

# **ALERT TODAY, ALIVE TOMORROW**

## **2020 Mini-Campaign Summary Report**



### **FLORIDA DEPARTMENT OF TRANSPORTATION**

District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

DECEMBER 2020

**Project Managers:**

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Florida Department of Transportation District Six

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Florida Department of Transportation District Six



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## Summary Report

This summary report is an outline of the “Alert Today, Alive Tomorrow” mini-campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, from October to November 2020. This public outreach effort was held as part of the FDOT Traffic Operations Division. In line with FDOT’s mission, which states that the department is committed to “providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities,” the campaign was designed to create awareness and to keep the roadways in Miami-Dade and Monroe counties safer.

## 1.0 Campaign Description

Alert Today, Alive Tomorrow is a statewide campaign developed by FDOT. Florida’s focus on the safety of pedestrians and bicyclists is a dynamic and coordinated effort that includes many individuals and partners throughout the state. Locally in District Six, the long-term priority of the campaign is to increase awareness of pedestrian and bicycle laws and advise of the dangers of jaywalking and drivers not yielding to pedestrians when making left and right-hand turns. To communicate this message effectively, FDOT has developed a targeted Alert Today, Alive Tomorrow campaign.

The key strategy of the mini-campaign was to develop the local brand and strengthen the foundation of partners and community support to maximize communication resources and help spread the safety messages. This campaign targeted drivers of all ages in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations, and academic institutions in order to reach the audience effectively through the distribution of collateral materials including an interactive email blast and social media messaging.

### 1.1 Campaign Limits

The team was tasked with implementing a public outreach campaign within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties. COVID-19 resulted in changing traffic patterns in these areas and the rising need for an educational campaign for drivers and pedestrians. The branded elements implemented as part of the District Six campaign were developed by the District’s team of FDOT personnel and consultants.

### 1.2 Campaign Team

The team was led by Bike and Pedestrian Traffic Specialist Isis Sotolongo, District Six Community Traffic Safety Program Coordinator Carlos Sarmiento, and the District Six Communications Office. The consulting firm that facilitated the 2020 campaign was Media Relations Group, LLC. Additionally, consulting firm Graph Code was used as a resource for the partner resources website.

## 2.0 Campaign Goals

The campaign’s main goal was to increase awareness regarding the dangers of jaywalking and drivers not yielding to pedestrians when making left and right-hand turns. The team was given the following scope of work to achieve these goals:

- Prepare campaign materials as needed (campaign collaterals, eblasts, branding)
- Develop and strengthen partnerships with local municipalities and organizations to effectively disseminate the campaign message
- Administrative Support – Develop and produce materials for all related meetings, both internal and external
- Collect and analyze partner data and develop a final report with the findings
- Produce and distribute a digital final report



## 2.1 2020 Mini-Campaign Results

|  |                      |
|--|----------------------|
| <b>Campaign Partners</b>                   | <b>29</b>            |
| <b>Multi-Agency Enforcement Operations</b> | <b>2</b>             |
| <b>Overall Campaign Impressions*</b>       | <b>11.2 million*</b> |

Using data from partner surveys, an estimated **11,232,770** people were reached during the 2020 campaign.

*\*Number of impressions reported by partners as of December 14, 2020; does not include every instance of people who viewed the campaign materials, articles and news stories.*

## 3.0 Partnership Development

The team distributed campaign information to partners that would help to effectively spread the safety messages and provide materials and resources that would assist in this endeavor. The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations virtually
- Using internal and external communication methods to disseminate “Alert Today Alive Tomorrow” messaging
- Teaming with local law enforcement and community members to support their efforts to improve safe driving, walking and cycling patterns in the community
- Providing educational and promotional items to distribute locally
- Partnership with local agencies and police departments to perform enforcement details

### 3.1 Strategy and Approach

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. In past campaigns, partnership was confirmed before the campaign begins, however due to COVID-19, the team distributed materials and asked that past partners to disseminate if possible.

