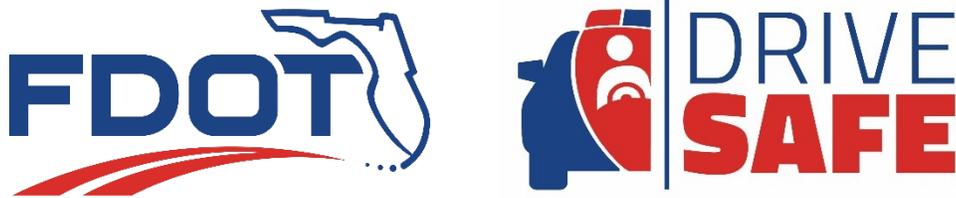


AGGRESSIVE DRIVING AWARENESS CAMPAIGN

2017 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six
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Miami, Florida 33172

JUNE 2017

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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 2017. 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 2017 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 2017 team was held in January 2017. 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 2016-2017 Campaigns

	2016	2017
Campaign Partners	85	90
Outreach Events	47	68
Multi-Agency Enforcement Operations	11	7
Overall Campaign Impressions*	23.1 million	96.4 million

Using data from partner surveys, an estimated 96,493,929 people were reached during the 2017 campaign.

**Number of impressions reported by partners as of June 27, 2017; 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) 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 2017 Aggressive Driving Awareness Campaign (* designates new partners).

- AAA/Traffic Safety Foundation
- Baptist Health South Florida*
- Broadspectrum*
- City of Aventura Police Department
- City of Coral Gables Police Department
- City of Doral*
- 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 Key West*
- City of Key West Fire Department*



- City of Key West Police Department*
- City of Layton
- City of Marathon
- City of Marathon Fire Department
- City of Miami Beach
- City of Miami Beach Police
- City of North Miami Police Department*
- City of South Miami Police*
- City of Sweetwater Police Department
- City of West Miami Police Department*
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- Florida Department of Health - Miami-Dade County
- Florida Department of Health – Monroe County
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Department of Transportation - Central Office
- Florida Department of Transportation - District Six
- Florida Highway Patrol (FHP)
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida's Turnpike Enterprise
- Ford Driving Skills for Life
- Governors Highway Safety Association
- Jackson Health System
- Kiddos Magazine
- Lower Keys Chamber of Commerce
- MADD - Mother's Against Drunk Driving
- Mercedes-Benz of Coral Gables*
- Mercedes-Benz of Cutler Bay*
- Mercy Hospital
- Miami Dade College Hialeah Campus
- Miami Dade College Hialeah Campus
- Miami Dade College InterAmerican Campus
- Miami Dade College North Campus
- Miami Dade College West Campus
- Miami Dade College West Campus
- Miami International Airport
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Transportation Planning Organization (TPO)
- Miami-Dade Police Department
- Miami-Dade Police Department - Midwest District*
- Monroe County
- Monroe County Fire Department
- Monroe County Sheriff's Office
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- PortMiami
- PortMiami Tunnel
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- SunGuide Traffic Management Center (TMC) - D6
- Team SLR*
- Town of Bay Harbor Islands
- Town of Cutler Bay
- Town of Key Colony Beach Police Department*
- Town of Medley*
- Town of Medley Police Department
- Town of Miami Lakes
- Town of Surfside Police Department
- University of Miami
- University of Miami Police Department
- Village of Indian Creek*
- Village of Key Biscayne*
- Village of Key Biscayne Police Department*
- Village of Palmetto Bay*
- Village of Palmetto Bay Police
- Village of Pinecrest Police
- Village of Virginia Gardens Police Department*
- West Kendall Toyota*
- zMotion Foundation



3.3 Partnership Contributions

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

AAA/Traffic Safety Foundation

Social media was utilized throughout the campaign to reach more than 10,000 people.

City of Doral Police Department

The campaign eblasts were distributed to approximately 85,000 individuals. Tip cards were also distributed to more than 615 pedestrians, bicyclists and motorists. Additionally, campaign information was posted on the department's website reaching approximately 100,000 views per month.

City of Hialeah and Hialeah Police Department

The campaign eblasts were distributed to approximately 6,500 individuals on three occasions.

City of Key West Police Department

The campaign eblasts were distributed to approximately 300 individuals on three occasions. Five posters were displayed reaching approximately 50 people each day. Social media was also utilized to reach 21,700 Facebook and 3,485 Twitter followers. Campaign information was also posted on the department's website.

