

Hit and Run Awareness Month: *Stay at the Scene* Campaign Evaluation Report

STAY ^{AT} THE SCENE



#StayAtTheSceneFL

If you're involved in a crash, **stay at the scene** and call for help.
You could save a life, as well as avoid costly fines and criminal charges.

If you have any info on a hit and run crash, report anonymously to your local Crime Stoppers.



FLHSMV.gov/StayAtTheScene



Background

Under Florida law, a driver must stop immediately at the scene of a crash, on public or private property, which results in property damage, injury and/or death. If the crash involves property damage, leaving the scene is classified as a second degree misdemeanor, with penalties up to 60 days in jail and a \$500 fine. Leaving the scene of a crash resulting in injury or death is a third or first degree felony and a driver, when convicted, will have their license revoked for at least three years and can be sentenced to a mandatory minimum of four years in prison. Penalties for a hit and run with injury can be up to five years in prison or five years of probation and a \$5,000 fine, and drivers leaving the scene of a crash with a fatality could be sentenced up to 30 years in prison and a \$10,000 fine.

Throughout the Hit and Run Awareness month-long campaign, the department educated the public regarding hit and runs, including: Florida law and the consequences regarding leaving the scene of the crash, the challenges law enforcement face when investigating a hit and run crash and what motorists should do when involved in a crash or witness a hit and run crash. In addition to the educational part of the campaign, FHP's Public Affairs Officers (PAO) conducted press conferences throughout the month of February and the department partnered with Crime Stoppers USA, sending posters statewide and including information in their newsletter.

Data

As of January 22, 2019, preliminarily, there were 101,151 hit and run crashes in 2018. From 2014 to 2018, hit and run crashes have increased 19 percent. The majority of hit and run crashes, 84 percent in 2018 preliminarily, resulted in property damage. Of the 198 fatalities, 116 were pedestrians and 30 were bicyclists, 74 percent of all fatalities in 2018. There were 13,848 hit and run charges issued in 2018. According to the Homicide Investigation Tracking System (HITS) there were 83 hit and run fatalities handled by FHP in 2018.

Target Market

Primary: Florida's motorists ages 18-30 who received the most hit and run citations in 2018. *Male drivers were involved in 69 percent of hit and run crashes.*

Secondary: Florida's Spanish-speaking motorists *According to the data, the highest numbers of hit and run crashes occurred and charges were issued in Miami-Dade, Broward and Orange counties which have large Spanish-speaking populations.*

Top Counties: Broward, Duval, Hillsborough, Lee, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, Polk, Volusia

Objectives *Actuals in "(BOLD)"*

- ☑ Secure at least 75 (**77**) new stories based off of the department-disseminated press release and hosted press conferences.
- ☑ Hold at least nine (**9**) press conferences throughout the state with FHP Public Affairs Officers (PAO).
- ☑ Obtain 20,000 (**1,527 earned, 130,443 paid**) engagements and 10,000,000 (**89,410 earned, 18,893,656 paid**) impressions from earned and paid content.
- ☐ Garner more than 15,000 (**11,705**) visits to the Hit and Run campaign webpages on www.flhsmv.gov.
- ☑ Close and/or further at least one (**3 known**) pending hit and run investigation during the month through paid and earned media.

Expenditures: \$32,529.41

Online Ads in English and Spanish (\$17,011.21)
 Broadcast radio (\$14,999)
 Videography (\$519.20)

Overall Impressions / Reach: 21,306,078

18,893,656 Paid + 2,249,429 Earned + 89,410 Social Media + 11,705 FLHSMV.gov + 61,878 Outreach & Events

Partners



Social Media: 89,410 Earned Impressions

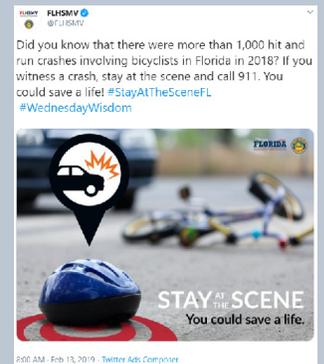
26 Total Posts · 1,527 Total Engagements

12 Facebook Posts · 53,975 impressions · 958 engagements

11 Twitter Posts · 28,448 impressions · 352 engagements

3 Instagram Posts · 6,987 impressions · 217 engagements

Followers Gained: 698 Facebook · 138 Twitter · 173 Instagram



Best Performing Social Media Posts

Website Analytics: 11,705 Total Pageviews

8,153 Total Unique Pageviews · 513 Total Downloads* · 464 Total Unique Downloads*

