Safe Summer Travel

Campaign Evaluation Report

Background

FLHSMV lead the Safe Summer Travel campaign from June 1 to July 31, 2019, to remind everyone to stay safe on and around Florida's roads while they travel for summer vacation so everyone could *Arrive Alive*. In order to ensure success over the length of the campaign, the campaign featured an initial rollout for the start of Hurricane Season on June 1, followed by a press release announcing the campaign on June 3 with multiphase messaging throughout June and July. Throughout the Safe Summer Travel campaign, the department educated the public regarding all aspects of safe driving, including:

- **Hurricane season and emergency preparedness** - Hurricane season officially begins June 1, continuing through November 30. No other state in the country has more hurricane landfalls per year on average than Florida.
- **Emergency Contact Information (ECI) registration** - FLHSMV encouraged Floridians to register or update their ECI. The secure system allows law enforcement nationwide to contact designated family or friends in an emergency situation.
- **Seatbelt usage for drivers and pasengers (Buckle Up)** - The Dori Slosberg and Katie Marchetti Safety Belt Law, requires that all drivers, all front seat passengers, and all passengers under the age of 18, fasten their safety belts.
- **Tire safety and vehicle preparation** - FLHSMV educated consumers on tire maintenance, never overloading a vehicle, risks of hydroplaning due to unsafe tread depth, and addressing necessary repairs or recalls prior to summer travel.
- **Vehicular heatstroke prevention (Check for Kids and Pets)** - The inside of a vehicle can heat by 20 degrees in just 10 minutes and heatstroke in a closed vehicle can occur when the temperature is as low as 57 degrees outside. FLHSMV spread the message: never leave a child unattended in a vehicle, even for a short period of time.
- **Speeding** - Obeying speed limits improves safety by reducing the probability and severity of crashes. All motorists are responsible for knowing the speed limit on the roadway. In Florida, the speed limit will never be higher than 70 mph.
- **Driving under the influence** - Under Florida law, DUI is the impairment of normal faculties or unlawful blood alcohol or breath alcohol level of .08 or above. FLHSMV, with the FHP, continues to enforce impaired driving prevention.

Data

In June 2018, 45 percent of those who were killed in crashes in vehicles where seat belt use is required were not wearing their seat belts and in July 2018 it was higher at 50 percent. In 2018, there were 3,673 tire-related crashes in Florida, resulting in 213 serious bodily injuries (SBI). Since 1998, 88 child heatstroke deaths have occurred in Florida, more than any other state except Texas. In June and July 2018, there were 118,060 citations issued for unlawful speed. The number of speeding citations issued in July was the highest out of any month in 2018, followed by June. June 2018 had the third highest numbers of serious bodily injuries (SBI) and fatalities as a result of an alcohol confirmed crash. July had the second highest numbers of fatalities due to drug and alcohol confirmed crashes.

Target Market

English and Spanish speaking motorists age 20-39 in counties with the highest numbers of crashes, fatalities and citations, including: Broward, Brevard, Duval, Hillsborough, Indian River, Lee, Miami-Dade, Orange, Palm Beach, Pinellas, Polk, St. Lucia and Volusia counties.

Objectives *Actuals in "(BOLD)"*

- ☑ Secure at least 75 **(131)** new stories based off of the department-disseminated press releases
- ☐ Disseminate campaign messages through targeted advertisements and earn at least 50 **(37.5+)** million impressions.
- ☐ Garner more than 50,000 (**37,249**) visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- ☐ Conduct at least 100 (**71**) community safety events statewide.

Expenditures: $152,102.25

Gas station digital ads ($32,500) · **Online & Social Media ads in English/Spanish** ($30,000) · **'Check for Kids and Pets' Car Sunshades** ($29,999.75) · **Billboards** ($24,620) · **Internet radio ads** ($25,000) · **Sunglasses and Tire Gauges** ($9,982.50)

Total Overall Impressions / Reach: 45,093,327

37,516,519 Paid + **6,134,207** Earned + **424,725** Social Media + **37,249** FLHSMV.gov + **9,841** Outreach & Events

Partners

- Highway message boards and posters in all FDOT rest areas
- Campaign messaging up on Motor Vehicle Network in 19 counties
- FPCA Green Alert with campaign information to all members
- Partnered on sun shades with the Florida Department of Children and Families, Ounce of Prevention Fund and Prevent Child Abuse FL

