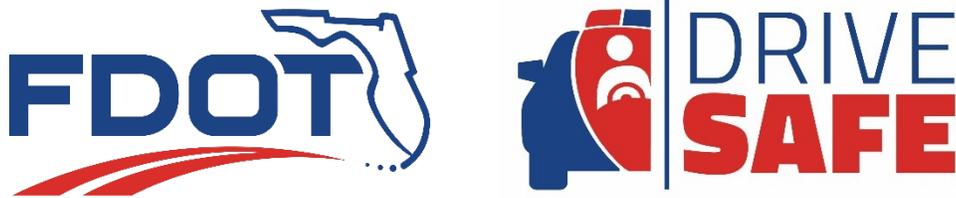


# **AGGRESSIVE DRIVING AWARENESS CAMPAIGN**

## **2016 Campaign Summary Report**



### **FLORIDA DEPARTMENT OF TRANSPORTATION**

District Six  
1000 NW 111 Avenue  
Miami, Florida 33172

JULY 2016

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## Table of Contents

<b>Table of Contents .....</b>	<b>1</b>
<b>1.0 Campaign Description .....</b>	<b>2</b>
<b>2.0 Campaign Goals .....</b>	<b>3</b>
<b>3.0 Partnership Development .....</b>	<b>4</b>
<b>4.0 Campaign Events .....</b>	<b>10</b>
<b>5.0 Campaign Messaging .....</b>	<b>13</b>
<b>6.0 Future Campaign Goals .....</b>	<b>18</b>
<b>7.0 Campaign Feedback .....</b>	<b>19</b>
<b>Appendix A – Campaign Posters .....</b>	<b>20</b>
<b>Appendix B – Email Blasts .....</b>	<b>21</b>
<b>Appendix C – Social Media Images .....</b>	<b>25</b>
<b>Appendix D – Tip Cards.....</b>	<b>39</b>
<b>Appendix E – Window Clings .....</b>	<b>42</b>
<b>Appendix F – Press Releases.....</b>	<b>43</b>
<b>Appendix G – Event Photos .....</b>	<b>48</b>
<b>Appendix H – Media Coverage .....</b>	<b>49</b>
<b>Appendix I – Other Campaign Coverage .....</b>	<b>71</b>



## Annual Summary Report

This summary report is an outline of the inaugural "Drive Safe" Aggressive Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, throughout the months of January to June in 2016. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator 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 of the dangers of aggressive driving in order to keep the roadways in Miami-Dade and Monroe counties safer.

## 1.0 Campaign Description

The National Highway Traffic Safety Administration (NHTSA) defines aggressive driving as, "when individuals commit a combination of moving traffic offenses so as to endanger other persons or property." Aggressive driving occurs when a driver has committed two or more of the following actions: speeding, failure to yield right-of-way, improper or unsafe lane changes, improper passing, following too closely or the failure to obey traffic control devices (stop signs, yield signs, traffic signals, railroad grade cross signals, etc.). The long-term priority of the campaign is to eliminate crashes that are attributable to aggressive driving. In order to communicate this priority effectively, FDOT has developed a number of programs and projects, including the "Drive Safe" campaign, which focuses on:

- Supporting effective law enforcement and promoting efforts to reduce aggressive driving;
- Training and education on the problem of aggressive driving; and
- Identifying engineering initiatives to reduce aggressive driving.

The key strategy of this year's inaugural campaign was to develop the brand and build a strong foundation of partners and community support to maximize communications resources and help spread the safety messaging. Because the risks associated with aggressive driving are applicable to all drivers, 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 outreach events, multi-agency enforcement operations and the distribution of multilingual collateral materials including a campaign poster, interactive email blasts and social media messaging.

### 1.1 Campaign Limits

Due to the prevalence of aggressive driving in the area, 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. The branded elements implemented as part of the District Six campaign were developed exclusively by the District's team of FDOT personnel and consultants.

### 1.2 Campaign Team

The team was led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and the District Six Public Information Office. The consulting firm that facilitated the 2016 campaign was Media Relations Group, LLC. One additional consulting firm, The Corradino Group, was used as a resource for event staffing.



The first meeting of the 2016 team was held in November 2015. Subsequent meetings were held as needed to review materials, arrange for production of collaterals or coordinate participation in upcoming outreach events.

## 2.0 Campaign Goals

The campaign’s main goal was to increase awareness regarding the dangers of aggressive driving by providing effective outreach materials to inform the public of laws and statistics. The team was given the following scope of work to achieve these goals:

- Research aggressive driving statistics
- Prepare campaign materials as needed (campaign collaterals, eblasts, branding)
- Develop unique and effective campaign outreach methods, including:
  - Postcard/brochure for law enforcement to hand to drivers
  - Clear window decal with messaging
  - Comprehensive social media outreach
  - Spotify playlists
  - Public Service Announcement (PSA)
- Develop 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. These materials include sign-in sheets, agendas, handouts and kits.
- Staff and attend outreach events
- Coordinate media coverage and leverage opportunities for earned media placements
- Collect and analyze partner data and develop a final report with the findings
- Produce and distribute digital and printed final reports

While many outreach tactics were dependent on electronic distribution methods (particularly email and social media), personal interaction with the public at the outreach events was also crucial to the campaign.

### 2.1 Data Goals

	2016
Campaign Partners	85
Outreach Events	47
Multi-Agency Enforcement Operations	11
Overall Campaign Impressions*	23.1 million

**Using data from partner surveys, an estimated 23,183,449 people were reached during the 2016 campaign.**

*\*Number of impressions reported by partners as of July 18, 2016; does not include every instance of people who viewed the campaign posters, articles and some news stories.*



## 3.0 Partnership Development

The team focused on developing 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
- Using internal and external communication methods to disseminate “Drive Safe” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events
- 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. The team was tasked with making preliminary contact with each potential partner and gauging their interest in joining the campaign. Based on their level of interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

A website with campaign resources ([drivesaferesources.com](http://drivesaferesources.com)) was developed for the partners’ use and provided collateral materials that highlighted the campaign’s look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Across the board, each potential partner was supportive of the campaign and showed a great interest in participating. Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.

### 3.2 Campaign Partners

The partners’ logos were included in many of the collateral materials, including the campaign posters, website and email blasts. The following is a list of the official partners that joined the 2016 Aggressive Driving Awareness Campaign.

- AAA/Traffic Safety Foundation
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Police Department
- City of Doral Police Department
- City of Hialeah
- City of Hialeah Police Department
- City of Homestead
- City of Islamorada Fire Rescue
- City of Islamorada, Village of Islands
- City of Layton
- City of Marathon
- City of Marathon Fire Department
- City of Miami Beach



- City of Miami Beach Fire Department
- City of Miami Beach Police
- City of Miami Police Department
- City of Miami Springs
- City of North Miami
- City of North Miami Police Department
- City of Opa-locka
- City of Sweetwater Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- EndDD (End Distracted Driving)
- FDOT Central Office
- FDOT District Six
- Florida Department of Health - Monroe
- Florida Department of Health (Miami-Dade)
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Department of Transportation SunGuide TMC–District Six
- Florida Highway Patrol (FHP)
- Florida International University
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association
- Green Mobility Network
- Jackson Health System
- Key Largo Chamber of Commerce
- Kiddos Magazine
- Lower Keys Medical Center
- MADD - Mothers Against Drunk Driving
- Mercy Hospital
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College InterAmerican Campus
- Miami Dade College Kendall Campus
- Miami Dade College Medical Campus
- Miami Dade College North Campus
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami International Airport
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Metropolitan Planning Organization
- Miami-Dade Police Department
- Monroe County & Monroe County Fire Department
- Monroe County Sheriff's Office
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- Office of Community Advocacy
- PortMiami
- PortMiami Tunnel (Broadspectrum Infrastructure)
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- Town of Bay Harbor Islands
- Town of Cutler Bay
- Town of Medley Police Department
- Town of Miami Lakes
- Town of Surfside Police Department
- University of Miami
- University of Miami Parking & Transportation
- University of Miami Police Department
- Village of Bal Harbour & Police Department
- Village of Biscayne Park Police Department
- Village of Palmetto Bay Police Department
- Village of Pinecrest
- Village of Pinecrest Police Department
- zMotion Foundation



### 3.3 Partnership Contributions

Following is an overview of each partner's contributions and involvement throughout the campaign:

#### **AAA/Traffic Safety Foundation**

Posters were displayed at two AAA branches, reaching approximately 6,800 people.

#### **City of Hialeah**

Twenty-five posters were displayed, reaching an estimated 7,500 people.

#### **City of Homestead**

Tip cards were distributed to approximately 100 individuals. Additionally, the City posted to its Facebook page 25 times, reaching more than 15,600 followers.

#### **City of Islamorada, Village of Islands**

The campaign eblasts were distributed to approximately 400 individuals on two occasions.

#### **City of Layton**

The campaign eblasts were distributed to approximately 90 individuals on three occasions. Additionally, posters were displayed in three locations, reaching at least 150 people.

#### **City of Miami Beach**

The campaign eblasts were distributed to approximately 6,000 individuals on three occasions. Additionally, Facebook and Twitter were utilized to promote the campaign messaging to more than 80,400 followers.

#### **City of Miami Beach Police Department**

Campaign messages were posted on Facebook over the course of the campaign reaching more than 16,800 followers.

#### **City of Miami Springs**

Campaign messages were posted on the City's Twitter page, reaching 903 followers with 17 posts over the course of the campaign.

#### **Community Traffic Safety Team (CTST)**

The campaign eblasts were distributed to 273 individuals on six occasions. Additionally, CTST performed the multi-agency enforcement events throughout the campaign.

#### **EndDD (End Distracted Driving)**

The campaign eblasts were distributed to approximately 1,700 individuals throughout the campaign.

#### **FDOT SunGuide TMC–District Six**

Campaign messages including, "KEEP SAFE DISTANCE, STAY SAFE," "AN ALERT DRIVER CAN AVOID A CRASH," "CHANGING LANES, USE TURN SIGNALS. IT'S THE LAW," and "SIGNAL BEFORE CHANGING LANES" were displayed at 67 locations throughout Miami-Dade County during May 2016.



### **Florida Department of Health – Monroe**

The campaign eblasts were distributed to approximately 100 individuals throughout the campaign. Additionally, three posters were on display at lobbies of three County Health Department locations.

### **Florida Department of Highway Safety and Motor Vehicles (FLHSMV)**

Campaign messages were posted on Facebook, Twitter and Instagram over the course of the campaign reaching thousands.

### **Florida Memorial University**

The campaign eblasts were distributed to approximately 1,300 individuals throughout the campaign. Additionally, Facebook posts were utilized to promote the campus event and campaign messaging.

### **Florida's Turnpike Enterprise**

Campaign posters were displayed electronically in five Turnpike Service Plazas for the months of April thru June reaching approximately 1.8 million individuals.

### **Ford Motor Company Fund & Community Services**

A newsletter with campaign information was distributed to approximately 26,000 individuals. Additionally, Ford posted campaign messaging on Facebook and Twitter to its more than 15,700 followers.

### **Governors Highway Safety Association**

Campaign messaging was included in the GHSA January member newsletter reaching approximately 1,000 people. Additionally, Twitter was utilized to disperse information to roughly 3,500 followers.

### **Jackson Health System**

Eblasts with campaign messaging were distributed to approximately 423 individuals on 12 occasions.

### **Kiddos Magazine**

The digital edition of Kiddos with ads and coverage of the campaign was sent to 7,000 individuals in February/March and April/May. Additionally, Facebook and YouTube were used to post campaign messaging, such as "The Kiddos Kid Reporter YouTube interview with FDOT Traffic Safety Manager Carlos Sarmiento."

