

Motorcycle and Bicycle Safety Awareness Month: *Share the Road* Campaign Evaluation Report

#ShareTheRoadFL

SHARE THE ROAD



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

Background

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 department's safety and education campaign initiatives, including educating the public regarding the importance of safely sharing the road with vulnerable road users, motorcycles, mopeds, bicycles and commercial motor vehicles (CMV).

In Florida, a bicycle is legally defined as a vehicle and has all of the privileges, rights and responsibilities on public roads (except expressways) that a motor vehicle does. Motorcycle and moped drivers also have the same rights and duties as drivers of motor vehicles and can receive citations for traffic violations. Motorists, bicyclists and motorcyclists all have a responsibility to share the road properly and travel safely. Sharing the road with CMVs like semi-trucks or travel buses also means staying out of their large blind spots, no tailgating, leaving plenty of space behind a CMV and passing safely.

Throughout the Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign, the department educated the public regarding the importance of using extra caution around motorcycles and bicycles on the road, reminding all motorists how to properly share the road with CMVs and the deadly consequences of not safely sharing the road with all vehicles. The department placed a particular emphasis on the call to action, "Share the Road."

Objectives

The department exceeded all 2017 campaign objectives, which had been increased from the 2016 campaign:

- Secure at least 25 news stories off of the department-disseminated press release.
 - ▶ 2017: Secured 28 news stories with at least 6,792,561 potential views.
 - ▶ 2016: Secured 13 news stories based off of the department-disseminated press release.
- Disseminate campaign message through targeted radio public service announcements (PSA) and earn at least three million impressions.
 - ▶ 2017: Earned over 26 million impressions from paid media efforts.
- Obtain at least 20,000 impressions on department social media channels.
 - ▶ 2017: Obtained at least 198,202 impressions through Facebook, Twitter and Instagram.
 - ▶ 2016: Obtained over 1,500 engagements on department social media channels.
- Garner more than 20,000 visits to the *Share the Road* campaign web page on www.flhsmv.gov.
 - ▶ 2017: Garnered 23,675 pageviews from the *Share the Road* campaign web pages on www.flhsmv.gov.
 - ▶ 2016: Garnered 10,067 visits to the *Share the Road* web page on www.flhsmv.gov.

Target Market

Male motorists, motorcyclists and bicyclists age 15-54 in counties with the highest numbers of motorcycle and bicycle crashes, fatalities and citations, including: Alachua, Brevard, Broward, Duval, Hillsborough, Lee, Marion, Miami-Dade, Orange, Osceola, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Seminole counties.

Budget: \$65,250¹

- Online and/or Broadcast Radio PSAs (English and Spanish): up to \$25,000
- Billboards: up to \$40,000
- Printing and Mailing: up to \$250

Expenditures: \$64,803.10

- Online and Broadcast Radio PSAs (English and Spanish): \$25,000
- Billboards: \$39,700 | *Added Value* \$230,000
- Printing and Mailing: \$103.10

Evaluation

The department led the Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign from May 1-31, raising awareness and educating motorists on the importance of sharing the road with all road users and the consequences of not sharing the road safely. The campaign was successful in reaching all campaign goals and objectives, with more than 33 million views through paid media, earned media, social media and community outreach.

The billboards had a potential reach of more than 20 million and the radio PSAs made almost six million impressions through online and broadcast radio. Throughout the month, the campaign garnered 29 news stories in newspapers, local news channels or local radio stations statewide, with almost 7 million views across multiple platforms. The department used its Facebook, Twitter and Instagram accounts to promote the *Share the Road* campaign, posting content a total of 82 times and delivering a minimum of 198,202 impressions. The *Share the Road* campaign web page on FLHSMV.gov received 19,846 page views, along with 3,065 pageviews for the Florida Rider Training Program course web page and 764 pageviews for the statewide press release on FLHSMV.gov. In addition, FHP Public Affairs Officers (PAO) conducted community safety events throughout Florida to spread the *Share the Road* campaign message to 12,964 people.

Media	Views
Paid	26,156,350
Earned	6,942,561
Social	198,202
Partner Outreach	23,766
FLHSMV.gov	23,675
Community Safety Events	12,964
TOTAL	33,357,518

¹ Radio PSAs and Billboards were funded by the Motor Carrier Safety Assistance Program (MCSAP) grant allocated for safety and education campaigns for the department.

Branding and Design

The department created new Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign artwork and branding for 2017. The new designs included a new logo and graphics that would appeal to the male target market, with clean and simple text and engaging photographic images and layouts. The new artwork was used across platforms, in online radio advertisements, billboards, social media, FLHSMV.gov and in all posters distributed to partners and stakeholders.

2016

Logos



Poster



2017

Main Logo

SHARE SHARE THE ROAD THE ROAD

11x17 Poster



Social Media Images



All bicyclists **under age 16** are required to wear a helmet.



Motorcycle helmets are *not* required **if you are over age 21 AND have proper insurance,** but are *recommended* for your safety.



