



FLORIDA DEPARTMENT
OF TRANSPORTATION

ROADSIDE LITTER PREVENTION EDUCATION MEDIA CAMPAIGN

Campaign Overview Presentation

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SONSHINE COMMUNICATIONS – LEAD AGENCY
SACHS MEDIA GROUP & CUNNINGHAM GROUP,
SUB-CONTRACTORS



U.S. Department of Transportation
**Federal Highway
Administration**

Strategic Message

Mission: To educate and encourage Florida's motoring public to take a greater responsibility for helping the department maintain a litter-free roadside on the State Highway System.

Vision: To promote Florida Highways as a valuable litter-free asset where the motoring public can enjoy the natural beauty of Florida's landscape.

Values/Beliefs: The campaign is empowered by motivating the motoring public to respect the environment, appreciate litter-free roadways and be committed to not litter.



Objectives and Goals

- Establish and build public awareness of the importance of roadside litter prevention;
- Establish and build strategies for public and private involvement in keeping Florida's roadsides free of litter;
- Establish and build the visibility and awareness of FDOT as a key agency in roadside litter prevention
- Improve driver satisfaction with roadside cleanliness; and
- Alter driver/passenger behavior by increasing their participation in roadside litter prevention.

Phase 1

Organizational



Phase 2 – Media Development

Campaign Development

**DRIVE IT HOME**

KEEP OUR PARADISE LITTER-FREESM

CleanFLroads.com



Phase 2 – Media Development

Campaign Development



LLEVÉVELA A CASA

MANTENGA NUESTRO PARAÍSO LIBRE DE BASURASM



CleanFLroads.com



Phase 2 – Media Development

Campaign Roll Out

Launched April 25, 2014 in Tallahassee



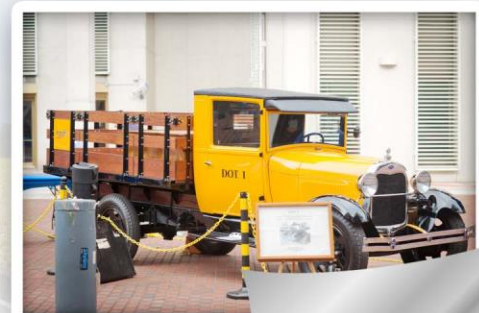
Phase 2 – Media Development

Event Launch Highlights



Phase 2 – Media Development

Event Launch Highlights



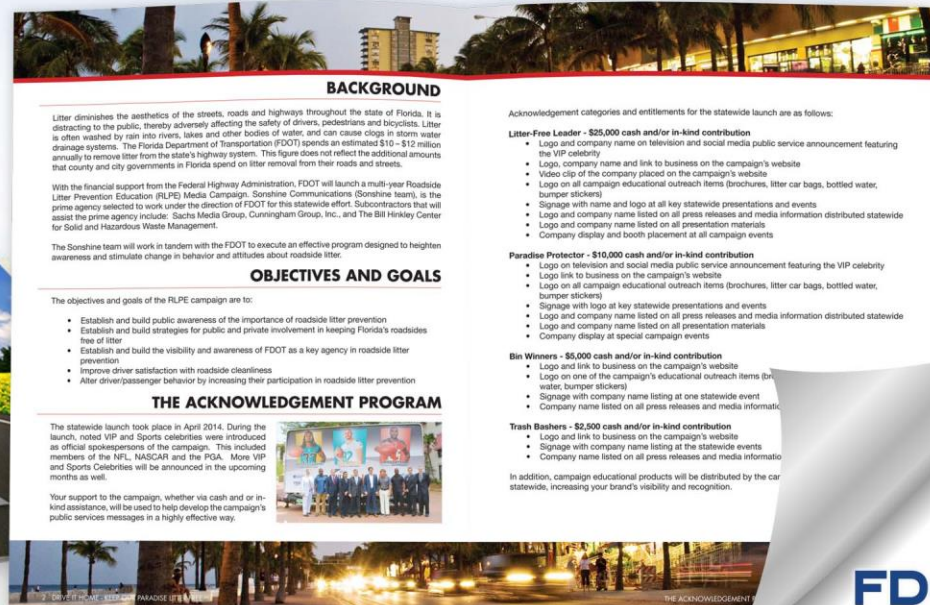
Phase 2 – Media Development

Event Launch Highlights



Phase 2 – Media Development

- Identify & Promote Campaign Partnerships
- Incorporate an Acknowledgement Program
- Identify and Procure Future Celebrity and Sports Campaign supporters.



