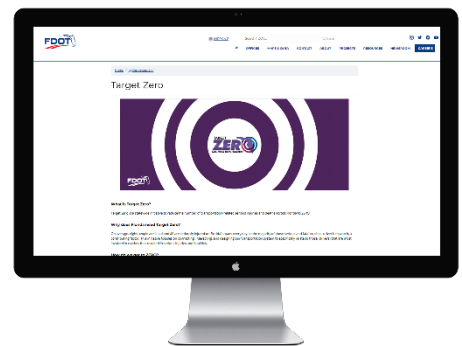
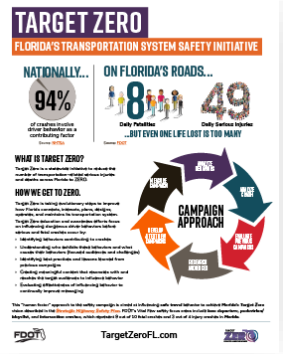
- Retain family imagery.
- Integrate driving-related imagery.
- Make colors brighter if possible.

Messaging

- Use the word 'drive' or 'driver' to tie to transportation.
- Emphasize the message, possibly larger text.
- Make sure to make this distinct from COVID messaging.
- Clarify why people are not making it home safely.

Statewide Launch Components

- Target Zero Statewide Brand Awareness Campaign
- Fact Sheet
- FDOT Ambassador Program
- Website Resource Page
- Partner Meetings and Toolkit
- Social Content
- PESO Plan
- Community Presentations



Statewide Brand Awareness

- Pretesting data was used to create social media guide
- Social Media Launch
 - January 20
 - Focused on ESO
 - Earned
 - Shared
 - Owned

EVERYONE WHO DRIVES ON THE ROAD



Social Media – Thank you!



Facebook Post

Reach (Unique Individuals) **3,365**

Engagement (Interactions):

108 likes, 20 comments, 31 shares

Instagram Post

Reach (Unique Individuals) **258**

Engagement (Interactions):

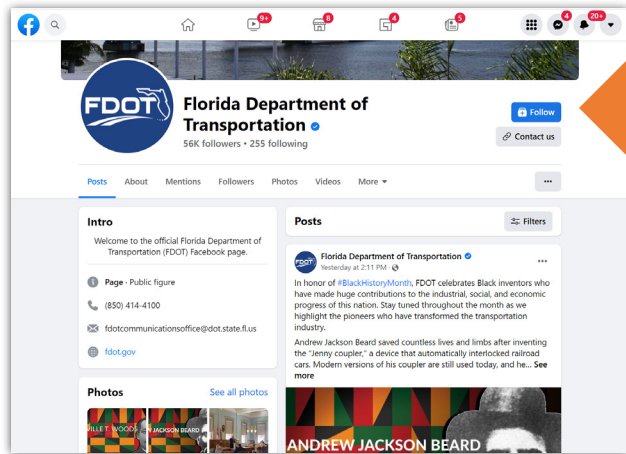
9 likes, 1 send, 1 bookmark

Please remember to tag us!

- Florida Department of Highway Safety and Motor Vehicles [/FLHSMV](#)
- Florida Sheriffs Association [/floridasheriffsassociation](#)
- Florida League of Cities, Inc. [/FLCities](#)
- Florida Police Chiefs Association [/TheFPCA](#)
- Florida Association of Counties [/flcounties](#)

