

Move Over, Florida!

Campaign Evaluation Report

MOVE OVER
or slow down for emergency lights.

- ◀ Move over a lane for stopped law enforcement, emergency, sanitation, utility service vehicles and tow trucks.
- ◀ If you can't move over, slow to 20 mph less than the posted speed limit.
- ◀ If the posted speed limit is 20 mph or less, slow down to 5 mph.



#MoveOverFL



Background

The Move Over Law states that drivers must move over or slow down 20 miles per hour less than the posted speed limit as soon as it is safe to do so for any authorized law enforcement, emergency or service vehicles displaying any visible signals while stopped on the roadside, including sanitation vehicles and tow trucks. Failure to yield or move over puts law enforcement officers, emergency first responders and public service workers in danger while they are on the job protecting and serving the citizens and visitors of Florida.

Throughout the *Move Over, Florida!* month-long campaign, the Florida Department of Highway Safety and Motor Vehicles (DHSMV) educated the public regarding the Move Over Law, including: overall awareness for the vulnerability of law enforcement and service providers to collision, the Move Over Law and what the law states and best practices on how to comply with the law. As a law enforcement agency, DHSMV also focused on the safety of Florida Highway Patrol (FHP) members because they are vulnerable to move over crashes, injuries and fatalities in the line of duty.

See lights, MOVE OVER or slow down. MOVE OVER, Florida!

Data

The number of total crashes involving failure to move over increased 39 percent from 2015 to 2016. From 2014 to October 2017, there were two fatalities, both in 2014, in crashes where a driver was given a move over citation. There were 20,731 citations written for Move Over violations in 2016, and from January-October 2017 there have been 16,916 citations written.

Target Market

Primary: Florida's English and Spanish-speaking motorists ages 30-60 who are not aware of or not complying with the Move Over law. *Motorists ages 40-49, 30-39 and 50-59 were issued the most number of citations by FHP in 2017.*

Secondary: Florida's English and Spanish-speaking motorists ages 20-29 who are not aware of or not complying with the Move Over law. *Motorists ages 20-29 were involved in the most move over crashes in 2017.*

Counties: Palm Beach, Broward, Miami-Dade, Polk, St. Lucie, Hillsborough, Pinellas, Leon, Escambia and Duval

Objectives *Actual in "(BOLD)"*

- ✓ Secure at least 25 **(39)** new stories based off of the department-disseminated strategically-phased press releases
- ✓ Conduct media relations outreach in campaign target areas and obtain at least one op-ed **(Palm Beach Post)** in those areas.
- ✓ Hold at least five **(nine)** press conferences throughout the state with FHP Public Affairs Officers (PAO).
- Obtain 50,000 **(15,383 earned / 4,103 paid)** engagements, likes, comments, retweets, on department social media channels.
- ✓ Garner more than 15,000 **(34,556)** visits to the Move Over campaign webpages on www.flhsmv.gov.
- ✓ Disseminate 300,000 **(650,000 printed)** tear sheets to be distributed to Move Over violators who are cited by FHP throughout the month of January and the rest of the year.

Expenditures: \$174,108.18

TV ads, Billboards, Online ads in English & Spanish, Google Waze ads, Videography, Broadcast radio, Printing and Mailing

Overall Impressions / Reach: 86,639,167

85,254,864 Paid + 861,634 Earned + 460,752 Social Media + 34,556 FLHSMV.gov + 27,361 Outreach & Events

Partners



Instagram Takeover: FDOT, Florida Power & Light, Miramar Police Dept., Naples Police Dept. and Sunstar EMS

Social Media: 460,752 Total Impressions

83 Total Posts · 15,383 Total Engagements

26 Facebook Posts · 190,682 impressions · 6,801 engagements

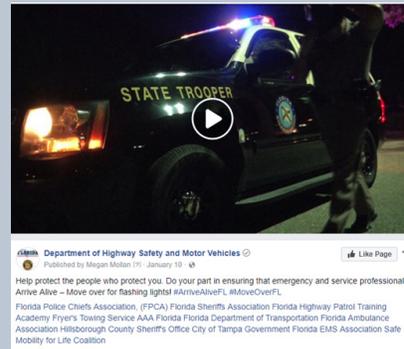
33 Twitter Posts · 188,795 impressions · 2,751 engagements

