

WRONG WAY

DRIVING AWARENESS MONTH

STAY RIGHT AT NIGHT



#StayRightAtNight

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

Campaign Evaluation Report



July 2016

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. The department’s Office of Communications manages and implements all of the agency’s safety and education initiatives, including Wrong Way Driving Awareness Month.

Throughout the month of July 2016, the department worked to educate the public regarding the importance of staying focused on driving, following all posted traffic signs to prevent wrong way driving and calling 911 immediately to report wrong way drivers with a particular emphasis on the call to action: Stay Right at Night.

Preliminary numbers from 2015 note that there were 1,490 wrong way driving crashes in Florida, resulting in 1,454 injuries and 96 fatalities. This is an increase in wrong way crashes from previous years: 2014 had 1,490 and 2013 had 1,351. Thirty-seven percent of all drivers and passengers involved in a wrong way crash were injured, however, in more than two-thirds of all wrong way crashes, the driver was either injured or killed.

	2013	2014	2015
Wrong Way Crashes	1,351	1,490	1,490
Wrong Way Injuries	1,371	1,521	1,454
Fatalities involving children <18	70	94	96

**Source: Florida Department of Highway Safety and Motor Vehicles preliminary data as of June 30, 2016*

The most common driver condition at the time of wrong way crashes is noted on citations and crash reports as normal; in 51 percent of wrong way crashes in 2015 the condition of the driver was normal. In 21 percent of wrong way crashes, the driver was under the influence of medication, drugs or alcohol. In three percent of crashes the driver was marked asleep or fatigued. These trends hold true for 2013 and 2014 crashes as well.

Wrong Way Crashes - 2015 Top 10 Counties		
	2015 Total Crashes	1,490
1	Miami-Dade	160
2	Palm Beach	130
3	Hillsborough	129
4	Orange	110
5	Broward	104
6	Pinellas	72
7	Duval	71
8	Pasco	59
9	Brevard	48
10	Volusia	46

Wrong Way Fatalities/Injuries 2015 Top Counties		
	2015 Total Fatalities	96
1	Palm Beach	10
2	Orange	8
3	Miami-Dade Broward	7
4	Hillsborough Volusia Clay	6
	2015 Total Injuries	1,454
1	Palm Beach	125
2	Hillsborough	122
3	Miami-Dade	119
4	Orange	115

In 81 percent of wrong way driving fatalities, vehicles are hit head on. Head on collisions are of some the most dangerous and deadly crashes. Fifty-four percent of all wrong way driving fatalities and 36 percent of all wrong way crashes occurred between 9:00 p.m. and 5:59 a.m. The highest number of fatalities also occurred between 9:00 p.m. and 9:59 p.m. in 2015.

It should be noted that data driving the department’s safety campaigns is heavily reliant on crash reports and violation codes corresponding with the proper incorrect driving behavior. In regards to wrong way driving, law enforcement currently uses violation code 632, which is defined by Florida statute as the following behaviors:

- (1) Driving on wrong lane or side- failed to drive upon right half of roadway.
- (2) Fail to drive to right when driving less than normal speed of traffic.
- (3) Driving in left lane when being overtaken from rear.
- (4) Driving in left of center line on any roadway having four or more lanes.

Due to the broad definition of wrong way driving, it can be difficult to determine the context in which the majority of wrong way driving takes place. The department’s Communications Office is currently working with the Office of Performance Management and Florida Highway Patrol analysts to clarify the definition of wrong way driving in order to determine an improved standard practice for law enforcement when coding wrong way driving citations and crashes.

Campaign Objectives (to be met by July 31, 2016)

- Secure at least ten news stories based off of a department-disseminated press release.
- Conduct media relations outreach with at least two consumer reporters in campaign target areas and obtain in-depth news coverage in those target areas.
- Obtain 1,500 engagements (shares, comments, retweets) on department social media channels.
- Garner more than 750 visits to the Wrong Way Driving Awareness campaign webpage on www.flhsmv.gov.

Budget/Expenditures

There were no funds expended for this campaign.

Evaluation

From July 5 to July 31, 2016, the department implemented its first annual Wrong Way Driving Awareness campaign. The campaign started on Tuesday, July 5 after the Independence Day holiday because July 1 fell on a Friday. The campaign was successful in meeting the majority of campaign goals and objectives and had a potential reach of more than six million impressions. The department focused its efforts on traditional and social media platforms, acquiring millions of impressions without expending any funds.

Throughout the month, the campaign garnered 13 news stories in newspapers, local news channels or local radio stations statewide, with more than six million potential views across platforms. The department used its social media platforms Facebook, Twitter and Instagram to promote the Wrong Way Driving Awareness campaign and content was posted a total of 71 times throughout the month. During the campaign, the department’s social media accounts made a minimum of 217,988 impressions.