### **Lower Keys Medical Center**

The campaign eblasts were distributed to approximately 500 individuals throughout the campaign. Additionally, Facebook and Twitter were utilized to promote the campaign messaging.

### **MADD - Mother's Against Drunk Driving**

During the campaign, two campaign posters were displayed and 20 tip cards and window clings were distributed.



### **Mercy Hospital**

The campaign eblasts were distributed to 1,400 individuals during the campaign. Additionally, ten campaign posters were displayed and campaign information was posted on the hospital's website.

### **Miami-Dade College**

Several of the campuses, including Homestead, InterAmerican, North, Medical and Wolfson, hosted events, posted on social media, displayed posters and distributed campaign messaging throughout the campaign.

### **Miami International Airport**

Campaign posters were displayed in high traffic areas throughout the MIC from February through May reaching an estimated 3.4 million people.

### **Miami-Dade County**

Campaign messaging was distributed internally with the employee newsletter reaching approximately 26,000 people on three occasions. Messaging was also distributed externally to approximately 50,000 individuals on two occasions. Drive Safe was also promoted on the County website.

### **Miami-Dade Metropolitan Planning Organization**

The campaign eblasts were distributed to approximately 2,000 individuals throughout the campaign. Additionally, a poster was placed in the lobby area and social media was utilized as well.

### **Miami-Dade Police Department**

The campaign eblasts were distributed to approximately 2,800 individuals throughout the campaign. Additionally, Facebook, Twitter and Instagram were utilized to distribute campaign messaging to thousands of followers.

### **Monroe County Sheriff's Office**

The campaign eblasts were distributed to approximately 544 individuals on three to four occasions during the campaign. Additionally, Facebook was utilized to distribute campaign messaging to thousands of followers.

### **National Organizations for Youth Safety (NOYS)**

Ten campaign messages were posted on Twitter over reaching approximately 4,000 followers.

### **Nicklaus Children's Hospital**

Campaign messages were posted on Facebook over the course of the campaign reaching thousands.

### **Office of Community Advocacy**

The campaign eblasts were distributed to more than 17,500 individuals throughout the campaign.



### **PortMiami**

Campaign messaging was distributed internally reaching approximately 308 people. Messaging was also distributed externally to approximately 25,000 individuals monthly. Additionally, PortMiami distributed 250 posters at Career Day presentations and Career fairs within Miami-Dade County. Campaign messaging was prominently featured on the homepage of the website under *Latest News & Events*.

### **PortMiami Tunnel**

The campaign eblasts were distributed on five occasions during the campaign. Additionally, Facebook and Twitter were used to disburse campaign information.

### **Publix Supermarkets**

The campaign eblasts were distributed to approximately 100 individuals during the campaign. Additionally, campaign posters were posted in all of the Miami-Dade stores (80) as well as in the Miami Division Warehouse and Distribution Center.

### **RED - Responsible & Educated Drivers**

Campaign messages and eblasts were posted on Facebook over the course of the campaign reaching thousands. Additionally, 375 tip cards and 225 window clings were distributed. One poster was displayed on the University of Miami marine campus reaching an estimated 275 people per day. RED was present at several outreach events throughout the campaign.

### **South Florida Commuter Services**

SFCS sponsored an ad in Miami Times which reached thousands of readers in the area.

### **Town of Cutler Bay**

One campaign eblast was distributed to approximately 450 individuals. Additionally, the Town printed eblasts and had them available in the Town Center Lobby and during Commission Meetings reaching approximately 4,500 people daily. The Town also hosted several outreach events and incorporated safe driving messages with distracted driving messaging.

### **Town of Medley Police Department**

One campaign eblast was distributed to approximately 50 individuals during the campaign. Additionally, posters were displayed in five locations and Twitter was utilized to distribute campaign messaging to hundreds of followers.

### **Town of Miami Lakes**

Campaign messages were posted on Facebook and Twitter over the course of the campaign reaching thousands.

### **University of Miami**

The campaign eblasts were distributed to approximately 20,000 individuals during the campaign.



### **Village of Palmetto Bay Police Department**

The campaign PSA was featured on the Village's free public access TV channel, WBAY (channel 77) on a daily basis during the campaign.

### **Village of Pinecrest Police**

The campaign eblasts were distributed to approximately 171 individuals on five occasions. Additionally, posters were displayed in six locations and Facebook and Twitter were utilized to spread campaign messaging.

## **4.0 Campaign Events**

Various events were held throughout the campaign in order to spread the campaign message and engage the partners. Several outreach events were held, mostly by colleges, universities and municipalities. In addition, a campaign kick-off media event and several multi-agency enforcement operations were held throughout the campaign.

### **4.1 Campaign Kick-off Media Event**

To officially launch the campaign, on February 5, 2016, a media event was held at the FDOT District Six Auditorium. The partners as well as local law enforcement were invited to attend and there were more than 40 attendees present. Notably, recently appointed Director of the Miami-Dade Police Department, Juan J. Perez and Chief of Police for Bal Harbour, Mark Overton, were in attendance. Multiple media outlets were also in attendance to capture the event, which included a brief presentation and ride-alongs with officers.



## 4.2 Outreach Events

The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share the message. These events were geared towards an array of audiences throughout the community.

Date	Event
1/19/2016	Miami-Dade College Student Life Presentation
2/3/2016	Miami-Dade College Black Heritage Month Opening Ceremony
2/9/2016	Miami-Dade College Safety Event
2/11/2016	Miami-Dade College Safety Event
2/24/2016	Miami-Dade College Safety Event
2/26/2016	MPO Safety Event
2/27/2016	Miami-Dade College Safety Event
2/29/2016	Miami-Dade College Safety Event
3/1/2016	Miami-Dade College Safety Event
3/12/2016	Commissioner Zapata Community Art Fair
3/13/2016	Commissioner Zapata Community Art Fair
3/13/2016	Key West Bicycle Safety Fair
3/30/2016	Miami-Dade College Safety Event
3/30/2016	Community Safety Fair
4/6/2016	Miami-Dade College Safety Event
4/8/2016	University of Miami National Public Health Week Fair
4/11/2016	Miami-Dade College Homestead - Be A Kid Again event
4/15/2016	Miami-Dade County Great Parks Summit
4/15/2016	Miami-Dade College "Surviving the Crash" event
4/21/2016	Village of Pincrest Senior Safety Day
4/28/2016	Miami Corporate Run
4/28/2016	Florida Memorial University PRSSA Event
5/17/2016	Kendall Christian School – Educational Safety Day



### 4.3 Multi-Agency Enforcement Operations

Several multi-agency operations took place during the campaign and Drive Safe campaign materials were distributed at each one. 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 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.

Date	Location
3/29/2016	NW CTST - Medley and Hialeah Gardens
4/6/2016	SE CTST - University of Miami
4/14/2016	University of Miami CTST - University of Miami
4/20/2016	NE CTST - Sunny Isles Beach
4/26/2016	NW CTST - Opa Locka
5/17/2016	SW CTST - Palmetto Bay
5/18/2016	NE CTST - Unincorporated Miami-Dade
5/24/2016	NW CTST - Virginia Gardens, Doral and Sweetwater
5/26/2016	SE CTST - Pinecrest
6/15/2016	NW CTST - Hialeah

## 5.0 Campaign Messaging

The team was tasked with developing the brand and identity of this new campaign. All materials adhere to the same look and style in order to stay in line with a consistent and clear message. To reach a broader audience, all materials were provided in English, Spanish and Creole.

### 5.1 Websites

The campaign utilized existing resources by posting the campaign launch on the District Six homepage on the scrolling web banner. In addition, the campaign was displayed at [www.fdotmiamidade.com/drivesafe-md](http://www.fdotmiamidade.com/drivesafe-md). Partners were also able to access campaign materials and important information at [drivesaferesources.com](http://drivesaferesources.com).



The screenshot shows the FDOT website header with the logo and navigation menu. The main content area features a banner for the "Drive Safe Aggressive Driving Campaign" with a "STOP AGGRESSIVE DRIVING" sign, a statistic that "50% of traffic fatalities are due to aggressive driving", and a "DRIVE SAFE" logo. The banner also includes contact information for the Office Manager, Mario Cabrera, P.E., and a "Welcome" message for the District Six Construction Department.

### 5.2 Campaign Posters

Campaign posters were designed and printed using the campaign messaging and branding for partners to display at various locations. Please see the appendix for images of the three posters.

### 5.3 Social Media and Web Banners

An online presence was the driving force of this campaign. Through social media and custom web banners, we were 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: Drive Safe. They were formatted so that they would be easily posted to outlets such as Facebook, Twitter and Instagram. Please see the appendix for images of these items.

### 5.4 PSA

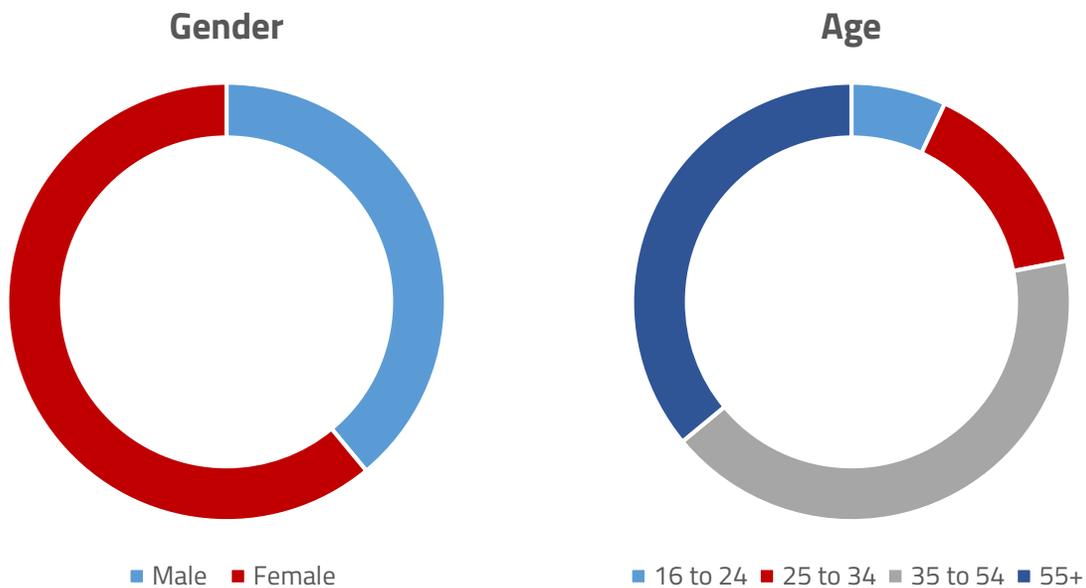
The team developed a full 60-second PSA in both English and Spanish to demonstrate the campaign message in a video format. This PSA was also developed in 30 and 15-second formats in both languages to satisfy the needs of all users. In addition, the PSA ran at 12 local gas stations throughout Miami-Dade County during the busy travel week leading up to Memorial Day weekend.

### 5.5 Eblasts

Throughout the campaign, partners distributed the six eblasts available to their internal and/or external mailing lists according to the campaign timeline. The eblasts were interactive and featured safety messaging, quizzes, playlists, videos, statistics and other relevant content for the campaign. Please see the appendix for images of the eblasts.