A website with campaign resources ([fdotsafetyresources.com](http://fdotsafetyresources.com)) was updated for the partners’ use and provided collateral materials that highlighted the campaign’s look and messaging.

### 3.2 Campaign Partners

The following is a list of the official partners that joined the 2019 Alert Today, Alive Tomorrow campaign.

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• AA Auto Traffic School &amp; Class "E" Testing Center</li> <li>• Bay Harbor Islands Police Department</li> <li>• City of Aventura Police Department</li> <li>• City of Coral Gables Police Department</li> <li>• City of Marathon</li> <li>• City of Miami Gardens</li> <li>• City of Miami Gardens Police Department</li> <li>• City of North Miami Police Department</li> </ul> | <ul style="list-style-type: none"> <li>• City of North Miami Police Department</li> <li>• Community Traffic Safety Teams (CTST)</li> <li>• FDOT District Six</li> <li>• Florida Department of Health (Miami-Dade)</li> <li>• Florida Department of Transportation (District One)</li> <li>• Florida Highway Patrol</li> </ul> |
|--|---|



- Florida International University Police Department
- Miami Dade College
- Miami Dade College
- Miami Shores Village
- Miami-Dade County
- Miami-Dade Police Department
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County School District
- Monroe County Sheriff's Office
- North Bay Village Police Department
- Town of Cutler Bay
- Town of Medley Police Department
- Town of Miami Lakes
- Village of Palmetto Bay

## 4.0 Campaign Events

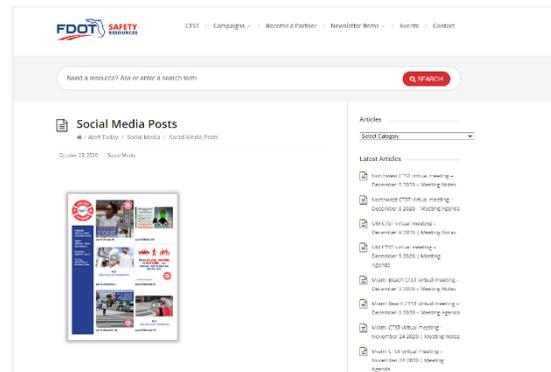
### 4.1 Multi-Agency Enforcement Operations

Two multi-agency enforcement operations took place where campaign materials were distributed. The purpose of the operations was for the apprehension and/or citation of drivers and for public education and awareness of the dangers of driving under the influence, aggressive driving, distracted driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the CTST program, participating agencies were effectively able to educate the public on traffic safety and those that violated traffic safety laws were cited accordingly. See the appendix for full reports.

| Date       | Location   |
|------------|--|
| 10/28/2020 | Northeast Community Traffic Safety Team (NE CTST) – Village of Bal Harbour |
| 11/12/2020 | Northeast Community Traffic Safety Team (NE CTST) - North Bay Village      |

## 5.0 Campaign Messaging

Partners were able to access campaign materials and important information at [fdotsafetyresources.com](http://fdotsafetyresources.com).



### 5.1 Social Media

An online presence was the driving force of this campaign. Through social media, FDOT was able to reach a larger audience and ultimately disseminate the information in a clear, concise manner. The social media messaging was highly visible with eye-catching simple graphics that elicit a response to the call to action. They were formatted so that they would be easily posted to outlets such as Facebook, Twitter and Instagram. See the appendix for social media images.

### 5.2 Public Service Announcement (PSA)

During the 2019 campaign, the team developed a 30-second PSA in both English and Spanish to demonstrate the campaign message in a video format. These PSAs were utilized again by partners for the 2020 mini-campaign on social media.

### 5.3 Eblast

Partners were provided one eblast to distribute to their internal and/or external mailing lists according to the campaign timeline. The eblast was interactive and featured safety messaging, videos, statistics, and other relevant content for the campaign. See the appendix for images of the eblast.