Media	Impressions
Earned	6,458,834
Social	217,988
TOTAL	6,676,822

Earned Media

The department disseminated a statewide press release with multiple partners reminding motorists to Stay Right at Night. The following news outlets ran a story about the campaign:

Date	Vendor	Title	Readership*	Link
7/5/2016	News 4 Jax, WJTX	Nearly 1,500 Wrong Way Crashes in Florida Last Year	Broadcast circulation of 669,840	http://goo.gl/Fw2nJ4
7/5/2016	WTSP 10 News	Stay Right at Night to Avoid a Wrong-Way Collision	Broadcast circulation of 1,788,240	http://goo.gl/m1la5C
7/5/2016	WTLX	Florida DHSMV Out With 'Stay Right at Night' Campaign	Broadcast circulation 272,520	http://goo.gl/ukF5QD
7/5/2016	Fox 13 News, WTVT	Stay Right at Night Could Protect You From Wrong-Way Drivers	Broadcast circulation of 1,788,240	http://goo.gl/3j1NXg
7/6/2016	<i>Jackson County Floridian</i>	DHSMV Encourages Drivers to "Stay Right at Night"	Daily circulation of 7,000	http://goo.gl/1jLTNX
7/6/2016	<i>Orlando Weekly</i>	There Were Nearly 1500 Wrong Way Crashes in Florida Last Year	Weekly circulation of 40,000	http://goo.gl/VHqsZu
7/6/2016	Fox 35, WOFL	"Stay Right at Night" Could Save Your Life	Broadcast circulation of 1,465,460	http://goo.gl/Emp8OX
7/7/2016	<i>Naples Daily News</i>	Wrong-Way Drivers and the Crashes They Cause Prompt Awareness Campaign	Daily circulation of 58,213	http://goo.gl/wDh4XG
7/8/2016	<i>News-Press</i>	Wrong-Way Crashes Plague Roads	Daily circulation of 87,843	http://goo.gl/ltL3UH
7/16/2016	<i>Vero News</i>	DHSMV Encourages Drivers to Stay Right at Night	Average of 187,500 monthly visitors	http://goo.gl/RsXBSK
7/18/2016	<i>Ocala Star Banner</i>	Lane Ranger: Change for Ocala Street	Daily circulation of 42,869	http://goo.gl/8a0Uvq
7/19/2016	<i>The Gainesville Sun</i>	Lane Ranger: July is Wrong Way Driving Awareness Month	Daily circulation of 45,659	http://goo.gl/Ab3eVA
7/20/2016	<i>Suwannee Democrat</i>	DHSMV Encourages Drivers to Stay Right at Night	Weekly circulation of 5,450	http://goo.gl/yR3o7p
			Total Stories: 13	6,458,834 potential views

*Broadcast circulation numbers are an estimated number of viewers based on the populations in that area and are not guaranteed.

Social Media

Facebook

Page Level Data

Posts for the Wrong Way Driving Awareness campaign began on July 5, 2016. When the campaign launched, the department's Facebook page had 12,857 likes. Over the course of the campaign, the department gained 410 new likes, a 3.2 percent increase totaling 13,267 by August 1, 2016.

Throughout July 2016, the department published a total of 48 total posts on Facebook, 26 of which were Wrong Way Driving Awareness related. The department's content reached a minimum of 235,119 unique users. Posts reached at least 2,252 unique users each day and, at most, 55,003. The page engaged with a minimum of 24,918 unique users and made a minimum of 1,179,507 impressions over the course of the campaign. When comparing July 2015 to 2016, Facebook reach (19 percent)

and engagement (26 percent) decreased, however impressions increased by 32 percent. It is important to note that the department made 15 more posts in July 2015 than in July 2016.

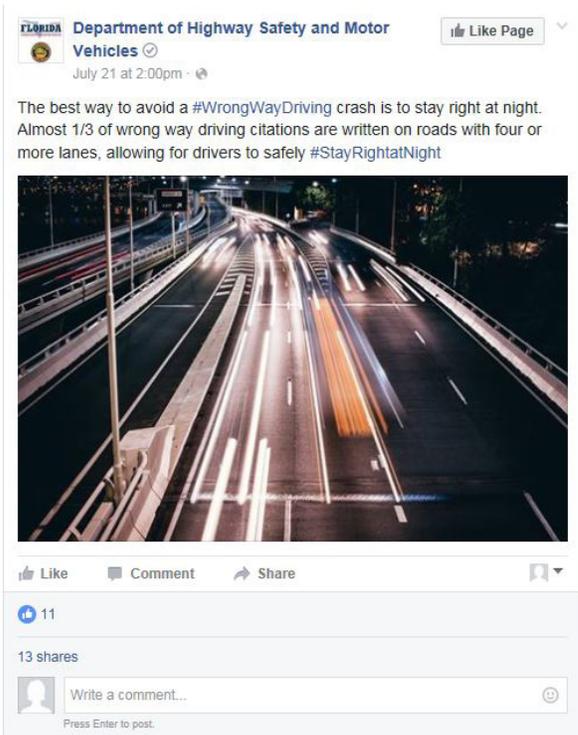
Post Level Data

Reach: The department posted 26 posts that contained Wrong Way Driving Awareness campaign content throughout July 2016. All Wrong Way Driving Awareness campaign posts reached between 356 and 6,223 unique users. The average reach for a campaign post was 3,234 users. The average reach of a campaign post to those users who did not previously follow the department’s Facebook page was 1,256, indicating that Wrong Way Driving Awareness campaign content reached a new set of Facebook users. The post with the highest reach was a post informing motorists that almost one-third of wrong way driving citations are written on roads with four or more lanes. This post reached 6,223 unique users.

