



December 1-2, 2021 Meeting – Day 1

presented to
Florida Impaired Driving Coalition

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

December 1, 2021





Welcome and Introductions

Kyle Clark, Chair



FIDC Strategic Action Plan – Goal 1

Improve Program Management and Strategic Planning



» 1.1 – Expand the FIDC Membership

- Military Representation – Complete
- Department of Education – Chris Earl
- Multicultural Representation – Ernie Bradley
- Toxicological Lab Representation – Complete
- Judicial Membership – Ernie Bradley
- Law Enforcement Representation – Complete
- Prosecution Representation – Complete
- Defense Membership Representation – Ernie Bradley
- Vendor Representation – On Hold
- Public Health Representation – Ernie Bradley



FIDC Strategic Action Plan – Goal 2

Improve Prevention



- » 2.1.1 - Work with local vendors and distributors to educate and inform them on over-service.
 - Completed. Posted to FIDC Website.
 - Next Steps?
- » 2.2.1- Engage local vendors and distributors to educate and inform them on over-service.
 - Ongoing (*Ernie Bradley Update*)
- » 2.3.1 - Ensure that Community Traffic Safety Teams (CTSTs) develop and implement strategies to address impaired driving.
 - Ongoing (*Chris Craig Update*)





Impaired Driving Data Presentation and Group Discussion

Chanyoung Lee, CUTR, USF



Break



FIDC Strategic Action Plan – Goal 4

Communications Plan



- » 4.1. - Develop a comprehensive multi-pronged approach to communicate to the public and impaired driving stakeholders the importance of driving sober.
- » 4.1.1- Develop an Impaired Driving Communications Plan to increase public awareness. – Complete
- » 4.1.2 - Implement the Impaired Driving Communications Plan to increase public awareness





Winter Holiday Paid Media Campaign Overview

Chris Craig, FDOT

St. John & Partners – Jacksonville FL.

A screenshot of the St. John & Partners (SJP) website. The header is black with the SJP logo in red. The main heading is "Our Brand Experience". Below this, there are four columns, each featuring a brand logo and a brief description of the experience. The brands shown are Zaxby's, Marriott, Daytona International Speedway, Florida Lottery, Acuvue, Ad Council, AHCA, Bedsider, Bi-Lo, Clear Channel, Discovery Channel, E3, Enterprise Florida, FIS, and JEA. The bottom row of logos is partially cut off.

SJP

Our Brand Experience

 Helping fans tell the brand's story and fuel industry-leading growth.	 Enhancing SEO into a social, branded experience.	 Creating an engaging race-day experience through social media.	 Transforming a product category into a sales-driving portfolio of brands.

Media Approach



TARGET: Men 18-34

GEOGRAPHY: All 10 Florida DMAs

SCHEDULING/TIMING: December 15 – January 2, 2022

MEDIA BUDGET: \$750,000 net

Media Buy



Channel	Media Investment (Planned)	Estimated Impressions
Spot Radio (GM + Hispanic)	\$273,935	3,048,000
Digital Audio	\$68,000	3,975,621
Digital Video	\$110,000	5,634,076
Paid Social	\$38,598	1,921,567
Digital Display	\$35,000	3,629,032
Out-of-Home	\$170,200	5,565,322
Agency Fee	\$54,267	N/A
GRAND TOTAL	\$750,000	23,773,618



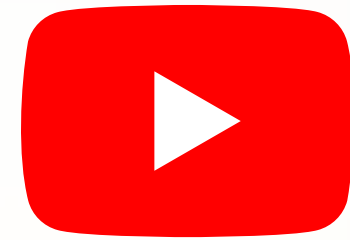
Radio Commercial



A radio commercial advertisement for the "Don't Mix!" campaign. The top section features logos for Spotify, sxm MEDIA, ((SiriusXM)), pandora, and STITCHER. Below these is a central image of a red car driving through a large glass of beer, with liquid splashing everywhere. To the right of the car is a police officer's head in a shield with the text "DRIVE SOBER OR GET PULLED OVER". In the bottom right corner of the image area is the FDOT logo. At the bottom, a dark blue banner contains the text "Drinking and Driving Don't Mix!" in white, bold, sans-serif font.

