FLORIDA
IMPAIRED DRIVING COALITION

March 2, 2023 Meeting – Day 1

presented to
Florida Impaired Driving Coalition

presented by
Chris Craig, FDOT
Ernie Bradley, FDOT
Danny Shopf, Cambridge Systematics

March 2, 2023

TARGET ZERO
FATALITIES & SERIOUS INJURIES

FLORIDA
IMPAIRED DRIVING COALITION

Welcome and Introductions

Kyle Clark, Chair

TARGET ZERO
FATALITIES & SERIOUS INJURIES

Agenda

Day 1 – March 2, 2023		
1:00 – 1:15 PM	Welcome and Introductions	Kyle Clark
1:15 – 2:45 PM	FIDC Strategic Action Plan Reviewing Updated Goals, Objectives, and Action Steps	Group Discussion
2:45 – 3:15 PM	Drive Sober or Get Pulled Over Media	Chris Craig
3:15 – 3:30 PM	Break	
3:30 – 4:00 PM	Legislative Updates	Group Discussion
4:00 – 4:45 PM	Episodes of Acute Psychosis	Nick Tiscione
4:45 – 5:00 PM	Public Comment Period	Chris Craig
5:00 – 5:15 PM	Wrap Up and Next Steps	Danny Shopf

Agenda

Day 2 – March 3, 2023		
9:00 – 9:15 AM	Recap of Day 1	Kyle Clark
9:15 – 10:45 AM	FIDC Strategic Action Plan Review Updated Goals, Objectives, and Action Steps	Group Discussion
10:45 – 11:00 AM	Break	
11:00 – 11:45 AM	Office of Medical Marijuana Use Update	FDOH OMMU
11:30 – 12:00 PM	FDOT Impaired Driving Subgrant Overview and Processes	Ernie Bradley
12:00 – 12:15 PM	Public Comment	
12:15 – 12:30 PM	Wrap Up and Next Steps	Danny Shopf

FIDC Strategic Action Plan

Reviewing Updated Goals, Objectives, and Action Steps

Group Discussion

Impaired Driving Strategic Acton Plan - Goals

- Program Management
- Prevention
- Communication Program
- Program Evaluation and Data
- Alcohol and Other Drug Misuse
- Criminal Justice System

