

# Move Over, Florida!

# ◀ MOVE OVER ▶



**FOR STOPPED EMERGENCY AND SERVICE VEHICLES**



*Providing Highway Safety and Security through Excellence in Service, Education and Enforcement*

# Campaign Evaluation Report



## Background

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The Florida Department of Highway Safety and Motor Vehicles (department) is the state agency charged with providing highway safety and security through excellence in service, education and enforcement. The department is leading the way to a safer Florida through the efficient and professional execution of its core mission: the issuance of driver licenses, vehicle tags and titles and operation of the Florida Highway Patrol (FHP). The department's Office of Communications coordinates with program areas to manage and implement all of the agency's safety and education campaign initiatives, including educating the public regarding the Move Over Law.

The Move Over Law, section 316.126, Florida Statutes, was enacted in 2002 and requires motorists to move or yield right-of-way to emergency vehicles. In 2014, utility and sanitation vehicles were added. 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.

According to preliminary data, the number of total crashes involving failure to move over has increased 26 percent from 2015 to 2016 and 50 percent from 2013 to 2016. In 2015, the average number of move over citations written per month was 1,693. There were 19,078 Move Over citations written in 2016; in January 2016, 5,518 citations were written, a 226 percent increase from the average number of citations written every month in 2016. From 2013 to 2016, Florida Highway Patrol (FHP) wrote 60 percent of all Move Over citations and, in January 2016, FHP wrote 90 percent of all Move Over citations. FHP found that there were 149 Move Over citations where aggressive driving was a factor and 264 Move Over citations that were crash-related.

Throughout the Move Over, Florida! month-long campaign, the department 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. The department, as a law enforcement agency, placed a special focus on FHP members and their safety because state troopers are vulnerable to move over crashes, injuries and fatalities in the line of duty.

## Campaign Objectives

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- Secure at least 25 new stories from the department-disseminated press release.
- Conduct media relations outreach in campaign target areas and obtain at least one op-ed in those areas.
- Hold at least five press conferences throughout the state with FHP Public Affairs Officers.
- Obtain at least 10,000 engagements (shares, comments, retweets) on department social media channels using new multimedia content.
- Garner more than 10,000 visits to the Move Over campaign webpage on [www.flhsmv.gov](http://www.flhsmv.gov).
- Disseminate 200,000 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.

## Budget: up to \$53,000

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- Billboards: up to \$20,000
- Online Advertisements - English and Spanish: up to \$20,000
- Radio Advertisements - English and Spanish: up to \$10,000
- Promoted Social Media: up to \$1,000
- Collateral and Materials: up to \$2,000

## Expenditures: \$51,969.78

- Billboards: \$19,400
- Online Advertisements - English and Spanish (Including Social Media Ads): \$20,000
- Radio Advertisements - English and Spanish: \$10,000
- Collateral and Materials: \$2,569.78

## Evaluation

The department led the Move Over, Florida! campaign from January 3 -31, 2017, raising awareness and educating motorists on the Move Over Law. The campaign was successful in reaching almost all campaign goals and objectives, with more than 72 million views through paid media, earned media, social media, community outreach and press conferences. Throughout the month, the campaign garnered 26 news stories in newspapers, local news channels or local radio stations statewide, with more than one million views across platforms. The department used its Facebook, Twitter and Instagram accounts to promote the Move Over, Florida! campaign, posting campaign content a total of 88 times in January with a minimum of 464,501 impressions. The Move Over, Florida! campaign page on FLHSMV.gov received 28,611 page views were from unique web users. Additionally, FHP troops held nine Move Over press conferences throughout the state.

Media	Views
Paid	70,654,581
Earned	1,103,289
Social	464,501
FLHSMV.gov	28,611
PAO Outreach	2,601
<b>TOTAL</b>	<b>72,253,583</b>

## Paid Media

### Billboards

The department purchased space on 15 billboards statewide with a focus on major highways and high traffic areas in Jacksonville, Lakeland, Miami, Ocala, Orlando, Pensacola, Pompano Beach and Tallahassee. Two billboard designs were used, one with FHP graphics to show the vulnerability of law enforcement and first responders on the roadway and the other to enforce the Move Over, Florida! campaign brand with the law enforcement, first responder and utility vehicle graphics.



The billboards, contracted from January to March 2017, provided an estimated campaign value match of 4:1 based on the actual value of the 15 billboards placed throughout Florida. This means that the value of the billboards was actually four times the amount that the department paid for the billboard advertisements. The statewide average number of persons who were likely to notice the billboard ad was 124,602 per week for a total of 20,559,330.