Video Commercials

hulu



YouTube

amazon ads



IMDb TV

fire tv

amazon publisher services



Video Commercials





Facebook



MOBILE NEWS FEED



FDOT

Sponsored · 🌐



Plan ahead this holiday season. Designate a sober driver or catch a ride service.



Drinking and Driving Don't Mix!

Celebrate Responsibly!

Drive sober or get pulled over.

👍 🤔 ❤️ 119

5 Comments 16 Shares



Like



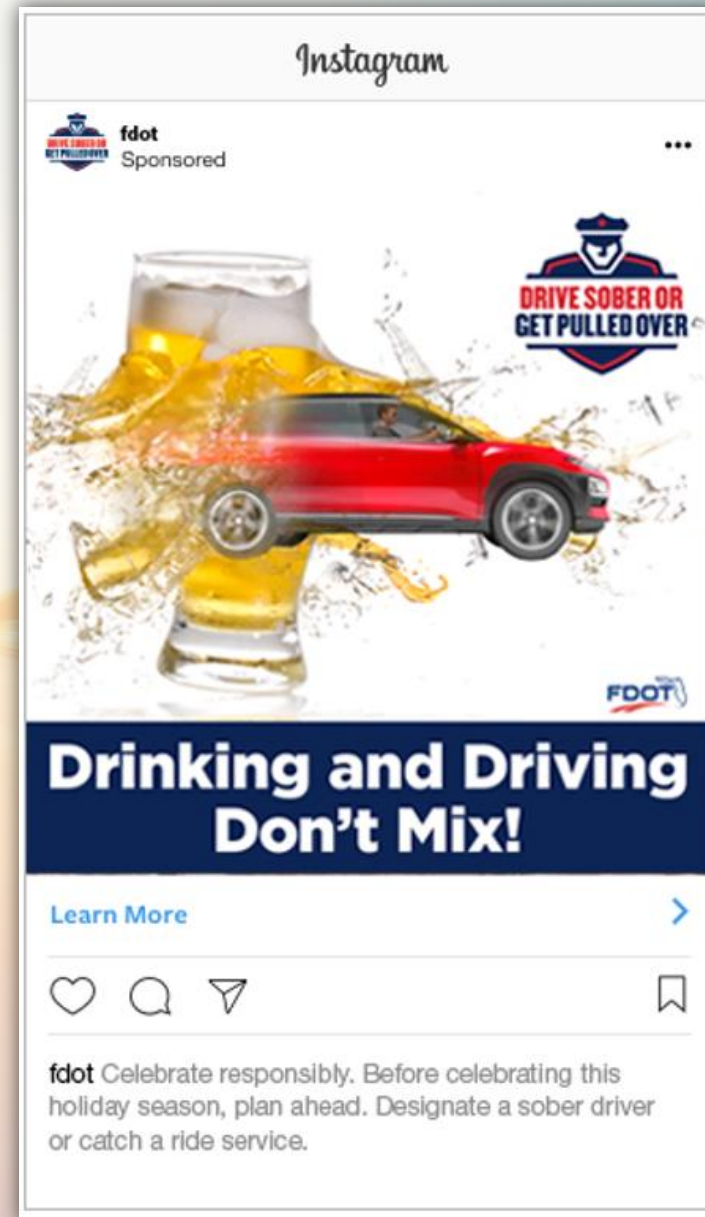
Comment



Share



Instagram



Digital Displays (Internet)