1:15 Average Time Spent on Hit and Run Campaign Pages (including Active Cases and February 1 press release)

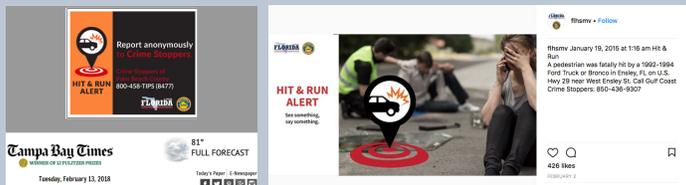
*Based on 14.6% of sessions

Paid Media: 18,893,656 Total Impressions

Online Ads: 6,542,456 Total Impressions
 \$2.27 Average CPM (Cost per 1,000 impressions) · 12,199 Clicks
 118,260 Video Views · \$2.76 Average CPC (Cost-per-click) · .19% CTR (Click Through Rate)

Active Cases Ads: 2,051,390 Impressions · 4,607 Clicks
Ads geotargeted to locations with active hit and run investigations statewide

General Education Ads: 4,491,066 Impressions · 125,836 Clicks
Ads, in English and Spanish, provided education and awareness on staying at the scene of a crash and reporting hit and run information to Crimestoppers.

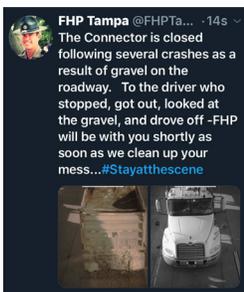
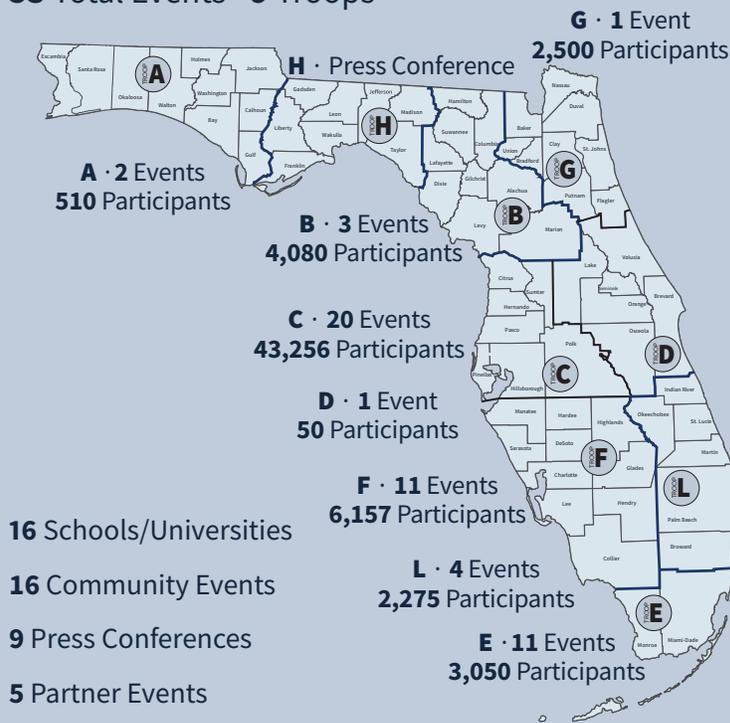


Broadcast Radio: 12,351,200 Impressions · 489 Spots

Fort Myers WBTT-FM, WCKT-FM, WZJZ-FM · Jacksonville WJBT-FM, WKSL FM, WQIK-FM, WWJK-FM · Miami WHYI-FM, WMIA-FM, WMIB-FM, WZTU-FM · Orlando WJRR-FM, WMGF-FM, WRUM-FM, WXXL FM · Tampa WBTP-FM, WFLZ-FM, WFUS-FM, WMTX-FM, WXTB-FM · West Palm Beach WLDI-FM · Statewide Florida News Network

Outreach Events: 61,878 Total Participants

53 Total Events · 9 Troops



(L to R above) Troop F (Fort Myers) Press Conference (1) Victim Codie Doolin, (2) Nina Vahle, mother of killed victim, Nikki Black · Troop C (Tampa) Hit and Run Cases Solved (3-4) by FHP, FDOT and Crimestoppers on 2/8/19 and 2/19/19 · Troop F (Naples) Hit and Run Fatality Case Solved (5) man arrested on 2/11/19



(L to R above) Troop E (Miami) Press Conference (1) FHP with Mother of Killed Victim Montage Boykins and Injured Victims Christopher and Meredith Tunez and their three children · Troop D (Orlando) Press Conference (2) Tammy Loechner, Mother of Victim Cody Loechner and (3) Jamie McWilliams, Mother of Killed Victim Justin McWilliams - She helped pass hit and run legislation, Justin McWilliams Act, in 2002 to cover private property in hit and run law.