Paid Media

Billboards

The department purchased space on 41 billboards statewide with a focus on major highways and commercial areas on primary and secondary roads in Miami, Daytona, Jacksonville, Tampa, Orlando, Lakeland, Ocala, Tallahassee and Fort Myers. Two billboard designs were used, one for the vinyl bulletins with a focus on highway users, including CMV, and the other for poster panels with smaller road users, including bicycles.



Though the campaign only ran in May, the billboards remained posted for two additional months, creating added value for the department. In addition, while the department only paid \$39,700 for the 41 billboards, the actual value of all the billboards was five times that at \$269,017. The statewide average eyes on impressions (EOI), or number of people that saw the billboards, was an average of 100,017 a week for a total campaign EOI of 20,186,664.



Share the Road Billboards posted by I-4 in Lakeland, FL

Broadcast Radio Advertisements

The department contracted with a multimedia radio company to run *Share the Road* campaign online and broadcast radio advertisements, targeted to English and Spanish-speaking motorists ages 18-34 and 45-59 in the counties with the highest numbers of motorcycle and bicycle crashes and citations. The purpose of these advertisements was to provide education and awareness to Florida’s motorists about the importance of sharing the road with all road users, including bicycles, motorcycles and CMVs to ensure everyone on the roads can *Arrive Alive*. There were two different audio spots for the radio advertisements recorded in English and Spanish:

1. (Motorcycle Engine Sound Effect) Florida’s gorgeous weather and beautiful scenery make it great for riding motorcycles. But, more than 500 motorcycle riders were killed in crashes in Florida last year! Look twice for motorcycles! Drive – or ride - with caution. And... drive carefully around commercial vehicles – they can have a hard time seeing you. Share the Road, Florida! *A message brought to you by the Florida Department of Highway Safety and Motor Vehicles. For more information go to FLHSMV.gov.*
2. (Bicycles Whizzing by Sound Effect) Florida’s beautiful weather and scenery make it ideal for riding bicycles, year-round. But, last year, 133 bicyclists died in crashes! You need to be seen when you ride! Wear bright colored clothes. Use reflectors and lights at night! Drive – or ride - with caution. And...drive carefully around commercial vehicles – they can have a hard time seeing you. Share the Road, Florida! *A message brought to you by the Florida Department of Highway Safety and Motor Vehicles. For more information go to FLHSMV.gov.*

These targeted radio advertisements made 5,338,243 impressions through online streaming audio, banners and videos, and on-air PSAs on the Florida News Network.

Online and Broadcast Radio	Total Impressions
Online Streaming	631,443
Online Banners	439,405
Online Videos	192,038
Broadcast Florida News Network	4,706,800
TOTAL	5,969,686

Online Radio Banner



Earned Media

The department disseminated a statewide press release on May 1, 2017, announcing the Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign and PAOs hosted media events throughout the month. The following news outlets ran a story about the campaign:

	Date	Publication	Title	Readership
1	5/1/2017	WJXT	AAA now offers bicycle roadside service	Online circulation of 19,749
2	5/1/2017	Chipley Bugle	May is Motorcycle and Bicycle Awareness Month	Online circulation of 2,235
3	5/1/2017	Sarasota Herald Tribune	FHP reminds drivers to share the road with bikers and cyclists	Monday-Friday circulation of 103,650
4	5/1/2017	The Ocala Star Banner	Bicyclists, motorists alike share responsibility	Online circulation 20,449
5	5/1/2017	Suncoast News Network	'Share the Road': Motorcycle & bike community express safety concerns	Readership information unavailable
6	5/2/2017	WEAR	FHP reminds drivers to share the road with bikers, cyclists	Online circulation of 19,747
7	5/2/2017	Palm Beach Post	NEW: FHP IDs motorcyclist killed on I-95 in hit-and-run	Monday-Friday circulation 160,506
8	5/3/2017	Historic City News	Driver cited after crashing into St. Joseph Academy bus	Readership information unavailable
9	5/4/2017	Foster Folley News	Protect Florida's vulnerable road users, share the road	Online circulation 8,754
10	5/4/2017	Bradenton Herald	Man on moped seriously injured after crash	Monday - Friday circulation of 43,719
11	5/4/2017	NWF Daily News	Bicyclist critical after being struck on U.S. 98	Online circulation of 19910
12	5/4/2017	WENG	Radio Show on Share the Road	150,000 households
13	5/8/2017	Catalyst Newspaper	Recent Deaths in Cycling Community Spurs Devastation and Concern for Cyclist Road Safety	Readership information unavailable
14	5/11/2017	Pine Island Eagle	Motorcycle and Bicycle Safety Awareness Month: Take care	Online circulation of 189
15	5/14/2017	Tampa Bay Reporter	Motorcycle driver critically injured in Pinellas crash	Readership information unavailable
16	5/15/2017	Tampa Bay Times	Tampa bicyclist dies after collision with truck in Oldsmar	Monday-Friday circulation of 305,789
17	5/15/2017	Miami Herald	Body found on busy Kendall street might have been there for more than a day	Monday-Friday circulation of 225,844
18	5/17/2017	WJHG	Ride of Silence event honors those injured or killed in bicycle accidents	Online circulation of 10,200
19	5/19/2017	NorthEscambia.com	10-Year Old Bicyclist Dies After Being Hit By SUV	Online circulation of 12,600
20	5/20/2017	Orlando Sentinel	One man killed, another injured after moped crashes into Lynx bus	Saturday circulation of 218,908
21	5/23/2017	WCJB	Motorcycle Safety Month	Online circulation of 5,422
22	5/23/2017	WKRG	Motorcycle Hit Scooter, Fisherman In Crash That Killed 3	126,429 average unique daily page views
23	5/23/2017	WEAR TV	Bike helmets donated to more than 800 Hellen Caro Elementary students	Online circulation of 19,747
24	5/23/2017	Palm Beach Post	JUST IN: Teen without driver's license accused in motorcyclist's death	Monday-Friday circulation 160,506
25	5/24/2017	WTXL	School bus carrying 46 children crashes into car in Tallahassee	Online circulation of 19,831

