

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



Background

In Florida, a bicycle is legally defined as a vehicle that 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 travel safely and share the road properly. Sharing the road with commercial motor vehicles (CMV) like semi-trucks or travel buses also comes with rules, like staying out of the “No Zone,” the large blind spots on CMVs, no tailgating, leaving plenty of space when driving behind a CMV and passing safely.

Throughout the Motorcycle and Bicycle Safety Awareness Month: Share the Road campaign, the Florida Department of Highway Safety and Motor Vehicles (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, with the call to action, “Share the Road.” The department strategically placed paid and earned media efforts in the counties where the most motorcycle and bicycle crashes and citations occur in Florida. The Federal Motor Carrier Safety Administration’s (FMCSA) Motor Carrier Safety Assistance Program (MCSAP) grant augmented outreach by funding billboards and brochures for the campaign.

Data

In 2017, there were 9,538 motorcycle crashes and 6,519 bicycle crashes in Florida resulting in 3,161 serious bodily injuries and 611 fatalities. That means, on average in 2017, there were more than 300 crashes per week involving a motorcycle or bicycle in Florida. Of the 10,232 motorcyclists involved in a crash in 2017, 52 percent were wearing a Department of Transportation compliant motorcycle helmet and 42 percent were not wearing a helmet. Of the 7,042 bicyclists involved in a crash in 2017, 88 percent were not wearing helmet, so only 12 percent were wearing a helmet. Since 2014, the highest number of citations for share the road related offenses is given for 'Failure to Keep in Proper Lane.'

Target Market

The data from 2017 shows that male motorcyclists age 20-29 and male bicyclists age 15-19 and 55-59 were involved in the most motorcycle and bicycle crashes. The counties with the most motorcycle and bicycle crashes and citations were Brevard, Broward, Duval, Hillsborough, Lee, Manatee, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, Polk, Sarasota, Seminole and Volusia.

Overall Impressions / Reach: 68,818,672

65,679,810 Paid + 2,203,978 Earned + 870,346 Social Media + 21,307 FLHSMV.gov + 43,231 Outreach Events

Objectives Actuals in "(BOLD)"

- ✓ Secure at least 25 (**37**) new stories based off of the department-disseminated press releases
- ✓ Disseminate campaign messages through targeted advertisements and earn at least 20 (**65+**) million impressions.
- ✓ Garner more than 20,000 (**21,307**) visits to the Share the Road campaign web pages on www.flhsmv.gov.
- ✓ Obtain at least 500,000 (**870,346 earned / 4,144,710 paid**) impressions on department social media channels.
- ✓ Conduct at least 25 (**82**) safety events for relevant audiences statewide.

Expenditures: \$123,982.91

Billboards (\$49,570 of MCSAP Grant), Online Ads in English and Spanish, including social media ads (\$25,000), Broadcast radio (\$10,000), Videography (\$24,000), Brochures - *How to Share the Road with CMVs* (\$9,999.25 of MCSAP Grant), Educational Materials - Bicycle and Motorcycle Decals (\$5,275), Printing and Mailing (\$138.66)

Partners



- Tax Collector Motor Vehicle Network graphics in 12 counties
- Highway message boards and posters in all FDOT rest areas
- FPCA Green Alert with campaign information to all members
- 185,000 CMV brochures sent to all Commercial Vehicle Enforcement offices and the Florida Trucking Association

Social Media: 870,346 Total Impressions

49 Total Posts · 1,611 Total Engagements (Twitter & Instagram)

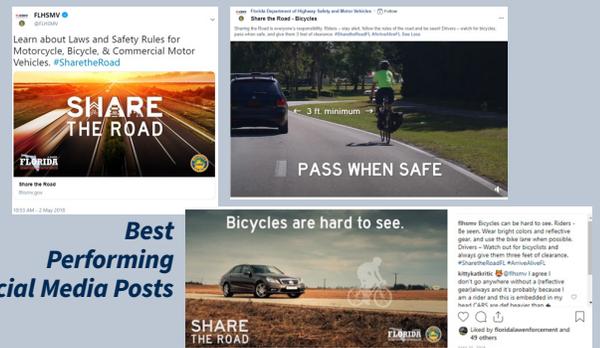
27 Facebook posts · 97,532 impressions

30 Twitter posts · 764,038 impressions · 1,429 engagements

4 Instagram posts · 8,776 impressions · 182 engagements

Followers Gained: 912 Facebook | 249 Twitter | 129 Instagram

Facebook engagement up 96% from 2017 · Twitter impressions up 749% from 2017



Best Performing Social Media Posts

Website Analytics: 21,307 Total Pageviews · 323 Total Downloads*

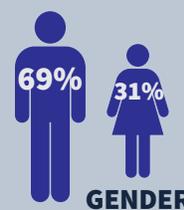
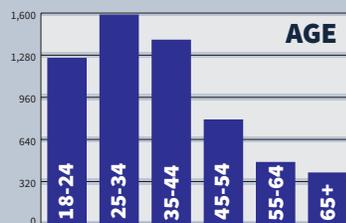
19,253 Total Unique Pageviews

310 Total Unique Downloads*

2,903 Total Clicks*

02:03 Average Time Spent on campaign pages

*Downloads and clicks are based on 15.17% of sessions.



