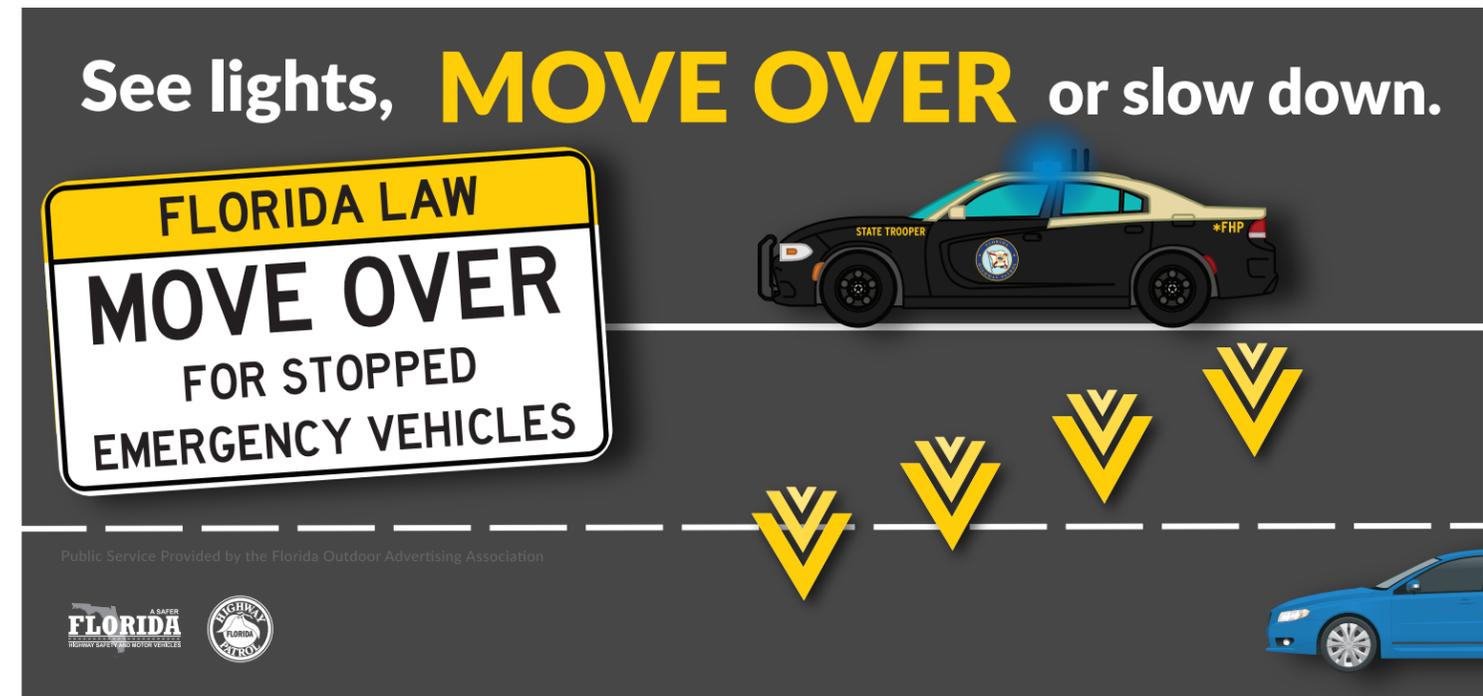


Move Over, Florida! Campaign Evaluation Report



Billboard Artwork

MOVE OVER

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY



Background

The Move Over Law was added to section 316.126, Florida Statutes, in 2002. The statute, which was originally introduced in 1971, requires motorists to move or yield right-of-way to emergency vehicles and, in 2014, utility and sanitation vehicles were added to the Move Over Law. The Move Over Law states that drivers must move over 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. When motorists cannot vacate the lane closest to the emergency or service vehicle, they must slow to a speed that is 20 miles per hour less than the posted speed limit. 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 (FLHSMV) 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, FLHSMV also focused on the safety of Florida Highway Patrol (FHP) members because state troopers are vulnerable to move over crashes, injuries and fatalities in the line of duty.