## 5.4 Electronic Message Boards

FDOT District Six and the SunGuide Transportation Management Center (TMC) displayed messages reaching an estimated 2.1 million vehicles. The messages included “BACK TO SCHOOL SLOW DOWN IN SCHOOL ZONES,” “BACK TO SCHOOL,” and “STOP FOR SCHOOL BUSES.”



## 6.0 Campaign Feedback

“I am happy to post at our school the posters and give handouts to promote awareness and also in social media. I believe in safer roads.”

-- AA Auto Traffic School & Class "E" Testing Center

“I think the campaign is excellent and has made an impact.”

-- Florida Department of Health (Miami-Dade)

“This campaign and partnership was a success.”

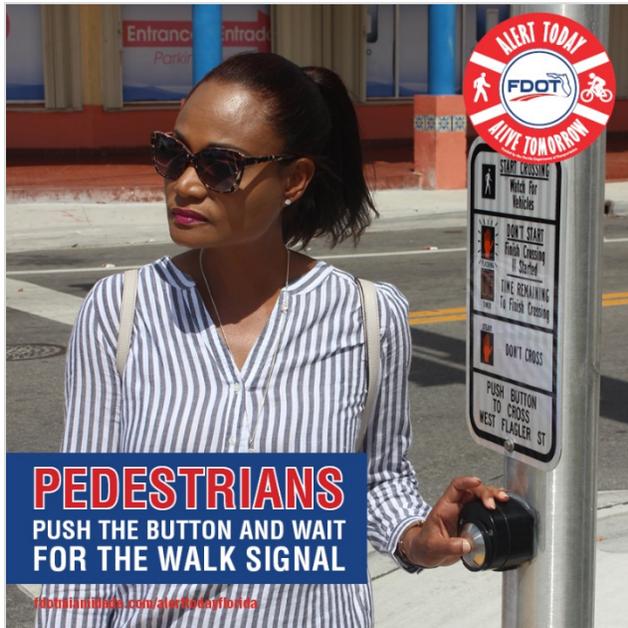
-- Miami Dade College

“Thank you for all your hard work! We look forward to working on more cobranded campaigns with you all.”

-- Town of Miami Lakes



## Appendix A – Social Media





## Appendix B – Email Blasts



# SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 20.2

Whether you're trick-or-treating  
in a hurry, or just plain impatient,  
**“flying”**  
through the crosswalk against  
the signal never ends well!



Stay alert, obey the signal.



Never rush or run across  
the street.



Don't enter the crosswalk  
when the **hand symbol** or  
**“DON'T WALK”** appears.

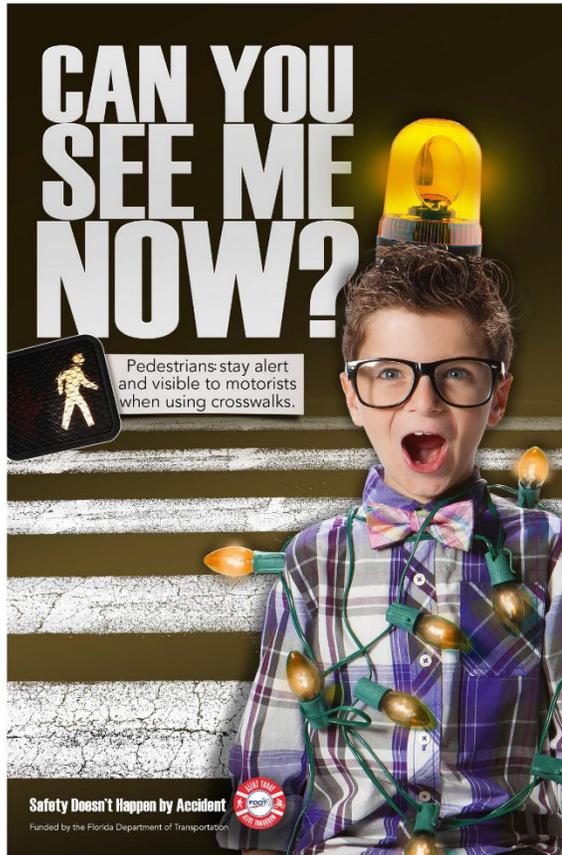
**Safety Doesn't Happen  
by Accident!**