Follow Pages to Get Alerts

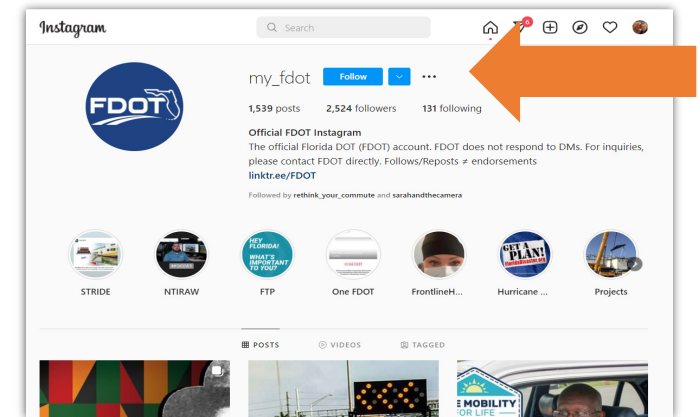
facebook.com/MyFDOT/



twitter.com/MyFDOT



instagram.com/my_fdot/





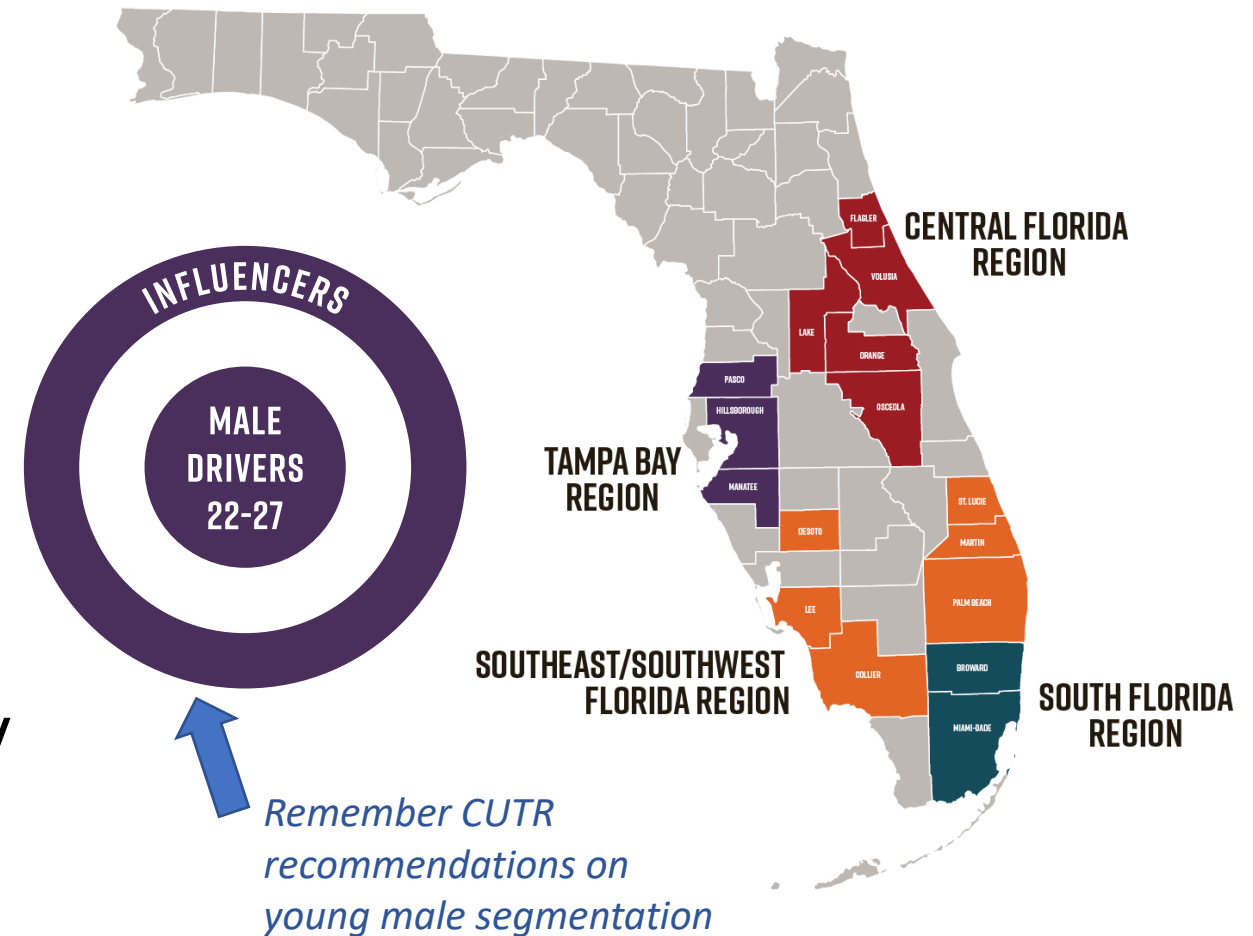
**Behavioral
Campaign
Development**

Target Zero Approach Chart

Florida Strategic Highway Safety Plan (FSHSP)	Florida Department of Transportation Vital Few Focus Area-Safety	Target Zero Formative Research			Evaluation
Fatal and serious injury crashes are rarely influenced by a single factor. Based on partner and stakeholder input, a review of Florida's traffic safety resources, and analysis of crash data between 2015 and 2019, 11 top Emphasis Areas were identified.	Four Vital Few emphasis areas were selected based on crash data. These are lane departure, intersection, bicyclist and pedestrian. Campaigns will focus on these four, assigned to geographic hot spots: Tampa Bay, Orlando/Volusia, Miami/Broward and West Florida/Fort Myers/Naples. If an area overlapped, the next region was selected.	Review of literature to understand how researchers have segmented audiences for safety projects, review of prior safety campaigns in Florida, global scan of behavior change campaigns, scoping review of safety social marketing campaigns, primary data collections using focus groups and gap analysis			
These 11 emphasis areas provide focus to our safety initiatives.	These are the regions and behaviors resulting in serious injuries and fatalities	These are the focus groups feelings and driver behaviors/reactions.	This is the why.	Behavioral theme outcomes.	Evaluation approach.
Emphasis Areas	Crash Data – Regions, Behaviors	Driver Actions/Reactions	Precursor Behavior	Focused Behavioral Themes	