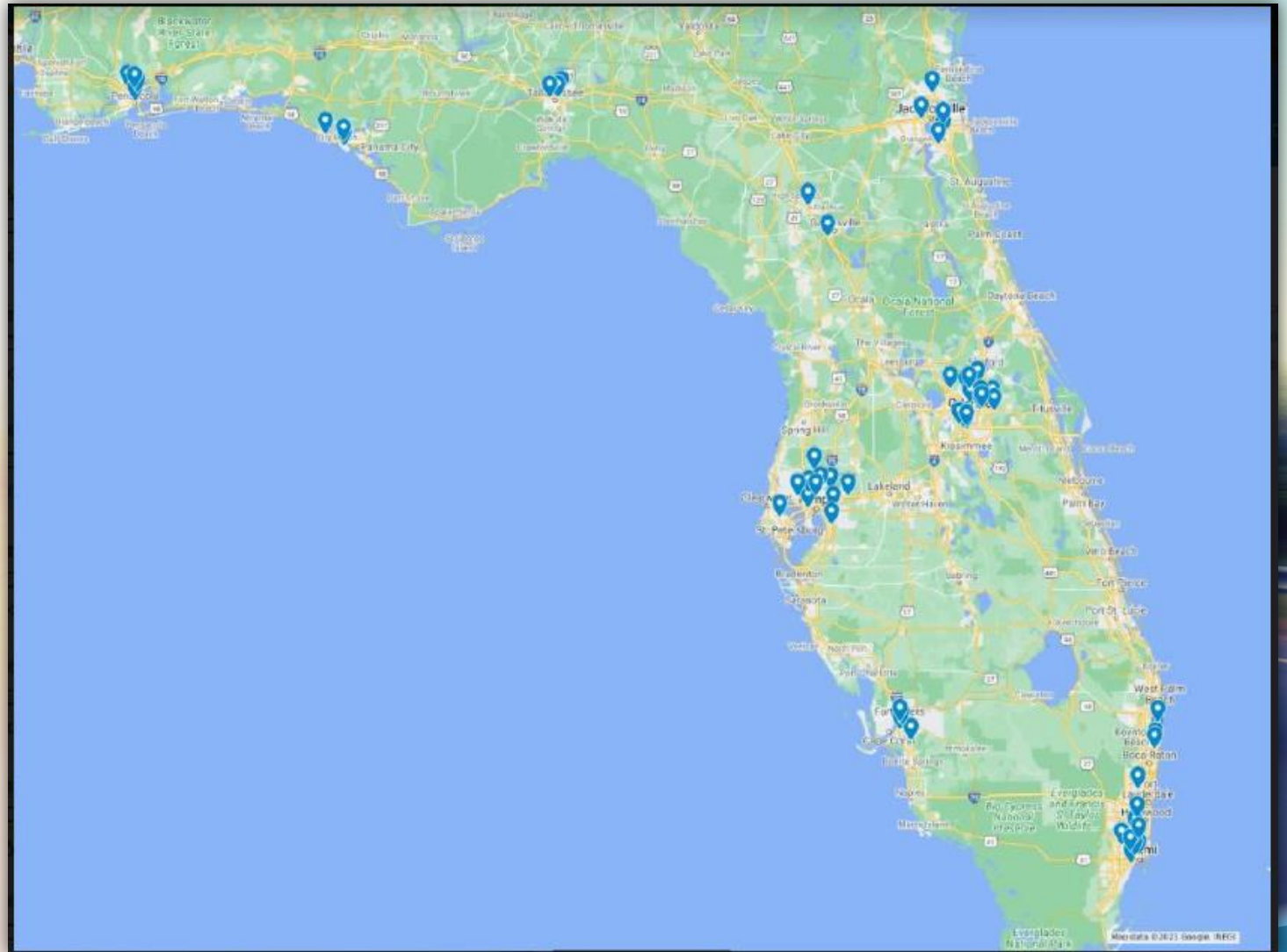


Billboards





Billboard Locations



Media Summary By Market



Market	Estimated Budget
Ft. Myers	\$14,217
Gainesville	\$8,687
Jacksonville	\$38,023
Miami	\$139,567
Orlando	\$93,640
Panama City	\$6,700
Pensacola	\$22,771
Tallahassee	\$10,966
Tampa	\$76,298
West Palm Beach	\$35,266
Pandora (State of Florida)	\$30,000
Spotify (State of Florida)	\$36,000
Hulu (State of Florida)	\$30,000
Amazon STV (State of Florida)	\$35,000
YouTube (State of Florida)	\$45,000
Paid Social (State of Florida)	\$38,598
Digital Display (State of Florida)	\$35,000
Agency Fee	\$54,267
GRAND TOTAL	\$750,000

Additional Activities

WORE!

Dynamic message signs

IF YOU DRINK
DON'T DRIVE
STAY ALIVE

DRIVE SOBER
OR GET
PULLED OVER

REPORT
IMPAIRED DRIVERS
DIAL *347



PARTY LATER?
PLAN A SOBER
RIDE NOW

DON'T DRINK
AND DRIVE
PREVENT A TRAGEDY



Law Enforcement Partners



Questions?



FIDC Strategic Action Plan – Goal 5

Improve Screening, Assessment, Treatment, and Rehabilitation System



- » 5.1.1 - Develop a best practices framework for 24/7 programs in Florida.
 - Chris Craig Update
- » 5.1.2 - Develop a best practices framework for DUI Diversion Programs in Florida.
 - White Paper posted on FIDC Website.





Florida Traffic Safety Resource Center Update

Chris Craig





Public Comment Period





Day 1 Recap Wrap Up

Kyle Clark, Chair





See You Tomorrow
Morning at 9:00!





December 1-2, 2021 Meeting – Day 2

presented to
Florida Impaired Driving Coalition

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

December 2, 2021





Review of Day 1

Kyle Clark, Chair



FIDC Strategic Action Plan – Goal 3

Criminal Justice System



- » 3.1 – Draft model language for Florida’s Chemical Test Refusal Law.
 - Completed. Posted to FIDC Website.