[www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)



We're all responsible for keeping each other safe on our roads. If you're a bicyclist or pedestrian, make smart choices. Cross safely by maintaining eye contact with drivers. Remember, bicyclists ride with traffic. If you're a driver, pay attention, don't be distracted, and watch for bicyclists and pedestrians. **Remember, safety is a two-way street.**

For more information about the Alert Today, Alive Tomorrow Campaign,  
please visit [alerttodayflorida.com](http://alerttodayflorida.com)



## When **DRIVING**, **WALKING** or **BICYCLING** at night...



### **PEDESTRIANS**

- Be visible. Walk in well-lit areas.
- Wear bright or reflective clothing. Be seen, be safe.
- Assume drivers do not see you.
- Use a crosswalk. Push the button to activate the walk signal.
- Look left, right and left again before crossing the street.



### **BICYCLISTS**

- Turn on your front white light and red taillight at night. Red reflectors are also required.
- Stay visible. Choose well-lit bicycle routes.
- Wear a helmet always, the brighter the better.
- Bicycles on the road are vehicles.
- Obey all traffic signs, signals, and lane markings.
- Yield to traffic when appropriate. It's better to be safe than "to be right."



### **MOTORISTS**

- Be alert! Pedestrians and bicyclists at night are not easily seen.
- Avoid distractions while driving; focus on the road.
- Always stop on red and watch out for pedestrians before making a right turn.
- Bicyclists are legal vehicles, move over when passing.
- Slow down! Speed is a major contributing cause of fatal crashes.



## Appendix C – Other Campaign Coverage

**AA AUTO Driving School & Class "E" Driver Testing Center**  
September 2 · 🌐

**DRIVERS**  
YIELD TO PEDESTRIANS WHEN MAKING LEFT OR RIGHT-HAND TURNS

[fdotmiamidade.com/alerttodayflorida](http://fdotmiamidade.com/alerttodayflorida)

Like Comment Share

**Bay Harbor Islands Police Department** is at Bay Harbor Islands Police Department.  
November 5 at 11:02 AM · Bay Harbor Islands · 🌐

Put down your phone, drive sober, drive safely and stay alert - always. When you get behind the wheel, you hold the lives of everyone around you in your hands. There is no one someone won't miss.  
#DNTXTNDRV #BuzzedDrivingsIsDrunkDriving  
#AlertTodayAliveTomorrow #safetyfirst #FDOT Southeast Florida FDOT South - Miami Area

**There's No One Someone Won't Miss!**  
We must all work together to eliminate traffic fatalities.

2

Like Comment Share

**Aventura Police** ✓  
433 Tweets Follow

Aventura Police Retweeted

**City of Aventura** ✓ @cityofaventura · Sep 16  
Alert today, alive tomorrow! A message from @MyFDOT\_Miami

Aventura Police Retweeted

**FDOT District 6** @MyFDOT\_Miami · Sep 10



## Appendix C – Other Campaign Coverage

 **Coral Gables Police** @CoralGablesPD · Oct 28

As we approach this weekend which includes Halloween and the time change, here are a few reminders on safety as pedestrians and bicyclists.



**SAFETY DOESN'T HAPPEN BY ACCIDENT**

Alert Today, Alive Tomorrow Campaign #AlertToday2020

Whether you're trick-or-treating in a hurry, or just plain impatient, **"flying"** through the crosswalk against the signal never ends well!

- Stay alert, obey the signal.
- Never rush or run across the street.
- Don't enter the crosswalk when the hand symbol or "DON'T WALK" appears.