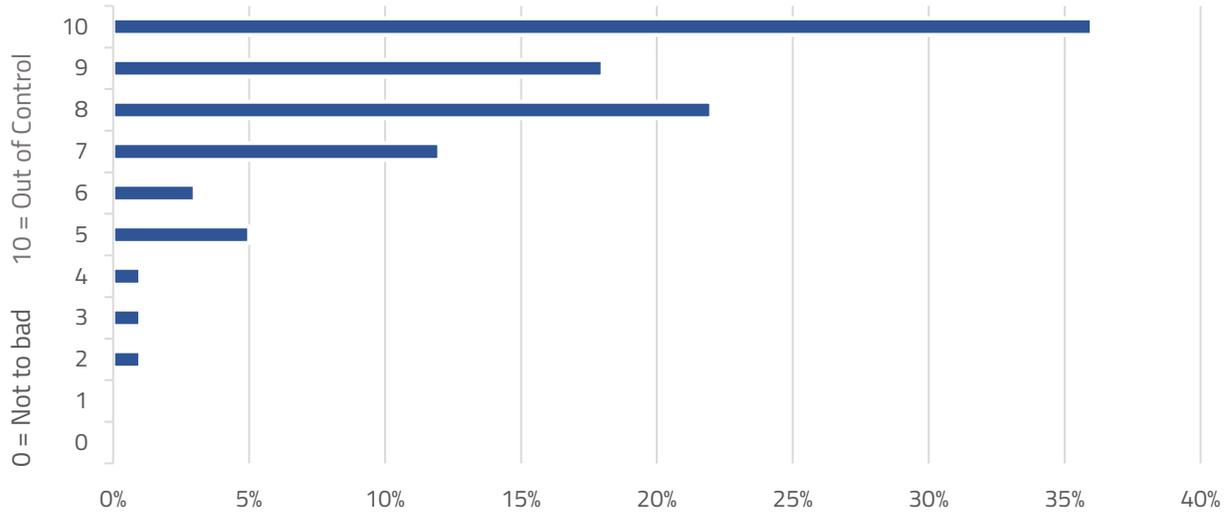
#### 5.5.1 Aggressive Driving Quiz

The first eblast featured an aggressive driving quiz which gave insight to the opinions of the participants as well as determined if the person taking the quiz was an aggressive driver. A total of 737 people completed the survey. Please view the results below:

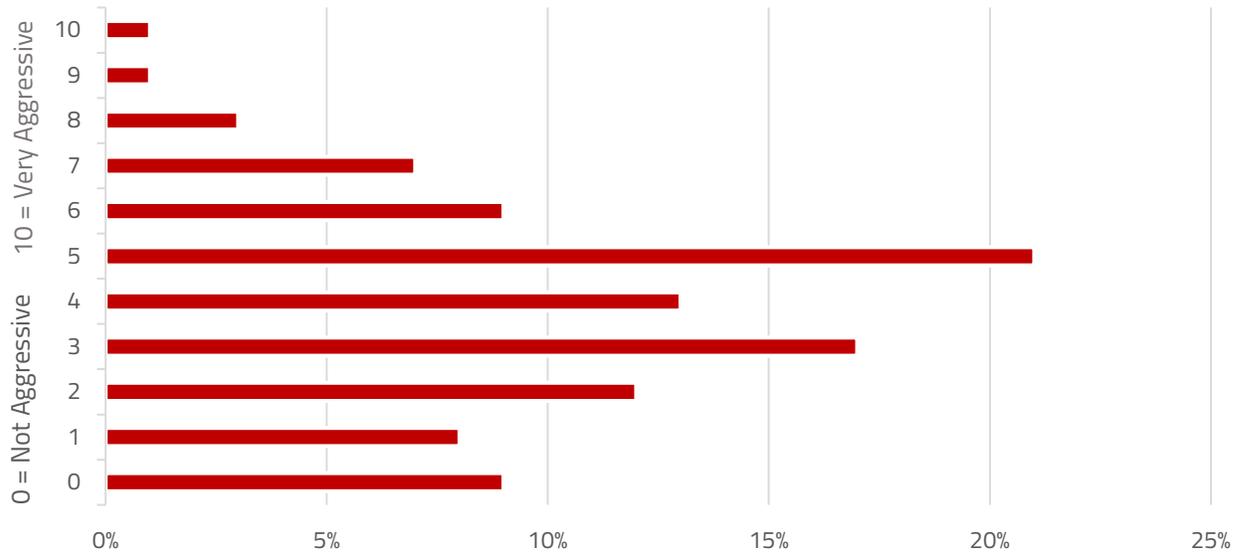




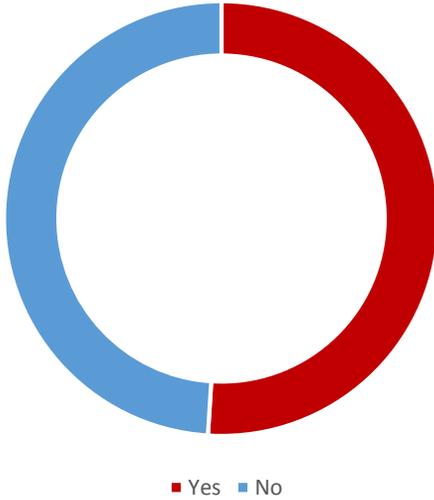
### How serious do you think aggressive driving is in Miami-Dade and Monroe counties?



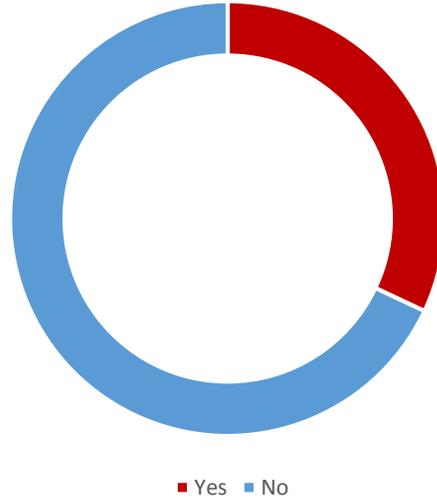
### How would you rate yourself as an aggressive driver?



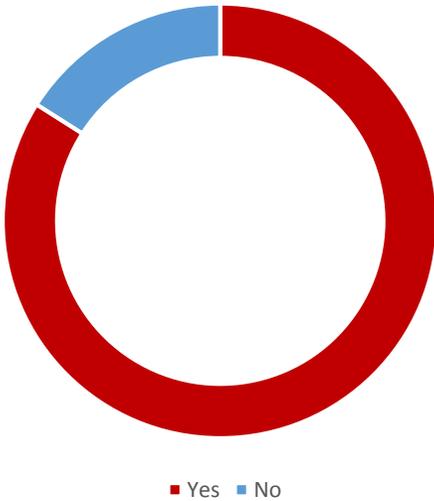
Do you often drive over the speed limit?



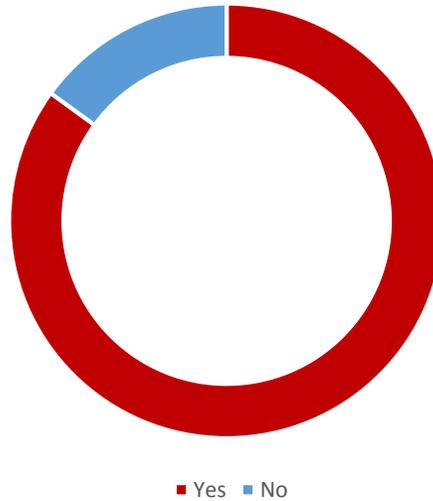
Are you usually in a hurry?



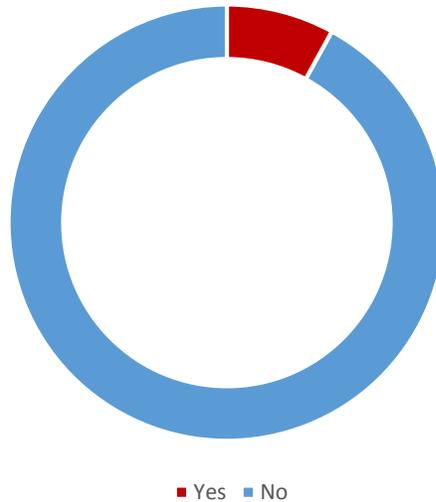
Do you pass cars that are driving too slowly?



Do you always use turning signals?



Do you often follow cars too closely (tailgate)?



### 5.5.2 Spotify Playlist

Another interactive feature in the eblasts was a Spotify playlist which featured relaxing music to help listeners maintain a positive mood and potentially have less of an urge to drive aggressively.

## 5.6 Tip Cards

Multilingual tip cards were developed and distributed to the partners and at events. The cards were double-sided and featured statistics and tips for driving safely. Please see the appendix for images of the three tip cards.

## 5.7 Window Clings

Window clings were also distributed to the partners and at events. These clear decals featured the campaign logo and instructed drivers to "STOP Aggressive Driving." Please see the appendix for images of the three tip cards.

## 5.8 Media Coverage

Many of the campaign partners published articles within their internal newsletters and/or news outlets. In addition, the team secured several media placements. Below is a list of media coverage secured by the campaign efforts:

### 5.8.1 Broadcast/Television

- *CBS (WFOR) Channel 4*: On February 5, CBS 4 aired a segment about the campaign kick-off event. The segment aired during the 6 p.m. broadcast.
- *FOX (WSVN) Channel 7*: On February 5, FOX 7 aired a segment about the campaign kick-off event. The segment aired during the 5:30 p.m. broadcast.
- *AmericaTeve (WJAN) Channel 41*: On February 5, AmericaTeve Channel 41 aired a segment about the campaign kick-off event. The segment aired during the 6 p.m. broadcast.



- *FOX (WSVN) Channel 7*: On April 14, FOX 7 aired a segment about the multi-agency event held on the Rickenbacker Causeway. The segment was titled "Police crackdown on Rickenbacker Causeway drivers," and was accompanied by an online article.

#### 5.8.2 Radio

- *WIOD NewsRadio 610 AM*: On February 4, Carlos Sarmiento was invited to participate in a short radio interview on NewsRadio 610 to discuss the goal, objective, strategies and tactics about the Drive Safe campaign.
- *Caracol Radio 1260 AM*: On April 2, Carlos Sarmiento was invited to participate in a short radio interview on the Spanish language radio show "La Voz de la Comunidad" to discuss the goal, objective, strategies and tactics about the Drive Safe campaign.

#### 5.8.3 Articles (Newspaper/Magazines)

- *El Nuevo Herald*: On February 5, El Nuevo Herald published an article about the campaign's kick-off event. The article was titled "Campaña para alertar sobre los peligros de los conductores agresivos."
- *Kiddos Magazine*: Kiddos Magazine is a bi-monthly publication that targets the major areas of Miami. The campaign messaging was published in its spring issue.
- *I'm Not Your Boring Newspaper*: I'm Not Your Boring Newspaper is a monthly multi-media publication targeting Key Biscayne. The publication ran an article about the Drive Safe campaign in their June issue.

## 6.0 Future Campaign Goals

The 2016 "Drive Safe" campaign was a well-received and very successful initiative launched by District Six leadership and the members of the team. As the team looks forward to future campaigns, there are certain goals that should be incorporated into outreach efforts. They include the following:

- **Develop More Key Partnerships** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns.
- **Expanded Presence in Monroe County** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in the area. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
- **Maximize Digital Campaign and Social Networking Strategy** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign. In addition, creating a digitally-focused campaign will allow for greater outreach.



## 7.0 Campaign Feedback

"Carlos Sarmiento and his team have done an outstanding job coordinating all the events and reinvigorating the SE Community Safety Team. The FDOT's efforts have surely saved lives and we're proud to be a part of what FDOT is doing."

--Village of Pinecrest Police Department

"Thank you for all you do in the arena of Traffic Safety!"

--AAA/Traffic Safety Foundation

"Thank you so much for your partnership. The items we've received from you have helped educate the community especially in the multiple events that we have participated in this year."

--Florida Department of Health – Monroe

"The Drive Safe Campaign 2016 was a success as measured by the amount of positive feedback received from our social media engagement. We look forward to future participation."

--Miami-Dade Police Department

"The information was very helpful. I'd like to see more in the future."