Lane Departures Intersections Pedestrians/Bicyclists	Tampa Bay Orlando/Volusia Miami/Broward West Palm/Ft. Myers/Naples Reckless/Aggressive Distraction Impairment*	Quick Maneuvers <ul style="list-style-type: none"> Switching lanes Weaving Speeding** Reacting to Other Drivers Running Lights Erratic Maneuvers Reacting to Other Drivers <ul style="list-style-type: none"> Brake Checking Tailgating No Signal Improper Lane Use <i>**Speeding was identified as a key behavioral theme.</i> <i>Construction conditions was an environmental cause noted to driver actions.</i>	Distracted <ul style="list-style-type: none"> Phone Apps Food Music Running Late/Rushing Thrill/Adrenaline Multi-tasking, Overcommitted Confidence in Abilities Stress/Pressure/Anxiety Less Care for Own Safety Lack of Empathy Confidence in Abilities Personality/Emotions	Distraction Reckless/Aggressive Speed/ing** <i>*Impairment was not a finding in detailed discussions with focus groups compared to the topics listed above. Impairment will be addressed with partnerships with NHTSA and MADD.</i> <i>**Speeding discussed at length in focus groups.</i> <i>Speeding citations are on the rise as reported by enforcement data.</i> <i>A direct relationship has been found between speed and the severity of injury in crashes.</i>	Pre-test/Post-test survey of knowledge, feelings and beliefs. Pre-test/Post-test observations of specific actions.

Behavioral Campaign Development

- Regional Focus Areas
- Statewide Branding Campaign running simultaneously
- What's Next?
 - Creative
 - Pretesting
 - Launch
- PESO Development Underway
 - Paid, Earned, Shared, Owned