Date	Publication	Title	Readership	
26	5/24/2017	Daytona Beach News Journal	FLAGLER PERSPECTIVE: Bicycle safety is everybody's concern	Monday-Friday circulation of 97,832
27	5/24/2017	U.S. News and World Report	Man Dies After Crashing Into Commuter Bus	5,161,290 average page views per day
28	5/25/2017	WINZ	Radio Talk Show Traffic Safety Segment	9,686 average daily listeners
29	5/31/2017	WTVT	Bicyclist killed in hit-and-run; FHP searching for driver	Online circulation 19,569
29 TOTAL STORIES			at least 6,942,561	

Social Media

The Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign content made a total of 198,202 organic or unpaid impressions on department social media platforms during the month of May. *Share the Road* campaign content on Twitter made 90,048 impressions and 1,163 engagements. 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.

Facebook

At the start of the campaign, the department's Facebook page had 16,084 likes. Over the course of the *Share the Road* campaign, the department gained 495 new likes, totaling 16,579 by June 1, 2017. The department's 20 *Share the Road* campaign-related posts garnered a total of 92,149 impressions. The average *Share the Road* campaign post reached 2,952 unique users and engaged with 50 unique users.

The most popular campaign post (image below) included a *Share the Road* campaign Safety Tip about motorcycle helmets. This post from May 6, 2017 garnered 10,415 impressions, reached 6,170 unique users and engaged with 31 unique users.



Twitter

At the start of the *Share the Road* campaign, the department’s Twitter account had 9,233 followers. By June 1, 2017, the department gained 140 new followers, totaling 9,373 followers. The department tweeted *Share the Road* campaign content 44 times and campaign-specific tweets garnered 90,048 impressions and 1,163 engagements.

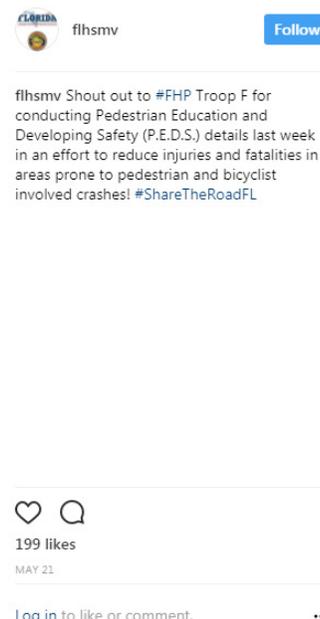
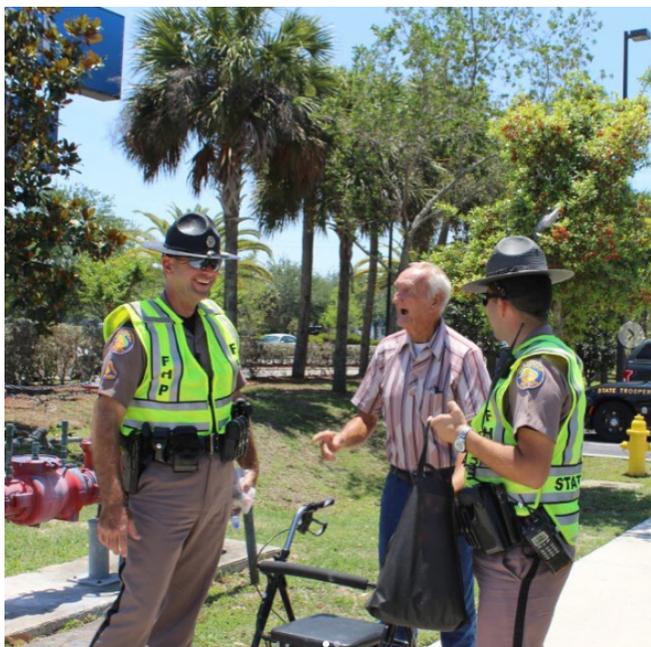
The most popular campaign tweet (image below) featured a *Share the Road* Safety Tip about bicycle helmets and garnered 5,256 impressions and 85 engagements.