**Safety Doesn't Happen by Accident!**

[www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)

We're all responsible for keeping each other safe on our roads. If you're a bicyclist or pedestrian, make smart choices. Cross safely by maintaining eye contact with drivers. Remember, bicyclists ride with traffic. If you're a driver, pay attention, don't be distracted, and watch for bicyclists and pedestrians. **Remember, safety is a two-way street.**

**When DRIVING, WALKING or BICYCLING at night...**

**PEDESTRIANS**

- Be visible. Walk in well-lit areas.
- Wear bright or reflective clothing. Be seen, be safe.
- Assume drivers do not see you.
- Use a crosswalk. Push the button to activate the walk signal.
- Look left, right and left again before crossing the street.

**BICYCLISTS**

- Turn on your front white light and red taillight at night. Red reflectors are also required.
- Stay visible. Choose well-lit bicycle routes.
- Wear a helmet always, the brighter the better.
- Bicycles on the road are vehicles.
- Obey all traffic signs, signals, and lane markings.

**MOTORISTS**

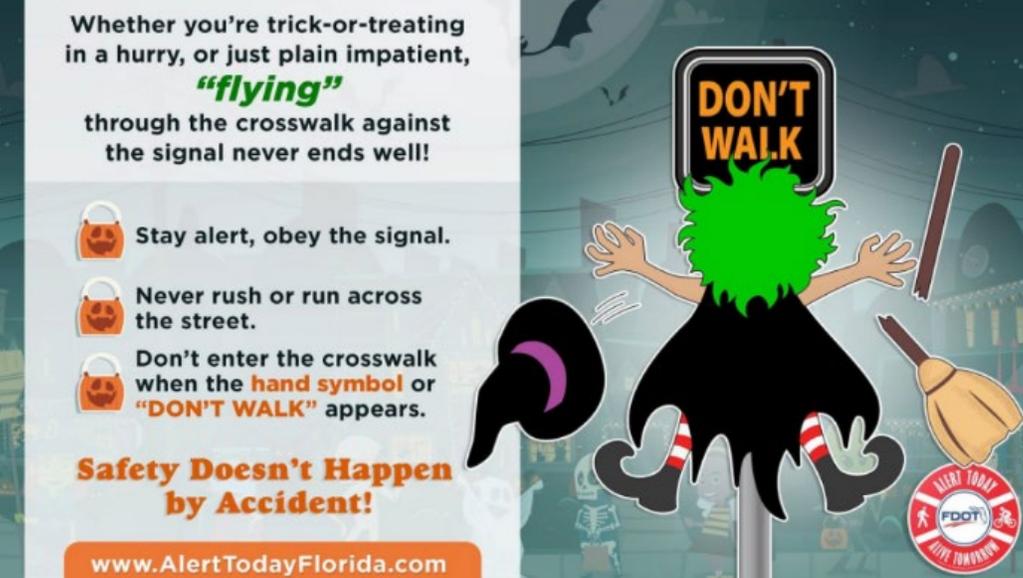
- Be alert! Pedestrians and bicyclists at night are not easily seen.
- Avoid distractions while driving; focus on the road.
- Always stop on red and watch out for pedestrians before making a right turn.
- Bicyclists are legal vehicles, move over when necessary.

👤 2 ❤️ 8 ↗️

 **City of Marathon, Florida**

October 29 · 🌐

Alert Today, Alive Tomorrow Campaign. Use the Crosswalk.



**Whether you're trick-or-treating in a hurry, or just plain impatient, "flying" through the crosswalk against the signal never ends well!**

- Stay alert, obey the signal.
- Never rush or run across the street.
- Don't enter the crosswalk when the hand symbol or "DON'T WALK" appears.

**Safety Doesn't Happen by Accident!**

[www.AlertTodayFlorida.com](http://www.AlertTodayFlorida.com)

👍 Like 💬 Comment ➦ Share



## Appendix C – Other Campaign Coverage



When **DRIVING, WALKING**  
or **BICYCLING...** pay  
attention, read the signs and  
obey the laws.