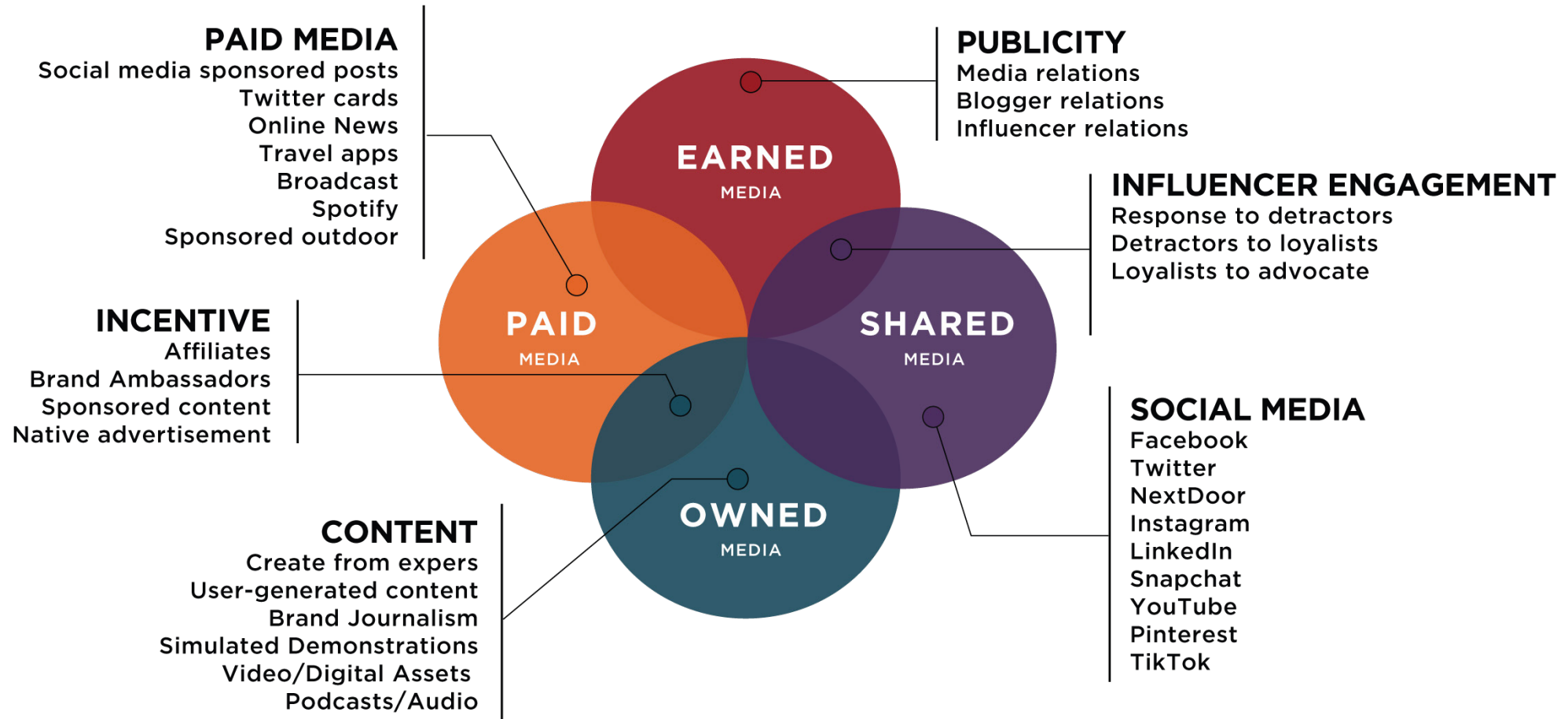


The image features a dark teal background. On the left side, there are three concentric circles. The innermost circle is a solid dark teal color and contains the text 'Target Zero PESO Plan' in white. The middle circle is a white ring, and the outermost circle is a dark teal ring. The text is centered within the innermost circle.

**Target Zero
PESO Plan**

PESO Plan

Campaign Deployment



PESO Plan Update

- Statewide Shared social media launched Jan 20
- Statewide Earned / Owned launched late Feb
- Behavioral campaigns launch March, April, May (PESO)
- Examples of our Paid multi-media approach:
 - Social media
 - Billboards
 - TV/ Radio
 - Digital Advertising
 - Streaming Podcasts
 - Native Advertising



Earned / Owned Media Launch

Launched Late February

- Blog posts – FDOT E-newsletter
- Byline and Op-ed articles
- Media pitching/ interviews
- Speaking opportunities
- Ambassador Program (FDOT employees)
- FDOT employee orientation
- Target Zero Partners and Stakeholders
- Organic social media posts (pitching users to share and give shoutouts)
- Mentions on local podcasts





Evaluation

CUTR Research – Campaign Evaluation

- 1. Focus on behaviors, segments and geography:** Narrow the focus of the campaign to address specific market segments, geographic locations where crashes more frequently occur, and the problematic behaviors that precede crashes.
- 2. Think place-based strategies:** While many safety campaigns broadly target the public, it is recommended to consider other campaign intervention strategies that can be conducted in a more controlled environment, such where the target audience is more specific, where there is a culture that can be tapped into to improve traffic safety culture, and where the evaluation can be better controlled.
- 3. Pretest of campaign strategies:** Pre-test the campaign messaging and/or interventions with the target audience to make sure that it has the intended effect.
- 4. Stepped-wedge design for campaign activities:** To help control for the effect of other prevention activities, time the roll-out of the campaign such that the levels of other prevention activities are held constant, during the campaign as before.
- 5. Include observed behavioral monitoring:** Try to include behavioral observation as an element of the evaluation and design the behavior observation strategy to enable collection of a sufficient number of observations in a short period of time, such as at busy intersections, during work shift changes, or just prior to the beginning of the school day.
- 6. Collect baseline observed behavior:** Measure observed behavior prior to the roll-out of the campaign at the trouble locations and at carefully selected similar locations that have not been exposed to the campaign to provide comparison.
- 7. Short and long-term outcomes included in evaluation:** Measure observed behavior immediately after campaign and again 6 months later or at some other time interval to determine if the positive behavior change has been sustained.