Instagram

At the start of the *Share the Road* campaign, the department’s Instagram account had 8,604 followers. By June 1, 2017, the department gained 259 new followers, totaling 8,863 followers. The department made eight posts containing *Share the Road* campaign content, garnering 16,005 impressions. The average campaign Instagram post reached 1,599 and engaged 91 unique Instagram users.

The most successful *Share the Road* campaign post (image below) in terms of impressions and engagement included a photo of Troop F conducting pedestrian safety education to reduce pedestrian and bicyclist crashes. This post garnered 3,595 impressions, with 201 engagements.



FLHSMV.gov

For the Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign, the department updated the campaign web page to include new graphics and resources. The *Share the Road* campaign web pages received a total of 23,675 pageviews between the campaign web page in the Safety Center, the Florida Rider Training program web page and the press release. The *Share the Road* campaign web page received 19,846 page views between May 1- 31, 2017. Of the total views, 14,067 (71 percent) page views were from unique web users. The average amount of time that a user spent on the web page was 1:04. Compared to the 2016 campaign with 10,067 page views, the *Share the Road* campaign web page had 97 percent more pageviews in 2017. The statewide press release from May 1, 2017 was also posted on the FLHSMV.gov newsroom and received 764 pageviews.

The *Share the Road* campaign web page included motorcycle, bicycle and CMV safety tips as well as downloadable statewide data and campaign materials for social media and print. Within the safety content, the page linked to the Florida Rider Training Program course information, which was also promoted throughout the month through the press release and social media. That web page received an additional 3,065 pageviews, of which 2,446 were unique.

Google Analytics only recorded clicks for a 30.72 percent sample size of sessions on the web page, so not all downloads for campaign resources were recorded.² The resources with the most downloads were:

1. English Motorcycle Handbook – 55 downloads
2. Share the Road Social Image 1 (Motorcycle) – 46 downloads
3. Social Media Posts PDF – 33 downloads

Campaign Materials

2017 **Press Release**

Social Media Kit

Download the Social Media Posts PDF and click on the thumbnails below to make posting on social media quick and easy! Make sure to use hashtag #SharetheRoadFL too.

#SharetheRoadFL Social Media Posts

Facebook Cover and Post Images



Twitter Cover and Post Images



Instagram Image



Additional Social Images



² Google Analytics generates number of clicks by using only a percentage or sample of all the clicks on the link.

Community Safety Events

The department's FHP Public Affairs Officers (PAO) throughout the state hosted and participated in community safety events and discussed topics related to the Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign, with a total audience size of 12,964 people.

PAO Community Safety Events

TROOP A			
Date	Events	Location	Audience
5/12/2017	Community Outreach at Bethlehem Elementary School	Bonifay, FL	350
5/12/2017	General Safety at SanDestin Beach Resort	Destin, FL	50
TOTAL	2		400

TROOP B			
Date	Events	Location	Audience
5/30/2017	Traffic Safety Presentation at Hamilton County High School	Jasper, FL	100
TOTAL	1		100

TROOP C			
Date	Events	Location	Audience
5/9/2017	Hillsborough County Bus Drivers Safety Brief	Tampa, FL	1,800
5/20/2017	Citrus County Hurricane Expo	Crystal River, FL	1,000
5/27/2017	Corvette Car Show/Share the Road	Tampa, FL	2,000
TOTAL	3		4,800

TROOP D			
Date	Events	Location	Audience
5/04/2017	Ocoee Baptist Church Safety Event with Cub Scouts	Ocoee, FL	35
5/06/2017	Lake Mary Sportsplex - Share the Road and Seatbelt Safety	Lake Mary, FL	300
5/07/2017	Arrive Alive/Share the Road at Crane's Roost Park	Altamonte Springs, FL	200
5/15/2017	Arrive Alive/Share the Road at Institute of Police Technology and Management's (IPTM) Symposium on Traffic Safety	Orlando, FL	100
5/16/2017	Arrive Alive/Share the Road at IPTM's Symposium on Traffic Safety	Orlando, FL	150
TOTAL	5		785

TROOP E			
Date	Events	Location	Audience
5/10/2017	Oliver Hoover Elementary School Safety Education Class	Miami, FL	250
5/10/2017	Awareness and Educational Safety Talk/Career Day at Colonial Drive Elementary	Miami, FL	250
5/11/2017	Village Green Elementary Safety Talk/Career Day Presentation	Tamiami, FL	300
5/11/2017	Pinecrest Preparatory Academy Safety Talk/Career Day Presentation	Miami, FL	250
5/19/2017	Pine Lake Elementary Safety Talk/Career Day Presentation	Miami, FL	250