--Office of Community Advocacy

"Great campaign! We are happy to be a part of it."

--PortMiami Tunnel (Broadspectrum Infrastructure)

"I felt like the campaign was very well organized. It was easy to access the materials needed and to understand the schedule... Looking forward to working on the next campaign!"

--City of Homestead

"This is a valuable community campaign and we are proud to be a partner. As responsible corporate citizens, participating in the (Drive Safe) campaign gives us the opportunity to share important information to ensure the safety of our associates and the community."

--Publix Supermarkets

## Appendix A – Campaign Posters



**STOP AGGRESSIVE DRIVING**

**HIGHEST NUMBER OF FATALITIES**

Male drivers between the ages 25 to 34 years are involved in the highest number of fatalities and serious injuries related to aggressive driving.

**50%**

Of traffic fatalities are due to aggressive driving.

**SAVE A LIFE TODAY**  
BY FOLLOWING THESE TIPS

- Avoid the Blind Spots
- Pass With Caution
- Merge With Care
- Don't Speed
- Don't Cut Vehicles Off
- Signal Sooner
- Pay Attention
- Share the Road

 **DRIVE SAFE**

FOR MORE INFORMATION, PLEASE VISIT:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)

 **FDOT**



**PARE**

**DE CONDUCIR AGRESIVAMENTE**



**MAYOR**  
NÚMERO DE VÍCTIMAS  
**MORTALES**

Conductores varones entre las edades de 25 a 34 años están involucrados en el mayor número de muertes y lesiones graves relacionadas con la conducción agresiva.

**50%**

De las víctimas mortales de tráfico se debe a la conducción agresiva.



**SALVE UNA VIDA HOY**  
SIGUIENDO ESTOS CONSEJOS

- Evite los puntos ciegos
- Pase con precaución
- Maneje con cuidado
- No conduzca rápido
- No le corte el camino a otros vehículos
- Ponga la señal con anticipación
- Preste atención
- Compartir la vía

PARA MÁS INFORMACIÓN, POR FAVOR VISITE:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



SISPANN

KOURI MACHIN



**PI GRAN VALÈ  
MOUN KI MOURI NAN  
AKSIDAN MACHIN**

Gason ki chofè ki gen ant 25 a 34 an se yo ki plis blese grav obyen ki mouri poutèt yo te nan aksidan kote se yon chofè ki abitye kouri machin ki lakòz aksidan an.

**50%**

Moun ki mouri nan aksidan machin se akòz yon moun ki t ap kouri machin.



**SUIV TI KONSÈY SA YO KON SA W AP  
KAB SOVE LAVI YON MOUN**

- Evite kondi kote lèt chofè pa kab wè machin ou
- Pa kwaze devan lèt machin
- Pran prekosyon pou double lèt machin
- Mete siyal ou pi bonè
- Pran prekosyon lè w ap antre nan yon lèt liy
- Suiv sa w ap fè lè w ap kondi
- Pa fè twòp vitès
- Lari a pou nou tout

POU PLIS RANSÈYMAN, TANPRI ALE SOU SIT:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Appendix B – Email Blasts



Aggressive Driving Campaign eblast volume 16.1



88% of fatal crashes  
involving large trucks are  
attributable to driver error



Avoid the blind spots.

### Tips on how to safely interact with large trucks:

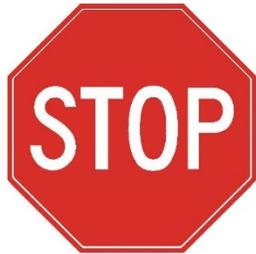
- **Don't cut off trucks.** Total stopping distance is very different for a large truck than a passenger car. When you pass a large truck allow a car length for every 10 mph you are traveling. Cutting it close with a truck can cut your life short.
- **Stay out of the truck's blind spots/No Zones.** Trucks have very large blind spots.
- **Keep a safe distance.** While it is never safe to tailgate any vehicle on the highway, following too close is particularly dangerous around large trucks and buses because the size of these vehicles prevents you from seeing the road ahead and having sufficient time to react to slowing or stopped traffic or another obstacle.
- **Only change lanes when you can see both of the truck's headlights in your rearview mirror.**

Are you are an aggressive driver?  
Find out by taking the quiz!

**TAKE THE QUIZ**

For more information about the Drive Safe Campaign,  
please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



A red octagonal sign with the word "STOP" in white capital letters.

# AGGRESSIVE DRIVING

The Drive Safe logo, featuring a stylized car icon and the words "DRIVE" and "SAFE".

Aggressive Driving Campaign eblast volume 16.2



50% of traffic fatalities  
are due to aggressive driving

In online surveys of Floridians, aggressive driving is always identified in the public's top three issues of traffic safety.

Want to calm your anger when driving?  
Listen to this playlist on Spotify.

**LISTEN HERE**

**SAFETY TIP** If another driver cuts you off or races by, program your response to  
**OF THE WEEK** "Be my guest." Don't be tempted to retaliate against another driver.

For more information about the Drive Safe Campaign,  
please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)

## Upcoming Events

OUTREACH EVENT: Miami Dade College - InterAmerican Campus (Monday, February 29, 2016, 11:30 a.m. to 12:30 p.m.)  
 OUTREACH EVENT: Miami Dade College - Homestead Campus (Tuesday, March 1, 2016, 11 a.m. to 2 p.m.)  
 OUTREACH EVENT: West End Art Fair (Saturday, March 12 & 13, 2016 - 10 a.m. to 5 p.m.) - SW 158 Ave. to 162 Ave. Miami, FL 33193  
 OUTREACH EVENT: Miami Dade College - Homestead Campus (Wednesday, March 30, 2016, 11 a.m. to 2 p.m.)

## Thank you to our dedicated campaign partners

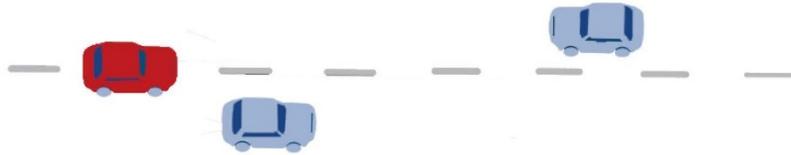




# AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 16.3



## Pass with caution.

Eight out of 10 drivers (80%) surveyed in the AAA Foundation's annual Traffic Safety culture Index rank aggressive driving as a "serious" or "extremely serious" risk that jeopardizes their safety.

Have you taken the aggressive driving quiz? Take it today!

**TAKE THE QUIZ**

**SAFETY TIP OF THE WEEK** In an unsafe driving situation, instead of judging the other driver, try to imagine why he or she is driving that way. Everyone has a bad day!

For more information about the Drive Safe Campaign, please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)





# AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 16.4



## Introducing the 2016 Drive Safe PSA

*(Also available in Spanish and shorter versions)*

English 15 | 30 | Full    Spanish 15 | 30 | Full

We want your feedback! Watch the PSA and tell us what you think.

**TAKE THE SURVEY**

**SAFETY TIP OF THE WEEK** Don't forget that when riding on the road, bicyclists are considered vehicles, so remember to share the road.

For more information about the Drive Safe Campaign, please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)

## Upcoming Events

OUTREACH EVENT: Village of Pinecrest Senior Safety Day (Thurs., April 21, 9 a.m. to 3 p.m.)  
OUTREACH EVENT: Miami Corporate Run - Downtown Miami (April 28, 6:45 p.m.)

## Thank you to our dedicated campaign partners





# AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 16.5



## WATCH NOW: The Kiddos Kid Reporter and FDOT Safety Expert Carlos Sarmiento

### SAFETY TIP OF THE WEEK

While it is never safe to tailgate any vehicle on the highway, following too close is particularly dangerous around large trucks and buses because the size of these vehicles prevents you from seeing the road ahead and having sufficient time to react. **Keep a safe distance.**

For more information about the Drive Safe Campaign,  
please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)

## Thank you to our dedicated campaign partners





# AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 16.6

## Eight Tips that can **SAVE A LIFE**



Signal sooner.



Pay Attention!



Share the road.



Avoid the blind spots.



Pass with caution.



Merge with care.



Don't speed!



Don't cut vehicles off.

Have you watched the 2016 Drive Safe PSA? If not, watch the full version now.

**WATCH HERE**

### SAFETY TIP OF THE WEEK

In just a few days it will be **Memorial Day weekend** - please remember that due to the holiday, there will be higher volumes of vehicles on the road and a higher prevalence of aggressive driving. Be sure to **DRIVE SAFE**.

For more information about the Drive Safe Campaign,  
please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Appendix C – Social Media Images

### DID YOU KNOW?



88% of fatal crashes involving large trucks are attributable to driver error

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



### AGGRESSIVE DRIVING AWARENESS MONTH



Are you an aggressive driver? Take the quiz to find out.

[bit.ly/DriveSafeQuiz](http://bit.ly/DriveSafeQuiz)

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



### DID YOU KNOW?



50% of traffic fatalities are due to aggressive driving

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



### DID YOU KNOW?



Speeding is one of the most common aggressive driving behaviors

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip

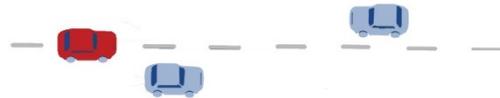


Avoid the blind spots.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Pass with caution.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Merge with care.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Don't speed!

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Don't cut vehicles off.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Signal sooner.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Pay Attention!

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Aggressive Driving Tip



Share the road.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)





**STOP**

**AGGRESSIVE  
DRIVING**

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



**#WRECKED**

because I cut someone off. Drive Safe.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



**#CRASHED**

into the car in front of me because I was tailgating. Drive Safe.

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Appendix D – Tip Cards



**DRIVE SAFE**

### STOP AGGRESSIVE DRIVING

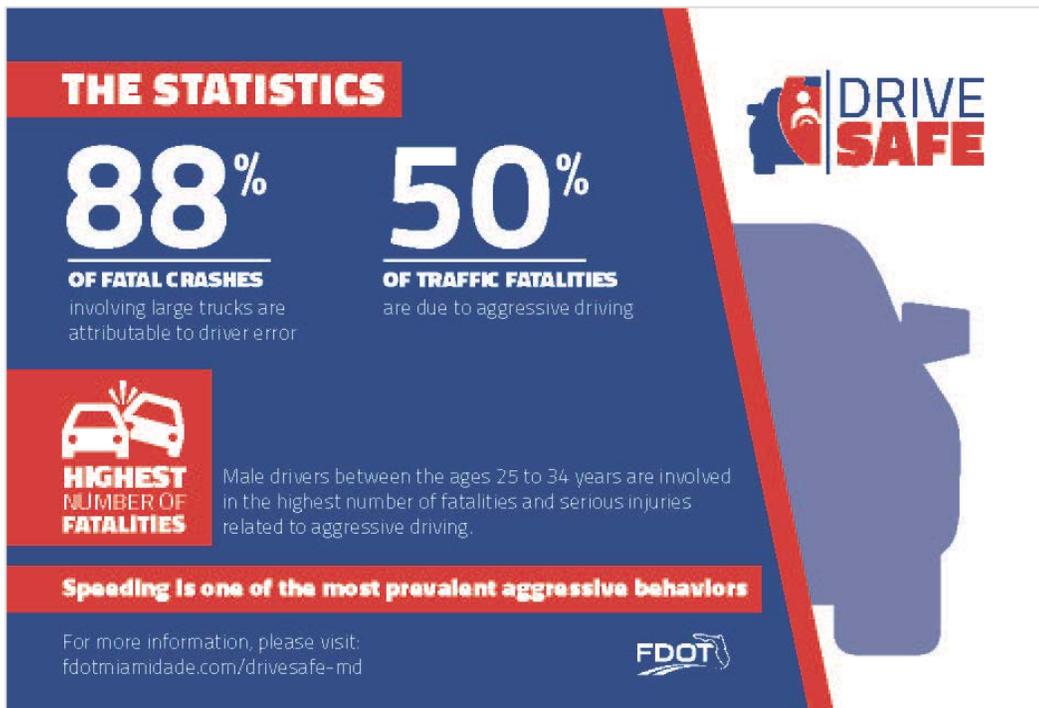
**What is considered aggressive driving?**

- Failure to yield right-of-way
- Improper lane change
- Improper passing
- Following too closely
- Disregarding traffic control
- Speeding

**Eight Tips that can save a life**

1. Avoid the Blind Spots
2. Pass with Caution
3. Merge with Care
4. Don't Speed
5. Don't Cut Vehicles Off
6. Signal Sooner
7. Pay Attention
8. Share the Road

**SEE THE STATISTICS** ▶



**DRIVE SAFE**

### THE STATISTICS

**88%**  
**OF FATAL CRASHES**  
involving large trucks are attributable to driver error

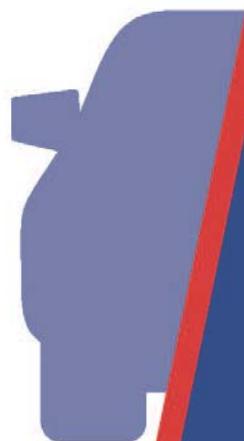
**50%**  
**OF TRAFFIC FATALITIES**  
are due to aggressive driving

**HIGHEST NUMBER OF FATALITIES**  
Male drivers between the ages 25 to 34 years are involved in the highest number of fatalities and serious injuries related to aggressive driving.