**Partner
Engagement**

Partner Engagement

- Share Input = Incorporate Feedback
- Build Awareness = Build Brand
- Monthly Virtual Meeting = Stay Engaged
- Campaign Development = Meaningful Message
- Engagement Opportunities = Share & Co-Brand Campaigns



Partner Resource Page/Toolkit

The screenshot shows the FDOT Partner Resource Page/Toolkit website. The page is organized into several sections:

- Brand Resources:**
 - Brand Guidelines:** A PDF document for downloading brand guidelines.
 - Logo Package:** A ZIP file for downloading logo assets.
- Templates (PowerPoint, Meeting Agenda, Report, Single Page):** A ZIP file for downloading various presentation and report templates.
- Fact Sheet:** A PDF document for downloading a fact sheet.

Partner Resources:

- Partner Toolkit:** A PDF document for downloading the partner toolkit.
- Partner Presentations (Newest to Oldest):** A list of partner presentations from January 2022 to May 2021.

Footer: Includes FDOT logo, Useful Links (Florida Initiatives, Web Policies & Notices, etc.), Contact Us (605 Suwannee St., Tallahassee, FL 32399), and Our Newsroom (providing timely responses to inquiries).



CONTENTS

- 01 | Toolkit Overview
- 02 | Communications and Branding
 - Messaging
 - Fact Sheet
 - Brand Guidelines
 - Logo
 - Templates
- 11 | Partner Meetings
 - 2022 Partner Meeting Calendar
 - Past Partner Meetings

Partner Engagement Speaking Opportunities

Developed Partner Agencies: Speaking Opportunities Database



Ped/Bike Coalition Presentation

Target Zero - Partner Agencies: Speaking Opportunities

ORGANIZATION	Event Date	CONTACT	EMAIL	WEBSITE	ACTION TAKEN	COMMUNICATION CHANNEL(S)	SPEAKING OPPORTUNITIES/EVENTS
Ped/Bike Coalition	1/25/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Tallahassee	Presentation was delayed due to health concerns
Ped/Bike Coalition	1/26/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Tallahassee	
Traffic Records Coordinating Committee	2/4/22	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.fttrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to%20integrate%20to%20safety%20decision%20making.	Brenda Young to speak	Tallahassee	
Florida Occupant Protection Coalition	2/18/2022-2/17/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.floccupantprotection.com/	Brenda Young to speak	Gainesville	
Florida Impaired Driving Coalition	2/23/2022-02/24/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.flimpaireddriving.com/	Brenda Young to speak	Orlando	
Florida Teen Safe Driver Coalition	3/29/2022-3/30/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://fleensafedriver.org/	Brenda Young to speak	Orlando	
Safe Mobility for Life Coalition	4/05/2022-04/06/2022	Gail M. Holley	Gail.Holley@dot.state.fl.us	http://safemobilityfl.com/		Tallahassee	
Traffic Records Coordinating Committee	4/8/22	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.fttrafficrecords.com/#~:text=The%20TRCC%20was%20created%20to%20integrate%20to%20safety%20decision%20making.	Brenda Young to speak	Tallahassee	
Ped/Bike Coalition	4/18/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Orlando	
Ped/Bike Coalition	4/19/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Orlando	
Florida Impaired Driving Coalition	4/27/2022-04/28/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.flimpaireddriving.com/	Brenda Young to speak	Orlando	
Motorcycle Safety Coalition	5/19/2022-05/20/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://ridesmartflorida.com/about-us/	Brenda Young to speak	Tampa	
Florida Occupant Protection Coalition	5/18/2022-05/19/2022	Brenda Young	Brenda.Young@dot.state.fl.us	http://www.floccupantprotection.com/	Brenda Young to speak	Gainesville	
TransComm Webinar	6/16/22				Beth Frady to speak	Webinar	one comms/marketing, one engineer, one behavior scientist -- to cover the data and research driven approach we are taking and then how that translates into a full Comms and Marketing campaign using PESO.
Florida Teen Safe Driver Coalition	6/21/2022-6/22/2022	Brenda Young	Brenda.Young@dot.state.fl.us	https://fleensafedriver.org/	Brenda Young to speak	Orlando	
Ped/Bike Coalition	7/12/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Lake City	
Ped/Bike Coalition	7/13/22	Trenda McPherson	trenda.mcpherson@dot.state.fl.us	https://www.alerttodayflorida.com/	Beth/Brenda to speak	Lake City	





**Ambassador
Program**

Target Zero Foundation: Ambassadors



GOAL

As FDOT employees, we aim to **eliminate fatalities** and serious **injuries** throughout Florida's transportation system through the efforts of **Target Zero**.