City of Layton

The campaign eblasts were distributed to approximately 150 individuals during the campaign. Additionally, two posters were displayed, reaching at least 300 people.

City of North Miami Police Department

The campaign eblasts were distributed to 25 individuals on two occasions. Two campaign posters were displayed reaching more than 100 people. Tip cards were also distributed to 25 individuals. On May 29, 2017, the department distributed campaign information at the FACT (Families Against Crime Together) Festival.

Community Traffic Safety Team (CTST)

The campaign eblasts were distributed to 263 individuals on four occasions. Additionally, CTST performed the multi-agency enforcement events throughout the campaign.

Florida Department of Health – Miami-Dade

The campaign eblasts were distributed to approximately 780 individuals on three occasions. Additionally, campaign information was distributed on the department's intranet as well as at health fairs.

Florida Department of Health – Monroe

The campaign eblasts were distributed to approximately 100 individuals throughout the campaign. Additionally, five posters were on display receiving more than 200 views each weekday. One thousand tip cards were distributed during community events and at the Key West, Marathon and Tavernier offices.

Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

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



Florida Department of Transportation - District Six

Campaign messages were posted weekly on Facebook and Twitter over the course of the campaign reaching thousands. Posters were also displayed throughout the FDOT offices and campaign information was posted on the website.

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 throughout Miami-Dade County during the campaign reaching more than 80 million motorists.

Florida Memorial University

The campaign eblasts were distributed to approximately 1,150 students throughout the campaign. Additionally, Facebook posts were utilized to promote the campus event on April 6, 2017, and campaign messaging.

Florida's Turnpike Enterprise

Campaign posters were displayed electronically in six Turnpike Service Plazas for 60 days, potentially reaching 1.8 million individuals.

Ford Driving Skills for Life

A newsletter with campaign information was distributed to approximately 24,000 individuals. Additionally, Ford posted campaign messaging on Facebook and Twitter to its more than 18,500 followers.

Governors Highway Safety Association

Twitter was utilized to disperse information to roughly 4,797 followers. Additionally, campaign information was posted on the GHSA website reaching approximately 60,000 views monthly.

Kiddos Magazine

Approximately 7,000 individuals receive the Wednesday Weekly Kid-blast from Kiddos Magazine which included campaign information. These eblasts were also available online reaching thousands from March through May. The magazine also posted a web banner on its website which reached more than 28,500 people from March to May. Additionally, Facebook, Twitter and Instagram were used to post campaign messaging reaching thousands.

Mercy Hospital

Campaign information was posted on the hospitals intranet reaching approximately 1,000 people.

Miami-Dade College

Several of the campuses 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 reaching an estimated 2.3 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. Drive Safe was also promoted on the County website.

Miami-Dade Transportation Planning Organization

Campaign information was distributed to approximately 5,000 individuals once a week throughout the campaign via email and on the website reaching approximately 100 people per day. Additionally, five posters were placed reaching about 500 people and social media was utilized as well.

Miami-Dade Police Department

The campaign eblasts were distributed to approximately 2,800 individuals throughout the campaign. Facebook, Twitter and Instagram were utilized to distribute campaign messaging to millions of followers. Additionally, several events were held at local high schools and colleges reaching thousands of students.

Monroe County Sheriff's Office

Eblasts with campaign information were distributed to approximately 50 individuals on ten occasions during the campaign. Ten posters were displayed reaching approximately 500 people. More than 150 tip cards were also distributed. 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

The campaign eblasts were distributed to approximately 7,000 individuals throughout the campaign. Campaign messages were posted four to six times each month on each of the hospitals social media platforms, including Facebook, Twitter and Instagram. Additionally, campaign information was posted on the website.

PortMiami

The campaign eblasts were distributed to approximately 330 individuals during the campaign. Thirty posters were displayed reaching an average of 1,000 views per day. Additionally, Facebook and the website were used to disburse campaign information.

RED - Responsible & Educated Drivers

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



South Florida Commuter Services

Eblasts were utilized throughout the campaign in addition to posters, tip cards and the website. Additionally, SFCS distributed campaign information at five events.

Team SLR

Campaign logos were displayed at several races reaching more than 4,000 individuals.

Town of Bay Harbor Islands

Four campaign posters were displayed reaching approximately 2,000 individuals. Facebook was also utilized to reach approximately 2,000 followers. Additionally, campaign information was included in the newsletter reaching more than 3,200 people.

Town of Cutler Bay

Two press releases related to safe driving activities were issued during the campaign. Approximately 850 tip cards were distributed. The Town also hosted several outreach events and incorporated safe driving messages with distracted driving messaging.

Village of Indian Creek

One campaign poster was displayed reaching approximately 34 individuals.

Village of Palmetto Bay

Three campaign eblasts were distributed to approximately 2,000 individuals during the campaign. Additionally, social media and an e-newsletter were utilized to distribute campaign information.

Village of Pinecrest Police

Campaign eblasts were distributed to approximately 217 individuals during the campaign. Five posters were displayed reaching approximately 3,000 people. Additionally, social media was utilized to distribute campaign information to the department's almost 2,000 followers.

West Kendall Toyota

Campaign eblasts were distributed to approximately 17,000 individuals during the campaign. Additionally, social media was utilized to distribute campaign information to thousands of Facebook and Twitter followers.



4.0 Campaign Events

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

4.1 Campaign Kick-off Event

To officially launch the campaign, on February 10, 2017, a partner webinar was held. All partners were invited to attend and more than 25 attendees participated in the campaign’s first fully online, interactive kick-off meeting.

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. Below is a list of some of the events:

Date	Event
1/28	Marathon Family Fun Day - Department of Health Monroe
2/4-2/5	Ford Driving Skills for Life Miami Events
2/9	William H. Turner Technical School Presentation - Miami-Dade Police Department
2/18	Marathon Health Fair - Department of Health Monroe
2/23 - 2/24	NASCAR races at Daytona - Team SLR
3/5	Trans Am Races - Team SLR
3/7	FIU Healthy Living Expo
3/18	Big Pine Festival - Department of Health Monroe
3/23	Miami Dade TPO - 40th Anniversary Event
3/24	H.R. Insights Event – South Florida Commuter Services
3/29 - 5/15	High Visibility Enforcement campaign - Cutler Bay
4/6	Florida Memorial University Drive Safe Aggressive Driving Awareness Campaign
4/9	Trans Am Races - Team SLR
4/18	Barry University - Department of Public Safety Event
4/19	South Miami Hospital's Earth Day Event – South Florida Commuter Services
4/22	Village of Palmetto Bay Earth Day Celebration
5/3	Key West Business Guild Event – South Florida Commuter Services
5/5	Village of Pinecrest Senior Fair
5/5	Datran Center Employee Event – South Florida Commuter Services
5/9	CarFit event at City of Cutler Bay Town Hall
5/12	Northwestern Senior High School Mock DUI-Drive Safe Event
5/21	Live Healthy Little Havana Bike Event – South Florida Commuter Services
5/29	FACT (Families Against Crime Together) Festival - North Miami Police Department



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
4/6	SE CTST/UM CTST Drive Safe Event at Key Biscayne
4/18	NE CTST Drive Safe Event at Aventura/North Miami Beach
4/25	NW CTST Drive Safe Event at Doral/Sweetwater
5/16	NW CTST Drive Safe Event at Medley/Hialeah Gardens
5/23	SE CTST Drive Safe Event at Coral Gables/South Miami/Pinecrest
5/24	NW CTST Drive Safe Event at Miami Springs
6/27	NW CTST Drive Safe Event at Opa Locka



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. Partners were also able to access campaign materials and important information at drivesaferesources.com.