Engagement: The average rate of engagement for a Wrong Way Driving Awareness campaign post was two percent among Facebook users. The minimum engagements on a single Wrong Way Driving Awareness campaign post were 13 engagements, while the maximum on a single post were 219. The post with the highest engagement rate, six percent, was a post urging motorists to stay in the right lane and look for red signs that would signify they are driving in the wrong direction. This post garnered 219 engagements.

Impressions: The average number of impressions made for a Wrong Way Driving Awareness campaign post was 3,234. Each post made between 598 and 13,833 impressions, totaling 153,307 impressions. The post that garnered the most impressions was the same post that reached the most unique Facebook users: the post informing motorists that almost one-third of wrong way driving citations are written on roads with four or more lanes.

Facebook Post with the Highest Reach & Impressions



Facebook Post with the Highest Engagement Rate



Twitter

At the start of the Wrong Way Driving Awareness campaign, the department’s Twitter account had 6,193 followers. By August 1, 2016, the department gained 200 new followers, representing a 3.2 percent increase totaling 6,393 followers. Throughout July, the department tweeted 98 times and overall Twitter content made over 147,400 impressions and maintained an engagement rate of 1.1 percent. Of the 98 tweets made during July, 29 included Wrong Way Driving Awareness campaign content, made 63,510 impressions and maintained an engagement rate of 1.6 percent.

When comparing July 2015 to July 2016, the department’s impressions (26 percent), likes (16 percent) and retweets (20 percent) increased, while the department’s engagement rate (38 percent) and replies (42 percent) decreased. This suggests that the department’s safety content is reaching more Twitter users; however, these new users are less likely to interact with safety content. The decrease in engagement is likely attributed to the fact that the department implemented a new social media strategy in August 2015. The goal of the new social media strategy is to broaden the scope of the department’s social media audience by diversifying the content posted to include safety campaigns, Florida Highway Patrol recruitment, the *Official Florida Driver’s License Handbook* and other content as it arises, such as teen driver safety, inclement weather or office closure announcements. The process of reaching a broader audience takes time and diligence in posting the content that communicates the full range of services and safety content the department needs to address.

The average Wrong Way Driving Awareness campaign tweet made 2,190 impressions. All Wrong Way Driving Awareness campaign tweets made between 534 and 6,437 impressions, totaling 63,510 impressions. The tweet with the most impressions was a “Did You Know” tweet informing motorists of dynamic message boards that alert them to wrong way drivers. This tweet garnered 6,437 impressions, 27 likes, 22 retweets and seven #StayRightatNight hashtag clicks.

The average Wrong Way Driving Awareness campaign tweet maintained an engagement rate of 1.5 percent. All Wrong Way Driving Awareness campaign tweets maintained an engagement rate between 0.28 percent and 3.5 percent. The tweet with the highest engagement rate was a tweet urging motorists to stay right at night accompanied by a photo of a wrong way driving crash. This tweet garnered 1,748 impressions, three likes, five retweets and three #StayRightatNight hashtag clicks.

Tweet with the Most Impressions



DYK dynamic message boards across Florida will alert you to wrong way drivers?
#StayRightatNight @MyFDOT



RETWEETS 22 LIKES 27

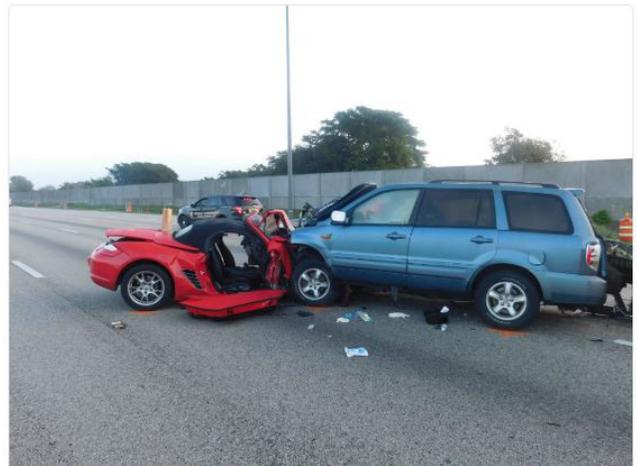
11:31 AM - 18 Jul 2016

Retweet, Like, Reply icons

Tweet with the Highest Engagement Rate



Make sure you’re not involved in a #WrongWayDriving crash; Remember, always #StayRightatNight