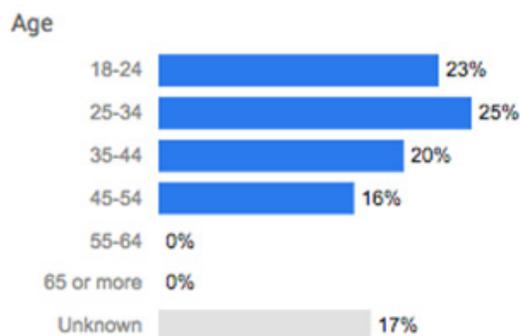
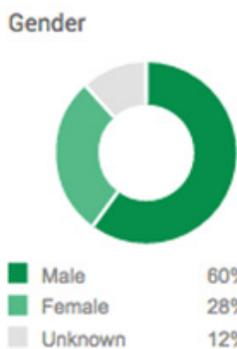
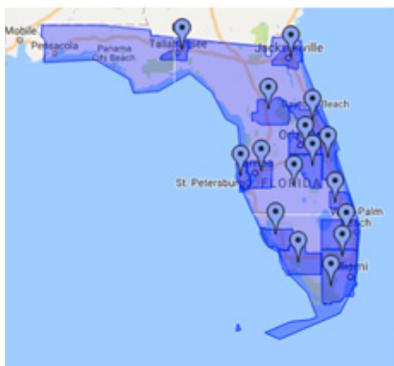
### Online Advertisements

The department contracted with a full-service digital advertising agency to create, plan and implement Move Over, Florida! campaign advertisements, directed to English and Spanish-speaking motorists. The purpose of these advertisements was to provide education and awareness to Florida’s motorists and tourists about the Move Over law and the importance of moving over for the safety of law enforcement, first responders and utility and service vehicles. The advertisements were targeted to motorists aged 20-29 and 45-54 in Florida, with an emphasis on Brevard, Broward, Collier, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pinellas, St. Lucie and Volusia counties. These counties had the highest numbers of move over crashes in 2016. These targeted online advertisements made more than 53 million impressions with an overall cost per 1,000 impressions (CPM) of \$0.37.

Move Over Campaign Online Advertisements				
	Total Impressions	CPM	Total Clicks	Cost-Per-Click (CPC)
Adwords Display Network	30,812,470	\$0.12	9,937	\$0.38
Facebook/Instagram	22,265,263	\$0.22	5,791	\$0.85
Twitter	348,456	\$2.69	2,265	\$0.41
YouTube	30,132	\$22.36	6,536	\$0.10
<b>TOTAL/AVERAGE</b>	<b>53,456,321 TOTAL</b>	<b>\$0.37 OVERALL</b>	<b>23,827 TOTAL</b>	<b>\$0.44 AVERAGE</b>

### Adwords Display Network

The department purchased English and Spanish online advertisements using the Adwords Display Network and made more than 30 million impressions on over 72,000 websites to motorists in Florida. The ads were served to the department’s target market that included the counties with the most move over crashes, including Brevard, Broward, Collier, Duval, Hillsborough, Lee, Leon, Marion, Miami-Dade, Orange, Osceola, and Palm Beach counties. The counties with the highest reach were Miami-Dade, Orange, Hillsborough and Broward. Based on DHSMV data, the advertisements were also targeted by age (18 to 54 and gender (male) as these motorists were involved in the most move over crashes.



In order to reach the department’s target market, ad groups were created to reach people with specific interests, such as: traveling, motor vehicles, vehicle licensing or shopping, car rental or insurance and driving education. The ad group interested in traveling performed the best with the most impressions (13,555,318) and clicks (3,437). Advertisements included static and more dynamic HTML5 animated ads in multiple sizes in order to be optimized across devices used including desktop, tablet or mobile. The ad sizes that performed the best were the 300x250 and 728x90 animated ads.

300x250 Animated Ad - 3 Slides



728x90 Animated Ad - 3 Slides



**Facebook/Instagram**

The department ran advertisements on Facebook and Instagram in English and Spanish, resulting in more than 22 million views throughout the campaign. Almost 30,000 people took action on these ads, with 6,279 clicks, 905 reactions (i.e.: like, love, wow), 548 shares and 37 comments. All 24 different Facebook advertisements when clicked would take the user to the Move Over campaign webpage for more information on the Move Over Law.

The most successful Facebook advertisement in terms of impressions was the English ‘carousel’ ad optimized for website clicks. The carousel ad format lets the advertiser show multiple images, headlines and calls to action in a single ad unit, in which a user can scroll through different images by swiping on mobile or clicking arrows on computers. This carousel ad featured four slides with the Move Over call to action and photos of FHP and emergency vehicles assisting motorists on the side of the road. The ad received 6,355,726 impressions, 696 clicks and five reactions.

*Facebook Ad: Most Impressions*



The most successful Facebook advertisement in terms of clicks and engagement was the video ad optimized for website clicks. The video used for the advertisement described the Move Over Law and how to comply with the law, along with explanations from law enforcement, utility and service workers, including FHP, Road Rangers and Florida Power and Light. The ad received 3,358 clicks, 1,213,678 impressions, and 571 reactions with 25,040 people taking action on the advertisement.

Facebook Ad: Most Clicks and Engagement

**FLORIDA** Department of Highway Safety and Motor Vehicles  
Sponsored · 🌐

FLORIDA LAW: Move over a lane for emergency or service vehicles helping motorists roadside. #MoveOverFL #ArriveAliveFL

**MOVE OVER, Florida!**  
REMEMBER: Move over a lane for: [Learn More](#)  
www.fhsmv.gov

👍👍👍 You, Beth Walker Frady and 554 others  
31 Comments 559 Shares

👍 Like    💬 Comment    ➦ Share

Below are examples of the Spanish Move Over advertisements. The most successful advertisement, in terms of impressions, included a photo of an FHP trooper on the side of the road with the call to action Move Over, Florida! and the link to the Move Over campaign page for more information. The ad received 1,789,905 impressions, 2,593 clicks (the second highest number of clicks out of all the Facebook ads) and 1,450 reactions (the second highest number of reactions out of all the Facebook ads).