**Speeding is one of the most prevalent aggressive behaviors**

For more information, please visit:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## PARE DE CONducIR AGRESIVAMENTE

### Que se considera conducción agresiva?

- No ceder derecho de paso
- Cambio indebido de carril
- Sobrepassar incorrectamente
- Seguir muy de cerca
- No atender las señales de tráfico
- Exceso de velocidad

### Ocho consejos que pueden salvar una vida

1. Evite los puntos ciegos
2. Pase con precaución
3. Maneje con cuidado
4. No conduzca rapido
5. No le corte el camino a otros vehículos
6. Ponga la señal con anticipación
7. Preste atención
8. Compartir la vía

[VER LAS ESTADÍSTICAS ►](#)

## LAS ESTADÍSTICAS

# 88%

**DE LOS ACCIDENTES FATALES**  
que involucran camiones grandes son atribuibles a un error del piloto

# 50%

**DE LAS VÍCTIMAS MORTALES**  
de tráfico se debe a la conducción agresiva



**MAYOR**  
NÚMERO DE VÍCTIMAS  
**MORTALES**

Conductores varones entre las edades de 25 a 34 años están involucrados en el mayor número de muertes y lesiones graves relacionadas con la conducción agresiva.

**El exceso de velocidad es uno de los comportamientos agresivos de mayor prevalencia**

Para más información, por favor visite:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)






## KOURI MACHIN

**Ki aksyon yo konsidere kòm aksyon moun ki toujou ap kouri machin?**

- Pa kite lòt machin ki gen priyorite pase
- Chanje liy kote yo pa dwe chanje liy
- Double machin kote yo pa dwe double
- Kole nan dèyè yon lòt machin
- Pa respekte ansèy sou wout yo
- Fè vitès depase

**Uit konsèy ki kab sove lavi moun**

1. Evite kondi kote lòt chofè pa kab wè machin ou
2. Pran prekosyon pou double lòt machin
3. Pran prekosyon lè w ap antre nan yon lòt liy
4. Pa fè twèp vitès
5. Pa lwaze devan lòt machin
6. Mete siyal ou pi bonè
7. Suiv sa w ap fè lè w ap kondi
8. Lan a pou nou tout

**TCHEKE ESTATISTIK YO ►**

## ESTATISTIK



# 88%

**AKSIDAN GRAV**  
gwo kamyon fè se erè chofè ki lakòz yo

# 50%

**MOUN KI MOURI NAN AKSIDAN MACHIN**  
se akòz yon moun ki t ap kouri machin



**PI GRAN VALÈ**  
MOUN KI MOURI NAN AKSIDAN MACHIN

Gason ki chofè ki gen ant 25 a 34 an se yo ki plis blese grav obyen ki mouri poutèt yo te nan aksidan kote se yon chofè ki abitye kouri machin ki lakòz aksidan an.

**Eksè vitès se youn nan aksyon chofè ki abitye kouri machin fè pi plis**

Pou plis ransèyman, tanpri ale sou sit:  
[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)



## Appendix E – Window Clings



## Appendix F – Press Releases



February 5, 2016

Maribel Lena, (305) 470-5349  
[maribel.lena@dot.state.fl.us](mailto:maribel.lena@dot.state.fl.us)

### **Florida Department of Transportation Launches “Drive Safe” Aggressive Driving Awareness Campaign**

*Local Organizations Partner to Promote Safety Message in Miami-Dade, Monroe Counties*

**Miami** – The Florida Department of Transportation (FDOT) is announcing the launch of the “Drive Safe” campaign. The campaign serves to inform drivers in Miami-Dade and Monroe counties of the risks of aggressive driving.

The campaign, which targets all drivers, will run from February through April and includes extensive community educational outreach and law enforcement operations throughout the region. FDOT has joined forces with numerous law enforcement agencies, educational institutions and other partner organizations to promote the “Drive Safe” message.

“Aggressive driving accounts for more than half of all traffic fatalities,” said FDOT District Six Secretary Gus Pego. “It is a serious problem that affects all motorists in Miami-Dade and Monroe counties. We want to make the public aware of ways to prevent or avoid these dangerous activities.”

In Florida, aggressive driving is exhibited by the combination of two or more of the following actions: Failure to yield right-of-way; improper lane change; improper passing; following too closely; disregarding traffic control; and speeding.

For more information, please visit [www.fdotmiamidade.com/drivesafe-md](http://www.fdotmiamidade.com/drivesafe-md) or contact the FDOT District Six Community Traffic Safety Coordinator, Carlos Sarmiento, at (305) 470-5437 or via email at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us).

[www.dot.state.fl.us](http://www.dot.state.fl.us)

*Consistent, Predictable, Repeatable*



February 5, 2016

Maribel Lena, (305) 470-5349  
[maribel.lena@dot.state.fl.us](mailto:maribel.lena@dot.state.fl.us)

## Departamento de Transporte de la Florida lanza la campaña de sensibilización de conducción agresivo "Conduzca con Cuidado"

*Organizaciones locales se unen para promover el mensaje de seguridad en los condados Miami-Dade y Monroe*

Miami – El Departamento de Transporte de la Florida (FDOT) anuncia el lanzamiento de la campaña "Conduzca con Cuidado". La campaña sirve para informar a los conductores en los condados de Miami-Dade y Monroe de los riesgos de la conducción agresiva.

La campaña, que se dirige a todos los conductores, se desarrollará desde febrero hasta abril e incluye la difusión de educación extensa en la comunidad y aplicación de la ley en toda la región. FDOT ha unido fuerzas con numerosas agencias policiales, instituciones educativas y otras organizaciones asociadas para promover el mensaje "Conduzca con Cuidado".

"La conducción agresiva cuenta para más de la mitad de todas las muertes de tráfico", dijo el Secretario de FDOT Distrito Seis, Gus Pego. "Es una problema grave que afecta a todos los conductores en los condados de Miami-Dade y Monroe. Queremos dar a conocer al público de maneras de prevenir o evitar estas actividades peligrosas."

En la Florida, la conducción agresiva es exhibida por la combinación de dos o más de las siguientes acciones: no ceder derecho de paso; cambio de carril indebido; paso impropio; seguir muy de cerca; no atender las señales de tráfico; y exceso de velocidad.

Para obtener más información, por favor visite [www.fdotmiamidade.com/drivesafe-md](http://www.fdotmiamidade.com/drivesafe-md), o comuníquese con Carlos Sarmiento, Coordinador de Programas Comunitarios para la Seguridad Vial, Distrito Seis del FDOT, al (305) 470-5437 o enviando un correo electrónico a [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us).

[www.dot.state.fl.us](http://www.dot.state.fl.us)  
*Consistent, Predictable, Repeatable*



## DRIVE SAFE CAMPAIGN FAST FACTS

### THE CAMPAIGN

The "Drive Safe" Aggressive Awareness Campaign is implemented for the Florida Department of Transportation (FDOT) District Six in Miami-Dade and Monroe Counties during the months of February to June.

The campaign aims to reduce commercial motor vehicle related crashes, injuries and fatalities by combining outreach, education and evaluation with targeted enforcement activities to raise awareness among car and truck drivers about safe driving behaviors.

### THE STATISTICS

- 50% of traffic fatalities are due to aggressive driving.
- In fatal crashes involving large trucks, 88 percent of the time the crash is attributable to driver error by both car and truck drivers.
- Male drivers between the ages 25 to 34 years are involved in the highest number of fatalities and serious injuries related to aggressive driving, followed by male drivers in the age group of 35 to 44 years.
- Aggressive driving accounts for more than half of all traffic fatalities.
- Speeding is one of the most prevalent aggressive behaviors.

### EIGHT TIPS THAT CAN SAVE A LIFE:

1. Avoid the Blind Spots
2. Pass with Caution
3. Merge with Care
4. Don't Speed
5. Don't Cut Vehicles off
6. Signal Sooner
7. Pay Attention
8. Share the Road

### CAMPAIGN CONTACTS

**Carlos Sarmiento**  
Community Traffic Safety Program Coordinator  
Florida Department of Transportation - District 6  
1000 NW 111th Ave., Room 6206 A  
Miami, FL 33172  
Direct: (305) 470-5437  
Main Phone: (305) 470-5335  
carlos.sarmiento@dot.state.fl.us

**Jeanette Gorgas**  
Senior Public Information Officer  
Media Relations Group, LLC  
18001 Old Cutler Road, Suite 459  
Palmetto Bay, FL 33157  
Direct: (786) 607-3004  
Cell: (786) 239-8862  
jgorgas@mrgmiami.com

For more information, please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md) or [drivesaferesources.com](http://drivesaferesources.com)



May 25, 2016

Maribel Lena, (305) 470-5349  
[maribel.lena@dot.state.fl.us](mailto:maribel.lena@dot.state.fl.us)

## **Florida Department of Transportation Launches “Drive Safe” Aggressive Driving Public Service Announcement ahead of Memorial Day Weekend**

*PSA to be broadcast at various gas stations and municipalities from May 30 – June 3*

**Miami** – The Florida Department of Transportation (FDOT) announced the launch of its “Drive Safe” Aggressive Driving campaign’s Public Service Announcement (PSA). The PSA will be broadcast on gas station televisions and local cable-access television throughout South Florida.

The PSA demonstrates the dangers of aggressive driving while reminding viewers that it is more important to arrive at your destination safely than to drive aggressively on South Florida roads. The “Drive Safe” campaign, which targets all drivers, kicked off in February and will run through June.