Florida Department of Highway Safety and Motor Vehicles

TROOP E

Date	Events	Location	Audience
5/19/2017	Whispering Pines Elementary School Safety Talk/Career Day Presentation	Cutler Bay, FL	35
5/24/2017	Doral Academy School Safety Talk/Career Day Presentation	Miami, FL	300
5/26/2017	BridgePrep Academy South Safety Talk/Career Day Presentation	Miami, FL	300
5/26/2017	Dr. Edward L. Whigham Elementary School Safety Talk/Career Day Presentation	Cutler Bay, FL	300
TOTAL	9		2,235

TROOP F

Date	Events	Location	Audience
5/04/2017	WENG Radio Show on Share the Road	Fort Myers, FL	150,000 households*
5/05/2017	Hardee County Expo	Hardee County, FL	400
5/11/2017	Operation P.E.D.S. (Pedestrian Education and Developing Safety)	Fort Myers, FL	27
5/17/2017	Cub Scout Pak 720 Safety Talk on Share the Road Bicycle Safety	Lehigh Acres, FL	15
5/19/2017	Teen Safe Driving Event at BRAKES Driving School	Bradenton, FL	140
5/20/2017	Teen Safe Driving Event at BRAKES Driving School	Bradenton, FL	107
TOTAL	6		689

TROOP G

Date	Events	Location	Audience
5/06/2017	Naval Air Station Jacksonville Safety Talk	Jacksonville, FL	200
5/09/2017	Girl Scouts of Gateway Council Safety Talk	Jacksonville, FL	30
5/12/2017	Naval Air Station Jacksonville SeaBees Safety Talk	Jacksonville, FL	50
5/13/2017	FarmShare Nassau Safety Talk	Jacksonville, FL	500
5/19/2017	Ruth Upson Elementary School Safety Talk	Jacksonville, FL	250
5/19/2017	Naval Air Station Jacksonville Safety Talk	Jacksonville, FL	300
5/22/2017	Tom Coughlin Jay Fund Foundation Safety Outreach	Jacksonville, FL	400
5/24/2017	Naval Air Station Jacksonville (2 Squadrons, VR-58, Command) Safety Talks	Jacksonville, FL	1,100
5/25/2017	Naval Air Station Jacksonville Safety Stand-down with Share the Road Safety	Jacksonville, FL	800
5/25/2017	The Exchange Club Safety Talk	Jacksonville, FL	25
5/31/2017	Naval Air Station Jacksonville – Navy Southeast Command Safety Talk	Jacksonville, FL	300
TOTAL	11		3,955

TROOP L

Date	Events	Location	Audience
5/25/2017	WINZ Radio Talk Show Safety Segment	Broward County, FL	67,800 weekly listeners*
TOTAL	1		67,800*

*Audience captured for the calculation of reach in "Earned Media" and not counted twice within the PAO safety event audience size totals.

Partner Outreach

The department partnered with the Florida Department of Transportation (FDOT), Florida Police Chiefs Association (FPCA), Florida Sheriffs Association (FSA) and the Florida Trucking Association (FTA) to disseminate Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign messaging throughout Florida.

FDOT supported the campaign by posting the *Share the Road* campaign poster in rest areas throughout Florida and through their Ride Smart Florida program, a motorcycle safety coalition which included department participation. The Ride Smart Florida program shared the “Watch for Motorcycles” message through billboards and social media, reaching an estimated 20,000 people per day on Facebook. The Ride Smart Florida Proclamation Event also increased awareness and educated motorists and motorcyclists regarding motorcycle safety and helped reach an additional 3,000 potential views through earned media.

The FPCA included a quote in the department’s press release: “Sharing the road responsibly is critical, especially considering the number of police officers who work on bicycles and motorcycles to keep our residents safe,” said Coconut Creek Police Chief Butch Arenal, President of the Florida Police Chiefs Association. “Stay alert, watch for these vehicles and help us keep Florida’s roads and highways safer for all users.” The FPCA also shared the campaign message and materials with their members by sending out a Green Alert to 766 people and shared or retweeted the department’s *Share the Road* campaign social media throughout the month.

GreenAlert
For Your Information

Florida Police Chiefs Association
est. 1952

Quick Links

- [85th Annual Summer Training Conference Registration](#)
- [CORE Training](#)
- [FPCA Building Fund](#)
- [Jobs Central](#)
- [FPCA Disclaimer](#)

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#ShareTheRoadFL

SHARE THE ROAD
FLORIDA

The Florida Department of Highway Safety and Motor Vehicles (DHSMV) has launched May's Motorcycle and Bicycle Awareness Month: Share the Road campaign. Please click here to view the [press release](#) announcing the campaign. In partnership with the Florida Department of Transportation, Florida Police Chiefs Association, Florida Sheriffs Association and Florida Trucking Association, DHSMV is reminding motorists all month long about the importance of sharing the road with vulnerable road users and driving with caution around motorcycles, bicycles and commercial motor vehicles.

Please visit the updated Share the Road [campaign page](#) in order to view and download all the campaign materials. Our social media kit is complete with posts and graphics to make it easy to share with your social media audience to spread the campaign message. You will also find the print materials, including multiple posters highlighting different road users, statewide crash data and other campaign resources for your use. We've sent you five posters and are happy to send any additional copies of posters or different sized digital graphics you need. Let us know if we can provide any other materials for your use.