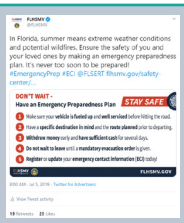
Social Media: 424,725 Earned Impressions

108 Total Posts · **9,096** Total Engagements

47 Facebook posts · **176,184** impressions · **5,157** engagements
41 Twitter posts · **191,698** impressions · **1,655** engagements
20 Instagram posts · **56,843** impressions · **2,284** engagements

Followers Gained: **1,474** Facebook | **438** Twitter | **115** Instagram

Most Impressions & Engagements - Facebook



Most Engagements - Twitter

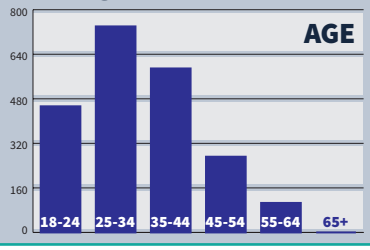
Most Engagements - Instagram

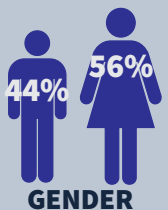
Best Performing Social Media Posts

Website Analytics: 37,249 Total Pageviews · 240 Total Downloads*

1,416 Spanish pageviews
2,866 Link clicks
1:47 Average Time Spent on campaign pages*

**Based on 6.63% of sessions.*



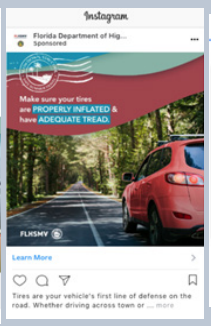


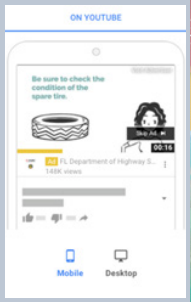
Paid Media: **37,516,519** Total Impressions

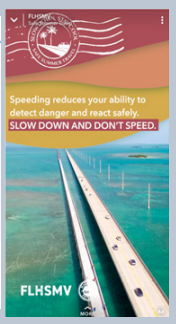
Billboards: 23,241,912 Total Eyes-On Impressions
$113,683 Donated Billboard Space · **5:1** Value Match

Ft. Myers · Jacksonville · Miami · Ocala · Orlando · Pensacola · Panama City · Tampa · *(see billboard art on cover)*

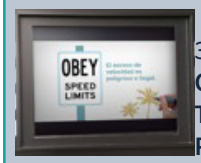
Online Ads: 10,784,200 Total Impressions · **22,202** Total Clicks
$2.60 Average CPM *(Cost per 1,000 impressions)*
0.22% Average CTR *(Click Through Rate)*
Facebook: 4,965,143 impressions · 8,255 clicks
Instagram: 3,977,407 impressions · 2,133 clicks
YouTube: 794,846 Impressions · 993 clicks
Snapchat: 673,046 impressions · 10,277 clicks
Google: 373,758 Impressions · 594 clicks





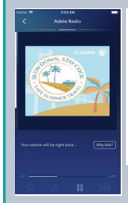


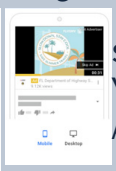
Gas Station TV: 1,983,580 Total Impressions
71,826 Overdelivered Impressions (Added Value)



Ft. Myers/Naples: 224,086 · **Jacksonville**: 331,778 · **Miami/Ft. Lauderdale**: 371,768 · **Orlando/Daytona Beach/Melbourne**: 305,566 · **Tampa/St. Petersburg/Sarasota**: 367,704 · **West Palm Beach/Ft. Pierce**: 382,658

Internet Radio: 1,463,577 Total Impressions
$13.85 Average CPM· **2,640** Total Clicks · **.22%** Average CTR





Pandora: 814,581 impressions · 1,381 clicks
Spotify: 561,956 impressions · 997 clicks
YouTube: 87,040 impressions · 262 clicks