24 Instagram Posts · 81,275 impressions · 5,831 engagements

Followers Gained: 392 on Facebook

213 on Twitter

222 on Instagram



Best Performing Social Media Posts

Website Analytics: 34,556 Total Pageviews

31,460 Total Unique Pageviews · 1,024 Total Downloads* · 942 Total Unique Downloads*

3:12 Average Time Spent on Move Over Campaign Page

*Based on 20.71% of sessions

Paid Media: 85,254,864 Total Impressions

Online Ads English/Spanish: 51,037,019 Total Impressions
 \$1.38 Average CPM (Cost per 1,000 impressions) · 27,133 Clicks
 \$2.33 Average CPC (Cost-per-click) · .06% CTR (Click Through Rate)
 AdWords Display Ads: 48,612,732 Impressions · 24,219 Clicks
 Facebook Ads: 1,413,753 Impressions · 2,123 Clicks
 Instagram Ads: 718,559 Impressions · 771 Clicks
 Twitter Ads: 308,663 Impressions · 20 Clicks

Billboards: 21,300,804 Total Eyes-On Impressions
 \$29,845 Paid · \$97,118 Value · 3:1 Value Match
 5 Orlando/Ocala · 4 Tampa · 4 Panama City/Pensacola · 3 Miami/Pompano · 3 Lakeland · 3 Tallahassee · 2 Jacksonville · 1 Daytona

Broadcast Radio: 8,099,500 Impressions · 931 Spots
 WDUV 105.5 FM, WHPT 102.5 FM, WPOI 101.5 FM, WSUN 97.1 FM, WWRM 94.9 FM, WXGL 107.3 FM, WWKA 92.3 FM, WFEZ 93.1 FM, WOKV 104.5 FM, WEZI 102.9 FM, WJGL 96.9 FM

TV Ads: 3,565,581 Impressions · 103 Spots
 West Palm Beach (18-64): 54 Spots · 1,285,000 Total Impressions
 Broward & Miami-Dade (25-64): 19 Spots · 637,181 Impressions
 Tampa (25-64): 30 Spots · 1,643,400 Impressions

Google Waze Ads: 1,251,960 Total Impressions
 4,290 Ad Downloads · 2,585 Ad Downloads · 2,575 Ad Clicks



Outreach Events: 27,361 Total Participants

50 Total Events · **9** Troops



8 Press Conferences

7 Schools

3 Stores & Restaurants

3 iHeart Radio Shows

1 Rotary Club

1 Airport

1 Hospital

Move Over Press Conference Partners: Orange County Fire & Rescue, Orlando Utilities, Lynx Road Rangers, Alonso Towing, Bulk Express, Miami-Dade Police, FDOT District 6, Broward County Sheriffs, Coral Springs Police

Earned Media: 861,634 Total Views

28 Total News Stories · **11** Total TV and Radio Stories (\$2,220.47 Average Publicity Value)

The Apopka Voice, Brandon Patch, Central Florida News 13, Chipley Bugle, Florida Politics, 4-Traders (Story by Gulf Power), Highlands News-Sun, Osceola News Gazette, Palm Beach Post, Panama City News Herald, The Post Searchlight - Bainbridge, GA, Santa Rosa Press Gazette, Space Coast Daily, Vero News, Villages-News, WEAR - Pensacola, WFLA - Tampa, WFOR - Miami, WFTV - Orlando, WINZ 940 Radio - Miami/Fort Lauderdale, WGFL - Gainesville, WJHG - Panama City, WMBB - Panama City, WPBF - West Palm Beach, WPTV - West Palm Beach, WSVN - Miami, WTSP - Tampa, WTVT - Tampa, WTXL - Tallahassee, WWSB - Sarasota, WTVJ - Miami

Palm Beach Post Op-Ed:

"POINT OF VIEW: Move Over law is for safety of those who keep us safe" by Terry L. Rhodes, DHSMV Executive Director



MOVE OVER

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY