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

During the 2016 campaign, 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

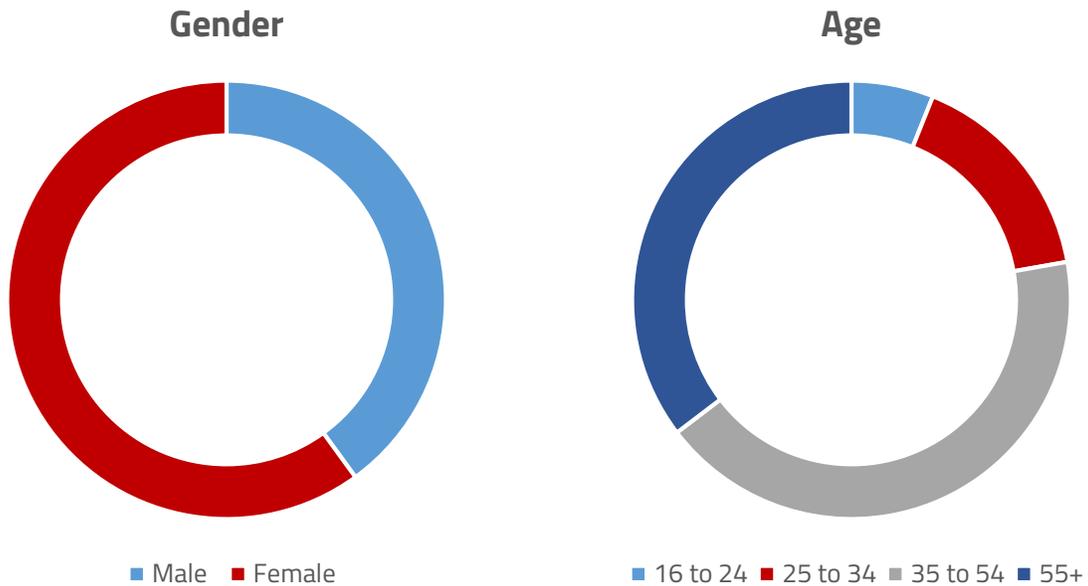
formats in both languages to satisfy the needs of all users. These PSAs were utilized again for the 2017 campaign.

5.5 Eblasts

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

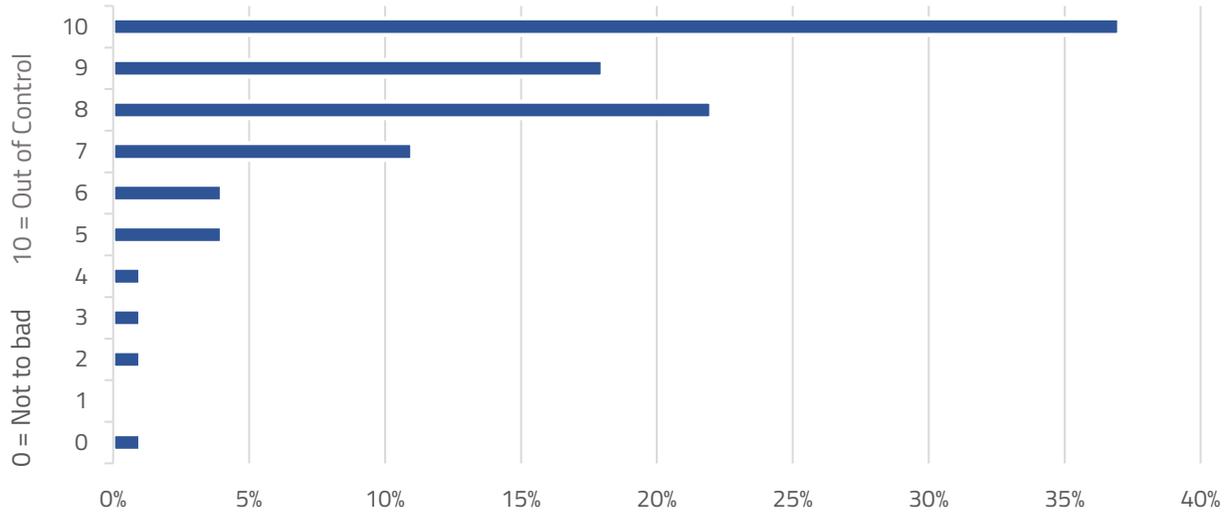
5.5.1 Aggressive Driving Quiz

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 1099 people completed the survey. Please view the results below:

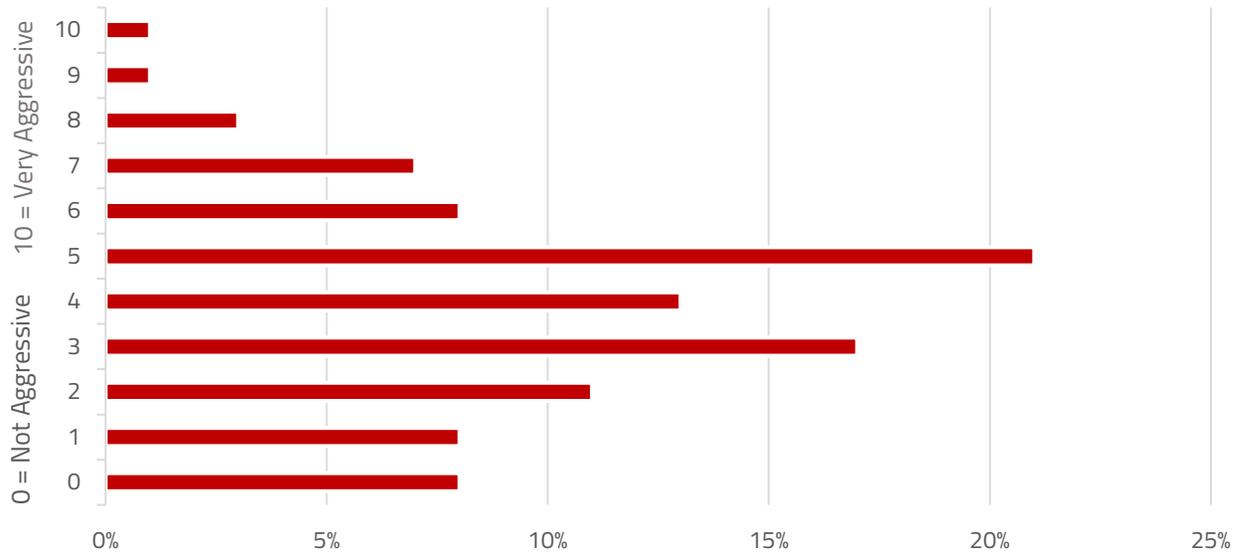




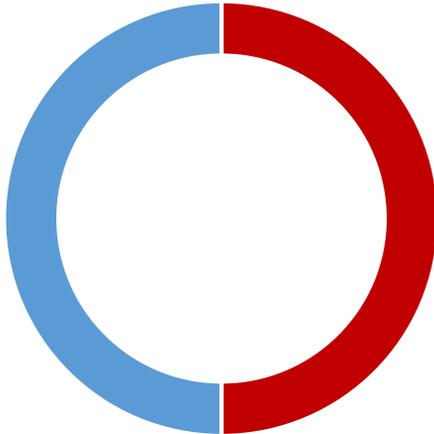
How serious do you think aggressive driving is in Miami-Dade and Monroe counties?



How would you rate yourself as an aggressive driver?

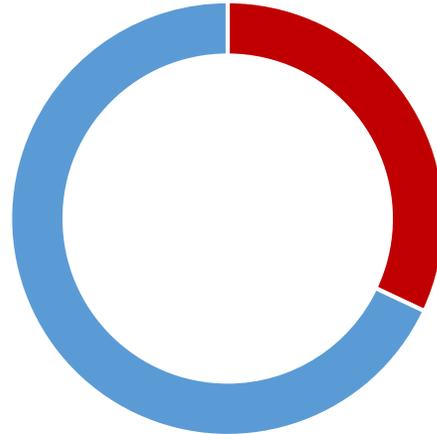


Do you often drive over the speed limit?



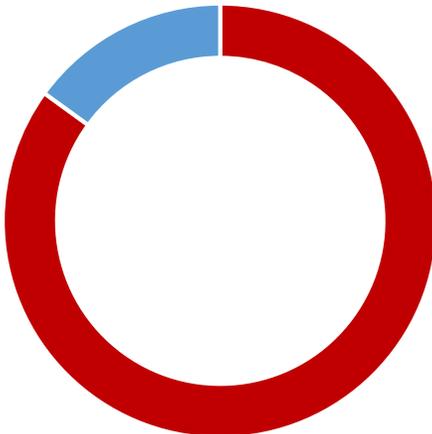
■ Yes ■ No

Are you usually in a hurry?



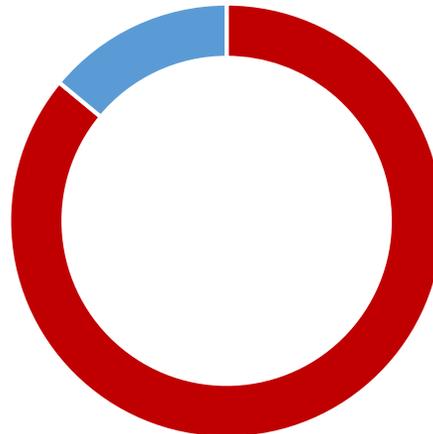
■ Yes ■ No

Do you pass cars that are driving too slowly?