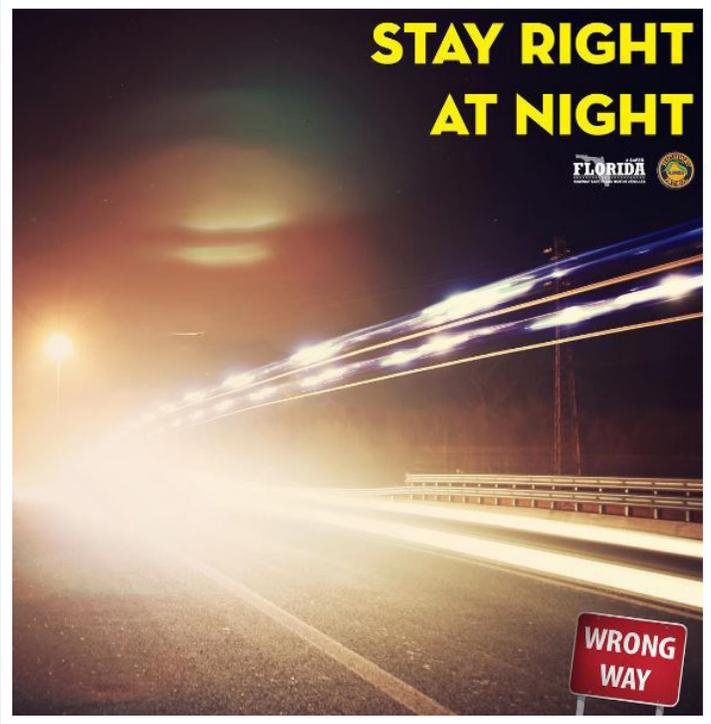
RETWEETS 5 LIKES 3

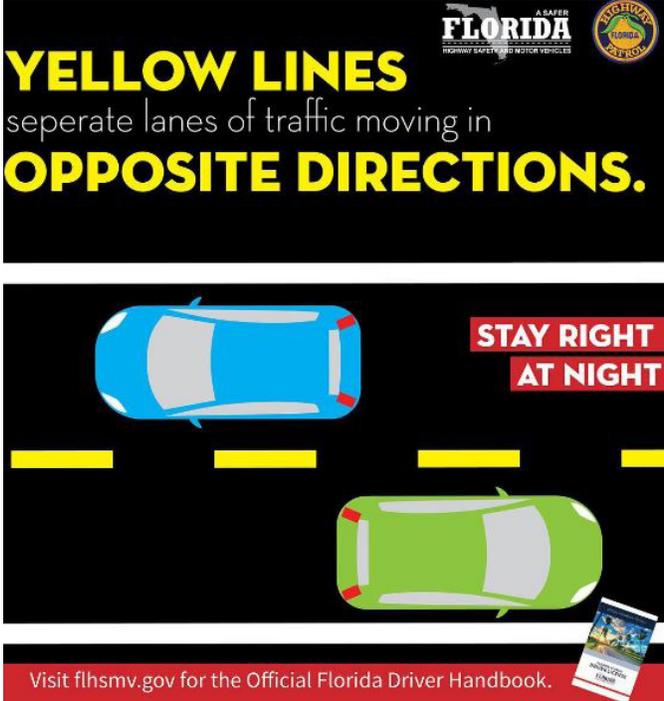
11:35 AM - 6 Jul 2016

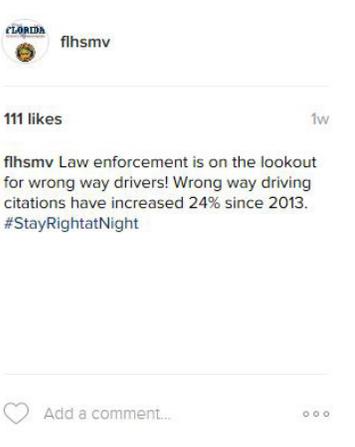
Retweet, Like, Reply icons

Instagram

The department made 16 Instagram posts that contained Wrong Way Driving Awareness campaign content throughout July. All posts received more than 40 likes and the average likes that a Wrong Way Driving Awareness campaign post received was 73. The top post, which received 111 likes, was posted on July 27, 2016 and warned motorists that law enforcement was watching for wrong way driving incidents.

Date	Department Instagram Post
7/6/2016	 <p data-bbox="1062 411 1187 457">  flhsmv </p> <p data-bbox="1062 506 1419 527">106 likes 3w</p> <p data-bbox="1062 552 1403 657"> flhsmv Make sure you're not involved in a #wrongwaydriving crash; stay in the right lane and look for red signs that would signify that you are going the wrong way. Remember, always #StayRightatNight </p> <p data-bbox="1062 667 1419 709"> wviveiros That looks like it didn't end well. </p> <p data-bbox="1062 720 1419 741"> boydaracelys Oh my gosh </p> <p data-bbox="1062 751 1419 772"> timothy_burrus @lilfosheezymcnasty </p> <p data-bbox="1062 783 1419 804"> ifssupply Like it 🙄🙄🙄 </p> <p data-bbox="1062 873 1419 894">  Add a comment... ⋮ </p>
7/11/2016	 <p data-bbox="1062 957 1175 1003">  flhsmv </p> <p data-bbox="1062 1052 1403 1073">70 likes 3w</p> <p data-bbox="1062 1098 1370 1182"> flhsmv Best way to avoid wrong way crashes? Stay right at night. Most fatal crashes take place in the center or left-hand lane. #StayRightatNight </p> <p data-bbox="1062 1587 1403 1608">  Add a comment... ⋮ </p>

Date	Department Instagram Post	
7/12/2016	 <p>YELLOW LINES separate lanes of traffic moving in OPPOSITE DIRECTIONS.</p> <p>STAY RIGHT AT NIGHT</p> <p>Visit flhsmv.gov for the Official Florida Driver Handbook.</p>	<p>flhsmv</p> <p>66 likes 3w</p> <p>flhsmv Yellow lane lines separate lanes of traffic moving in OPPOSITE DIRECTIONS. Make sure you learn and obey Florida traffic controls to avoid #WrongWayDriving. #DriverHandbookFL #StayRightatNight</p> <p>Add a comment...</p>
7/13/2016	 <p>WRONG WAY</p>	<p>flhsmv</p> <p>86 likes 2w</p> <p>flhsmv Wrong way driving crashes are deadly. Call 911 immediately if you see a motorist driving the wrong way. #StayRightatNight</p> <p>Add a comment...</p>
7/13/2016	 <p>NAPLES</p>	<p>flhsmv</p> <p>91 likes 2w</p> <p>flhsmv Members of FHP Troop F stopped by a local teen summer camp to discuss the importance of making good choice, wearing your seatbelt and avoiding wrong way driving crashes and distracted driving. Troopers even demonstrated the consequences of not buckling up with a rollover simulator. #FocusonDrivingFL #StayRightatNight #ArriveAliveFL #fhp</p> <p>californiaminorityalliance</p> <p>Add a comment...</p>

Date	Department Instagram Post	
7/18/2016		 <p>77 likes 2w</p> <p>flhsmv Did you know dynamic message boards across Florida will alert you to wrong way drivers? Be alert and observant of all traffic and message signs. #StayRightatNight</p> <p>tru muscle st392 These signs are</p> <p>Add a comment...</p>
7/25/2016		 <p>56 likes 1w</p> <p>flhsmv Avoid wrong way driving by remaining focused. Eliminating distractions while driving and paying attention to traffic controls will ensure you #ArriveAliveFL. #StayRightatNight</p> <p>witlesswilliam people still have those phones?</p> <p>Add a comment...</p>
7/25/2016	<p>WATCH FOR RED & GREEN TRAFFIC SIGNS. DON'T DRIVE THE WRONG WAY.</p> 	 <p>111 likes 1w</p> <p>flhsmv Law enforcement is on the lookout for wrong way drivers! Wrong way driving citations have increased 24% since 2013. #StayRightatNight</p> <p>Add a comment...</p>
7/27/16		 <p>88 likes 6d</p> <p>flhsmv The most important time to stay in the right lane is during transitional light times such as dawn and dusk. #StayRightatNight to avoid a wrong way driver.</p> <p>Add a comment...</p>



FLHSMV.gov

The department’s Wrong Way Driving Awareness campaign webpage received 16,347 page views between July 5 and July 31, 2016. Of the 16,347 total views, 11,991 (73 percent) page views were from unique web users. The average amount of time that a user spent on the webpage was 1:14.

The Wrong Way Driving Awareness campaign webpage included sample social media posts, wrong way driving citation data by age and county, wrong way driving crash data by county, driver condition and time of day, the Wrong Way Driving Awareness campaign logo banner and the Wrong Way Driving Awareness campaign logo square. There were a total of 301 clicks on these links, 169 (56 percent) of which were unique. Due to limitations in Google Analytics, clicks on the Wrong Way Driving Awareness campaign logo banner and square were not captured.

- Sample social media received 30 unique clicks
- Wrong way driving citation data by age received 66 unique clicks
- Wrong way driving citation data by county received 60 unique clicks
- Wrong way driving crash data by county received 54 unique clicks
- Wrong way driving crash data by driver condition received 30 unique clicks
- Wrong way driving crash data by time of day received 24 unique clicks

As July 2016 is the first annual Wrong Way Driving Awareness campaign, the department did not previously maintain a Wrong Way Driving Awareness campaign page that would serve as a point of comparison for this year’s campaign webpage.

PAO Events

FHP Public Affairs Officers throughout the state also hosted events and garnered coverage for the Wrong Way Driving Awareness campaign throughout the month.

TROOP C			
Date	Events	Location	Audience
7/19/2016	Hillsborough Bus Drivers Training	Hillsborough, FL	50
TOTAL	1		50

TROOP F			
Date	Events	Location	Audience
7/5/2016	Teen Summer Camp	Estero Park, FL	40
7/8/2016	Veterans Park Summer Camp	Lehigh Acres, FL	140
7/14/2016	Florida Fest Safety Fair	Sarasota, FL	1,000
7/21/2016	Naples Summer Camp Rollover Demo and Safety Talk	Naples, FL	110
7/26/2016	Teen Driver Class	Fort Myers, FL	10
TOTAL	5		1,300

TROOP L			
Date	Events	Location	Audience
7/7/2016	Driver Education Class	Coral Springs, FL	32
7/14/2016	WINZ 940 Radio Talk Show Traffic Safety Segment	Miami, FL	5,000
TOTAL	1		5,032

Partner Outreach

Throughout July 2016, the department partnered with the Florida Department of Transportation, Florida Sheriffs Association and Florida Police Chiefs Association to promote the Wrong Way Driving Awareness campaign. The department also displayed the Wrong Way Driving Awareness campaign logo on its digital sign at headquarters from July 5 to July 31, 2016. FHP Troops D, G and H also displayed the campaign logo on their digital signs.

The department reached out to its tax collector partners to feature Wrong Way Driving Awareness campaign graphics across their Motor Vehicle Network. Graphics were featured in tax collector/driver license offices in the following counties:

1. Broward
2. Citrus
3. Columbia
4. Duval
5. Escambia
6. Hendry
7. Lee
8. Leon
9. Liberty
10. Miami-Dade
11. Monroe
12. Nassau
13. Pinellas
14. Volusia
15. Walton



The Wrong Way Driving Awareness campaign was promoted internally among department members through the use of its internal website, SafetyNet. The Wrong Way Driving Awareness campaign logo was posted on the SafetyNet homepage and on the FHP SafeNet homepage from July 1 to July 31, 2016. The Wrong Way Driving Awareness campaign message was also disseminated on Thursday, July 7 and Friday, July 22 to the approximately 4,500 department employees around the state through the Executive Director's internal biweekly newsletter, *DHSMV Connections: Agency Accomplishments & Kudos*. The newsletter highlights department members' accomplishments, safety education initiatives and messages from the executive leadership team.



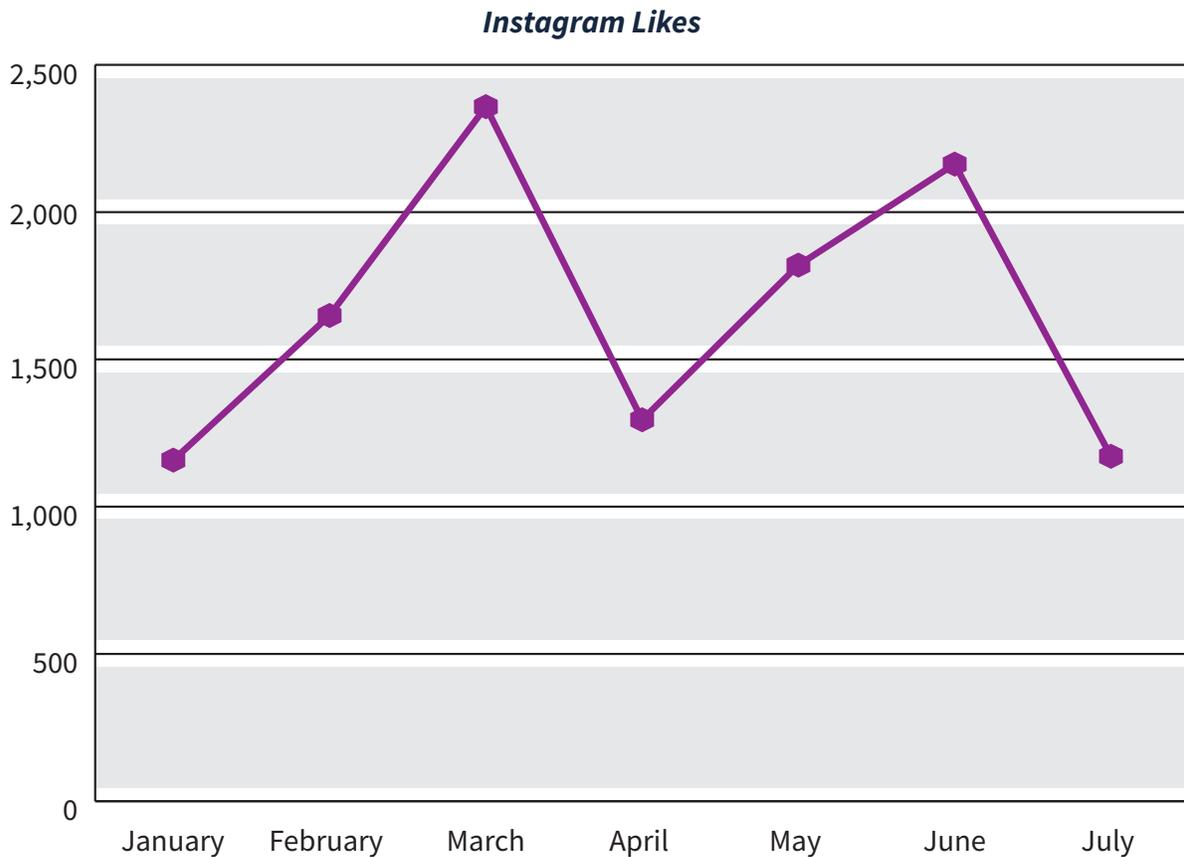
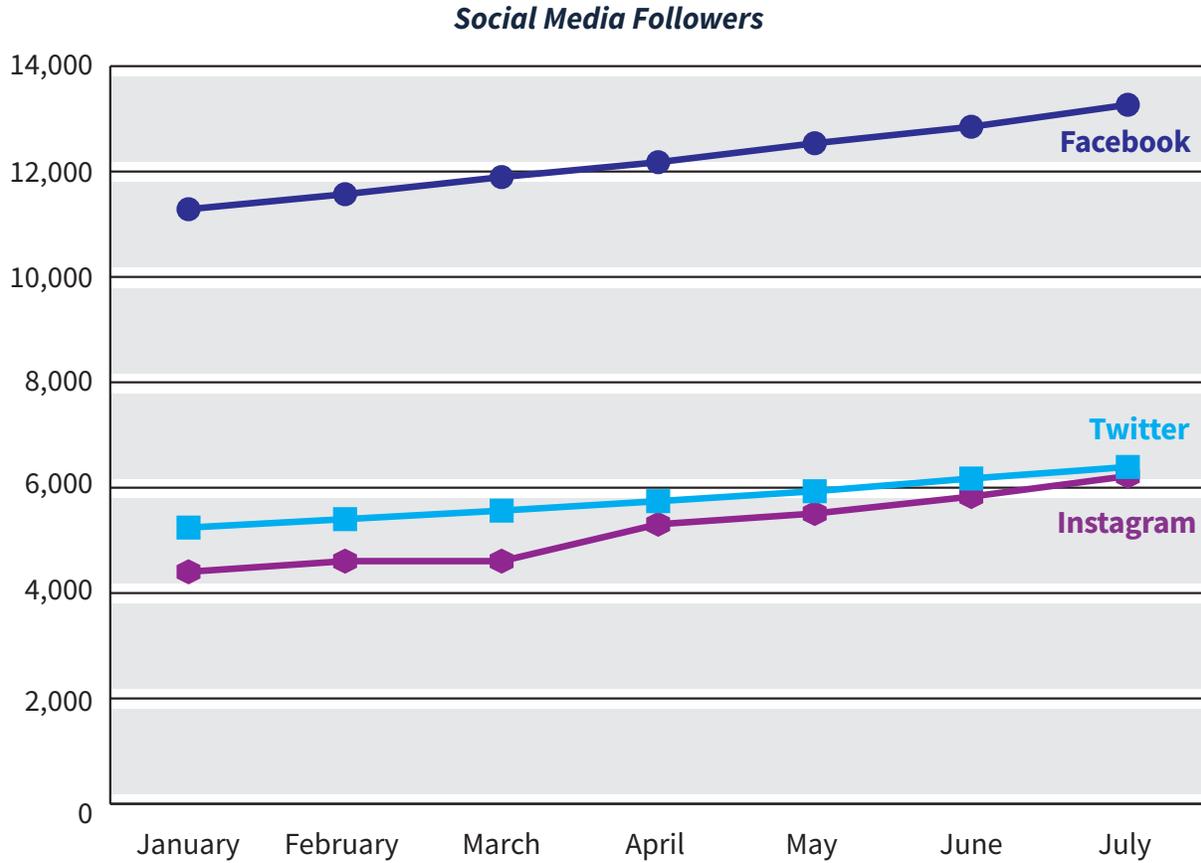
Wrong Way Driving Safety Campaign

Throughout the month of July, the Florida Department of Highway Safety and Motor Vehicles (DHSMV) is encouraging motorists to "Stay Right at Night" to avoid being in a wrong way driving crash. DHSMV is partnering with the Florida Sheriffs Association, the Florida Police Chiefs Association and the Florida Department of Transportation to commemorate July 2016 as Wrong Way Driving Awareness Month.

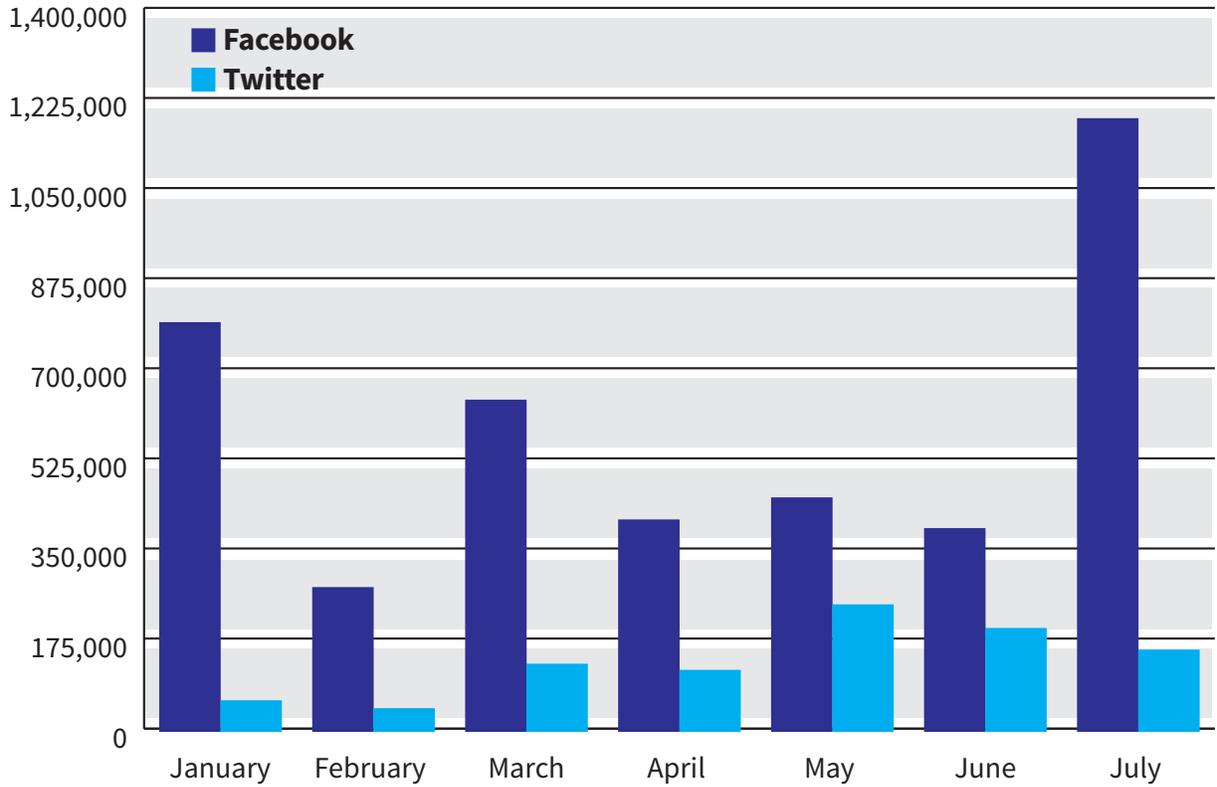
Use the hashtag #StayRightatNight throughout the month to share important wrong way driving safety information.

Stay Right at Night

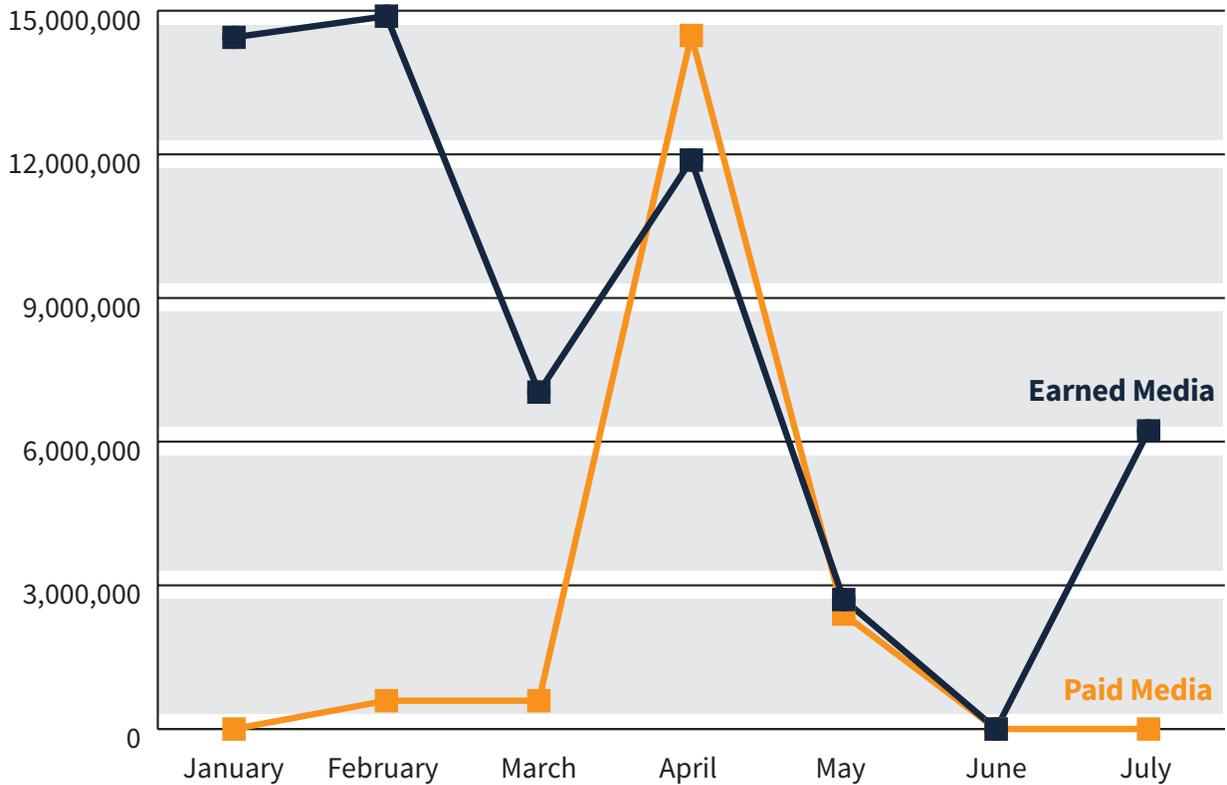
2016 DHSMV Campaign Outreach



Facebook & Twitter Impressions



Media Reach*



*Please note that during the months of January, June and July the department did not purchase any paid media. Media Reach does not include billboard advertisements. January, March, April, May and July campaigns were month-long. The February campaign only ran for a week. As we move through the 2016 evaluation process the initial 1:1 ratio of campaigns may not be as reliable. There was no A-level campaign in June.

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