DRIVE SOBER OR GET PULLED OVER

St. Patrick's Day Media Wave

presented to

Florida Impaired Driving Coalition

presented by

Chris Craig,
Traffic Safety Administrator

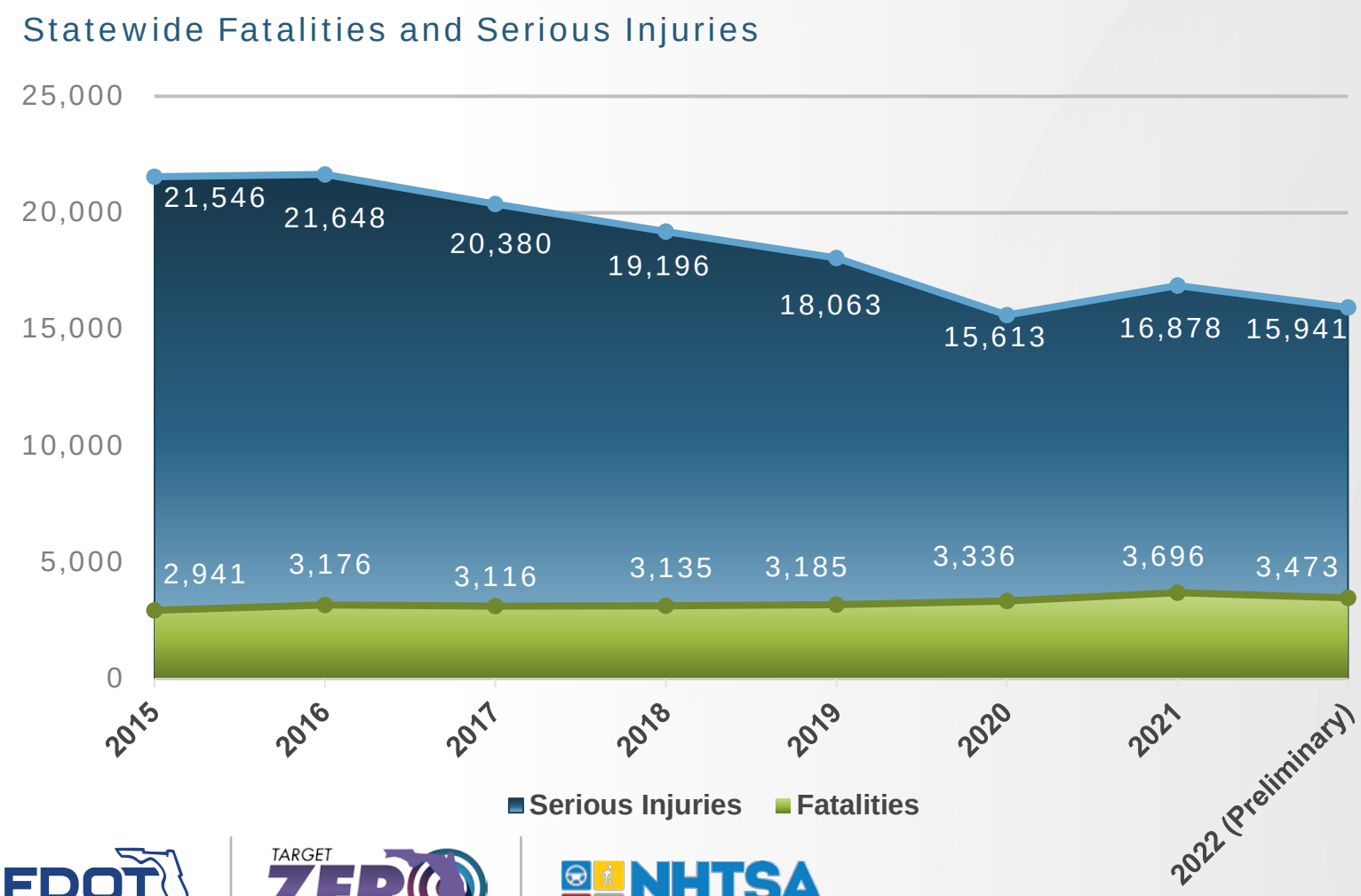
FDOT

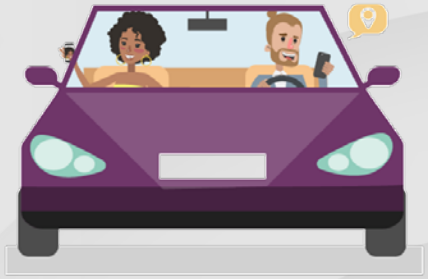
TARGET ZERO
FATALITIES & SERIOUS INJURIES