[fdotmiamidade.com/alerttodayflorida](http://fdotmiamidade.com/alerttodayflorida)

miamigardenspd • Follow

miamigardenspd #PayAttention  
#ReadTheSigns  
#ObeyTheLaws

It's just that simple!

Carry on & Be safe!

#buildingasafercommunity  
#WeAreMiamiGardens  
#onevisiononemindset

4w



19 likes

NOVEMBER 5

Add a comment...

Post

### AVOID DISTRACTIONS.



**Yield to pedestrians when turning.**



**Use the sidewalk and crosswalks.**



**Ride with the flow.**

**IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS  
AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.**



[fdotmiamidade.com/alerttodayflorida](http://fdotmiamidade.com/alerttodayflorida)

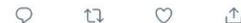
FIUPolice  
@FIUPOLICE

Yield to Pedestrians when  
turning and in the Crosswalk.

#AvoidDistractions  
#PutITDOWN  
#PedestriansSafety #FDOT  
#FIUPolice #FloridaSafety  
#CrosswalkSafety

8:45 AM · Sep 17, 2020 · Hootsuite Inc.

1 Retweet 4 Likes





## Appendix C – Other Campaign Coverage





## Appendix C – Other Campaign Coverage





## Appendix C – Other Campaign Coverage



When **DRIVING, WALKING**  
or **BICYCLING...** pay  
attention, read the signs and  
obey the laws.

[fdotmiamidade.com/alerttodayflorida](http://fdotmiamidade.com/alerttodayflorida)

**ALERT TODAY**  
FDOT  
**ALIVE TOMORROW**

Town of Miami Lakes @MiamiLakesNews  
We kindly ask all Miami Lakers that please when driving, walking or cycling pay attention, read the signs and obey the laws 🙏 We hope to keep our roads and Miami Lakers safe! 🌳 🚗 🚲 To learn more please visit [fdotmiamidade.com/alerttodayflor...](http://fdotmiamidade.com/alerttodayflor...) @MyFDOT\_Miami #FDOT #IHeartMiamiLakes  
6:18 PM · Nov 5, 2020 · Sprout Social  
1 Like



## Appendix C – Other Campaign Coverage

 **Miami Dade College - Padrón Campus** September 9 · 🌐

As businesses & institutions begin to reopen, we urge you to stay safe in every way-- Especially driving! As traffic increases, we're here with @my\_fdot to remind you to drive carefully, and always be aware of pedestrians, bicyclists, and other vehicles 🚗💬💙 #mdcpadron #bemdc #college #studentlife #socialdistancing #staysafe #drivecarefully #clickitorticket



👍 2

👍 Like    💬 Comment    ➦ Share



## Appendix D – Multi-Agency Enforcement Operation Reports

**After Action Report**  
**Multi-Agency Educational/Enforcement Event**  
**N.E. CTST**  
**(October 28, 2020)**

The following is the After Action Report for an educational/enforcement detail that was conducted on October 28, 2020. The purpose of this operation was for the apprehension and/or citation of drivers and for public education and awareness of the dangers of impaired driving, distracted driving, Move-Over Law compliance, aggressive driving (as part of FDOT’s on-going Drive Safe campaign), speeding, red-light running, seat belt compliance, bike/pedestrian safety and general traffic safety. This operation was conducted at various locations in the municipality of Bal Harbour, FL.