January 2 - 31, 2019

Data

The number of total crashes involving a failure to move over citation has decreased from 2016 to 2017. Crash data for move over will be underreported due to the fact that citations will usually be written for the most serious offense, when more than one offense has occurred. There were 19,146 citations written for Move Over violations in 2017, and from January to September 2018 there were 13,782 citations.

Target Market

English and Spanish-speaking Florida drivers ages 20-55 who are not aware of or not complying with the Move Over law. (Crash data shows that drivers ages 20-54 were involved in the most number of move over crashes.) **Counties:** Broward, Collier, Duval, Escambia, Hillsborough, Indian River, Leon, Martin, Miami-Dade, Orange, Palm Beach, Pinellas, Polk and St. Lucie

Expenditures: \$59,975

Billboards (\$19,975), Online ads in English & Spanish (\$20,000), Internet and Broadcast radio (\$20,000)

Overall Impressions / Reach: 173,766,947

171,010,770 Paid + 1,546,833 Earned + 1,019,244 Social Media + 46,275 FLHSMV.gov + 143,825 Outreach & Events

Objectives Actual in (BOLD)

- ✔ Secure at least 40 (**51**) new stories based off of the department-disseminated strategically-phased press releases
- ✔ Hold a (**9**) press conference in each troop throughout the state with FHP Public Affairs Officers (PAO).
- ✔ Reach over 40 (**171 +**) million impressions through paid media efforts.
- ✔ Obtain 20,000 (**28,192**) engagements, likes, comments, retweets, on department social media channels.
- ✔ Garner more than 25,000 (**46,275**) visits to the Move Over campaign webpages on www.flhsmv.gov.
- ✔ Continue to disseminate the 650,000 tear sheets from 2018 to Move Over violators who are cited by FHP throughout the month of January and the rest of the year.

Partners



- FPCA Green Alert with campaign information sent to all members
- Move Over campaign message in AAMVA newsletter
- Email about Move Over campaign sent to all FLHSMV employees

Social Media: 1,019,244 Total Impressions

52 Total Posts · 28,192 Total Engagements

19 Facebook Posts · 571,719 impressions · 22,736 engagements
 24 Twitter Posts · 409,722 impressions · 3,133 engagements
 9 Instagram Posts · 37,803 impressions · 2,323 engagements

Followers Gained: **878** on Facebook
224 on Twitter
86 on Instagram



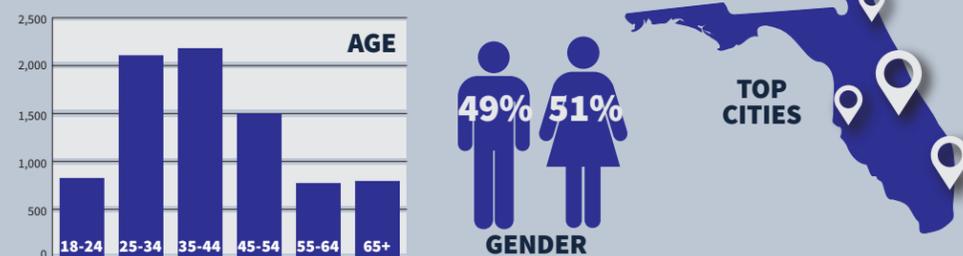
Best Performing Social Media Posts

Website Analytics: 46,275 Total Pageviews · 1,210 Total Link Clicks

1,761 Total downloads*
 2:35 Average time spent on campaign pages

Data includes the campaign pages translated into Spanish.

*Download analytics based on 13.49% of sessions.