MISSION

Target Zero Ambassadors are **advocates** for a **safe** and **inclusive** transportation network. We are dedicated to helping promote the strategies **vital** for FDOT and its partners to provide a safe **multimodal system**.



VISION

We acknowledge the **power** we have within our **workplace** and **community** to help Florida reach its target of **zero** fatalities and serious injuries throughout our **transportation system**.

Ambassador Program Activities

Ambassador [am 'basədər] noun: a person who acts as a representative or promoter of a specified activity

Target Zero Ambassadors will be able to participate in a variety of activities that support the key objectives of the program through:

- Internal promotion/meetings
- Review of campaign materials
- External promotion and representation
- Internal reporting and documentation of program activities and events
- Internal housekeeping



Ambassador Program Recruitment

**OUR WORKPLACE IS POWERFUL
BECAUSE YOU CARE.**

**LEARN ABOUT
THE I.C.A.R.E.
PHILOSOPHY:**

I

INNOVATION

C

COMPASSION

A

ACCOUNTABILITY

R

REPRESENTATION

E

EMPOWERMENT



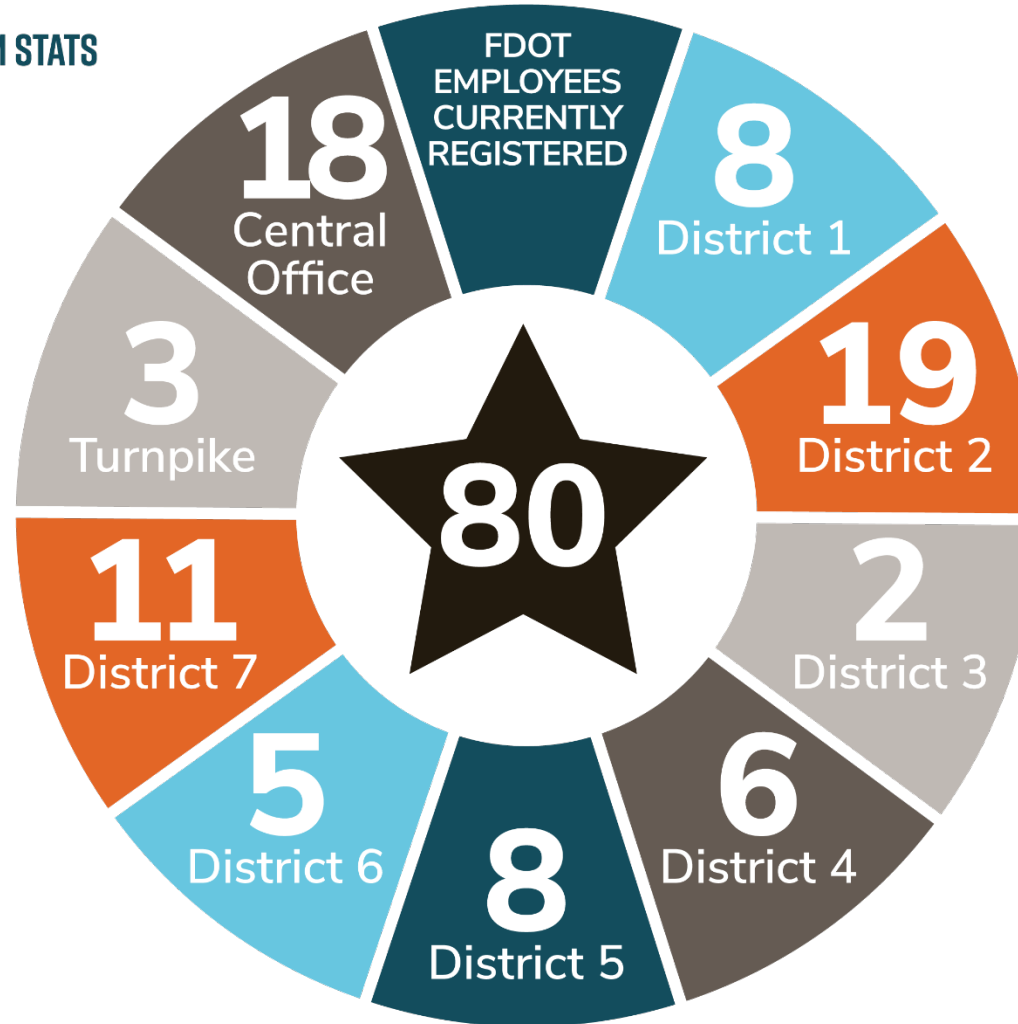
For more information,
visit our SharePoint site.



