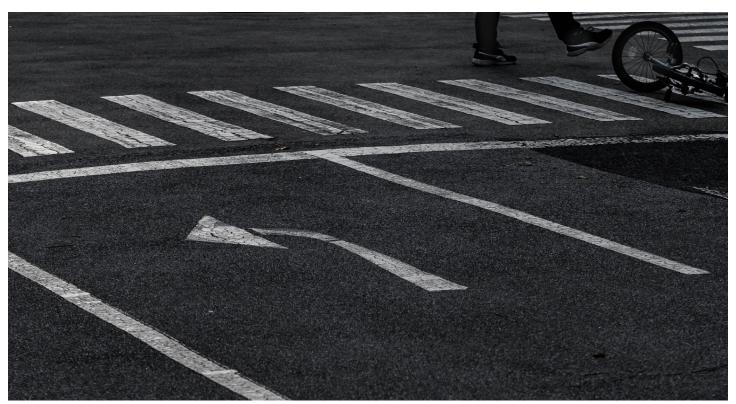
Florida 2020

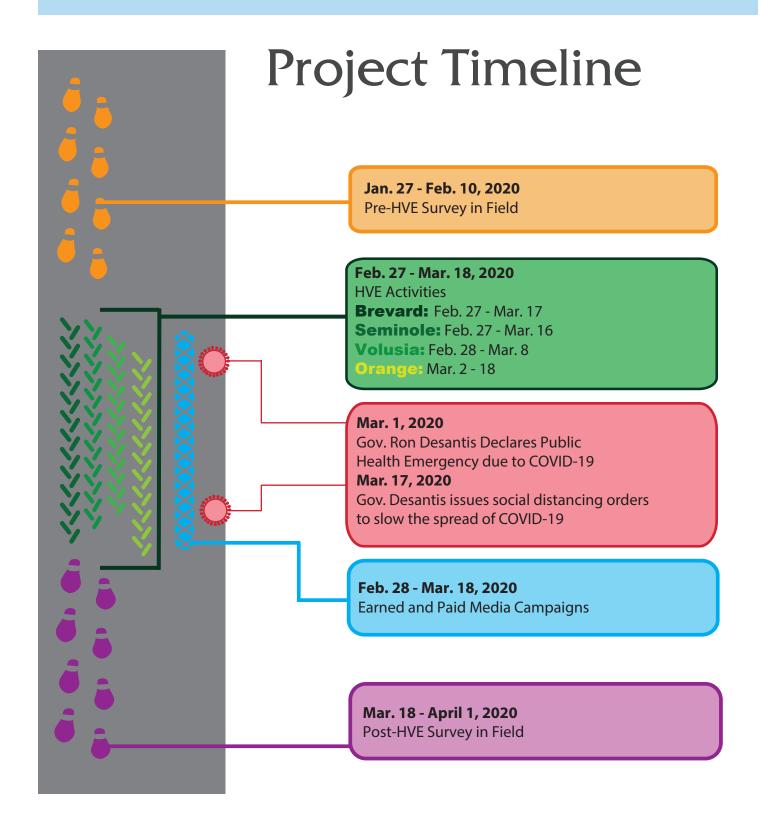
Operation Vision Zero Pedestrian & Bicyclist Safety Awareness & Behavior Survey





Shared Road. Shared Responsibility.

Florida Department of Transportation June 2020 Prepared for the Florida Department of Transportation by the Public Opinion Research Lab at the University of North Florida
Michael Binder, Ph.D., Assistant Professor & Faculty Director
Andrew Hopkins, M.P.A., Assistant Director
Charlene Stainfield, Research Associate
Eva Matthews, Research Associate
Kathlina Brady, Research Associate



Key Findings



Overall, exposure to Vision Zero Zones or the "Operation Vision Zero" campaign slogan increased from 4 to 14 percent between the pre-HVE and post-HVE surveys.

Respondents living in one of the 21 zip codes containing HVE Vision Zero Zones had 10 percent greater exposure than those in the surrounding areas.





Thirty-two percent of respondents exposed to Vision Zero Zones or the "Operation Vision Zero" campaign slogan understood the purpose of Vision Zero Zones, compared to less than one percent of those who were not exposed.



Understanding of the purpose of Vision Zero Zones was...

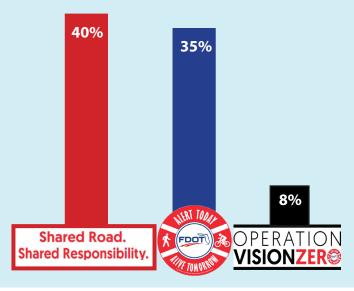
75% higher in people who walk at least one hour per day than those who do not.

136% higher in people who bike at least one hour per day than those who do not.



		Exposed to Vision Zero Zone or "OVZ" campaign slogan	Not Exposed to Vision Zero Zone or "OVZ" campaign slogan	
₩於	Crossed the street on "do not walk"	8%	12%	
	Crossed outside, but in sight of crosswalk	11%	15%	

Percent of respondents who have seen or heard...



Overall, respondents saw or heard campaign messages on...