Earned Media: 2,249,429 Total Online Circulation & Views · 77 Total News, TV & Radio Stories

73 Total Print and/or Online News Stories from 42 News Outlets with 2,202,249 Estimated Online Circulation · 4 Total TV and Radio Stories with \$823.90 Average Publicity Value

Fort Myers/Sarasota: Naples Daily News, Sarasota Herald-Tribune, WBBH, WINK, WFTX, WWSB · **Gainesville:** WCJB, WESH · **Jacksonville:** WJAX, WJXT, WTLV · **Miami:** WFOR, WINZ 940, WSVN · **Orlando:** WDBO (News 96.5), WFTV, WKMG, WOFL · **Pensacola/Panama City:** NorthEscambia.com, Pensacola News Journal, WEAR, WJHG, WKRG, WMBB · **Tallahassee:** WCTV, WTXL · **Tampa:** Bay News 9, Citrus County Chronicle, Journal-News, Patch.com, Tampa Bay Reporter, Tampa Bay Times, WFLA, WFTS, WTVT · **West Palm Beach:** WFLX · **National/Out-of-state:** Associated Press, Atlanta Journal-Constitution (GA), Fox 6 (WI)



If you have any info
on a hit and run crash,
report anonymously
to your local
Crime Stoppers.

TROOP A:

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|---|--|--|
| Bay & Gulf Counties
Panhandle Crime Stoppers
850-785-TIPS (8477) | Escambia County
Gulf Coast Crime Stoppers
877-433-TIPS (8477) | Santa Rosa County
Santa Rosa County Crime Stoppers
850-437-STOP (7867) |
| Calhoun & Jackson Counties
Chipola Crime Stoppers
888-804-8494 | Holmes County
Crime Stoppers of Holmes County
866-689-TIPS (8477) | Okaloosa and Walton Counties
Emerald Coast Crime Stoppers
850-863-TIPS (8477) |

TROOP B:

Columbia County and Surrounding Areas
Crime Stoppers of Columbia County, 386-754-7099

TROOP C:

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|---|---|
| Central Florida
Central Florida Crimeline
800-423-TIPS (8477) | Hillsborough County
Hillsborough County Sheriff's Office Crime Stoppers
813-247-8200 |
| Hardee, Highlands & Polk Counties
Heartland Crime Stoppers
800-226-TIPS (8477) | Pinellas County
Crime Stoppers of Pinellas County
800-873-TIPS (8477) |

TROOP D:

Central Florida
Central Florida Crimeline, 800-423-TIPS (8477)

TROOP E:

Miami-Dade County and Florida Keys
Miami-Dade & Florida Keys Crime Stoppers
305-471-TIPS (8477) or 866-471-TIPS (8477)

TROOP F:

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| Charlotte, Collier, Glades,
Hendry & Lee Counties
Southwest Florida Crime Stoppers
800-780-TIPS (8477) | Manatee County
Manatee County
Crime Stoppers
866-634-TIPS (8477) | Sarasota County
Sarasota County
Crime Stoppers
941-366-TIPS (8477) |
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TROOP G:

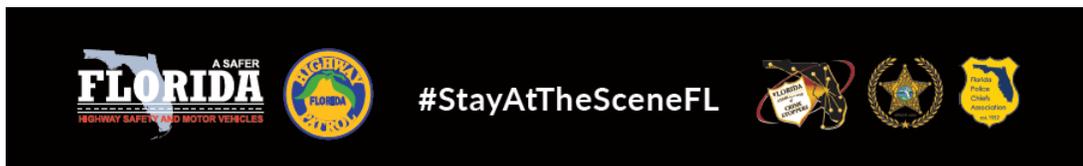
First Coast Crime Stoppers
866-845-TIPS (8477)

TROOP H:

Big Bend Crime Stoppers
850-574-TIPS (8477), Text BBCS plus your tip to 274637

TROOP L:

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| Broward County
Broward Crime Stoppers
954-493-TIPS (8477) | Indian River, Martin,
Okeechobee & St. Lucie Counties
Treasure Coast Crime Stoppers
800-273-TIPS (8477) | Palm Beach County
Crime Stoppers of Palm Beach County
800-458-TIPS (8477) |
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LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

