

# Hit and Run Awareness Month: *Stay at the Scene* Campaign Evaluation Report

# STAY <sup>AT</sup> THE SCENE



## #StayAtTheSceneFL

If you're involved in a crash, **stay at the scene** and call for help.  
**You could save a life**, as well as avoid costly fines and criminal charges.

If you have any info on a hit and run crash, report anonymously to your local Crime Stoppers.



[FLHSMV.gov/StayAtTheScene](http://FLHSMV.gov/StayAtTheScene)



## Background

Under Florida law, a driver must stop immediately at the scene of a crash, on public or private property, which results in property damage, injury and/or death. If the crash involves property damage, leaving the scene is classified as a second degree misdemeanor, with penalties up to 60 days in jail and a \$500 fine. Leaving the scene of a crash resulting in injury or death is a third or first degree felony and a driver, when convicted, will have their license revoked for at least three years and can be sentenced to a mandatory minimum of four years in prison. Penalties for a hit and run with injury can be up to five years in prison or five years of probation and a \$5,000 fine, and drivers leaving the scene of a crash with a fatality could be sentenced up to 30 years in prison and a \$10,000 fine.

Throughout the Hit and Run Awareness month-long campaign, the department educated the public regarding hit and runs, including: Florida law and the consequences regarding leaving the scene of the crash, the challenges law enforcement face when investigating a hit and run crash and what motorists should do when involved in a crash or witness a hit and run crash. In addition to the educational part of the campaign, FHP's Public Affairs Officers (PAO) conducted press conferences throughout the month of February and the department partnered with Crime Stoppers USA, sending posters statewide and including information in their newsletter.



February 1-28, 2018

## Data

Preliminarily, there were 98,225 hit and run crashes in 2017. From 2013 to 2017, hit and run crashes increased 25 percent, decreasing slightly by three percent from 2016 to 2017. The majority of hit and run crashes, 85 percent in 2017 preliminarily, resulted in property damage. Fatalities from a hit and run crash increased 19 percent from 2014 to 2017. Overall, hit and run charges have gone up since 2014, but the total number of charges issued is low compared to the number of hit and run crashes reported; 12,185 were issued in 2017.

## Target Market

**Primary:** Florida's motorists ages 18-29 who received the most hit and run citations in 2017. *Male drivers were involved in 70 percent of hit and run crashes.*

**Secondary:** Florida's Spanish-speaking motorists *According to the data, the highest numbers of hit and run crashes occurred and charges were issued in Miami-Dade, Broward and Orange counties which have large Spanish-speaking populations; therefore, the department will provide Spanish versions of printed materials and advertisements, especially for these target markets.*

## Objectives *Actuals in "(BOLD)"*

- ✓ Secure at least 30 **(96)** new stories based off of the department-disseminated strategically-phased press releases
- ✓ Hold at least eight **(eight)** press conferences throughout the state with FHP Public Affairs Officers (PAO).
- ✓ Obtain 10,000 **(2,830 earned / 38,869 paid)** engagements, likes, comments or retweets, on department social media channels.
- ✓ Garner more than 10,000 **(15,798)** visits to the Hit and Run campaign webpages on [www.flhsmv.gov](http://www.flhsmv.gov).
- ✓ Close at least one **(one)** pending hit and run investigation during the month through paid and earned media.

## Expenditures: \$70,900.61

Online Ads in English and Spanish (\$45,000),  
 Internet radio (\$15,000),  
 Broadcast radio (\$10,000),  
 Rack Cards (\$738.08) and  
 Printing and Mailing (\$162.53)

## Overall Impressions / Reach: 47,632,500

44,790,300 Paid + 2,633,846 Earned + 153,051 Social Media + 15,798 FLHSMV.gov + 39,505 Outreach & Events

## Partners



## Social Media: 153,051 Total Impressions

45 Total Posts · 2,830 Total Engagements

20 Facebook Posts · 76,610 impressions · 1,766 engagements

20 Twitter Posts · 65,118 impressions · 765 engagements

5 Instagram Posts · 11,323 impressions · 299 engagements

Followers Gained: **972** on Facebook

**215** on Twitter

**391** on Instagram



**Best Performing Social Media Posts**

## Website Analytics: 15,798 Total Pageviews

12,514 Total Unique Pageviews · 387 Total Downloads\* · 335 Total Unique Downloads\*

01:09 Average Time Spent on Hit and Run Campaign Pages (including Active Cases and February 1 press release)

\*Based on 22.97% of sessions

**Paid Media: 44,790,300 Total Impressions**

**Online Ads: 29,557,443 Total Impressions**  
 \$5.02 Average CPM (Cost per 1,000 impressions) · 52,093 Clicks  
 \$0.63 Average CPC (Cost-per-click) · 0.2% CTR (Click Through Rate)