The PSA will be broadcast on gas station televisions from May 30 – June 3, at the following locations:

- Chevron Gas Station - 16890 NW 67 Avenue, Hialeah, FL 33015
- Citgo Gas Station - 2290 W. 84 Street, Hialeah, FL 33016
- Tom Thumb Gas Station - 77 W Okeechobee Road, Hialeah, FL 33010
- Chevron Gas Station - 28000 S. Dixie Highway, Homestead, FL 33033
- Tom Thumb Gas Station - 24790 SW 177 Avenue, Homestead, FL 33031
- Chevron Gas Station - 11695 SW 40th Street, Miami, FL 33165
- Chevron Gas Station - 12000 SW 117th Avenue, Miami, FL 33186
- Marathon Gas Station - 6350 S. Dixie Highway, South Miami, FL 33143
- Marathon Gas Station - 11698 SW 152nd Street, Miami, FL 33177
- Mobil Gas Station - 9949 SW 88 Street, Miami, FL 33176
- Mobil Gas Station - 11900 SW 8 Street, Miami, FL 33184
- Tom Thumb Gas Station - 97950 Overseas Hwy, Key Largo, FL 33037

- more -



In Florida, aggressive driving is exhibited by the combination of two or more of the following actions:  
Failure to yield right-of-way; improper lane change; improper passing; following too closely;  
disregarding traffic control; and speeding.

View the “Drive Safe” PSAs here:

English Full (60): <https://youtu.be/f2Myya-tGLs>  
English 30: [https://youtu.be/1AtyuoCbB\\_Y](https://youtu.be/1AtyuoCbB_Y)  
English 15: [https://youtu.be/ffy0LxaL\\_y8](https://youtu.be/ffy0LxaL_y8)  
Spanish Full (60): <https://youtu.be/uAwWUBm4U-s>  
Spanish 30: <https://youtu.be/0N07FKVYX8E>  
Spanish 15: <https://youtu.be/tjrGWE40Hkw>

For more information about the campaign, please visit [www.fdotmiamidade.com/drivesafe-md](http://www.fdotmiamidade.com/drivesafe-md) or contact the FDOT District Six Community Traffic Safety Coordinator, Carlos Sarmiento, at (305) 470-5437 or via email at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us).

[www.dot.state.fl.us](http://www.dot.state.fl.us)

*Consistent, Predictable, Repeatable*

## Appendix G – Event Photos



*Media Kick-off and campaign launch event – press interview with Trooper Joe Sanchez*



*Media Kick-off and campaign launch event – law enforcement*



*Media Kick-off and campaign launch event – press interview with the Director of the Miami-Dade Police Department, Juan J. Perez*



*Multi-agency Enforcement Operation - NW CTST*



*Multi-agency Enforcement Operation - SE CTST*



*Multi-agency Enforcement Operation - SE CTST*



*Arcola Lakes Senior Center Mobility Fair*



*Florida Memorial University outreach event*



*Florida Memorial University outreach event*



*Miami-Dade College – Homestead Campus outreach event*



*Miami-Dade College – InterAmerican Campus outreach events*



*University of Miami NPHW Health Fair*



*Commissioner Juan C. Zapata West End Art Fair*

## Appendix H – Media Coverage

*the kiddos kid reporter*

**Carlos Sarmiento,**  
FDOT District 6 Community Traffic Safety Program  
Coordinator & Safety Campaign Manager

WRITTEN BY: Roxane Timon



**The Kiddos Kid Reporter**

Carlos Sarmiento is an award-winning safety expert that specializes in communications, public relations and marketing initiatives for the Florida Department of Transportation - District Six.

**D**uring a one-on-one interview with our Kiddos Kid Reporter, Carlos Sarmiento provided us with information on traffic safety. Mr. Sarmiento is an award-winning safety expert who specializes in communications, public relations, and marketing initiatives for the Florida Department of Transportation (FDOT) District Six. Sarmiento's traffic safety programs and campaigns have reached tens of millions of people and have been prominently featured in local, state, and national media. His extensive experience and involvement in traffic safety provides us with many solutions for a safer community.

FDOT is launching the "Drive Safe" Aggressive Driving Awareness Campaign for Miami-Dade and Monroe counties. This campaign informs drivers the risks of aggressive driving and provides important resources and safety tips for crash prevention. Carlos Sarmiento shared more details with Kiddos Magazine on safety programs

he has launched over the years and on the upcoming "Drive Safe" Campaign, which will run from February through June.

**The Kiddos Kid Reporter: Carlos, what are the most important initiatives you have done for FDOT District Six and what were the results?**

**Carlos Sarmiento:** The FDOT takes traffic safety very seriously. We've done a number of campaigns and initiatives over the years that reached millions of people in the State of Florida. For instance, we've done "Buckle Up Florida" for safety belts, "Alert Today Alive Tomorrow" for bike and pedestrian safety, "Put It Down"



18 Kiddos February + March 2016



for distracted driving, and soon we will be launching "Drive Safe" for aggressive driving.

**The Kiddos Kid Reporter: What are the consequences if you Text and Drive?**

**Carlos Sarmiento:** Good question. Texting and driving is very dangerous - you are already taking your eyes off the road and your hands off the wheel when you're reading or sending a text. We're encouraging everybody not to do that so that you as a driver or as a passenger could be safe.

**The Kiddos Kid Reporter: FDOT is launching the new campaign "Drive Safe". Can you tell me more about it?**

**Carlos Sarmiento:** As you know in South Florida, aggressive driving is a prevalent issue so we're trying to raise awareness by working with different agencies including law enforcement agencies to address the dangers of aggressive driving.

**The Kiddos Kid Reporter: What are the most aggressive driving actions in Florida?**

**Carlos Sarmiento:** Improper lane changes, speeding, not yielding to another vehicle or not sharing the road with pedestrians or bicyclists. Those are some of the aggressive driving behaviors we are seeing in South Florida.

**The Kiddos Kid Reporter: How can drivers avoid accidents?**

**Carlos Sarmiento:** You want to be a kind driver and you want to yield to other merging traffic. You definitely want to use your signals when you're turning, lower your speed, and be aware of your surroundings.

**The Kiddos Kid Reporter: What advice will you give to our community?**

**Carlos Sarmiento:** To pay attention to the road, to your behavior, and to lead by example. Again, keep your eyes on the road and your hands on the wheel, and be safe. 🚗

**About The Kiddos Kid Reporter**

In our 2014 Back to School edition Kiddos Magazine introduced "The Kiddos Kid Reporter," a new segment in which our 9 year old reporter, Marco, interviews celebrities, educators, and inspirational artists and personalities who have strong impacts in our community and in our Kiddos' lives.

**Credits:**  
**Video Production:** Filmart TV  
**Photography:** Renata Volfe  
**Haircut & Style:** Lil' Jungle  
**Location:** FDOT



For more information about FDOT Drive Safe campaign visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md) .....

kiddos safety

## Florida Department of Transportation Launches “Drive Safe” Aggressive Driving Awareness Campaign

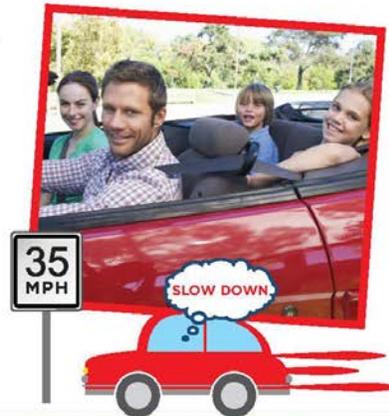
### Local Organizations Partner to Promote Safety Message in Miami-Dade, Monroe Counties

The Florida Department of Transportation (FDOT) is announcing the launch of the “Drive Safe” campaign. The campaign serves to inform drivers in Miami-Dade and Monroe counties of the risks of aggressive driving.

The campaign, which targets all drivers, will run from February through April and includes extensive community educational outreach and law enforcement operations throughout the region. FDOT has joined forces with numerous law enforcement agencies, educational institutions and other partner organizations to promote the “Drive Safe” message.

“Aggressive driving accounts for more than half of all traffic fatalities,” said FDOT District Six Secretary Gus Pego. “It is a serious problem that affects all motorists in Miami-Dade and Monroe counties. We want to make the public aware of ways to prevent or avoid these dangerous activities.”

In Florida, aggressive driving is exhibited by the combination of two or more of the following actions: Failure to yield right-of-way; improper lane change; improper passing; following too closely; disregarding traffic control; and speeding.



For more information, please visit [fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md) or contact the FDOT District Six Community Traffic Safety Coordinator, Carlos Sarmiento, at 305.470.5437 or via email at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us).

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## Campaña para alertar sobre los peligros de los conductores agresivos

### EN RESUMEN

Agencias policiales, organizaciones locales e instituciones educativas se asocian con el FDOT para promover el mensaje de “Conduzca con Cuidado”

Según el FDOT, la conducción agresiva representa más de la mitad de todas las muertes en accidentes de tráfico

La campaña busca reducir accidentes automovilísticos a través de la educación y la aplicación de leyes existentes



INGRID HOYOS

[ihoyos@miamiherald.com](mailto:ihoyos@miamiherald.com)

El Departamento de Transporte de la Florida (FDOT) ha lanzado una campaña de conducción segura conocida como “Conduzca con Cuidado” para informar a los conductores en los condados Miami-Dade y Monroe sobre los riesgos de manejar agresivamente.

De acuerdo con las estadísticas del FDOT, la conducción agresiva representa más de la mitad de todas las muertes en accidentes de tráfico. La campaña “Conduzca con Cuidado” busca reducir estos accidentes automovilísticos a través de la educación y la aplicación de leyes existentes.

“Es un problema grave que afecta a todos los conductores en los condados Miami-Dade y Monroe. Queremos que el público sepa las formas en que puede prevenir o evitar estas actividades peligrosas”, dijo en un comunicado Gus Pego, secretario del Distrito 6 del FDOT.

Cuando el conductor demuestra dos o más de los siguientes comportamientos se considera un conductor agresivo: No ceder derecho al paso, cambio indebido de carril, pasar a otro auto incorrectamente, seguir muy de cerca, no atender las señales de tráfico y —la conducta agresiva más prevalente— el exceso de velocidad.



**VIDEO: Departamento de Transporte lanza campaña “Conduzca con Cuidado”**

[jiglesias@elnuevoherald.com](mailto:jiglesias@elnuevoherald.com)

Según el FDOT, los hombres muestran el comportamiento más agresivo en las carreteras. Los conductores masculinos entre las edades de 25 a 34 están involucrados en el mayor número de muertes y lesiones graves relacionadas con la conducción agresiva, seguidos por los conductores masculinos en el grupo de 35 a 44 años.

“Queremos que los conductores sean más amables y estén más atentos a lo que están haciendo”, dijo Carlos Sarmiento, coordinador del Programa Comunitario de Seguridad de Tráfico.

La campaña está asociada con alrededor de 80 agencias del sector privado y público en ambos condados y se estará llevando a cabo entre los meses de febrero y junio. Los funcionarios policiales estarán reforzando la aplicación de las leyes vigentes, y las escuelas y universidades estarán promoviendo el mensaje de “Conduzca con Cuidado”.

“Parte de la campaña incluirá mensajes en los medios sociales que estaremos lanzando a través de múltiples correos electrónicos, Twitter, Facebook, portales web y monitores de televisión. Habrá un anuncio de servicio público listo en marzo y que se presentará a través del mes de junio”, dijo Sarmiento.

El viernes en una conferencia de prensa en la oficina del Distrito 6 del FDOT, Sarmiento agradeció a los funcionarios policiales por su trabajo en la campaña “Put it Down”, que informaba a los conductores sobre los riesgos de la conducción distraída, y les pidió cooperación en esta nueva iniciativa.

“Nuestra campaña consistirá no sólo en que nuestros oficiales salgan a las calles en busca de estos individuos, sino también tenemos aviones de vigilancia donde nuestros pilotos se centrarán en aquellos individuos que van por nuestros carriles conduciendo agresivamente”, informó Joe Sánchez, vocero de la patrulla de carreteras de la Florida.

“Una de las cosas que tenemos que aprender a hacer es practicar la paciencia y la tolerancia. Los accidentes y las muertes que se producen como consecuencia de la conducción agresiva son accidentes que se pueden prevenir. Arruinan vidas, no sólo de la familia que se ve afectada por la pérdida de un ser querido, sino también de la persona que causa el accidente”, dijo Omar Meitin, ingeniero de Operaciones de Tráfico, quien informó que su oficina ha investigado más de 98 fatalidades en las carreteras estatales.

