

Distracted Driving Awareness Month: *Focus on Driving* Campaign Evaluation Report

When you get in the car,
eliminate distractions.

FOCUS ON
DRIVING.

Background

Distracted driving is extremely risky behavior that puts everyone on the road in danger. Texting and driving is one of the most commonly referred to type of distracted driving. However, texting is not the only distracted driving behavior. Other common distracted driving behaviors include: talking on your cell phone, adjusting radio or other car controls, tending to and interacting with children or passengers in the backseats, eating, unsecured pets, grooming and makeup application, watching events outside of the vehicle and even daydreaming.

Throughout the Distracted Driving Awareness Month: *Focus on Driving* campaign, the department educated the public regarding all aspects of distracted driving, including: overall awareness for the different types of distracted driving, how to properly focus on driving at all times and the deadly consequences if motorists fail to focus on driving. FLHSMV placed a particular emphasis on the call to action, "Focus on Driving."

Data

In 2018, there were 52,129 distracted driving crashes in Florida. That means, on average in 2018, there were more than 1,000 distracted driving crashes every week. Distracted driving crashes have increased 23 percent since 2014. In 2018, distracted driving crashes accounted for 13 percent of all crashes. Crashes involving electronic communication devices accounted for 20 percent of distracted driving crashes for 20-29 year-olds and were highest of any age group. There were 1,608 first offense texting citations given in 2018. Since 2014, FHP has issued 3,818 distracted driving citations, including 548 in 2018.

Target Market

Teen and young adult motorists in counties with the highest numbers of distracted driving crashes, fatalities and citations: Brevard, Broward, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pinellas, Polk and Volusia counties.

Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 25 **(41)** new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 35 **(41)** million impressions.
- ✓ Garner more than 15,000 **(32,416)** visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- ✓ Obtain at least 250,000 **(316,883 earned / 7.8M paid)** impressions on department social media channels.
- ✓ Engage target markets in unique ways, including more outreach events and distributing educational materials.

Expenditures: \$66,999.91

Online & Social Media Ads in English/Spanish (\$32,000)
 Internet radio (\$25,000)
Focus on Driving phone wallets (\$9,999.91)

Overall Impressions / Reach: 43,987,354

41,619,169 Paid + 1,990,304 Earned + 316,883 Social Media + 32,416 FLHSMV.gov + 28,582 Outreach & Events

Partners

- Tax Collector Motor Vehicle Network graphics in 20 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members



Social Media: 316,883 Earned Impressions

81 Total Posts · 6,943 Total Engagements

29 Facebook posts · 158,209 impressions · 3,294 engagements

36 Twitter posts · 117,168 impressions · 1,827 engagements

16 Instagram posts · 41,506 impressions · 1,822 engagements

Followers Gained: 452 Facebook | 655 Twitter | 197 Instagram

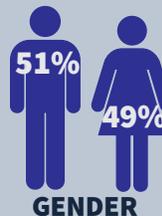
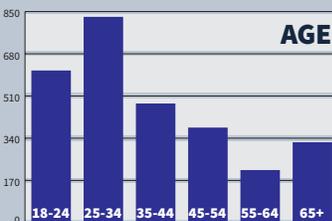


Best Performing Social Media Posts

Website Analytics: 32,416 Total Pageviews · 1,040 Total Downloads*

9,554 Spanish Pageviews
 3,514 Clicks from Home Page
 2:15 Average Time Spent on campaign pages*

*Based on 13.46% of sessions.