**FLORIDA** Department of Highway Safety and Motor Vehicles  
Sponsored · 🌐

LEY DE LA FLORIDA: Haga a un lado un carril para dar lugar a los vehículos que están detenidos ayudando a los motoristas o proporcionando servicios. #HagaAunLadoFL

**¡HAGA A UN LADO, FL!**  
ACUÉRDENSE: Haga a un lado ... [Learn More](#)  
www.fhsmv.gov

👍👍👍 You and 143 others  
4 Comments 35 Shares

👍 Like    💬 Comment    ➦ Share

**FLORIDA** Department of Highway Safety and Motor Vehicles  
Sponsored · 🌐

LEY DE LA FLORIDA: Haga a un lado un carril para dar lugar a los vehículos que están detenidos ayudando a los motoristas o proporcionando servicios. #HagaAunLadoFL

**¡HAGA A UN LADO, FL!**  
ACUÉRDENSE: Haga a un lado un carr... [Learn More](#)  
www.fhsmv.gov

**FLORIDA** Department of Highway Safety and Motor Vehicles  
Sponsored · 🌐

LEY DE LA FLORIDA: Haga a un lado un carril para dar lugar a los vehículos que están detenidos ayudando a los motoristas o proporcionando servicios. #HagaAunLadoFL

**¡HAGA A UN LADO, Florida!** [Learn More](#)

👍 You and 1 other    1 Share

**Twitter**

The department also ran advertisements on Twitter in English and Spanish, garnering almost 350,000 impressions and 1,563 total interactions, including comments, likes or retweets, and 2,265 link clicks. The Twitter advertisements included campaign graphics that, when clicked, would take the user to the Move Over campaign page for more information about the Move Over Law and its importance.

The most successful Twitter ad in terms of impressions and clicks included the main campaign graphic with the ambulance, fire truck, FHP vehicle, utility/service truck and tow truck. It received 246,237 impressions and 1,079 link clicks.

*Twitter Ad: Most Impressions*



*Twitter Ad Examples*



**YouTube**

The department used multiple video advertisements on YouTube, making 30,132 impressions with a 22 percent view rate. The videos used for the advertisement described the Move Over Law and how to comply with the law, along with explanations from law enforcement, utility and service workers, including FHP, Road Rangers and Florida Power and Light. There were 6,536 total views of the YouTube advertisements with an average cost per view of \$0.10. The video below was the most successful ad for the YouTube campaign, with 19,072 impressions, 4,166 views and a 21.84% view rate.

*YouTube Ad: Most Successful*



**Paid Media Lessons for Next Campaign**

- Include more comprehensive and specific language in the My Florida Marketplace eQuote and contracts for vendors to provide analytics that the department needs for a complete evaluation report. Updates for subsequent online advertising contracts to include:
  - Total impressions and cost per 1,000 impressions (CPM) by advertising platform, highlighting the ads with the highest number of impressions.
  - Total clicks, click-through rate (CTR) and cost-per-click (CPC) by advertising platform, highlighting the ads with the highest number of clicks and CTR.
  - Photos/snapshots of advertisements placed, with at least one example per type of ad placed (i.e. 300x250 pixels) per platform on mobile and desktop.
  - List of where all ads were placed in an Excel spreadsheet.
- Use more dynamic video content for higher engagement results in the online advertisement campaigns. Analytics show that video advertisements have very high engagement results, which is important in getting motorists to view safety content and change behavior.