“La próxima vez esté al volante de su coche, piense en el ejemplo que está dándole a sus hijos”.

Para más información, visite este enlace.

*Siga a Ingrid Hoyos en Twitter: @IngridYHoyos*

Lanzan campaña para alertar sobre los peligros de los conductores agresivos | El Nuevo Herald

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NOTICIAS DEPORTES ENTRETENIMIENTO

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Lanzan campaña para alertar sobre los peligros de los conductores agresivos | El Nuevo Herald

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INGRID HOYOS  
[ihoyos@miamiherald.com](mailto:ihoyos@miamiherald.com)

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<http://www.elnuevoherald.com/noticias/sur-de-la-florida/article58695043.html>[2/5/2016 4:31:22 PM]

Lanzan campaña para alertar sobre los peligros de los conductores agresivos | El Nuevo Herald

está asociada con alrededor de 80 agencias del sector privado y público en ambos condados y se estará llevando a cabo entre los meses de febrero y junio. Los funcionarios policiales estarán reforzando la aplicación de las leyes vigentes, y las escuelas y universidades estarán promoviendo el mensaje de “Conduzca con Cuidado”.

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#### VIDEOS DESTACADOS

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Para más información, [visite este enlace](#).

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WEEK OF THURSDAY, JUNE 16, 2016

TODAY'S NEWS

MIAMI TODAY 47

## 600 Latin America local officials here to fine-tune their role

By MARGIE LIM

Miami is welcoming more than 600 mayors and local officials from across Latin America at the 22nd Inter-American conference of mayors and local authorities to discuss ways to improve municipal services and democracy and the key role of local governments in stabilizing and maximizing a nation's strength.

The conference at Hilton Miami Downtown concludes today (6/16).

Participants on Tuesday heard local government officials speaking about their experiences in their cities as mayors or their contributions in strengthening local governments.



For 22 years, Dr. Allan Rosenbaum, director of the Institute for Public Management and Community Service at Florida International University, has spearheaded the event, inviting officials, planning their stay and ensuring guests a platform to collaborate.

"Governments that operate on local governments are some of the wealthiest countries in the world, while those that don't emphasize on local governments are some of the poorest," Mr. Rosenbaum said during the conference.

Mayors and officials took turns sharing experiences on what worked for them and what didn't. Jorge Alarcon Olivares, acting deputy director of the National Institute for Federalism and Municipal Development of Mexico, expressed how important municipalities are to Mexico.

"Municipalities are good at providing service. If one municipality is weak, that makes the whole nation weak," he said.

Mr. Olivares also said that in Mexico, an institute takes charge of local government consisting of 2,400 municipalities in 31 states. He also shared news on Mexico City, which has not been organized as a municipality but will be recognized as one.

"In the next few days, the City of Mexico will become state number 32, which will revolutionize Mexico," Mr. Olivares said.

Lucas Nuñez del Prado, minister of autonomies of Bolivia, told the conference Bolivia is transitioning to an autonomous government and the only country where municipalities are autonomous.

"They do not come under the state, federal or local levels. It is totally independent, which has allowed them to establish a good working arrangement with the federal government," he said. "All these principles, features and trade come from an urban community and is a way to counter individualism inherent to cities. We want a good living for all."

The mayor of El Hatillo in

Venezuela, David Smolansky, points to his country's unrest and recurring gang violence as something local government can help address. With more than 252,000 deaths to uniformed officers and an inflation rate of 720%, the highest in the world, the pressure to start at a regional level is mounting, he said.

"Local governments are making serious moves to address the crises," Mr. Smolansky said. "We have made public security our top priority as we have buried so many friends, it seems we are burying someone every day. This is a regional need that we need to address."

Antoinette Samuel, executive director of the National League of Cities in the US, said that sometimes the federal government "does not do their job," so it is the city's responsibility to lead in areas where the federal government falls short.

"We are a league, an association of America's cities. We are truly member-driven, we advocate for them on the national stage before Congress and the White House," she said. "It is important know that cities and counties are still providing services when the federal government has come short in their responsibility."

She praised the conference as a platform for city leaders to share ideas that can be applied to their own cities to be stronger.

"Cities are coming up with customized solutions for a better life for their residents," Ms. Samuel said. "Gatherings like this are so important. No one nation has a monopoly on innovation. We want to learn from your cities and to share big idea innovations on what worked in your country. No matter where you are from, local governments get things done. We are problem solvers. When people bring problems to us, we don't have the luxury to ignore the problem."

Dr. Rosenbaum wondered why people mistrusted the government.

"Many people say that the government isn't productive and they are so very wrong," he said. "Everybody in this room got here by flying on an airplane. Think about what made that possible... government scientists... The problem is so many people have forgotten just how central the activities of government are in maintaining and producing a good society."

While Dr. Rosenbaum has been organizing the event for 22 years, the "father" of the event is Javier Souto, a Miami-Dade County commissioner. He first thought of the idea of a conference while eating picadillo with a mayor from a small town in northern-central Peru.

"We concluded we needed to launch a conference for mayor

and local authorities right here as this was the right place to do it," he told Miami Today.

The event has attracted thousands of mayors to Miami and not only helps countries advance the development of local government but also brings wealth and business opportunities to South Florida.

The Greater Miami Conven-

tion & Visitors Bureau awarded the conference the Miami Magnet Award for its contribution to the economic well being of Miami-Dade, as the event is estimated to generate about \$1 million every year in hotels, restaurants, shops and airlines from participants.

"Florida has become a major launch pad for business, a ma-

ajor, major economic [financial center]," Mr. Souto said. "Miami is the capital of the Americas. Nobody asks who or where they come from. Some come to do business or seek medical treatment; there is always a lot of activity... There are people from all races, a real cultural melting pot, and there is enough space and opportunity for all."



AGGRESSIVE DRIVING

50% of traffic fatalities are due to aggressive driving

### Eight Tips that can save a life

1. Avoid the Blind Spots
2. Pass with Caution
3. Merge with Care
4. Don't Speed
5. Don't Cut Vehicles Off
6. Signal Sooner
7. Pay Attention
8. Share the Road



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## Lanzan campaña para alertar sobre los peligros de los conductores agresivos

**el Nuevo Herald**

Ingrid Hoyos

Published: Feb 5, 2016

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Continue reading at <http://www.elnuevoherald.com/noticias/sur-de-la-florida/article58695043.html#storylink=apmobile>

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## Police crack down on Rickenbacker Causeway drivers

Posted: Apr 14, 2015 5:20 PM EDT  
Updated: Apr 23, 2015 1:37 AM EDT

VIRGINIA KEY, Fla. (WSVN) -- Police and the Florida Highway Patrol were out in full force on Virginia Key's Rickenbacker Causeway, Thursday morning.

Police conducted traffic stops for speeding, red light running, seat belts and distracted driving.

Officials said the crackdown was part of the statewide Drive Safe campaign. The campaign was created in response to several cyclists that have been struck and killed in Virginia Key in recent years.



## FDOT Launches Their Drive Safe Campaign



Posted Thursday, February 4th 2016 @ 3pm

The Florida Department of Transportation is launching their 'Drive Safe' campaign in an effort to stop aggressive drivers.

Spokesperson Carlos Samiento says they want to educate drivers about the risks and dangers of driving aggressively.

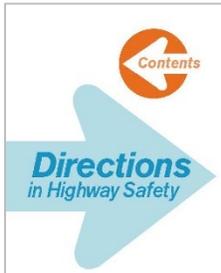
Samiento says they want to stop those who fail to yield the right of way, change lanes improperly, follow too closely, disregard traffic control and speed.

The department reports that aggressive driving accounts for more than half of traffic fatalities.

They are also launching the '95 Express' campaign which promotes safety on the express lanes.

(Photo credit: Joe Raedle)

Recommended Stories



# State of the States



**While male drivers age 25 to 34 account for the greatest number of injuries and fatalities resulting from aggressive driving, the campaign targets all motorists.**

## Florida Tackles Aggressive Driving

FIFTY PERCENT OF TRAFFIC fatalities in Florida are caused by aggressive drivers. That startling statistic prompted the Florida Department of Transportation (FDOT) to launch *Drive Safe*, in Miami-Dade and Monroe Counties, where the problem is particularly acute.

The state defines aggressive driving as a combination of two or more of the following: failure to yield the right of way, improper lane change, improper passing, following too closely, disregarding traffic control, and speeding. While male drivers age 25 to 34 account for the greatest number of injuries and fatalities resulting from aggressive driving, the campaign targets all motorists.

"Aggressive driving is a serious problem that affects all motorists," said FDOT District 6 Secretary Gus Pego. "We want to make the public aware of ways to prevent or avoid these dangerous activities."

The campaign will run February through April and includes extensive community outreach and collaboration with law enforcement, educational institutions and other partners. An information card will be distributed. Digital assets include a video PSA, emails, social media posts and website content.

To learn more, contact Carlos Sarmiento, FDOT District 6 Community Traffic Safety Program Coordinator, at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us) or 306-470-5437.

## Booze It or Lose It Nabs Thousands in N.C.

3,074. THAT'S THE TOTAL NUMBER of impaired drivers who were removed from North Carolina roadways between December 11 and January 3 thanks to the work of nearly three-quarter of the state's law enforcement agencies. Collectively, they conducted more than 10,000 checkpoints and patrols in support of the state's annual holiday *Booze It or Lose It* campaign.

This high visibility enforcement was supported by a paid media campaign that began prior to Thanksgiving and ran through New Year's Day. It included Pandora and Internet ad buys, Tweets and Facebook posts.

"The *Booze It or Lose It* campaign continues to positively impact the number of motorists lost to the totally preventable crime of impaired driving," said Don Nail, Director of the Governor's Highway Safety Program. "I thank law enforcement for making removal of impaired drivers from the state's roadways a priority. Their continued support protects the lives of both violators and the potential innocent victims."

Nail also noted that four additional Breath Alcohol Testing or BAT Mobiles were added to the fleet in 2015. Alcohol was a factor in 27.5% of North Carolina's traffic deaths in 2015, down from 29.7% in 2014 and continuing a three year trend of fewer impaired driving fatalities statewide.

## Tenn. Ups Fines to Bolster Belt Use

TENNESSEE MOTORISTS WHO fail to buckle up now run the risk of paying steeper fines if they're spotted by police. The fines, which increased from \$10 to \$25 for a first offense and doubled to \$50 for a second and subsequent offense on January 1, are part of a statewide effort to increase seat belt use. More than a third of motor vehicle occupants killed last year in traffic crashes in Tennessee were unrestrained.

According to the Tennessee Governor's Highway Safety Office (GHSO), only two out of 10 children are properly restrained in motor vehicles. Statewide surveys also indicate that 82.5% of men use their seat belts, compared to 90% of women, with male pick-up truck drivers in rural areas having the highest noncompliance rate.

The decision to raise the fines was sparked by a similar action taken in four states – Connecticut, Maine, North Carolina and Washington. "In each state, they saw a significant increase in their usage rates and a drop in fatalities," said Colonel Tracy Trott, head of the state's Highway Patrol (THP).

Seat belt enforcement is a priority for the THP, which issued 114,047 citations last year. To ensure that motorists know about the higher fines, GHSO ran radio and digital ads that address both the financial and safety implications of not using a seat belt.