STARS
By providing Selection, Training, Assessment, Recruitment, and Support, the Florida Police Chiefs STARS Program is setting the standard for finding, retaining, and supporting the best police chiefs available.

[Learn more about STARS >>](#)

Natalia KIMREY
Safety & Education Campaign Manager
Office of Communications
Florida Department of Highway Safety and Motor Vehicles

The FSA supported the campaign by including a quote in the department’s press release, from the FSA President: “Last January, Orange County Deputy First Class Norman Lewis, our ‘Gentle Giant’ hero, was killed in a traffic crash while riding his

motorcycle to the scene of the assassination of Orlando Police Sergeant Debra Clayton. To promote traffic safety, and to honor Deputy Lewis, the Florida Sheriffs Association proudly endorses the Florida Department of Highway Safety and Motor Vehicles' Motorcycle and Bicycle Safety Awareness Month this May," stated Sheriff Jerry Demings, President of the Florida Sheriffs Association.

The Florida Trucking Association supported the campaign by providing a quote for the department's press release: "Two-wheeled vehicles are some of the most vulnerable on the road, and that means we must be extra vigilant to ensure their safety," said Ken Armstrong, President and CEO of the Florida Trucking Association. "Knowing the proper way to share the road with bicycles, motorcycles and commercial vehicles needs to be a priority for every motorist on the road. Especially in the trucking industry, where many of our own are motorcycle enthusiasts, this issue is an important one because big blind spots and small vehicles don't always mix well."

The department's division of Motorist Services also helped support the campaign by making sure Floridians are aware of the Florida Rider Training Program. The links to certified course providers and more information in the Official Florida Driver License Handbook was shared throughout the month on social media and a quote from the Director of Motorist Services was included in the press release: "To best equip Florida's motorcycle operators for safe, responsible motorcycling, the DHSMV administers the Florida Rider Training Program," said Robert Kynoch, Director of Motorist Services. "Through this statewide program, certified course providers educate motorcycle operators on the fundamentals necessary to ride safely and avoid crashes while sharing the road in Florida."

The *Share the Road* campaign message and logo were displayed on the Motor Vehicle Network in English and Spanish in

- | | | |
|-------------|---------------|----------------|
| 1. Broward | 6. Leon | 11. Santa Rosa |
| 2. Citrus | 7. Miami-Dade | 12. Volusia |
| 3. Escambia | 8. Monroe | 13. Walton |
| 4. Hendry | 9. Nassau | |
| 5. Lee | 10. Pinellas | |

department and Tax Collector offices in the following counties:

Motor Vehicle Network Graphics

<p>MOTORCYCLE SAFETY TIPS</p> <ul style="list-style-type: none"> Motorcycle helmets are not required if you are over 21 and have proper insurance coverage, but are recommended for safety. Never share a lane with a motorcycle - they are entitled to the entire lane. To obtain a Motorcycle Endorsement on a driver license or a Motorcycle Only license, you must complete an approved motorcycle safety course. <p>#ShareTheRoadFL</p> 	<p>BICYCLE SAFETY TIPS</p> <ul style="list-style-type: none"> A bicycle is legally defined as a vehicle and has all the rights and responsibilities on public roads, except expressways. All bicyclists under age 16 are required to wear a helmet. Give bicycles a minimum of 3 feet of clearance when passing or driving next to them. <p>#ShareTheRoadFL</p> 	<p>COMMERCIAL MOTOR VEHICLE SAFETY TIPS</p> <ul style="list-style-type: none"> Commercial motor vehicles have large blind spots in front, behind and on both sides of the vehicle. Stay out of the "No Zone!" Do not tailgate. You'll be in the rear blind spot and may collide with the truck if it stops unexpectedly. Commercial vehicles have long stopping distances and limited maneuverability. Remember to give them space. <p>#ShareTheRoadFL</p> 
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The department displayed the *Share the Road* campaign logo and safety message on its digital message board at headquarters from May 1-31, 2017. FHP troops D, F, G and H also displayed the graphic on their troop headquarters' digital message boards.



Internal Outreach

The Motorcycle and Bicycle Safety Awareness Month: *Share the Road* campaign message was promoted internally among department members through use of the department's internal website, SafetyNet, for the duration of the campaign. Below is the image used to promote the campaign message on SafetyNet.



The *Share the Road* campaign message was also promoted internally by putting up posters throughout department headquarters. Below is the graphic representation of the poster.



2016 vs. 2017 Campaign Results

Earned Media

Year	Number of Stories	Total Readership
2016	13	2,784,141
2017	28	6,792,561
Percent Change:		144% increase

Earned Media is now calculated using daily online circulation, so totals from 2016 have been recalculated in order to compare to 2017.