## Earned Media

The department disseminated a statewide press release on January 3, 2017, stressing the importance of moving over for law enforcement, first responders and service vehicles. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership*
1	01/03/2017	<i>Miami Patch</i>	Miami-Dade had 27 Move-Over Accidents in 2016	Circulation information unavailable
2	01/04/2017	<i>Foster Folly News</i>	It's The Law, So Move Over, Florida!	Online circulation of 8,754
3	01/04/2017	<i>Atmore News</i>	Move Over, Florida!	Weekly circulation of 1,620
4	01/04/2017	WINZ 940	Move Over Radio Talk Show Traffic Safety Segment	67,800 weekly listeners*
5	01/04/2017	<i>Chipley Bugle</i>	It's the law, so Move Over, Florida!	Online circulation of 2,235
6	01/05/2017	<i>The Independent Florida Alligator</i>	FHP Asking Drivers to Move Over	Online circulation of 6,200
7	01/05/2017	<i>Palm Beach Post</i>	Move Over Crashes Skyrocket in Florida, Up Almost 40 Percent in 2016	Monday –Friday circulation of 160,506
8	01/05/2017	<i>West Orlando News</i>	It's Move Over Law Awareness Month	Online Circulation of 8,000
9	01/06/2017	WGCU	State Agencies Reminding Drivers of Florida 'Move Over' Law	Online Circulation of 2,301
10	01/06/2017	<i>St. Augustine Record</i>	Move Over Crashes Skyrocket in Florida, Up Almost 40 Percent in 2016	Monday-Friday circulation of 18,459
11	01/06/2017	WPTV	Florida 'Move Over' Crashes Increase in 2016	Online circulation of 19,644
12	01/08/2017	<i>Ocala Star Banner</i>	Move Over	Online circulation of 20,449
13	01/09/2017	<i>Santa Rosa's Press Gazette</i>	Officers Remind Motorists to 'Move Over, Florida'	Weekly circulation of 5,000
14	01/09/2017	WTLX	Spike in Tickets Issued for Failing to Move Over for Emergency Vehicles	Online circulation of 19,831
15	01/10/2017	<i>Land Line Magazine</i>	Move Over Crashes in Florida Increase Nearly 30 Percent	Online circulation of 2,713
16	01/10/2017	<i>Madison County Carrier</i>	It's the Law, so Move Over, Florida	Weekly circulation of 3,200
17	01/12/2017	<i>The Apopka Voice</i>	Move Over, Florida!	25,058 unique monthly web visitors
18	01/12/2017	WEAR TV	FHP Reminds Drivers About 'Move Over' Law	Online circulation of 19,747
19	01/12/2017	<i>Pensacola News Journal</i>	Move Over Law Emphasized in Roadside Crashes	Online circulation of 19,984
20	01/13/2017	WTLX	Video Shows Why Troopers Want You to Move Over	Online circulation of 19,831
21	01/15/2017	<i>Space Coast Daily</i>	Florida State Statute Requires Drivers to Move Over for Stopped Emergency and Service Vehicles	150,000 unique monthly web visitors
22	01/17/2017	<i>Sumter County Times</i>	Remember to Move Over	Weekly circulation of 2,400
23	01/18/2017	WTVY	Florida's Annual "Move Over" Campaign Revs Up	125,000 average daily page views

	Date	Publication	Title	Readership*
24	02/01/2017	WKMG	FHP Reminds Drivers to Move Over, It's the Law	Online circulation of 19,545
25	02/15/2017	Palm Beach Post	VIDEO: FHP Trooper Hit by Car Thought He was Dead	Monday –Friday circulation of 160,506
26	02/15/2017	Sun Sentinel	More Police Officers Hit as Drivers Fail to Move Over	Monday – Friday circulation of 214,506
<b>26 TOTAL STORIES</b>				<b>1,103,289</b>

*\*Broadcast circulation numbers are an estimated number of viewers based on the populations in that area and are not guaranteed.*

### Earned Media Lesson for Next Campaign

The department wrote a Move Over op-ed for publication for Move Over, but it was not published by the news outlet after it was proposed. The next Move Over campaign, op-eds will be proposed earlier to allow more time for placement.

## Social Media

Move Over campaign content posted on all department social media platforms during the month of January made a total of 464,501 organic impressions. Due to limitations in Facebook and Instagram analytics, the department is currently unable to calculate a total reach and engagement of campaign content without counting unique social media users twice. However, each post made on Facebook and Instagram reached an average of 4,249 unique users. Twitter does not include reach in its analytics, but Move Over campaign content on Twitter made 3,123 engagements.

### Facebook

At the start of the campaign, the department's Facebook page had 14,686 likes. Over the course of the Move Over campaign, the department gained 542 new likes, totaling 15,228 by January 31, 2017. The department's 34 Move Over campaign related posts garnered a total of 280,403 impressions. Limitations in Facebook analytics inhibit the department from comprehensively and accurately calculating the total number of unique users that content reached and engaged. However, the average Move Over campaign post garnered 8,247 impressions, reached 5,269 unique users and engaged with 266 unique users.

The most popular Move Over post was the Move Over launch post from January 3, 2017 that garnered 55,649 impressions, reached 35,136 unique users and engaged with 1,378 unique users.

*Most Popular Facebook Post with 55,649 Impressions*



## Twitter

At the start of the Move Over campaign, the department's twitter account had 8,272 followers. By January 31, 2017, the department gained 411 new followers, totaling 8,683 followers. The department tweeted Move Over campaign content 38 times. Move Over campaign-specific tweets garnered 149,586 impressions and 3,123 engagements.

The most popular Move Over tweet encouraged motorists to move over for those working on the roadside. This tweet was posted on January 7, 2017 and garnered 36,503 impressions and 332 engagements.

*Most Popular Twitter Post with 36,503 Impressions*



## Instagram

At the start of the Move Over campaign, the department's Instagram account had 7,652 followers. By January 31, 2017, the department gained approximately 183 new followers, totaling 7,835 followers. The department made 16 posts containing Move Over campaign content, garnering 34,512 impressions. The average Move Over campaign Instagram post garnered 2,157 impressions, reached 1,753 unique Instagram users and engaged 134 unique Instagram users.

The most successful Move Over post in terms of impressions and engaged users reminded motorists that moving over allows troopers to go home to their loved ones at the end of their shift. This post was made on January 5, 2017, and garnered 6,493 impressions, reached 5,649 unique Instagram users and engaged with 319 unique Instagram users.

*Most Popular Instagram Post with 6,493 Impressions*



## **FLHSMV.gov**

In preparation for the Move Over campaign, the department updated its Move Over campaign page to include the most recent information and data. The Move Over campaign home page received 33,429 page views between January 3 and January 31, 2017. Of the 33,429 total views, 28,611 (85 percent) page views were from unique web users. The average amount of time that a user spent on the web page was 1:28.