NHTSA
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

March 2, 2023

STATEWIDE FATALITIES AND SERIOUS INJURIES



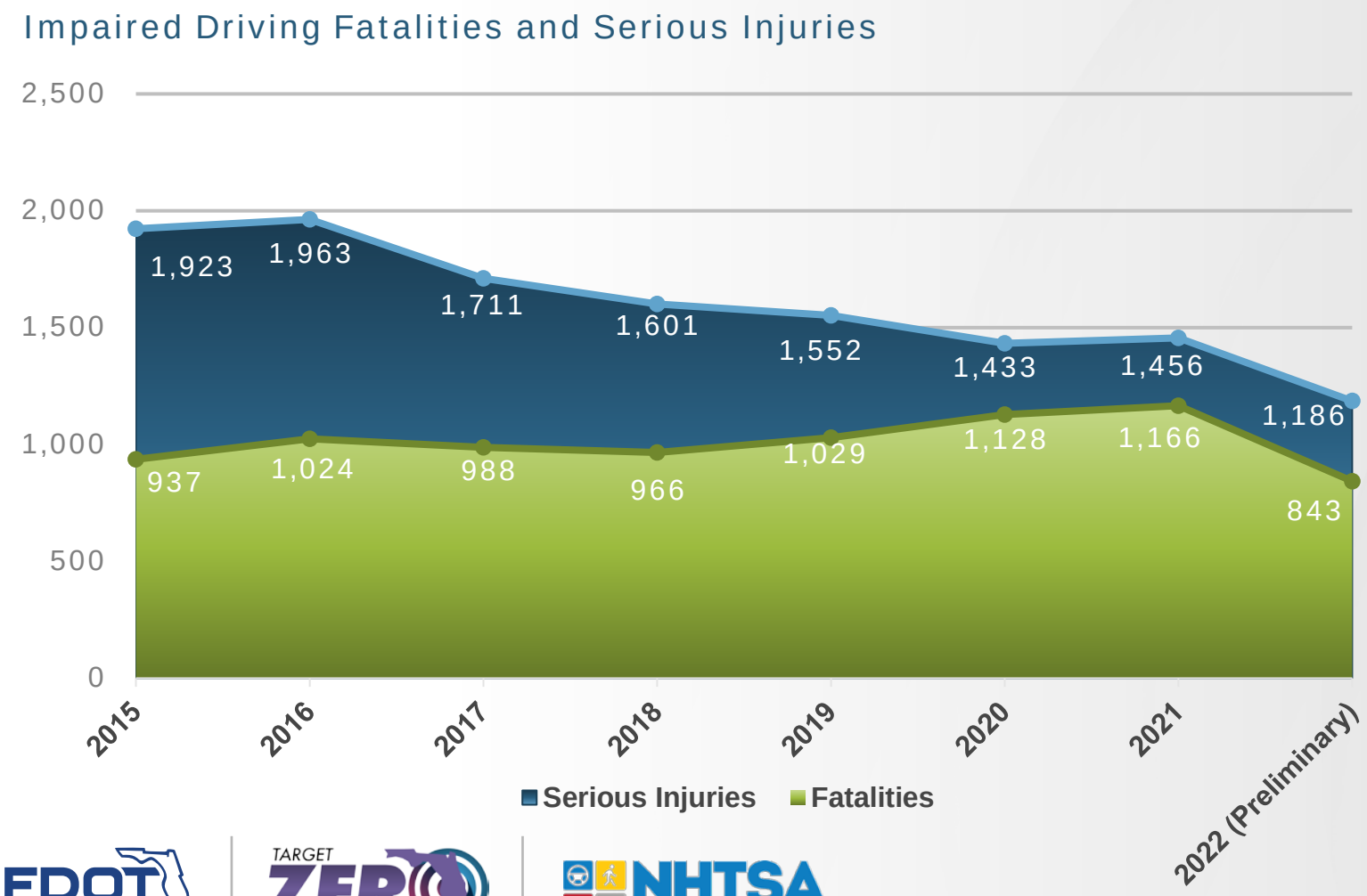


94%

of crashes nationally involve driver behavior as a contributing factor

FDOT | TARGET ZERO FATALITIES & SERIOUS INJURIES | NHTSA NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

FATALITIES AND SERIOUS INJURIES INVOLVING AT LEAST ONE IMPAIRED DRIVER



Each day

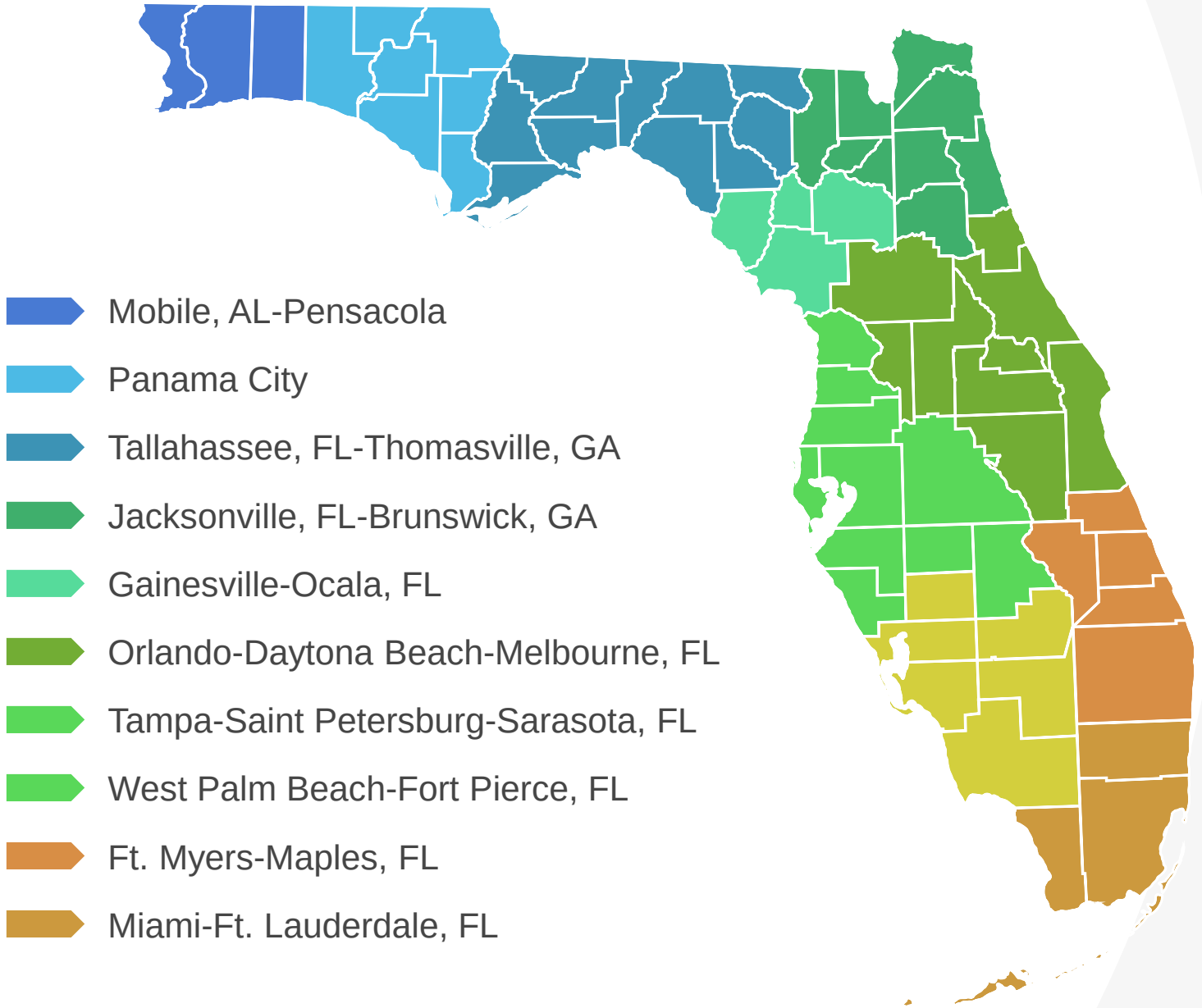
2 PEOPLE DIE

In Florida due to motorists

DRIVING UNDER THE INFLUENCE

*of **drugs and/or alcohol***

FLORIDA'S DESIGNATED MARKET AREAS (DMAs)



MEDIA CAMPAIGN OVERVIEW

- **Target Audience: Men 18-34**
- **Location: All 10 Florida DMAs**
- **Schedule: March 6, 2023 – March 17, 2023**
- **Media Budget: $579,777**

ST. PATRICK'S DAY MEDIA APPROACH

Radio
» Total Traffic & Weather Network

Digital Audio
» Spotify, Pandora, SirusXM, Soundcloud, Podcasts

Digital Video
» Hulu, CBS, PlutoTV, Paramount+, Samba TV, VIZIO, NBC, Peacock, YouTube

Paid Social Media
» Facebook, Instagram, Snapchat

Out of Home (Billboards)

MEDIA INVESTMENT BY CHANNEL

Channel	Media Investment (Planned)	Estimated Impressions	Ad Units
Radio (Total Traffic & Weather Network)	$100,000	1,161,856	:10 / :15 Script
Digital Audio	$70,000	4,808,914	:30 Audio + Banner
Digital Video	$70,000	8,269,466	:15 or :30 Video
Paid Social Media	$60,532	6,570,873	Image/Video
Out of Home (Billboard)	$147,748	4,498,220	Digital Bulletins
Agency Fee	$45,223		
Grand Total	**$625,000**	**25,309,329**	