**From:** Hernandez, Evelyn  
**Sent:** Monday, February 15, 2016 10:00 AM  
**To:** FDOT-outlook users  
**Subject:** 10@10 Monday, February 15, 2016



Monday, February 15, 2016

Evelyn Hernandez, 850-414-4594  
[Evelyn.Hernandez@dot.state.fl.us](mailto:Evelyn.Hernandez@dot.state.fl.us)

**[State showing transparency as Bay Bridge plan unfolds](#)**  
**By Editorial Board, Pensacola News Journal**

On this Valentine's Day, we're sending a bouquet of appreciation to the Florida Department of Transportation for openly discussing how the replacement bridge over Pensacola Bay will be built. We trust it reduced some of the angst that it would only be a plain-yet-functional bridge and gave hope to those who want a memorable, landmark bridge.

**[Orlando International Airport closes 2015 with record number of passengers](#)**  
**By Caitlin Dineen, Orlando Sentinel**

Orlando International Airport welcomed a record number of domestic and international traffic in 2015. With 38.8 million passengers traveling through the airport last year. The existing record of 36.4 million travelers, set in 2007, was easily surpassed.

**[Tampa International Airport set to unveil new concession area](#)**  
**By Ryan Hughes, WFLA**

Part of a \$1 billion expansion at Tampa International Airport is finished, and local and airport leaders will be on hand Monday to unveil the final product. A ribbon cutting at 9:15 a.m. will mark the airport's new concession and receiving and distribution center.

[New interchange opens to ease airport traffic on SR 417 \(Video\)](#)

By Deneige Bloom, WFTV channel 9

A new interchange meant to give drivers on State Road 417 better access to the Orlando International Airport will open Friday. The Boggy Creek Road interchange will open around 4 p.m. in time for the evening rush hour.

[State uses tech to battle truckers dodging weigh stations](#)

By Andy Fillmore, Ocala Star Banner

Diana Vianello wrote to the Lane Ranger recently questioning why a weigh station – which it turns out, is of the virtual variety – was installed on east State Road 40 in southeast Marion County. “Could you please tell us why a weigh station was deemed necessary on east (State Road 40) approximately two miles east of (State Road 19) in Marion County?” she asked.

[More women playing role in I-4 Ultimate construction; From entry level to project management, women filling key positions](#)

By Paul Giorgio, WKMG Channel 6

Every day Lora McCray laces up her work boots and goes to work on the I-4 Ultimate. McCray, an erosion control specialist, is one of the many women employed along the 21-mile stretch. “I think a lot of women are afraid,” she said as she repairs silt fencing near Maitland Boulevard. “Not me, I love challenges.” McCray is a graduate of the I-4 Ultimate On the Job Training Program. According to Human Resources Coordinator Lisbeth Acosta, you’ll find women in all positions from the field to upper management.

[Clearwater, transit officials look at ways to alleviate seasonal crush](#)

By Steven Girardi, Tampa Tribune

As Clearwater and area transportation officials struggle to find better ways to move workers, residents, tourists and day-trippers across the Intracoastal Waterway to Pinellas County’s most popular beach, the year-old ferry service has emerged as one part of a solution — but clearly not the only one.

[Carlos Sarmiento, FDOT District 6 Community Traffic Safety Program Coordinator & Safety Campaign Manager](#)

By Roxane Timon, Kiddos Magazine

During a one-on-one interview with our Kiddos Reporter, Carlos Sarmiento provided us with information on traffic safety. Mr. Sarmiento is an award-winning safety expert who specializes in communications, public relations and marketing initiatives for the Florida Department of Transportation (FDOT) District Six. Sarmiento’s traffic safety programs and campaigns have reached tens of millions of people and have been prominently featured in local, state, and national media. His extensive experience and involvement in traffic safety provides us with many solutions for a safer community.

If you are having trouble viewing this email, please click here.

## WHAT'S NEW



### Fight the bite, drain and cover

Do your part to protect yourself and your property from the potentially serious diseases that mosquitoes carry. Mosquitoes need stagnant water to breed. It is important to drain standing water from outside your home and cover your doors and windows with screens. Protect yourself by using mosquito repellent and wearing clothing that covers your skin from mosquitoes when they are most active. Help reduce the mosquito nuisance.

February 16, 2016



- Florida Atlantic University:** Transfer Student Open House on Feb. 20
- Top Burger:** Get 15% off your total bill with ID
- Dolphins Cancer Challenge Celebration Concert:** Save \$30 with code DCCTE
- BabydepotUSA:** Get 15% off with code EDUC15
- Dade County Federal Credit Union:** Two-Day Car Sale starts this Friday
- Worth It Wednesday \$:** At Stephen P. Clark Center lobby this week

### Deadline to register to vote in Florida primary is today

Today is the last day to register to vote, or update your party affiliation for the Florida primary on March 15. The Elections Branch Office in the Stephen P. Clark Center will be accepting completed voter registration applications today from 8 a.m. to 5 p.m. The Elections Department Headquarters will accept completed applications from 8 a.m. to midnight. Also, you can submit your application by mail, as long as it is postmarked with today's date.



### Attend a property exemption outreach event before March 1 deadline

In an effort to assist homeowners applying for Homestead Exemption, workshops are being held at the West Dade Regional Library on Feb. 20, the Miami Beach Regional Library on Feb. 23 and the South Dade Government Center and McDonald Center in North Miami Beach on Feb. 27. Staff will be available to answer questions on eligibility and requirements. These workshops are not limited to Homestead Exemption; it includes all other property tax exemptions as well.

### Bike to Work Day on March 4

It's time to leave your car behind and try a better way of beating the day-to-day traffic. Participate in Bike305's Bike to Work Day on March 4. The bike ride starts at University Metrorail Station at 8 a.m. Refreshments will be available and the first 200 cyclists can get a free Bike305 cycling shirt. Discover more events during Bike305



Month

### Corporate Run and Wellness newsletter

February is National Heart Month and this month's edition of the *Wellness Watch* is jam-packed with heart healthy tips, recipes and events like the Mercedes-Benz Corporate Run. Take a break from the office grind and join the County's "largest office party" by signing up for this annual 5K event. This year's run will take place April 28 at Bayfront Park. Register with Team Miami-Dade County and get snacks, beverages, a spot under our tent and a guaranteed great time.

### Avoid becoming an aggressive driver

Did you know half of traffic deaths are caused by aggressive driving? This could mean not being aware of blind spots, not using caution, speeding or other poor habits that could lead to serious injury. As the Florida Department of Transportation kicks off its Aggressive Driving Awareness campaign, take a quiz to see how you fare on the roads and get tips on how to drive near a large truck . Learn more during an outreach event on Feb. from 11 a.m. to 2 p.m. at Stephen P. Clark Center.



## Appendix I – Other Campaign Coverage

The screenshot shows the PortMiami website with several sections related to the aggressive driving awareness campaign:

- REPORT SUSPICIOUS ACTIVITIES TO IWATCH**: Accompanied by an American flag image. Text: "Safety and security are a top priority at PortMiami. We encourage port users to report any suspicious activities to the Southeast Florida Fusion Center, email or call 1-855-352-7233. In the event of an emergency, dial 911."
- AGGRESSIVE DRIVING AWARENESS CAMPAIGN**: Accompanied by the DRIVE SAFE logo. Text: "In just a few days it will be Memorial Day weekend - please remember that due to the holiday, there will be higher volumes of vehicles on the road and a higher prevalence of aggressive driving. Be sure to DRIVE SAFE 🚗🚒🚑".
- CONNECT WITH US!**: Accompanied by a group photo. Text: "PortMiami's social media links can keep you up-to-date with the last news, developments, events and other insights. Stay connected!" with links for Facebook, Twitter, and YouTube.

On the right side of the website, there is a tweet from President Tsai of Taiwan: "President Tsai of Taiwan visits Miami to grow trade and commerce. #tbt #bigshipswelcome #miamidadecounty". The tweet is dated "Posted 16 hours ago" and includes "ReplyRetweetFavorite" options.

The screenshot shows a tweet from the City of Miami Beach (@MiamiBeachNews) dated Feb 5. The tweet text is: "Attended @MyFDOT\_Miami Aggressive Driving kick-off event with @MiamiBeachPD & @MiamiDadePD. Congrats @JPerezinMia!".

The tweet includes a photo of four law enforcement officers standing next to a large campaign poster. The poster features the DRIVE SAFE logo and the following text:

- STOP AGGRESSIVE DRIVING**
- HIGHEST NUMBER OF FATALITIES**
- More drivers between the ages 25 to 34 years are involved in the highest number of fatalities and serious injuries related to aggressive driving.
- 50%** of traffic fatalities are due to aggressive driving.
- SAVE A LIFE TODAY BY FOLLOWING THESE TIPS:**
  - Buckle Up! (and please don't drink and drive)
  - Don't Text While Driving
  - Don't Tailgate
  - Don't Drink and Drive
  - Don't Drive Too Fast
  - Don't Drive While Impaired
  - Don't Drive on a Cell Phone
  - Don't Drive on a Distraction
  - Don't Drive on a Drowsy
  - Don't Drive on a Drugged

The tweet shows 6 retweets and 15 likes.

 **Town of Bay Harbor Islands** ✓  
February 29 · Bay Harbor Islands · ❄️ Like Page

#DriveSafe SAFETY TIP OF THE WEEK  
If another driver cuts you off or races by, program your response to “Be my guest.” Don’t be tempted to retaliate against another driver. Never let another’s poor behaviour influence yours!  
Want to calm your anger when driving?  
Listen to this playlist on Spotify - <https://play.spotify.com/.../mrgmiami/playlist/6L4jC4bXyEgpQw...>



DriveSafe, a playlist by mrgmiami on Spotify  
A playlist featuring John Lennon, John Mayer, Elton John, and others  
[OPEN.SPOTIFY.COM](https://open.spotify.com)

Like Comment Share

 **FDOT District 6** @MyFDOT\_Miami · May 11  
Don't be an aggressive driver #DriveSafe

 **Aggressive Driving 60 Eng**  
Description  
[youtube.com](https://youtube.com)

↩️ ↻ 2 ❤️ 1 ⋮



You Retweeted

 **FDOT District 6** @MyFDOT\_Miami · Mar 29  
FDOT D6 & law enforcement agencies participate in traffic safety enforcement and educational detail #DriveSafe



← ↻ 3 ❤️ 4 ⋮

 **MRGmiami** @MRGmiami · Mar 28  
#DriveSafe

 **Lower Keys Medical** @LowerKeysMed · May 2  
Half of all car accidents are caused by aggressive driving. Learn more about driving habits to avoid:

 **Aggressive Driving 60 Eng**  
Description  
[youtube.com](https://www.youtube.com)

← ↻ ❤️ ⋮



**WATCH NOW: The Kiddos Kid Reporter and  
FDOT Safety Expert Carlos Sarmiento**

 Miami-Dade MPO @miamidademipo · May 9  
@miamidademipo supporting @MyFDOT\_Miami Drive Safe Campaign bit.ly/1UMSACF #SMARTPlan

2 3

Miami-Dade MPO @miamidademipo - May 23  
 . @miamidademipo supports  
 @MyFDOT\_Miami Drive Safe Campaign  
[bit.ly/1qFq4I1](http://bit.ly/1qFq4I1)

Aggressive Driving Campaign eblast volume 16.6

**Eight Tips that can SAVE A LIFE**

- Signal sooner.
- Pay Attention!
- Share the road.
- Avoid the blind spots.
- Pass with caution.
- Merge with care.
- Don't speed!
- Don't cut vehicles off.

Have you watched the 2016 Drive Safe PSA? If not, watch the full version now. [WATCH HERE](#)

Pinecrest Police Department  
 February 8 · Miami · 🌐 Like Page

#DriveSafe

**DID YOU KNOW?**

88% of fatal crashes involving large trucks are attributable to driver error

[fdotmiamidade.com/drivesafe-md](http://fdotmiamidade.com/drivesafe-md)

6 1 Comment

Like Comment Share