The Move Over campaign web page included the following links that received an estimated amount of clicks as follows:<sup>1</sup>

- Florida Statute as related to the Move Over Law – 163 clicks
- Move Over audio resources – 110 clicks
- Move Over video resources – 109 clicks
- 2016 Move Over Crash Data by County – 109 clicks
- Move Over Social Media Posts – 88 clicks
- Move Over posters (English) – 88 clicks
- Move Over posters (Spanish) – 75 clicks
- Move Over fillable sign – 54 clicks
- 2016 Move Over campaign Evaluation report – 54 clicks

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1. Google Analytics does not track every single click to a PDF. Rather, the number is generated only by a certain percentage of the visits to the Move Over page or a sample of all the visits to the page.

**PAO Events**

FHP Public Affairs Officers (PAO) throughout the state also hosted press conferences, events and discussed topics related to the Move Over campaign. The department’s year-long Arrive Alive campaign, the first statewide data-driven traffic safety initiative in which FHP and partner agencies will focus their law enforcement presence, education and/or engineering efforts in “hot spots” also started in January. Since the Arrive Alive campaign launched at the same time as the Move Over campaign, some troops conducted press conferences that included both Arrive Alive and Move Over messaging, with double-sided handouts with infographics.

Arrive Alive and/or Move Over Press Conferences		
Date	Troop	Photo
1/12/2017	<p><b>Troop A</b>                      Pensacola Police Department                      Escambia County Fire Department and EMS                      FDOT Road Rangers</p>	
1/17/2017	<p><b>Troop C</b>                      Tampa Police Department                      Hillsborough County Sheriffs Office</p>	
1/18/2017	<p><b>Troop D</b>                      Orange County Sheriffs Office                      Orlando Police Department</p>	

**Arrive Alive and/or Move Over Press Conferences**

Date	Troop	Photo
1/23/2017	<p><b>Troop F</b></p> <p>Fort Myers Police Department                      Lee County Sheriffs Office                      Collier County Sheriffs Office                      Glades County Sheriffs Office                      Safe Kids Southwest Florida                      School District of Lee County                      Lee Health                      Lee County Tax Collector                      SWFL Crime Stoppers                      Stay Alive Just Drive</p>	
1/24/2017	<p><b>Troop B</b></p> <p>Jim's Auto Service                      Columbia County Sheriffs Office                      Clay Electric Energy Co-Op                      Columbia County Fire Rescue</p>	
1/24/2017	<p><b>Troop E</b></p> <p>Miami Police                      Miami Fire Department</p>	

**Arrive Alive and/or Move Over Press Conferences**

Date	Troop	Photo
1/25/2017	<p><b>Troop G</b>                      St. Johns County Sheriffs Office                      Starke Police Department</p>	
1/26/2017 2/15/2017	<p><b>Troop L</b>                      Deerfield Beach Fire Department                      Emerald Towing                      FDOT Road Rangers</p>	
2/13/2017	<p><b>Troop H</b>                      Florida Sheriffs Association                      Leon County Fire Department</p>	

**PAO Community Safety Events**

<b>TROOP A</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
01/12/2017	Holmes County High School Driving Safety Presentation	Bonifay, FL	70
<b>TOTAL</b>	<b>1</b>		<b>70</b>

<b>TROOP C</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
01/10/2017	Hillsborough School Bus Driver Safety Presentation	Tampa, FL	50
<b>TOTAL</b>	<b>1</b>		<b>50</b>

<b>TROOP D</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
01/27/2017	University High School Safety Presentation	Volusia County, FL	1,000
<b>TOTAL</b>	<b>1</b>		<b>1,000</b>

<b>TROOP F</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
01/21/2017	Hardee County Fire and Rescue Safety Presentation	Hardee County, FL	250
01/23/2017	Hardee County Fire and Rescue Safety Presentation	Hardee County, FL	200
01/24/2017	Lee Memorial Hospital Teen Driver Education Presentation	Fort Myers, FL	16
01/25/2017	R.T Moore Company Safe Driving Presentation	Bradenton, FL	28
01/27/2017	Bayshore High School Teen Driving Education	Bradenton, FL	140
01/31/2017	R.T Moore Company Safe Driving Presentation	Fort Myers, FL	25
<b>TOTAL</b>	<b>6</b>		<b>659</b>

<b>TROOP L</b>			
<b>Date</b>	<b>Events</b>	<b>Location</b>	<b>Audience</b>
01/04/2017	WINZ 940 Radio Talk Show Traffic Safety Segment	Broward County, FL	67,800 weekly listeners*
01/09/2017	Citizen Criminal Justice Academy Safety Presentation	Delray Beach, FL	40
01/13/2017	Donna Klein Jewish Community School Safety Presentation	Boca Raton, FL	200
<b>TOTAL</b>	<b>3</b>		<b>240</b>

*\*Audience captured for the calculation of reach in "Earned Media."*

**PAO Lessons for Next Campaign**

- Create and post all press conferences on the Move Over campaign web page in order to ensure that the media, partners and other stakeholders can easily find and attend the press conference events and avoid confusion. Press conferences in conjunction with Arrive Alive were posted on the Arrive Alive campaign web page, but there were press conferences that occurred separately on different days.