Paid Media: 65,679,810 Total Impressions

Bilboards: 36,044,088 Total Eyes-On Impressions
 \$49,570 Paid • \$197,732 Total Retail Value • 4:1 Value Match
 4 Daytona Beach • 2 Jacksonville • 6 Lakeland/Tampa • 6 Miami/Pompano Beach • 4 Ocala/Orlando • 2 Panama City/Pensacola • 2 Tallahassee



Online Ads: 23,272,422 Total Impressions
 \$1.65 Average CPM (Cost per 1,000 impressions) • 23,924 Clicks
 \$1.50 Average CPC (Cost-per-click) • .13% CTR (Click Through Rate)
Adwords: 19,148,515 Impressions • 17,735 Clicks
 English: 12,464,159 Impressions • 7,253 Clicks
 Spanish: 6,663,642 Impressions • 4,910 Clicks
 YouTube: 20,714 Impressions • 5,572 Clicks
Facebook (Eng/Spa): 1,442,191 Impressions • 1,674 Clicks
Instagram (Eng/Spa): 1,078,668 Impressions • 1,434 Clicks
Snapchat (Eng/Spa): 1,000,000 Impressions • 2,600 Swipe ups
Twitter (Eng/Spa): 603,137 Impressions • 481 Clicks



Broadcast Radio: 6,148,300 Impressions • 188 Spots
 28 Fort Myers • 24 Jacksonville • 26 Miami • 34 Florida News Network statewide • 24 Orlando • 26 West Palm Beach

Videography: Produced 3 videos for ads and social media
 Motorcycle Safety • Bicycle Safety • CMV Safety

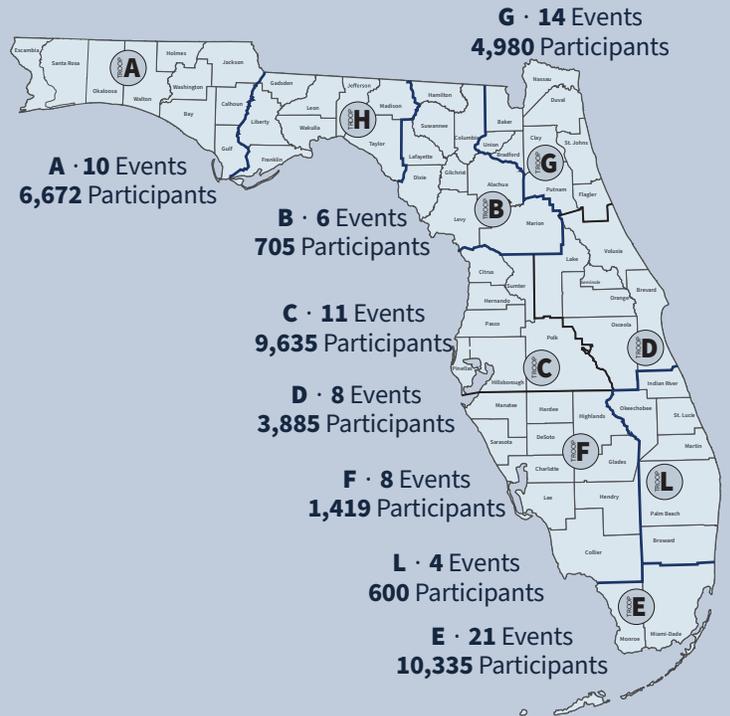
Brochures - How to Share the Road with CMVs: 185,000
 distributed statewide to all CVE offices and PAOs

Educational Materials - Motorcycle and Bicycle Decals: 15,000
 of each distributed statewide to all PAOs



Outreach Events: 43,231 Total Participants

82 Total Events • **8** Troops



21 Elementary/Middle Schools

20 Community Partner Events

12 Law Enforcement or Military Events

10 High School or College Events

9 Driver Safety Talks

5 Agency Partner Events (FDOT)

4 Radio/TV Shows

3 School/Safety Board Events

Earned Media: 2,203,978 Total Online Circulation & Views • **37** Total News, TV & Radio Stories

26 Total Print and/or Online News Stories from **22** News Outlets with **2,029,075** Online Circulation

11 Total TV and Radio Stories from **10** News Outlets with **\$1,540.65** Average Publicity Value

Fort Myers/Sarasota: *Immokalee Bulletin, Sanibel Captiva Islander*, WFTX (1 On-Air), WWSB (1 Online) • **Gainesville:** *The Independent Florida Alligator* • **Jacksonville/St. Augustine:** *First Coast News, Florida Times-Union, St. Augustine Record*, WJAX (1 Online, 1 On-Air), WJXT (2 Online), WOKV (1 Online, 1 On-Air), WTLV (1 On-Air) • **Miami:** *Miami Herald, Sun Sentinel* • **Ocala/Orlando:** *The Villages Daily Sun, Villages News* • **Pensacola/Panama City:** *Chibley Bugle, Chibley Observer, Northwest Florida Daily News*, WEAR (2 Online, 1 On-Air), WJHG (1 On-Air), WMBB (1 On-Air) • **Tampa:** *Tampa Bay Times*, WFLA (2 On-Air) • **West Palm Beach:** *Vero News*, WPBF (1 On-Air), WPTV (1 On-Air)

Notable Headlines: "Motorcycle Safety Awareness Month: Encouraging safety on four wheels and two" WEAR • "Slow down: Sister pleads after father of five died in fiery motorcycle crash" *First Coast News*



SHARE THE ROAD



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