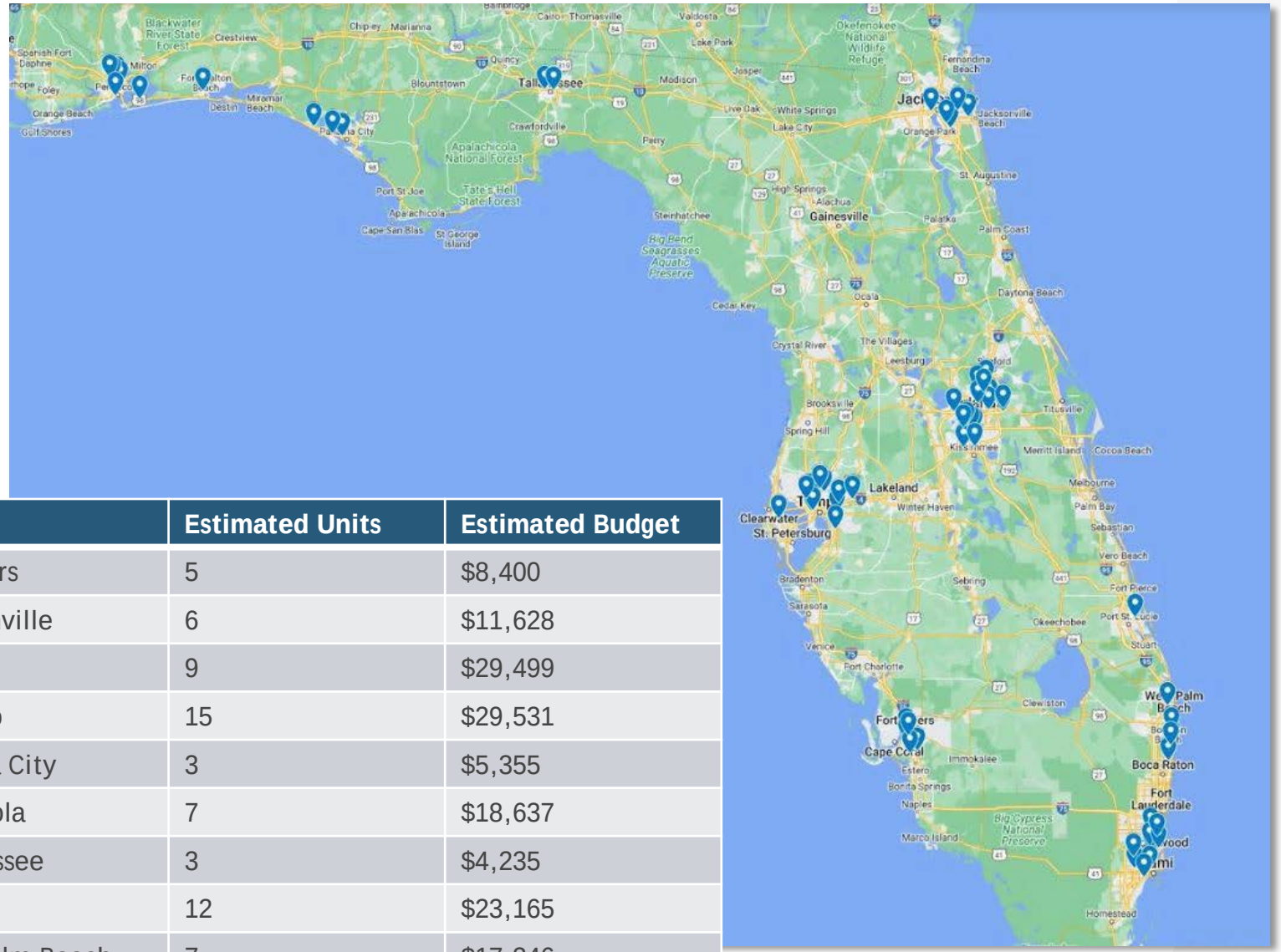
MEDIA INVESTMENT BY MARKET

Market	Estimated Budget
Ft. Meyers	$11,579
Jacksonville	$25,087
Miami	$52,706
Orlando	$49,038
Panama City	$7,599
Pensacola	$20,168
Tallahassee	$5,341
Tampa	$46,285
West Palm Beach	$29,943
Pandora (State of Florida)	$40,000
Spotify (State of Florida)	$30,000
Hulu (State of Florida)	$50,000
CBS/Paramount (State of Florida)	$31,500
Samba TV (State of Florida)	$30,000
Vizio (State of Florida)	$30,000
NBC/Peacock (State of Florida)	$30,000
YouTube (State of Florida)	$30,000
Facebook/Instagram (State of Florida)	$30,532
Snapchat (State of Florida)	$30,000
Agency Fee	$45,223
Grand Total	**$625,000**

