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 FLHSMV 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 FLHSMV placed a particular emphasis on the call to action, “Share the Road.”
Data
In 2018, there were 8,997 motorcycle crashes and 6,546 bicycle crashes in Florida resulting in 2,971 serious bodily injuries (SBIs) and 635 fatalities. That means, on average in 2018, there were almost 300 crashes per week involving a motorcycle or bicycle in Florida. Of the 7,249 bicyclists involved in a crash in 2018, 87 percent were not wearing helmet, and only 13 percent were wearing a helmet. There were 45,744 crashes involving a CMV driver in 2018. Since 2014, the highest number of citations for share the road related offenses is given for ‘Failure to Keep in Proper Lane,’ 33,943 in 2019.

Target Market
Male motorists, motorcyclists and bicyclists ages 21-39 and 50-59 in counties with the highest numbers of motorcycle and bicycle crashes, fatalities and citations, including: Brevard, Broward, Duval, Hernando, Hillsborough, Lee, Manatee, Miami-Dade, Orange, Palm Beach, Pasco, Pinellas, Polk, Sarasota and Volusia.

Objectives Actuals in "(BOLD)"
- Secure at least 30 (35) new stories based off of the department-disseminated press releases
- Disseminate campaign messages through targeted advertisements and earn at least 40 (37+) million impressions.
- Garner more than 25,000 (12,116) visits to the Distracted Driving campaign web page on www.flhsmv.gov.
- Obtain at least 2,500,000 (297,929 earned /4,706,871 paid) impressions on department social media channels.
- Conduct at least 50 (30 - including a Bicycle/Pedestrian Press Conference with FDOT Miami) safety events for relevant audiences statewide.

Expenditures: $101,994.96
Billboards ($39,995 MCSAP Grant Funds), Online & Social Media ads in English/Spanish ($24,000), Internet radio ads ($23,000), Reflective Safety Lights (14,999.96)

Overall Impressions / Reach: 38,959,120
37,796,393 Paid + 842,451 Earned + 297,929 Social Media + 12,116 FLHSMV.gov + 10,231 Outreach & Events

Partners
- Tax Collector Motor Vehicle Network graphics in 15 counties
- Highway message boards and posters in all FDOT rest areas
- Provided materials to Florida Trucking Association members
- FPCA Green Alert with campaign information to all members

Social Media: 297,929 Earned Impressions
62 Total Posts · 2,568 Total Engagements
19 Facebook posts · 49,792 impressions · 922 engagements
30 Twitter posts · 224,023 impressions · 1,201 engagements
13 Instagram posts · 24,114 impressions · 445 engagements
Followers Gained: 617 Facebook | 114 Twitter | 186 Instagram

Website Analytics: 12,116 Total Pageviews · 464 Total Downloads*
1,647 Spanish Pageviews
2,662 Clicks from Home Page
1:47 Average Time Spent on campaign pages*

*Based on 13.32% of sessions.

Best Performing Social Media Posts
Most Impressions & Engagements - Facebook
Most Engagements - Instagram
Most Engagements - Twitter

Target Market
Gender & Age
52% Female | 48% Male
52% 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+
Top Cities

Motorcycle and Bicycle Awareness Month: Share the Road Campaign Evaluation Report · May 1-31, 2019
**Paid Media: 37,796,393 Total Impressions**

**Billboards: 30,548,184 Total Eyes-On Impressions**

$116,378 Donated Billboard Space  ·  4:1 Value Match

Daytona Beach · Lakeland · Miami Ocala · Orlando · Panama City · Tampa

**Online Ads: 5,881,566 Total Impressions · 16,213 Total Clicks**

$4.39 Average CPM (Cost per 1,000 impressions)

0.44% Average CTR (Click Through Rate)

Facebook/Instagram: 3,851,567 impressions · 11,711 clicks

Google: 1,174,695 impressions · 643 clicks

Snapchat: 558,585 impressions · 2,688 clicks

Twitter: 296,719 Impressions · 1,171 clicks

**Internet Radio: 1,344,255 Total Impressions**

373,232 Added Value Impressions (Over-delivery)

$14 Average CPM · 1,320 Total Clicks · .18% CTR

Spotify: 573,400 impressions · 746 clicks

iHeartMedia: 400,458 impressions

Pandora: 370,396 impressions · 462 clicks

Age Target: 21-39 and 50-59 (with messaging targeting bicyclists, motorcyclists and CMV drivers)

**Reflective Safety Lights: Distributed 22,388 statewide**

**Outreach Events: 10,231 Total Participants**

30 Total Events · 6 Troops

A · 1 Event

1,000 Participants

B · 6 Events

981 Participants

C · 1 Event

400 Participants

D · 6 Events

5,100 Participants

F · 6 Events

1,927 Participants

E · 10 Events

2,750 Participants

13 School/Children Events

7 Organization Safety Talks

6 State Partner Events

4 Community Events/Fairs

**Partners:**

- Altamonte Springs Police Department, Turnpike Authority, FDOT Miami, Lee County Law Enforcement, Marco Island Police Department

**Earned Media: 842,451 Total Online Circulation/Views · 35 Total News/TV/Radio Stories**

**Fort Myers/Sarasota:** The Arcadian, Fort Myers News-Press · Gainesville: WCJB · Jacksonville: St. Augustine Record, WJXT · Miami: WPLG · Orlando/Osceola: WFTV · Pensacola/Panama City: WKRG, WJHG · Tampa: Creative Loafing Tampa, Citrus County Chronicle, Sarasota Herald-Tribune, Tampa Bay Newspapers, Tampa Bay Times, WTVT · Tallahassee: WTXL · West Palm Beach: Space Coast Daily, WPBF · **Statewide:** Florida Daily

**Out-of-state/National:** Associated Press, Daily Commercial, Outside Magazine, StreetsBlog USA
SHARE THE ROAD

LEADERS IN SERVICE • AGENTS OF PROGRESS • CHAMPIONS FOR SAFETY