Television 21%

Traditional Billboards 17%

Portable Electronic Signs 16%

Pre-HVE Survey

January 27 - February 10, 2020





1,009 Completed Surveys

4:00-9:00 PM, Seven Days a Week





17% Response Rate



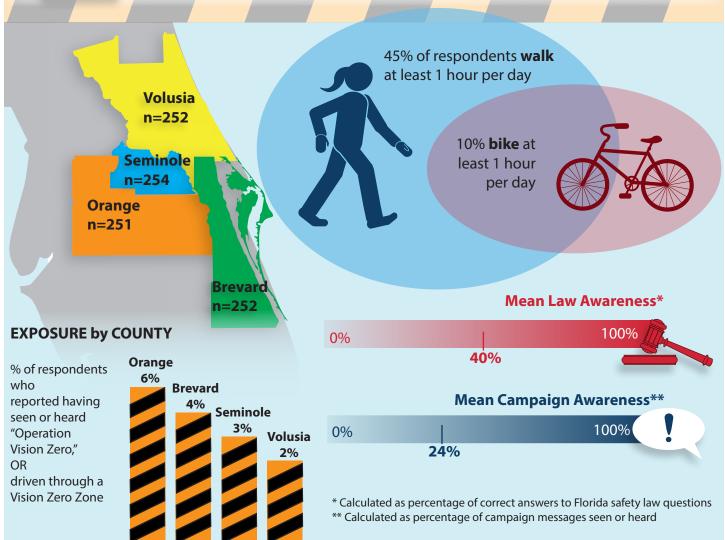
4% of respondents reported having seen or heard "Operation Vision Zero," or driven through a Vision Zero Zone.



15% of respondents said they had crossed the street when the signal said "do not cross."



17% of respondents said they had crossed the street outside, but in sight of a crosswalk.



Treatment

High Visibility Enforcement



256 Warnings



607 Citations



511 Educational **Encounters**

County	# Agencies	# Locations	# Hours
Brevard	2	6	182
Orange	1	1	27
Seminole	5	8	559
Volusia	2	3	41
Total	10	18	808







Earned Media



158 Total Placements



6.8 Million Impressions



65 TV & Radio Broadcast Placements



10 Media Outlets



4 Press Conferences







861 Total Purchased and In-Kind PSAs



953,182 Video Impressions



2,694,143 Geo-Framing Mobile **Application Impressions**



Post-HVE Survey

March 18 - April 1, 2020





1,002 Completed Surveys

4-9:00 PM Mon-Fri, Sun & 10:00 AM-4:00 PM Sat





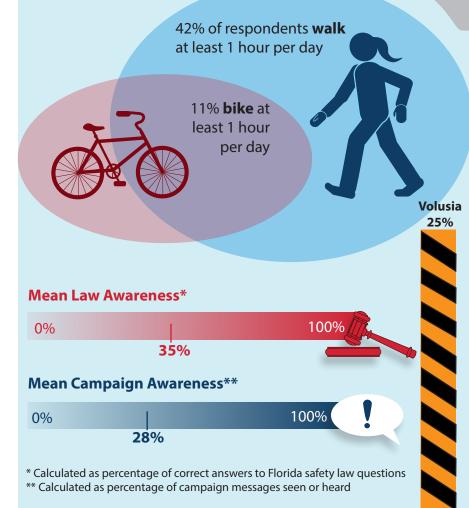
11% Response Rate

Respondents' exposure to Operation Vision Zero increased by 175%

Respondents said they had crossed the street when the signal said "do not cross" decreased by 27%

Respondents said they had crossed the street outside, but in sight of a crosswalk decreased by 12%





Volusia n=251

Seminole n=250

Orange n=251

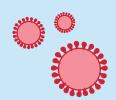
Brevard n=250

EXPOSURE by COUNTY



% of respondents
who
reported having
seen or heard
"Operation
Vision Zero,"
OR
driven through a
Vision Zero Zone

COVID-19



Due to the recent outbreak of Coronavirus (COVID-19), there were several disruptions to the project that are worth noting.

Treatment:



HVE activities were implemented on February 27, 2020, and were slated to end on March 31, however due to COVID-19 concerns, these activities were disrupted to varying degrees in each county. The actual dates of HVE activities in each of the four counties are as follows:

Brevard County: Feb. 27 - Mar. 17 **Orange County:** Feb. 27 - Mar. 16 **Seminole County:** Feb. 28 - Mar. 8

Volusia County: Mar. 2 - 18

In addition to limitations in HVE activities, it should also be noted that media coverage during this time was largely dedicated to concerns over COVID-19. Not only did this limit the coverage given to Operation Vision Zero in th news media, but also much of the exposure respondents did receive was likely eclipsed by the scope and seriousness of the COVID-19 situation in respondents' minds.

Data Collection:



Also due to the ourbreak, PORL was forced to outsource data collection in the post-HVE survey to a third party organization, Cherry Communications.

In order to maintain continuity between the pre-test and post-test surveys, PORL provided Cherry with the survey instrument and specific instructions for implementation. One minor difference between the pre-test and post-test implementation was the days and times in the field. In the pre-test, PORL called from 4:00 PM to 9:00 PM, seven days a week. Cherry's hours differed slightly, calling from 4:00 to 9:00 PM Monday through Friday and Sundau, and from 10:00 AM to 4:00 PM on Saturdays.

PORL made every effort to mitigate the effects of the COVID-19 outbreak on the methodology and implementation of this project however any change in procedure mid-project is less than ideal.

For more information about PORL's methodology, or the effects of COVID-19 on the project, please email Dr. Michael Binder at porl@unf.edu
or call (904) 620-2784.





The mission of The Public Opinion Research Lab (PORL) is to conduct research that contributes to the knowledge and understanding of salient social, economic, political, and health issues. PORL aims to provide a public service by informing our clients and policymakers of public opinions, offering experiential learning to students, and producing research of the highest caliber of academic integrity.

The Public Opinion Research Lab is a proud member of the American Association for Public Opinion Research (AAPOR) and the Association of Academic Survey Research Organizations (AASRO). As a charter member of AAPOR and the Transparency Initiative, PORL strives to uphold ethical research practices, and ensure our research process is accessible and transparent.



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