**ACTIVITY SUMMARY**

| CATEGORY                                | TOTALS | CATEGORY  | TOTALS |
|---|--------|---|--------|
| DUI ARRESTS                             |        | COMPUTER HITS                                   |        |
| DWLS ARRESTS                            |        | MIAMI-DADE WARRANTS                             |        |
| NVDL ARRESTS                            |        | OUT OF COUNTY WARRANTS                          |        |
| FELONY ARRESTS                          |        | VEHICLES TOWED                                  |        |
| MISDEMEANOR ARRESTS                     |        | CRASH REPORTS                                   |        |
| RECKLESS DRIVING ARRESTS                |        | OFFENSE INCIDENT REPORTS                        |        |
| WARRANTS ARRESTS                        |        | GUNS RECOVERED                                  |        |
| <b>TOTAL ARRESTS</b>                    |        | DRUGS IMPOUNDED                                 |        |
| SAFETY BELT SUMMONS                     | 2      | METHAQUALONE IMPOUNDED (GRAMS)                  |        |
| CHILD RESTRAINT SUMMONS                 |        | STOLEN VEHICLE RECOVERED                        |        |
| UNINSURED MOTORIST SUMMONS              | 1      | DRE EXAMS CONDUCTED                             |        |
| SPEEDING SUMMONS                        | 10     | BREATH TEST CONDUCTED                           |        |
| NVDL SUMMONS                            | 1      | UNDER 21 - ( 0.02) VIOLATION                    |        |
| DWLS SUMMONS                            | 3      | S.F.S.T.'s CONDUCTED                            |        |
| RECKLESS DRIVING SUMMONS                |        | JUVENILES RECOVERED                             |        |
| MOTOR VEHICLE EQUIP VIOLATION           |        | COMMERCIAL MOTOR VEHICLE INSPECTIONS            |        |
| MOVING VIOLATION SUMMONS                | 9      | Information Guides Handed-Out                   |        |
| NON-MOVING TRAFFIC SUMMONS              | 13     | <b>Move Over Information Guide</b>              |        |
| AGGRESSIVE DRIVING CITATIONS            |        | <b>General Driving Safety Pamphlets</b>         | 30     |
| WRITTEN WARNINGS                        | 17     | <b>Put it Down Distracted Driving Pamphlets</b> |        |
| “MOVE OVER LAW” SUMMONS                 |        | <b>DUI Education Pamphlets</b>                  |        |
| <b>Bike/Pedestrian Safety Pamphlets</b> | 9      | <b>Seat Belt Education Pamphlets</b>            |        |
| <b>TOTAL TRAFFIC SUMMONS</b>            | 39     | <b>Drive Safe Aggressive Driving materials</b>  |        |



**TIMES OF OPERATION:**

The Pre-Operation Briefing (Roll Call) was conducted by Bal Harbour Police Department at the parking lot of the Sea View Hotel - 9909 Collins Avenue - Bal Harbour, FL 33154 at 8 am. The Post Operation Briefing took place at 1:00 pm at the Sea View Hotel parking lot. Enforcement/Education took place along Collins Avenue and 96 Street (within Bal Harbour municipal limits).

**OUTSIDE POLICE AGENCIES:**

The following outside police agencies participated and assisted the NE CTST in the success of this operation.

Bal Harbour PD (7)  
Bay Harbor Islands PD (1)  
Surfside PD (2)  
Sunny Isles PD (2)  
North Miami Beach PD (2)  
North Miami PD (1)

Florida Department of Transportation – Operation logistics (1)

**Total: 15 Officers  
1 Civilian**

**NEWS MEDIA PARTICIPATION:**

None.

**SUMMARY:**

This educational/enforcement detail was a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly. This operation yielded a total of 0 arrests, 39 citations, 17 written warnings, 0 commercial vehicle inspections and 39 traffic safety educational materials distributed.



## Appendix D – Multi-Agency Enforcement Operation Reports

**After Action Report**  
**Multi-Agency Educational/Enforcement Event**  
**N.E. CTST**  
**(November 12, 2020)**

The following is the After-Action Report for an educational/enforcement detail that was conducted on November 12, 2020. The purpose of this operation was for the apprehension and/or citation of drivers and for public education and awareness of the dangers of impaired driving, distracted driving, Move-Over Law compliance, aggressive driving (as part of FDOT’s on-going Drive Safe campaign), speeding, red-light running, seat belt compliance, bike/pedestrian safety and general traffic safety. This operation was conducted at various locations in the municipality of North Bay Village, FL.