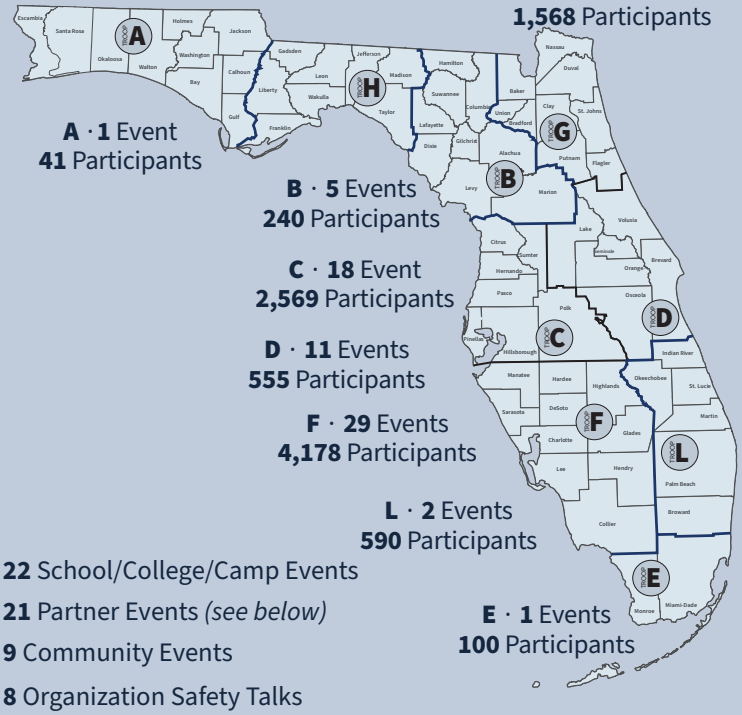
Age Target: 20-39, 20-44 on YouTube

Car Sun Shades: Distributed **27,500** statewide

Sunglasses & Tire Gauges: Distributed **8,000** tire gauges and **7,750** sunglasses statewide

Outreach Events: **9,841** Total Participants

71 Total Events · **8** Troops



A · **1** Event
41 Participants

B · **5** Events
240 Participants

C · **18** Event
2,569 Participants

D · **11** Events
555 Participants

F · **29** Events
4,178 Participants

L · **2** Events
590 Participants

E · **1** Events
100 Participants

G · **4** Events
1,568 Participants

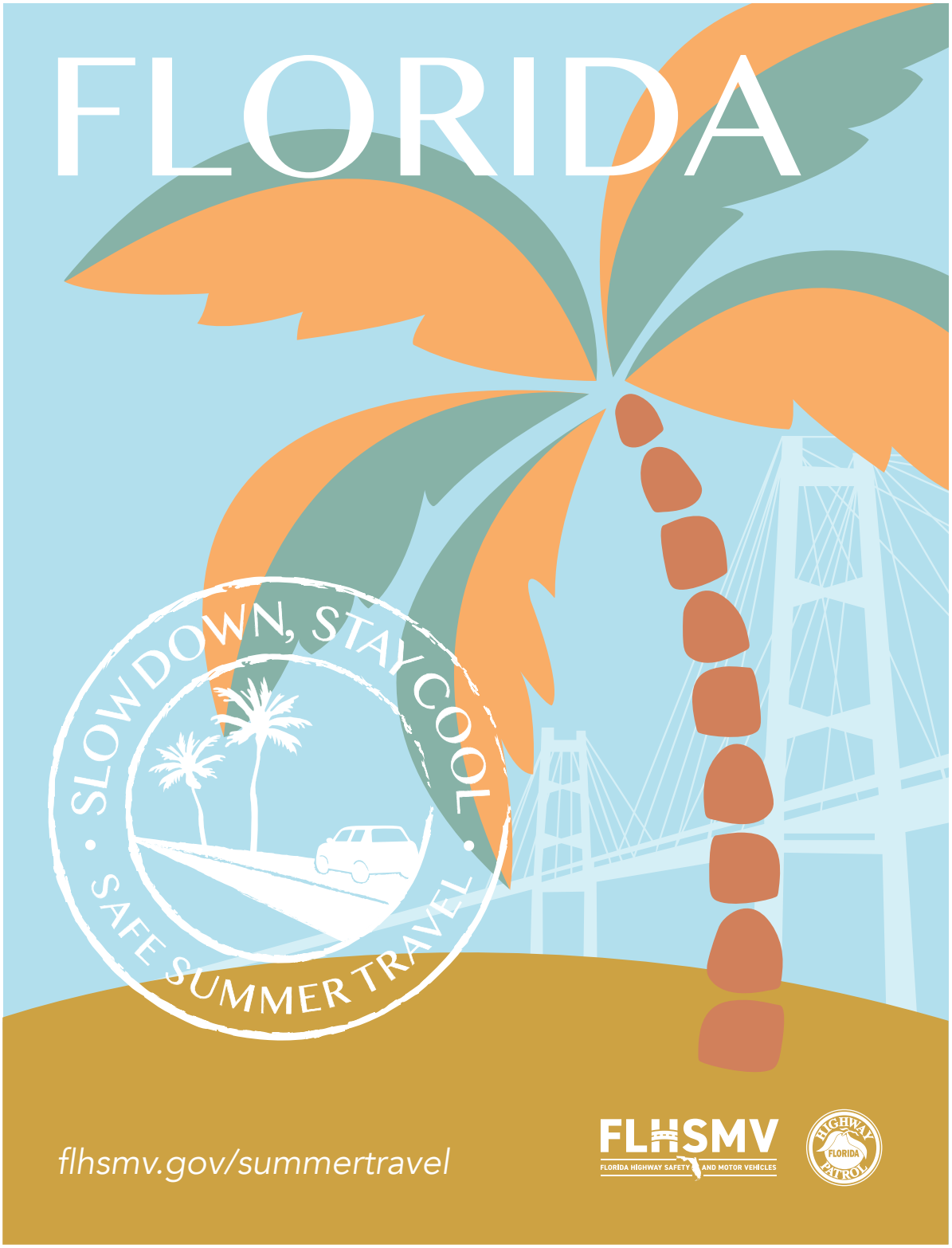
22 School/College/Camp Events
21 Partner Events *(see below)*
9 Community Events
8 Organization Safety Talks

