

Motorcycle and Bicycle Safety Awareness Month: *Share the Road* 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 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

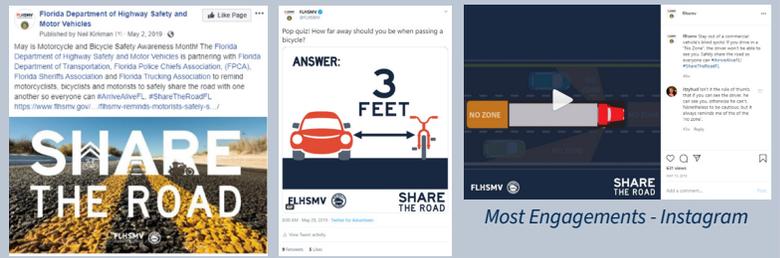


Social Media: 297,929 Earned Impressions

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



Most Impressions & Engagements - Facebook

Most Engagements - Twitter

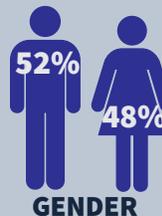
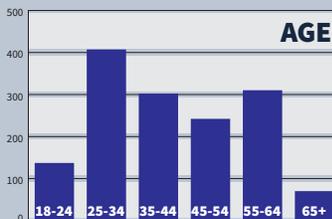
Most Engagements - Instagram

Best Performing Social Media Posts

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.



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)

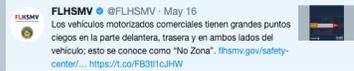
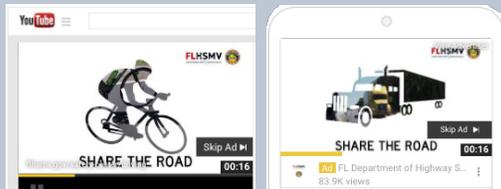
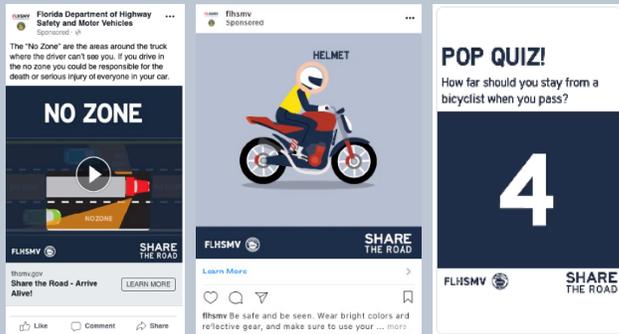
0.44% Average CTR (Click Through Rate)

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

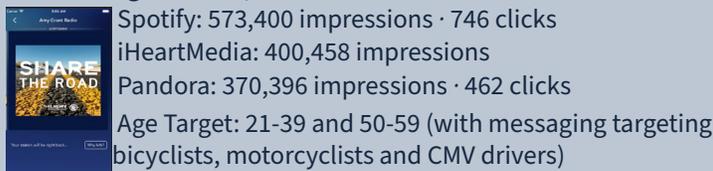
Google: 1,174,695 impressions • **643** clicks

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

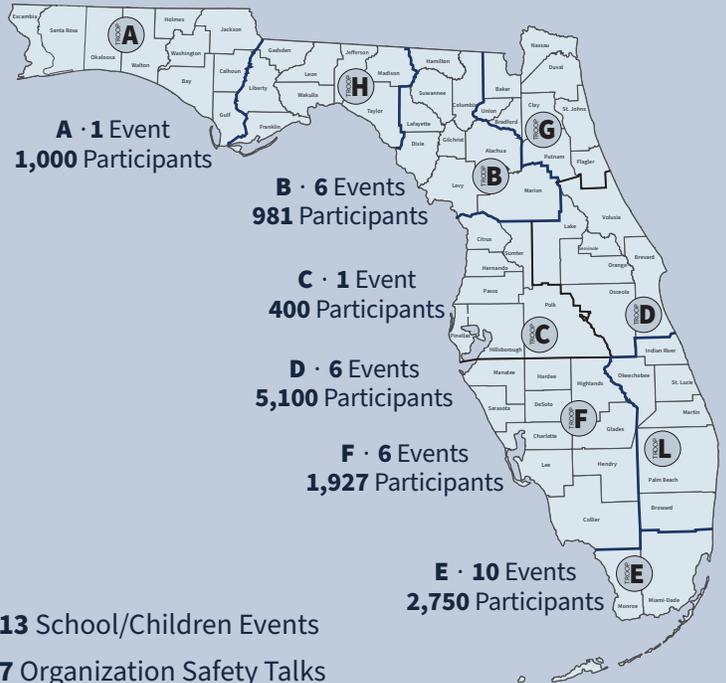


Reflective Safety Lights: Distributed 22,388 statewide



Outreach Events: 10,231 Total Participants

30 Total Events • **6** Troops



- 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*



FLHSMV
FLORIDA HIGHWAY SAFETY AND MOTOR VEHICLES



FLORIDA TRUCKING



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