Phase 2 – Media Development

- Obtaining Campaign Partnerships
- Help increase the campaign's message throughout your community
- Customize educational materials
- Leverage media placement opportunities

Phase 2 – Media Development

Partnership Perks

- Increase campaign and your leverage in the community
- Help involve more corporate and community leaders throughout the community
- Will brand the organization with a highly recognized campaign



Phase 3 – Campaign

Media Rollout

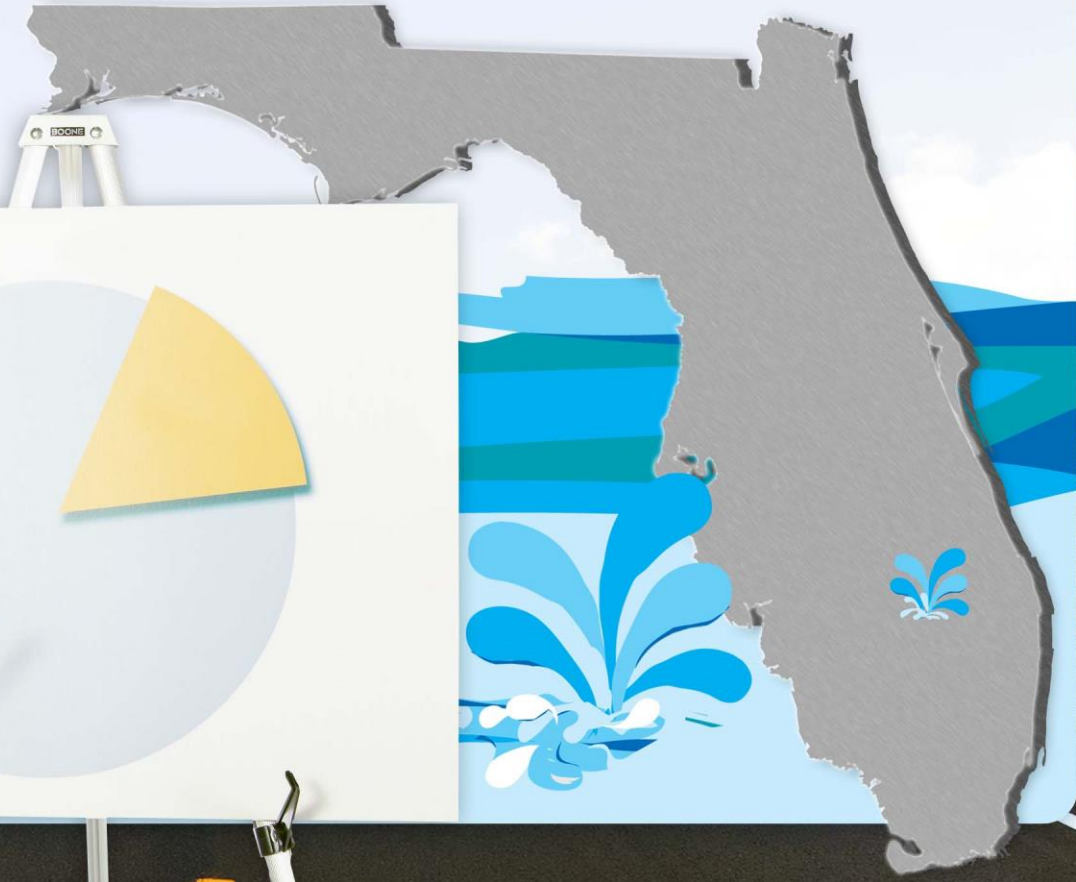
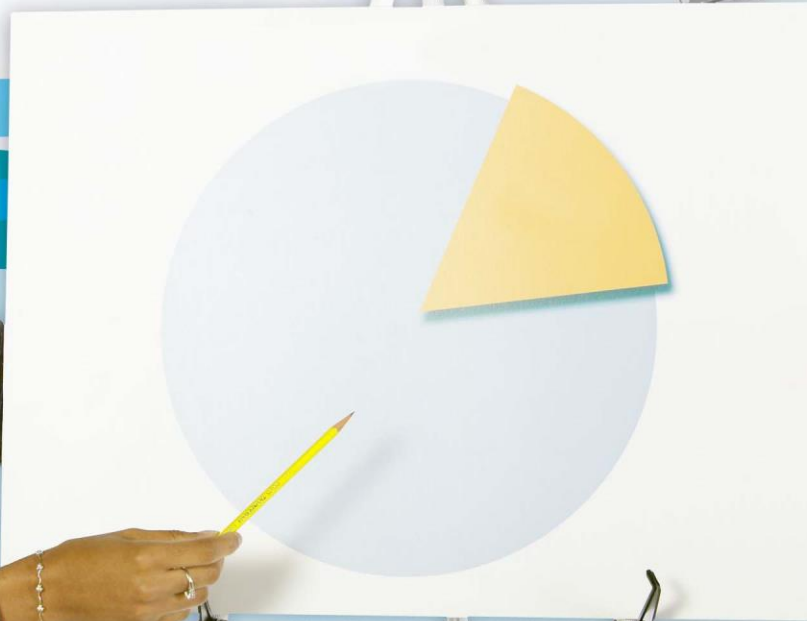




Phase 3 – Campaign

Presentations and Partnership

Statewide Presentations





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QUESTIONS ?



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Thank You!


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