Facebook

Year	Total Number of Posts	Average Impressions per Post	Average Reach per Post	Average Engagement per Post
2016	29	84,350	1,477	67
2017	21	92,149	2,952	50
Percent Change:		9% increase	100% increase	25% decrease

Twitter

Year	Total Number of Posts	Average Impressions per Post	Average Engagement per Post
2016	30	114,825	1,264
2017	44	90,048	1,163
Percent Change:		22% decrease	8% decrease

Although there was a decrease in engagement on Facebook and impressions and engagement on Twitter, the department used paid media efforts through online and broadcast radio, earned media, community safety events and partner outreach to further engage the target market for the campaign.

Instagram

Year	Number of Posts	Average Engagement per Post
2016	17	50
2017	8	91
Percent Change:		82% increase

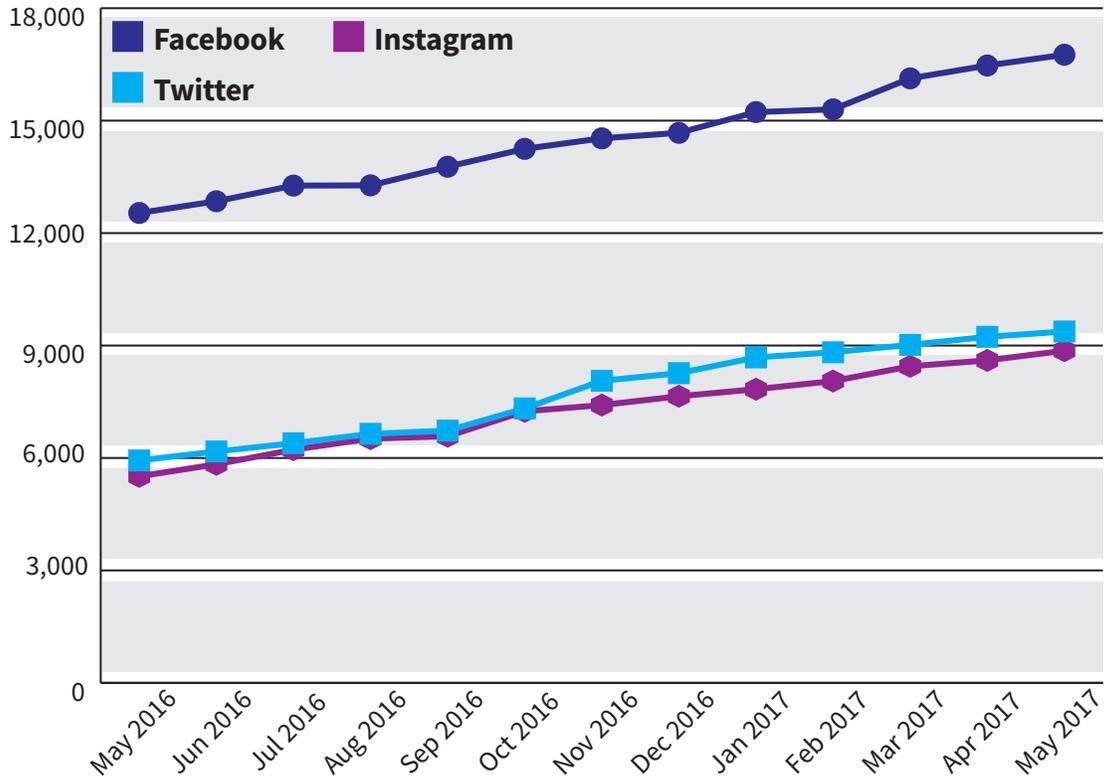
FLHSMV.gov

Year	Average Time Spent on Page	Average Daily Page Views	Average Daily Unique Page Views
2016	1:26	10,067	7,730
2017	1:04	19,846	14,067
Percent Change:		97% decrease	82% decrease