ST. PATRICK'S DAY MEDIA - BILLBOARDS

ST. PATRICK'S DAY MEDIA

BILLBOARDS



Market	Estimated Units	Estimated Budget
Ft. Myers	5	$8,400
Jacksonville	6	$11,628
Miami	9	$29,499
Orlando	15	$29,531
Panama City	3	$5,355
Pensacola	7	$18,637
Tallahassee	3	$4,235
Tampa	12	$23,165
West Palm Beach	7	$17,346
Grand Total	**67**	**$147,784**

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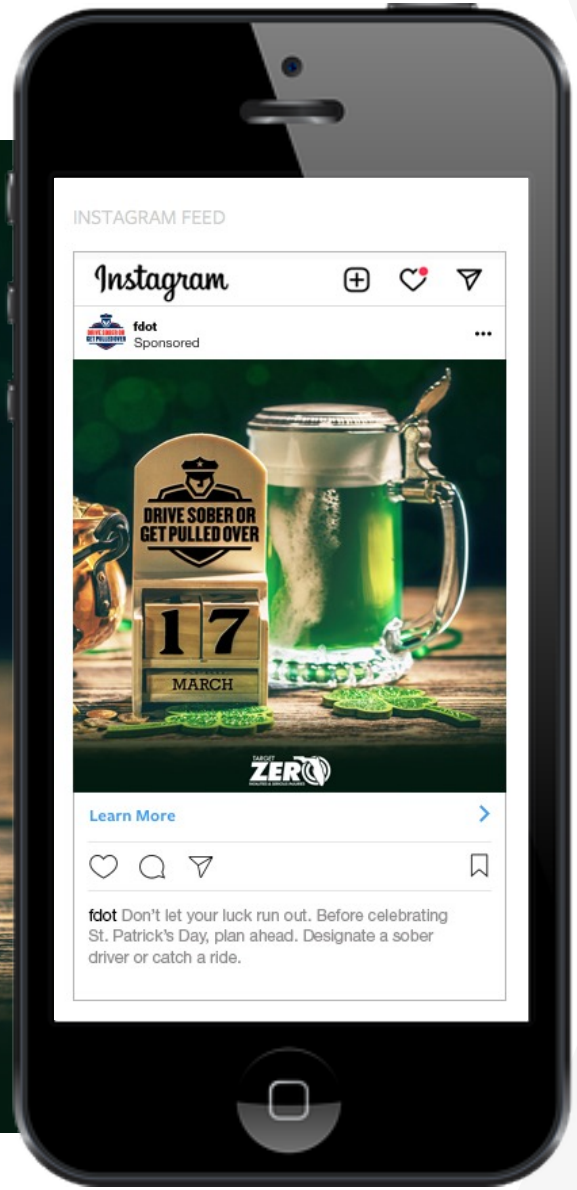
ST. PATRICK'S DAY MEDIA