## Partner Outreach

The department partnered with the Florida Department of Transportation, Florida Police Chiefs Association, Florida Sheriffs Association and AAA - The Auto Club Group to disseminate campaign messaging throughout Florida. AAA - The Auto Club Group displayed the Move Over poster in the Auto Club Group buildings, shared content on social media and disseminated their own press release on the Move Over Law. The Florida Sheriffs Association supported the campaign and displayed the Move Over Law message on message boards on major roadways throughout the month.

The department also worked with its Tax Collector partners to spread the Move Over campaign message. The Move Over logo and accompanying safety message ran on the Motor Vehicle Network in offices in the following counties:

1. Brevard
2. Broward
3. Citrus
4. Duval
5. Escambia
6. Leon
7. Liberty
8. Miami-Dade
9. Monroe
10. Nassau
11. Santa Rosa
12. Walton

The department displayed the Move Over campaign logo and safety message on its digital message board at headquarters from January 3 through January 31, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.

At their meeting on January 24, 2017, the Florida Cabinet issued a Resolution commemorating January 2017 as Move Over Month, with the Florida Sheriffs Association and Florida Police Chiefs Association in attendance.



## Internal Outreach

The Move Over campaign message was promoted internally among department members through use of the department's internal website, SafetyNet. The Move Over campaign logo was posted on the SafetyNet home page for the duration of the campaign. Move Over campaign messaging was also disseminated to approximately 4,500 department employees around the state through the Executive Director's internal biweekly newsletter, DHSMV Connections: Agency Accomplishments & Kudos. The newsletter highlights department members' accomplishments, safety education initiatives and messages from the executive leadership team. The following message appeared in the newsletter published on January 19, 2017.

### It's the law, so *Move Over, Florida!*

~ Florida's Move Over law protects stopped law enforcement, first responders and service vehicles ~

**< MOVE OVER >**

**FOR STOPPED EMERGENCY AND SERVICE VEHICLES**

- > 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.

This month, the department is reminding all motorists to Move Over for stopped law enforcement, first responders, service and utility vehicles and Road Rangers during its second annual *Move Over, Florida!* campaign. In 2016, there were more than 200 crashes that occurred and 5,518 citations issued for failure to move over in Florida. DHSMV and its Division of the FHP are partnering with the Florida Sheriffs Association, Florida Police Chiefs Association and AAA – The Auto Club Group to ensure all law enforcement, first responders, service and utility workers and Road Rangers *Arrive Alive*.

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 Road Rangers, 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.

To comply with the Move Over Law drivers must:

#### Multi-Lane Roadway:

- Vacate the lane closest to the stationary emergency vehicle, sanitation vehicle, utility service vehicle, Road Ranger or wrecker and always signal the intention to change lanes.
- Slow down to a speed of 20 mph below the posted speed limit if a driver cannot move over safely.
- Be prepared to allow those who are attempting to move over into the next lane.

#### Two-Lane Roadway:

- Slow down to a speed of 20 mph below the posted speed limit.
- Travel at 5 mph if the speed limit is 20 mph or less.

You are encouraged to report aggressive drivers by dialing \*FHP (\*347). For more information on the Move Over Law, click the button below.

[Move Over Safety Campaign Page](#)

## 2016 vs. 2017 Campaign Results

### Facebook

Year	Number of Posts	Total Impressions	Average Reach	Average Engagement
2016	22	495,048	13,276	787
2017	34	280,403	5,424	266
<b>Percent Change:</b>		<b>43% decrease</b>	<b>59% decrease</b>	<b>66% decrease</b>

The total impressions in this table do not include paid media impressions. This decrease in impressions, reach and engagement could be attributed to the fact that the department had the dynamic Trooper Mac Mickens video in 2016 that received a lot of earned and social media attention. The department did not use the video on Facebook in 2017. In order to improve the number of impressions, reach and engagement, the department could bring back the Troop Mickens video or research other dynamic, engaging videos to use in the campaign to raise awareness of the Move Over Law.

### Twitter

Year	Number of Posts	Total Impressions	Total Engagement
2016	14	44,243	884
2017	38	149,586	3,123
<b>Percent Change:</b>		<b>238% increase</b>	<b>253% increase</b>