Current Registrations

TARGET ZERO AMBASSADOR PROGRAM STATS

as of 1.28.2022



Update/Kickoff Meeting February 24





Next Steps

Next Steps

March 8 Partner Meeting Updates:

- Statewide Campaign
- PESO Plan
- Behavior Campaigns
- Partner Engagement Opportunities
- Ambassador Program

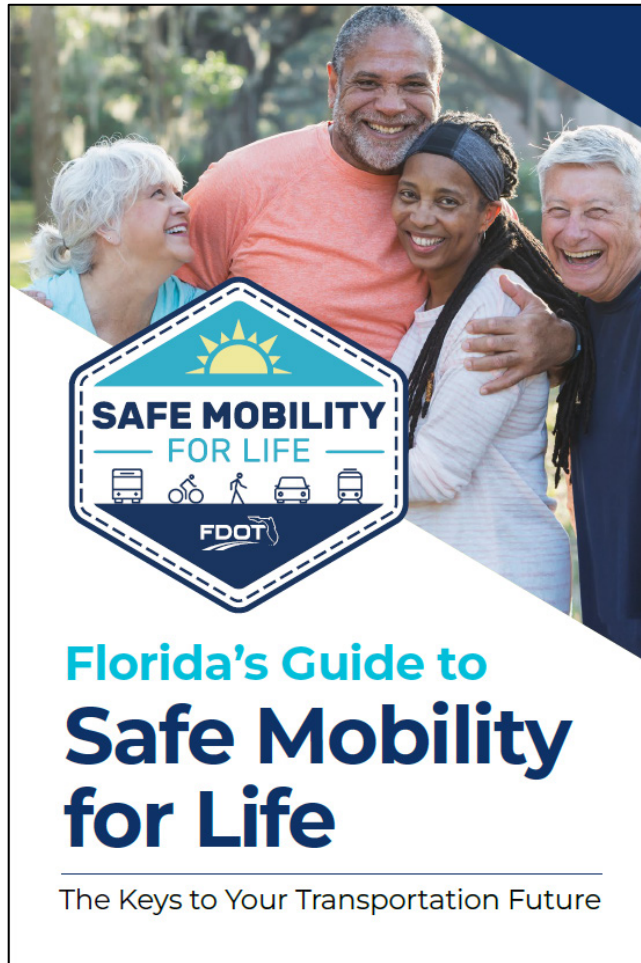
Schedule + Timeline

SCHEDULE	2021				2022							
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	→
Analyze Existing Safety Campaigns and Scan Successful Behavior Campaigns	✓											
Analyze Existing Crash Records and Conduct Root Cause Analysis	✓											
Identify Effective Audience Segmentation Techniques	✓											
Methods of Behavior Change Evaluation of Effectiveness	✓											
Identify Audiences for Campaigns	✓											
Conduct Research with Focus Groups and Audiences	✓											
Conduct Target Zero Statewide Awareness Campaign Testing	●											
Implement Target Zero Statewide Awareness Campaigns	●											→
Conduct Target Zero Behavioral Campaign Testing	●											
Implement Target Zero Behavioral Campaigns	●											→
Evaluate Effectiveness of Campaigns	●											→



**Safety
Moment**

Safety Moment



UNDERSTAND
the impact aging
has on driving



BE PROACTIVE
about safe
driving skills



PLAN
for a safe transition
from driving

By reading this guide and thinking ahead to your future transportation needs, you will learn how to maintain independence and remain active in your community, even beyond the driver's seat.

[Click Here to View!](#)



Thank You!

Brenda Young, P.E.

State Safety Engineer

brenda.young@dot.state.fl.us

Beth Frady

Communications Director

beth.frady@dot.state.fl.us

For more information, visit:

<https://www.fdot.gov/agencyresources/target-zero>