

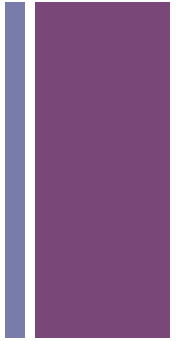
SLOWING DOWN DRIVERS IN PANTHER ZONES

A DRAFT PLAN FOR CONSIDERATION BY THE
PRIT TRANSPORTATION SUB-TEAM



Goal:

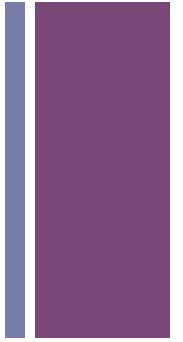
Decreasing Panther Road Kills



Strategies

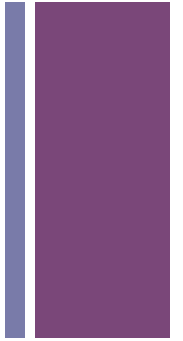
- “Your Speed Is” Radar Signs
- Off-Duty Officers
- Community-Based Social Marketing Campaign
- Billboards
- Supporting Website

+ “Your Speed Is” Radar Signs



- Real-Time Feedback of Radar Sign Shifts Brain from Theta Waves (Auto-Pilot) to Beta Waves (Engaged)
- Speeders Slow Down Up to 80% of the Time
- Average Speed Reductions from 10% to 20%
- Compliance Increases 30% to 60%
- Lasting Impact Years After Install
- \$3,000 to \$6,000 for equipment plus install and solar

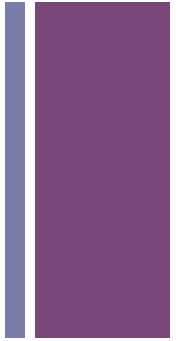
+ Off-Duty Officers



- Heavier Rotation at Beginning of Campaign
- Minimum 3-Hour Shift
- Ticketing at Officer's Discretion
- Provides Only Deterrent to Some Speeders
- Approximately \$43/hour



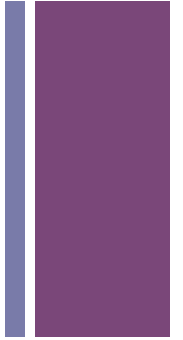
Community-Based Social Marketing Campaign



- Highly Effective Compared to Information Alone
- Addresses Barriers
- Participants Sign Commitment to Drive 45 mph in Zones
- Commitment Sign Up E-Mail Creates Ongoing Campaign to Promote Awareness of Current Panther/Road Issues
- Reinforcing Panther Zone Decal to Place on Vehicle
- Allows Various Community Voices to Be Leaders
- Reach Out to Commercial Vehicles Traveling Route



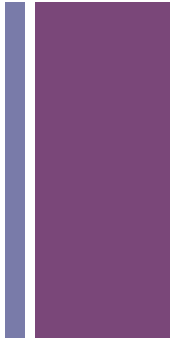
Community-Based Social Marketing Campaign (cont.)



- Create Commitment Opportunities at Naples Zoo at Panther Exhibit and on Free Saturdays and during Florida Panther Festival
- Pilot Test at Naples Zoo – Potential to Expand to Palm Beach and Zoo Miami targeting cross-state travelers
- Regular Drawings for Rewards for Those Who Sign Up

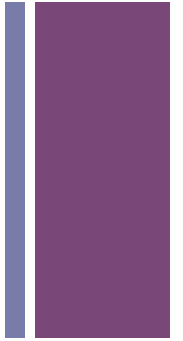


Billboards



- Reinforces Message in Panther Zones and Other Key Hotspots
- Promotes Website

+ Website



- Provides Key Messaging Regarding Campaign including reduction in speed from 60 mph to 45 mph for 3-mile Panther Zone only adds 1 minute of drive time.
- Provides Opportunity to Commit to Driving 45 mph in Panther Zones and Get Coupon to Redeem at Naples Zoo for Panther Decal.
- Summary Data of Relevant Road/Panther Issues
- Link to www.floridapanther.net.org