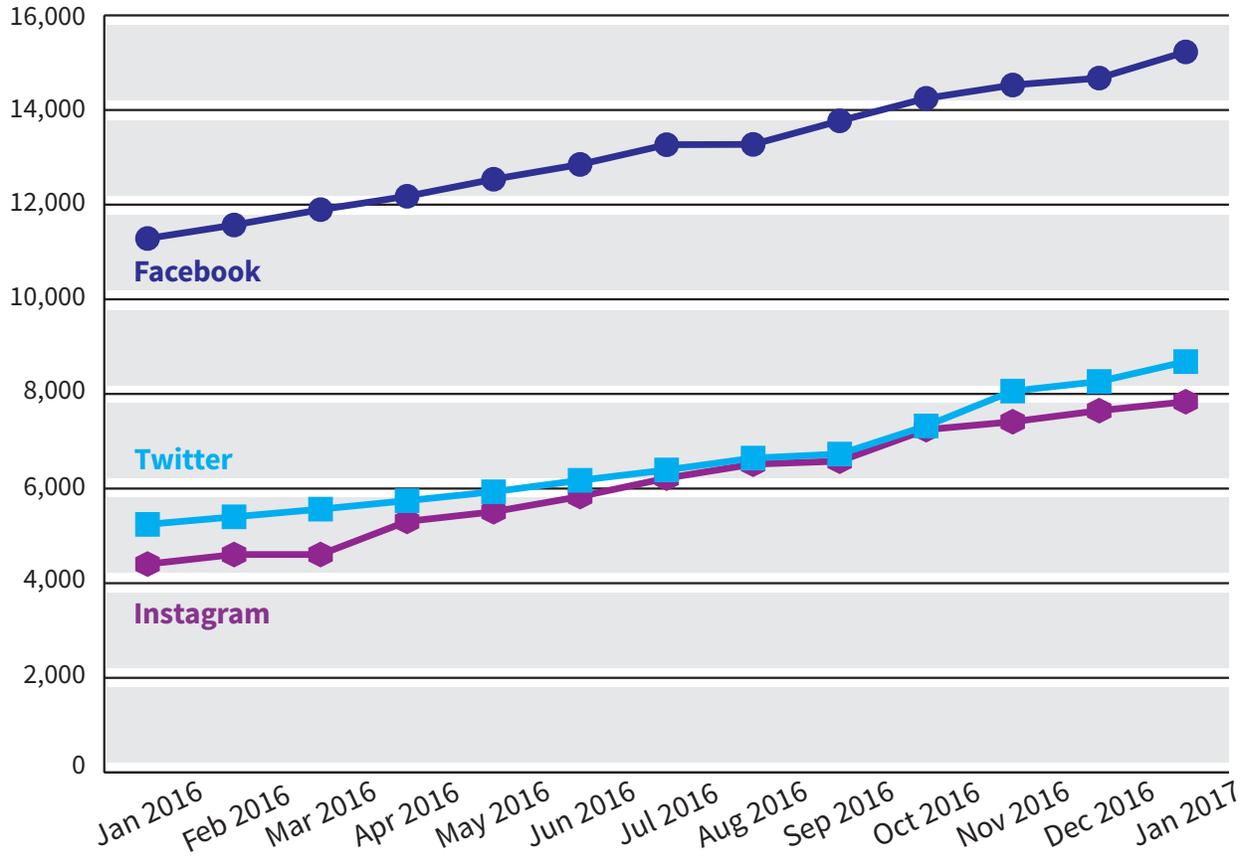
### Instagram

Year	Number of Posts	Total Engagement
2016	8	1,050
2017	21	2,146
<b>Percent Change:</b>		<b>104% increase</b>