**ACTIVITY SUMMARY**

| CATEGORY                                | TOTALS     | CATEGORY  | TOTALS    |
|---|------------|---|-----------|
| DUI ARRESTS                             |            | COMPUTER HITS                                   |           |
| DWLS ARRESTS                            | 2          | MIAMI-DADE WARRANTS                             |           |
| NVDL ARRESTS                            |            | OUT OF COUNTY WARRANTS                          |           |
| FELONY ARRESTS                          | 1          | VEHICLES TOWED                                  |           |
| MISDEMEANOR ARRESTS                     |            | CRASH REPORTS                                   |           |
| RECKLESS DRIVING ARRESTS                |            | OFFENSE INCIDENT REPORTS                        |           |
| WARRANTS ARRESTS                        |            | GUNS RECOVERED                                  |           |
| <b>TOTAL ARRESTS</b>                    | <b>3</b>   | DRUGS IMPOUNDED                                 |           |
| SAFETY BELT SUMMONS                     | 16         | METHAQUALONE IMPOUNDED (GRAMS)                  |           |
| CHILD RESTRAINT SUMMONS                 |            | STOLEN VEHICLE RECOVERED                        |           |
| UNINSURED MOTORIST SUMMONS              | 12         | DRE EXAMS CONDUCTED                             |           |
| SPEEDING SUMMONS                        | 61         | BREATH TEST CONDUCTED                           |           |
| NVDL SUMMONS                            | 1          | UNDER 21 - ( 0.02) VIOLATION                    |           |
| DWLS SUMMONS                            |            | S.F.S.T.'s CONDUCTED                            |           |
| RECKLESS DRIVING SUMMONS                | 1          | JUVENILES RECOVERED                             | 1         |
| MOTOR VEHICLE EQUIP VIOLATION           | 18         | COMMERCIAL MOTOR VEHICLE INSPECTIONS            |           |
| MOVING VIOLATION SUMMONS                | 5          | Information Guides Handed-Out                   |           |
| NON-MOVING TRAFFIC SUMMONS              | 30         | <b>Move Over Information Guide</b>              | <b>17</b> |
| AGGRESSIVE DRIVING CITATIONS            | 1          | <b>General Driving Safety Pamphlets</b>         | <b>35</b> |
| WRITTEN WARNINGS                        | 30         | <b>Put it Down Distracted Driving Pamphlets</b> | <b>46</b> |
| “MOVE OVER LAW” SUMMONS                 |            | <b>DUI Education Pamphlets</b>                  | <b>11</b> |
| <b>Bike/Pedestrian Safety Pamphlets</b> | <b>12</b>  | <b>Seat Belt Education Pamphlets</b>            | <b>59</b> |
| <b>TOTAL TRAFFIC SUMMONS</b>            | <b>145</b> | <b>Drive Safe Aggressive Driving materials</b>  | <b>70</b> |



**TIMES OF OPERATION:**

The Pre-Operation Briefing (Roll Call) was conducted by North Bay Village Police Department at their station at 8 am. The Post Operation Briefing took place at 12:30 pm at the North Bay Village Police Department. Enforcement/Education took place along NE 79<sup>th</sup> Street (North Bay Village municipal limits).

**OUTSIDE POLICE AGENCIES:**

The following outside police agencies participated and assisted the NE CTST in the success of this operation.

North Bay Village PD (1)  
Golden Beach PD (1)  
FIU PD (3)  
North Miami PD (1)  
Bay Harbor Islands PD (1)  
Miami-Dade PD (2)  
Miami Gardens PD (1)  
Surfside PD (2)  
Sunny Isles Beach PD (1)

Florida Department of Transportation – Operation logistics (1)

**Total: 13 Officers**  
**1 Civilian**

**NEWS MEDIA PARTICIPATION:**

None.

**SUMMARY:**

This educational/enforcement detail was a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly. This operation yielded a total of 3 arrests, 145 citations, 30 written warnings, 0 commercial vehicle inspection and 250 traffic safety educational materials distributed.