Paid Media: 41,619,169 Total Impressions

Collegiate Sports Ads: 46,732,862 Total Impressions

Not included in total - these were completed from August 2018 - June 2019

Web Banner Ads: 2,010,941 impressions

Statewide Radio: 44,196,879 radio impressions · 2 TV spots

Football Games (UF and FSU): 331,079 impressions

Basketball Games (UF and FSU): 147,037 impressions

Baseball/Softball Games (UF and FSU): 46,927 impressions

Online Ads: 40,220,014 Total Impressions

\$1.26 Average CPM (*Cost per 1,000 impressions*)

0.548% CTR (*Click Through Rate*)

Adwords: 32,341,558 Impressions

Facebook: 2,508,367 Impressions

Instagram: 2,674,179 Impressions

Snapchat: 1,716,762 Impressions

Twitter: 979,148 Impressions



Internet Radio: 1,365,257 Total Impressions

1,918 Total Clicks · **.15%** CTR



Pandora: 426,009 impressions

Spotify: 605,835 impressions

iHeartMedia: 333,413 impressions

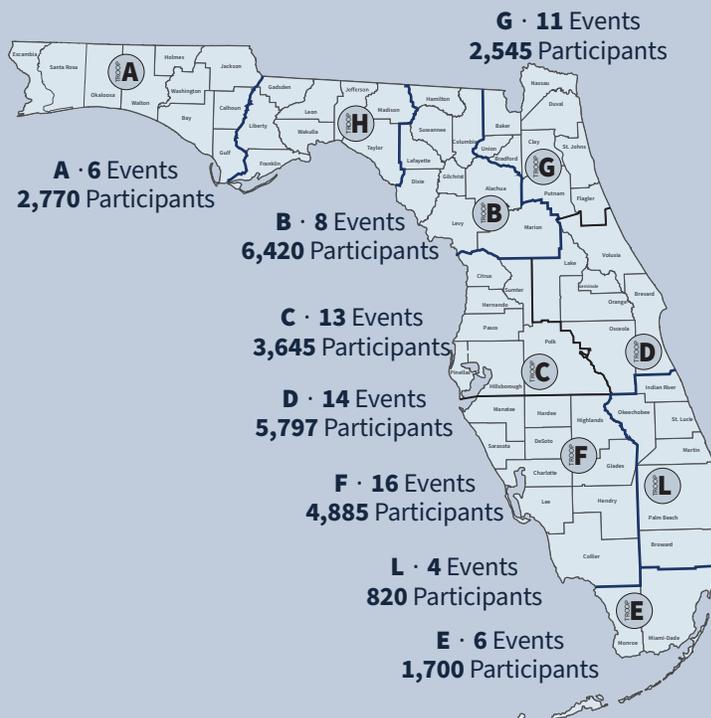
Age Target: 15-35 (with different messaging targeting age groups)

Phone Wallets: Distributed **33,898** statewide



Outreach Events: 28,582 Total Participants

78 Total Events · **8** Troops



24 Community Events/Fairs

20 Organization Safety Talks

16 High School/College Events

9 School/Children Events

9 State Partner Events (FDOT, Law Enforcement, etc)

Earned Media: 1,990,304 Total Online Circulation/Views · **41** Total News, TV & Radio Stories

36 total print and/or online news stories from **28** news outlets with **1,945,165** online circulation

5 total TV and radio stories from **4** news outlets with **\$2,240.06** average publicity value (per 30 seconds)

Fort Myers/Sarasota: WINK · **Jacksonville:** WJCT · **Miami:** Sun Sentinel, WFOR, WPLG · **Orlando/Osceola:** Central Florida News 13 (Radio), Daytona Beach News-Journal, Osceola News-Gazette, WKMG · **Pensacola/Panama City:** Bay News 9, WKRG · **Tampa:** Columbia Basin News, Tampa Bay Times, WFLA, WTSP, WTVT, WUSF, WWSB · **Tallahassee:** Madison News · **West Palm Beach:** Palm Coast Observer, WFLX · **Out-of-state/National:** Associated Press, Florida Phoenix, Florida Politics, The Lantern (OK), NewsMax, News Service of Florida, Sunburn (FL), 3TV/CBS 5 (AZ), WALB (AL)

TO NOTE: Florida's Wireless Communications While Driving Law was highly publicized during this month because it was in the final stages of getting passed by the House, Senate and Governor Ron DeSantis. The majority of the earned media coverage was centered around the legislature and the passing of the law.



FOCUS ON DRIVING

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