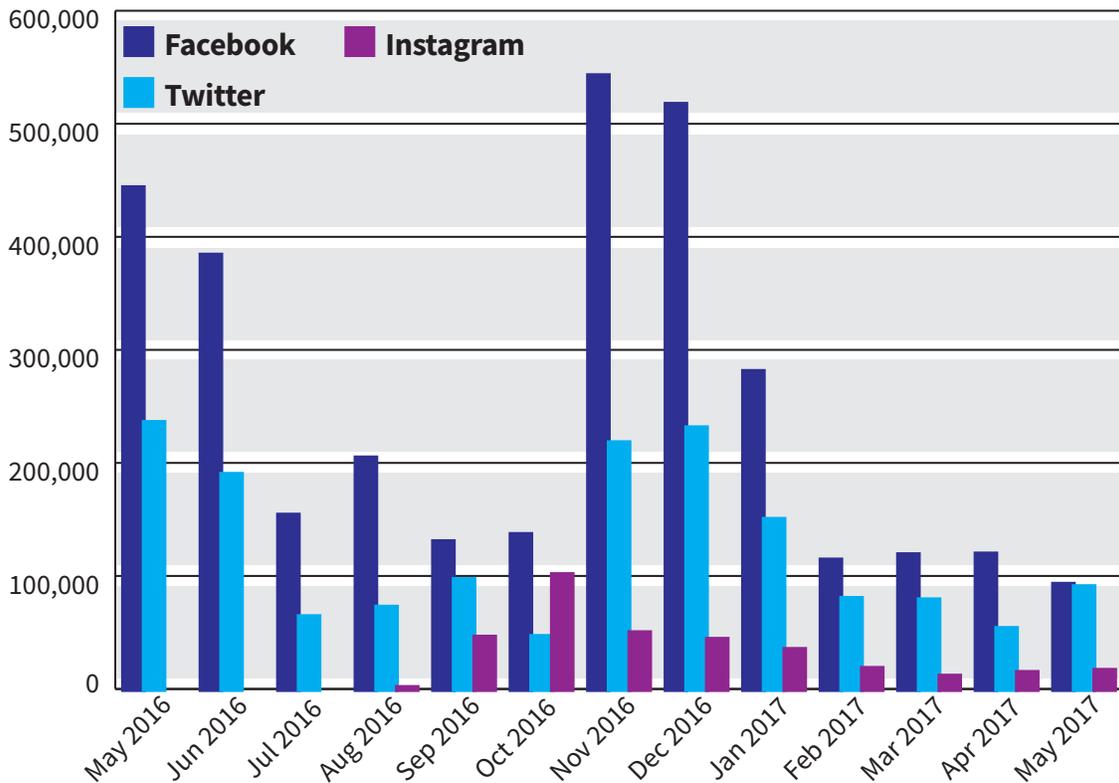
Community Safety Events

Year	Number of Stories	Total Readership
2016	25	3,905
2017	38	12,964
Percent Change:		232% increase

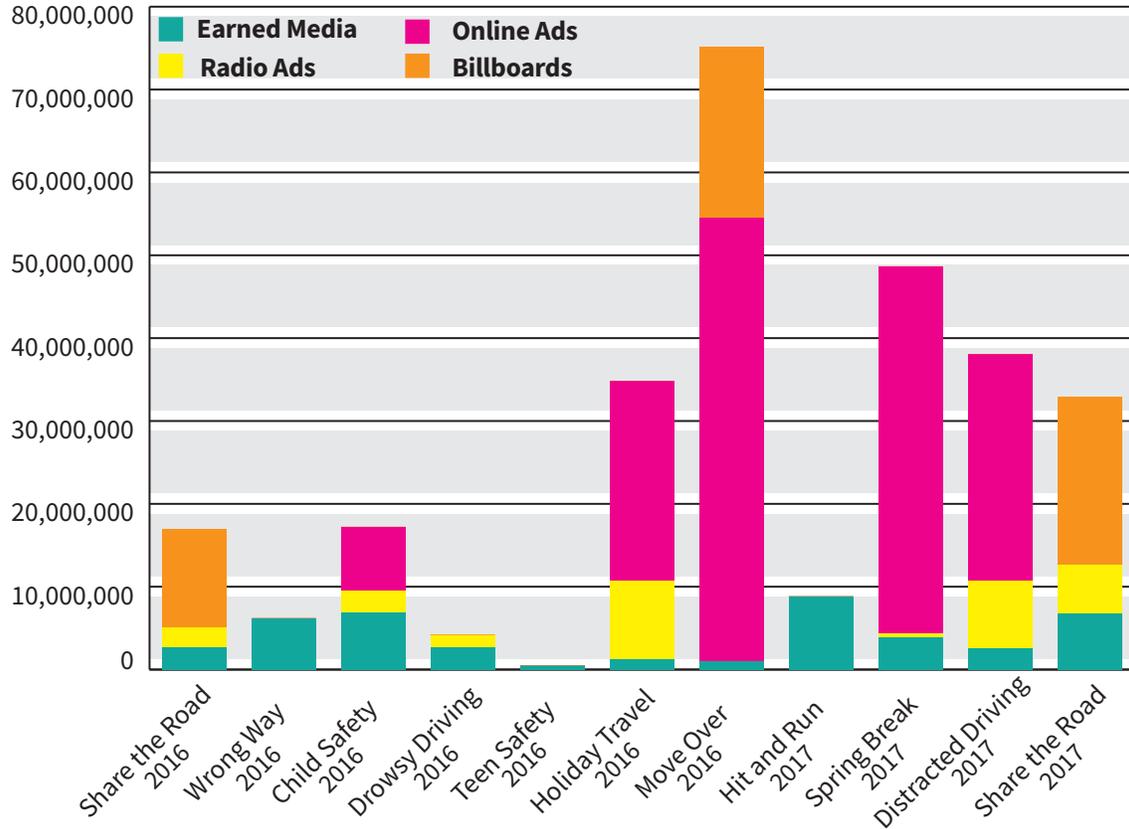
Social Media Followers



Social Media Impressions



Media Reach*



**Please Note: No paid media was purchased by the department for the Wrong Way Driving Awareness or Teen Driver Safety campaigns. It is also important to note that the Holiday Travel campaign was two months long.*

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