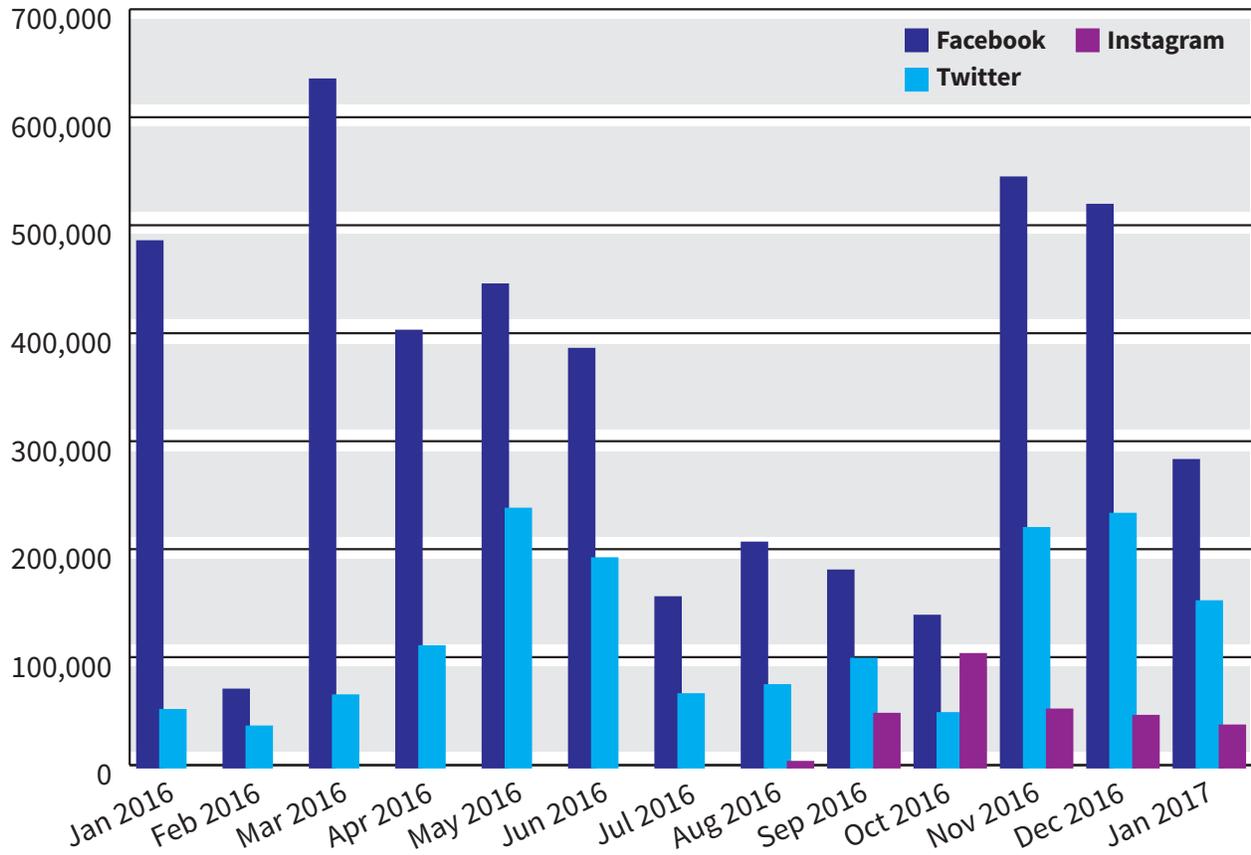
### FLHSMV.gov

Year	Time Spent on Page	Page Views	Unique Page Views
2016	1:30	11,576	8,870
2017	1:28	33,429	28,611
<b>Percent Change:</b>		<b>189% increase</b>	<b>223% increase</b>

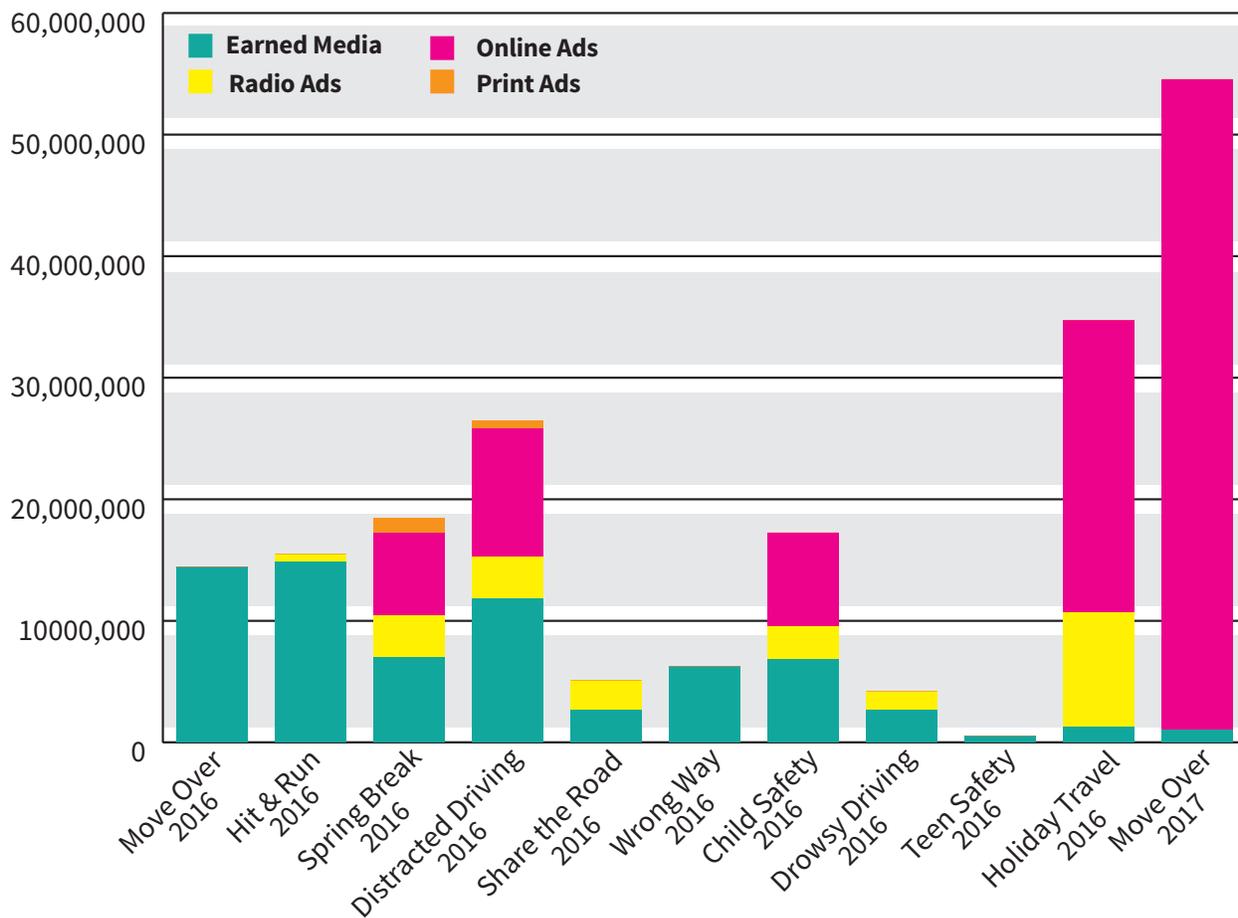
### Social Media Followers



### Social Media Impressions



### Media Reach\*



\*Please note that Media Reach does not include billboard advertisements, so it is not included for the Move Over Awareness or Share the Road campaigns. No paid media was purchased by the department for the Wrong Way Driving Awareness campaign. It is also important to note that the Holiday Travel campaign was two months long.



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