SOCIAL MEDIA



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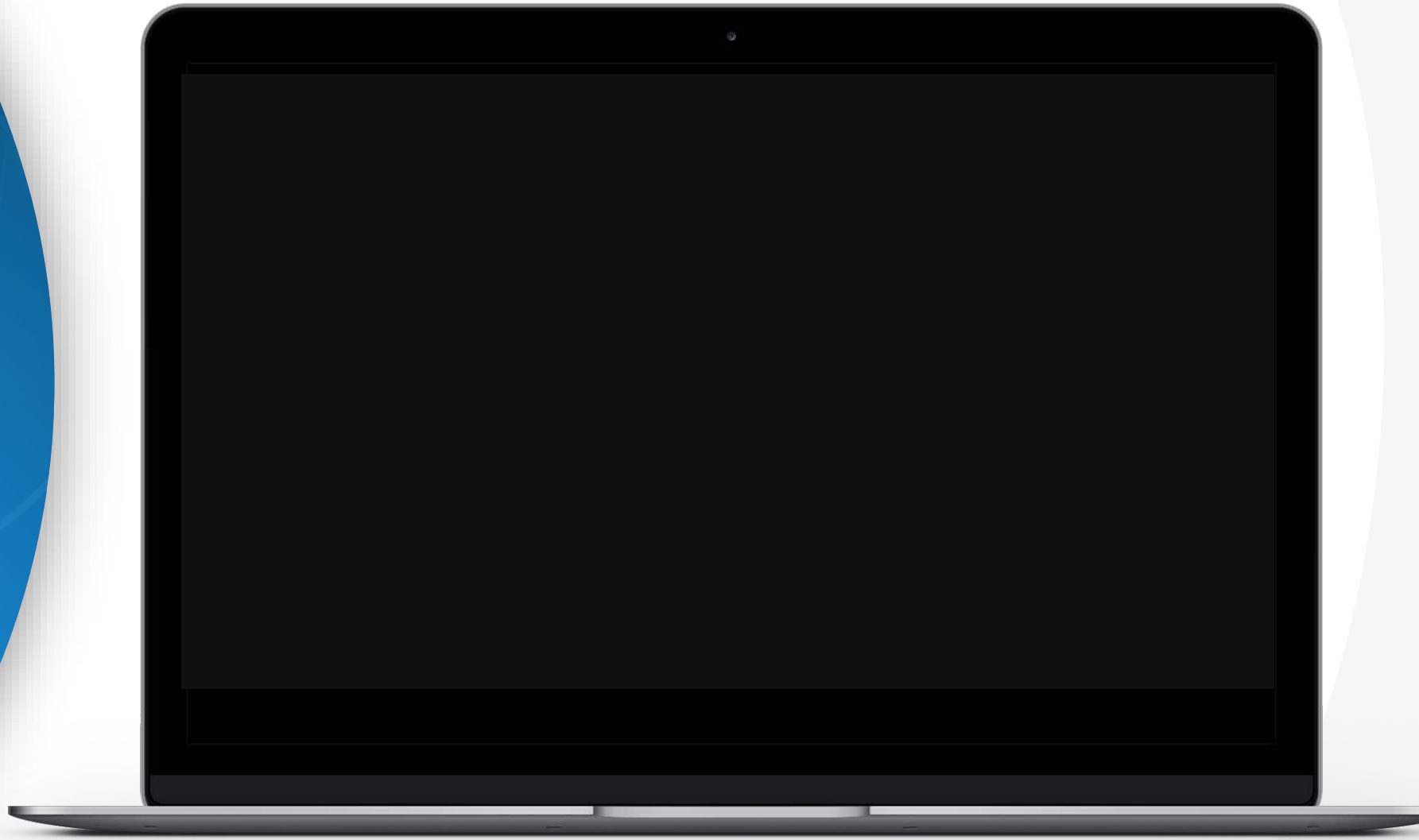
ST. PATRICK'S DAY MEDIA

AMAZON, HULU, YOUTUBE VIDEO



ST. PATRICK'S DAY MEDIA

PANDORA AND SPOTIFY

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Break

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Legislative Updates

Group Discussion

TARGET ZERO
FATALITIES & SERIOUS INJURIES

Episodes of Acute Psychosis

Nick Tiscione, Palm Beach County Sheriff's Office

Public Comment Period

Chris Craig, FDOT

Day 1 Recap
Wrap Up

Kyle Clark, Chair

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March 3, 2023

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Review of Day 1

Kyle Clark, Chair

FIDC Strategic Action Plan

Reviewing Updated Goals, Objectives, and Action Steps

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Break

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Office of Medical Marijuana Use Update

Florida Department of Health
Office of Medical Marijuana Use

TARGET ZERO
FATALITIES & SERIOUS INJURIES

FDOT Impaired Driving Subgrant Overview and Processes

Ernie Bradley, FDOT

Public Comment Period

Chris Craig, FDOT

Next Steps

- Impaired Driving Action Plan Finalization
  - Based on feedback from this meeting
- Future Presentations?
    - IPTM Florida Drug Evaluation and Classification Program Updates
    - Recommendations
- Future FIDC Meeting Information
  - FY22-23 Q3 Meeting (May 4-5, 2023) Location: Orlando (Tentative)
  - FY22-23 Q4 Meeting (August 17-18, 2023) Location: Orlando (Tentative)

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Thank You!
See you in May!

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