 - Next Steps?
- » 3.2 – Propose model language that includes parameters for deferral programs in the State and centralizing the data for offenders who have already been in a deferral program.
 - Completed. Posted on FIDC website.
- » 3.3 – Draft model Language for Florida’s Ignition Interlock Law.
 - On Hold.
- » 3.4 – Establish a process to link the citation to the impaired driving court case.
 - Completed.



Florida Department of Health, Office of Medical Marijuana Use Overview Presentation

Group Discussion





Break



FIDC Strategic Action Plan – Goal 6

Program Evaluation and Data



- » 6.2.1 - Utilize an electronic form of the DRE face sheets that are submitted to the national database.
 - Completed. Updates/Next Steps?
- » 6.3 - Understand the impact of Florida's DUI Diversion Program on impaired driving arrests.
- » 6.4 - Explore methods to track law enforcement training related to impaired driving (DRE, ARIDE, SFST, etc.), for both instructor and the officers they have trained.
 - Chris Craig/IPTM Update

Legislative Updates



- » Approve Revised Definition of DUI Model Language
- » Update SB 436/HB 271 (Definition of DUI Bills)
- » HALT and Ride Acts





Break





Impaired Driving Assessment and Other FDOT Updates

Chris Craig, Ernie Bradley





Public Comment Period



Next Steps



» Future Presentations

- Upcoming Impaired Driving Assessment (July 25-29, 2022)
- Florida Dept. of Health, Office of Medical Marijuana Use: LEA Presentation
- Recommendations?

» Future FIDC Meetings Information: Locations TBD (Orlando or Virtual)

- FY 2022 Q2 Meeting (February 23-24, 2022) Location: TBD
- FY 2022 Q3 Meeting (April 27-April 28, 2022) Location: TBD
- FY 2022 Q4 Meeting (August 18-19, 2022) Location: TBD





Thank You!
See you in February!