Paid Media: 171,010,770 Total Impressions

Billboards: 102,712,296 Total Eyes-On Impressions
 \$19,975 Paid · \$80,449 Donated · 4:1 Value Match
 1 Daytona · 1 Fort Myers · 3 Jacksonville · 1 Miami · 2 Orlando · 3 Tampa · 1 Panama City · 1 Tallahassee



Online Ads English/Spanish: 57,141,042 Total Impressions

AdWords Display Ads over 42,000 website placements
 \$0.18 Average CPM (Cost per 1,000 impressions) · 35,356 Clicks \$0.29
 Average CPC (Cost-per-click) · .07% CTR (Click Through Rate)

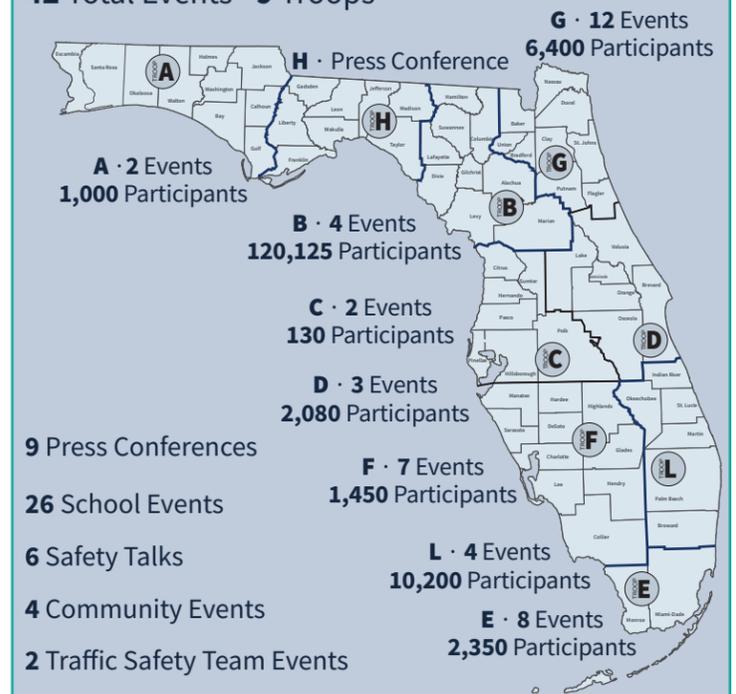


Internet/Broadcast Radio: 11,157,432 Impressions

1,599 Spots · Target Audience: Young Adults/Adults ages 20-65
Stations: WDUV 105.5 FM (Tampa), WPOI 101.5 FM (Tampa), WWRM 94.9 FM (Tampa), WXGL 107.3 FM (Tampa), WWKA 92.3 FM (Orlando), WFEZ 93.1 FM (Miami), WOKV 104.5 FM (Jacksonville)

Outreach Events: 143,825 Total Participants

42 Total Events · 9 Troops



Partners: FDOT, Columbia Traffic Safety Team, Hillsborough County Schools, Citrus County Government, MADD Orlando, Oviedo PD, City of Miami, Miami-Dade PD, AT&T Miami, City of Miami PD, Palm Beach Gardens PD, Palm Beach County SO, Palm Beach PD, Turnpike Enterprises, Palm Beach County Towing Companies

Earned Media: 1,546,833 Total Online Circulation & Views · 51 Total Stories

44 Total Print and/or Online News Stories from 38 News Outlets with 1,288,308 Online Circulation
 7 TV Stories from 7 News Outlets with \$2,617.29 Average Local Publicity Value

News Outlets by Media Markets: Fort Myers: Fort Myers Beach Observer, Immokalee Bulletin, Naples Daily News, WWSB · Gainesville: Gainesville Sun, WCJB · Jacksonville: WJXT, WOKV · Miami: CBS4, Miami Herald, WLRN, WPLG, WSVN, WTVJ · Ocala/Orlando/Osceola: Citrus County Chronicle, Ocala Star Banner, Orlando Weekly, Osceola News-Gazette, WESH, WFTV, WKMG · Pensacola/Panama City: NorthEscambia.com, WEAR, WJHG, WKRG · Space Coast: Space Coast Daily · Tallahassee/Panhandle: WTXL · Tampa: WFLA, WFTS, WTVT · West Palm Beach: WPTV · National/Statewide/Other: ABC 33/40 (AL), The Denver Channel (CO), Florida Daily (FL), News Channel 5 (TN), Patch (National), The Sunday Times Driving (UK)

Press Release (In English and Spanish): January 2, 2019: When You See Flashing Lights, Move Over, Florida, It's The Law

FHP Press Conferences and Media Relations

Left - Right: Troop E, Troop A and Troop C