Partners: *Sarasota County Sheriffs, Florida Sheriffs Association Camps, FDOT Gainesville, Columbia County Sheriffs, Hillsborough County Tax Collector, FDOT Orlando, Desoto County Emergency Operations Center, Fort Myers Police, Crime Stoppers Fort Myers, FDOT Fort Myers, North Collier Fire, Safe Kids Southwest FL (Heatstroke Prevention Press Conference), MADD Fort Lauderdale*

Earned Media: **6,134,207** Total Online Circulation/Views · **131** Total TV/Radio Stories

Press Releases: *FLHSMV Urges Motorists to Slow Down, Stay Cool* (June 3) · *Texting and Driving Now a Primary Driving Offense* (June 28) · *FLHSMV Launches New Crash Records Portal* (July 1) • *Florida Highway Patrol Increases Visibility for Independence Day* (July 3)

News Outlets: Fort Lauderdale: *Boca News Now, Sun Sentinel* • **Fort Myers/Sarasota**: *Charlotte Sun, Ft. Myers News-Press, Naples FL Weekly, Southwest FL Blog,* WBBH, WFTX, WINK, WWSB • **Gainesville**: *Gilchrist County Journal,* WCJB • **Jacksonville**: *First Coast News, Florida Times Union, St. Augustine Record,* WJAX, WJCT, WJXT • **Miami:** *Miami Herald,* WFOR, WPLG, WSVN, WTVJ, WTVT • **Orlando/Osceola**: *Apopka Voice, Ocala Star Banner, Orlando Sentinel, Osceola News-Gazette,* WESH, WFTV, WOFL • **Pensacola/Panama City**: *Chipley Foster Folly News, NorthEscambia.com, NWF Daily News,* WEAR, WMBB • **Tampa**: *Bradenton Herald, Tampa Bay Times,* WFLA, WFTS, WTSP, WTTA, WUFT • **Tallahassee**: *Gadsden Times, Tallahassee Democrat,* WCTV, WTXL • **West Palm Beach**: *Space Coast Daily,* WFLX, WPBF, WPEC, WPTV • **Statewide:** *FL Daily, FL Phoenix, FL Politics, FL Today, News Service of FL, Sunshine State News*



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FLHSMV
FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES

HIGHWAY FLORIDA PATROL