**Active Cases Ads: 12,476,954 Impressions · 20,200 Clicks**  
 Ads geotargeted to locations with active hit and run investigations statewide

Twitter Ads: 77,641 Impressions  
 Facebook/Instagram Ads: 9,803,332 Impressions · 15,373 Clicks  
 Semcasting Ads: 2,595,981 Impressions · 4,827 Clicks

**General Education Ads: 17,080,489 Impressions · 31,893 Clicks**  
 Ads provided education and awareness on staying at the scene of a crash and reporting hit and run information to Crimestoppers

Google Display Network/DSP (Demand Side Platform)/DMP (Data Management Platform)<sup>1</sup>: 15,377,174 Impressions · 7,791 Clicks  
 Facebook/Instagram Ads: 685,720 Impressions · 4,185 Clicks  
 Twitter Ads: 137,467 Impressions · 374 Clicks  
 Yume & YouTube: 89,683 Impressions · 18,937 Clicks  
 Retargeting: 790,445 Impressions · 606 Clicks

**Internet Radio: 9,188,357 Impressions · \$0.88 CPM**  
 Streaming Audio with Companion Banner · Age Target: 18-29

**Broadcast Radio: 6,044,500 Impressions · 192 Spots**  
 Fort Myers WBTT FM · Jacksonville WKSL FM · Miami WHYI FM · Orlando WXXL FM · Tampa WFLZ FM · West Palm Beach WLDI FM · Statewide Florida News Network



1. DSP (Demand Side Platform) / DMP (Data Management Platform) - The DMP stores and analyzes data that the DSP uses to buy advertising.

**Outreach Events: 39,505 Total Participants**

**53 Total Events · 9 Troops**



- 22 Schools
- 18 Community Events
- 8 Press Conferences
- 8 Rollover Demos
- 4 Interviews
- 2 Churches
- 2 Hospitals

**Hit and Run Awareness Press Conference Partners:**  
 Crimestoppers, Victims' Families, Lee County Sheriffs, MADD

**Earned Media: 2,633,846 Total Online Circulation & Views · 96 Total News, TV & Radio Stories**

**50 Total Print and/or Online News Stories from 35 News Outlets with 1,667,566 Online Circulation**

**46 Total TV and Radio Stories from 24 News Outlets with \$1,292.91 Average Publicity Value**

*Chipley Bugle, The Gainesville Sun, Imokalee Bulletin, The Ledger, News-Press (4), North Escambia, Northwest Florida Daily News, Ocala Star Banner, Occupational Health & Safety Online, Osceola News-Gazette, Pensacola News Journal (4), Southwest Florida Online, Space Coast Daily, Tampa Bay Times (2), Villages-News*

**Fort Myers/Sarasota:** WBBH (3 On-Air), WINK (2 Online, 4 On-Air), WZVN (1 On-Air), WFTX (2 On-Air), WWSB (1 Online) • **Gainesville:** WGFL (1 On-Air), WOGX (2 On-Air) • **Jacksonville:** WAWS Fox 30 (1 Online), WFOX (1 On-Air), WOKV (1 Online, 1 On-air) • **Miami:** CBS 4 Miami (2 Online), WINZ 940 Radio, WSVN (1 Online, 1 On-Air), WTVJ (1 Online, 1 On-Air) • **Orlando:** Spectrum News 13 (2 Online), WESH (2 Online), WFTV (1 On-Air), WKMG (1 Online), WOFL (1 On-Air), WTKS (1 On-Air) • **Pensacola/Panama City:** WEAR (1 Online, 5 On-Air), WJHG (1 Online, 1 On-Air), WKRG (1 Online, 3 On-Air), WMBB (1 Online), WUWF Radio (1 Online) • **Tallahassee:** WTXL (2 Online, 1 On-Air) • **Tampa:** Bay News 9 (4 On-Air), WCJB (3 Online/On-Air), WFLA (3 Online, 2 On-Air), WFTS (3 On-Air), WTVT (1 Online, 2 On-Air) • **West Palm Beach:** WPBF (1 Online, 1 On-Air), WPTV (1 Online)

**Notable Headlines:** "Pensacola man arrested in fatal hit and run crash" *Pensacola News Journal* • "Arrest made in hit and run crash that killed 2 women" WESH • "State trooper in Southwest Florida part of force helping to find hit-and-run drivers" *News-Press* • "'Do What is Right in Your Heart': Family Pleads for Help in Double Fatal Hit & Run" CBS 4 Miami



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