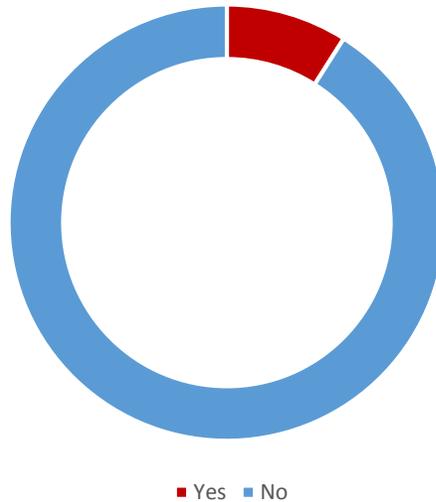
■ Yes ■ No

Do you always use turning signals?



■ Yes ■ No

Do you often follow cars too closely (tailgate)?



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

- *FOX (WSVN) Channel 7*: FOX 7 aired a segment about one of the multi-agency events held by FDOT and the CTST. The segment was titled "Family who lost bicyclist to drunk driver advocate against DUI," and was accompanied by an online article.

5.8.2 Articles (Newspaper/Magazines)

- *Miami Today*: The newspaper published an article titled "State Drive Safe campaign to put all aggressive drivers on defensive," which highlighted the kick-off of the Drive Safe Campaign.
- *Miami Herald (Neighbors)*: The newspaper published an article titled "Students get safety tips before prom, graduation," which covered the event held for the senior class at Cutler Bay High School before prom. This print article was accompanied by an online feature.



- *Cutler Bay News (Community Newspapers)*: The local newspaper covered the Town's first CarFit event and published an article titled "Town's first CarFit event for active adults called a success," and was accompanied by an online article.

6.0 Future Campaign Goals

The 2017 "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.
- **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.
- **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.



7.0 Campaign Feedback

"Great campaign! Keep up the good work."

-- Governors Highway Safety Association

"Appreciate your traffic safety efforts!"

-- AAA/Traffic Safety Foundation

"This year we noticed the Drive Safe posters in our local newspaper and Community Partner Social Media pages. It seems like the word is really getting out there. Great job!"

-- Florida Department of Health - Monroe

"I think the campaign is excellent and well received."

-- Florida Department of Health - Miami-Dade

"Happy to participate in this year's Drive Safe campaign."

-- Ford Driving Skills for Life

"MDPD was happy to take part in this initiative and look forward to further collaboration. Thank you."

-- Miami-Dade Police Department

"We value the importance of this awareness campaign and look forward to participating again... Thank you for the opportunity to collaborate on this most important message and campaign."

-- Nicklaus Children's Hospital

"It's my pleasure to promote commuting safety awareness at all my events. Thank you."

-- South Florida Commuter Services

"We're glad to have participated twice already and are looking forward to any future campaigns. Thank you for sharing driving safety with locals across the county."

-- West Kendall Toyota

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



FOR MORE INFORMATION, PLEASE VISIT:
fdotmiamidade.com/drivesafe-md





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



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

Appendix B – Email Blasts



Aggressive Driving Campaign eblast volume 17.1

When confronted with Aggressive Drivers:

- Get out of the way
- Don't challenge them
- Avoid eye contact
- Don't respond to gestures
- Report the aggressive driving



February is Aggressive Driving Awareness month.
Help South Florida keep our roads safer.

Aggressive driving accounts for more than half of all traffic fatalities

More Aggressive Driving Tips:

- Be aware of what other drivers around you are doing, and expect the unexpected
- Assume other motorists will do something crazy, and always be prepared to avoid it
- If there is bad weather, keep a 4-second cushion between you and the car in front of you
- Be polite while sharing the road

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



AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 17.2

What can you do to keep our roadways safer?

When you're behind the wheel of a car – whether alone or with passengers – driving safely should always be your top concern. We're more distracted than ever, so it's crucial to know the basics of safe driving and practice them every time you're on the road.



Focus on driving

Keep 100% of your attention on driving at all times – no multi-tasking. Don't use your phone or any other electronic device while driving. Slow down. Speeding gives you less time to react and increases the severity of an accident.



Drive "defensively"

Be aware of what other drivers around you are doing, and expect the unexpected. Assume other motorists will do something crazy, and always be prepared to avoid it. Keep a 2-second cushion between you and the car in front of you. Make that 4 seconds if the weather is bad.



Plan ahead

Build time into your trip schedule to stop for food, rest breaks, phone calls or other business. Adjust your seat, mirrors and climate controls before putting the car in gear. Pull over to eat or drink. It takes only a few minutes.



Practice safety

Secure cargo that may move around while the vehicle is in motion. Don't attempt to retrieve items that fall to the floor. Have items needed within easy reach – such as toll fees, toll cards and garage passes. Always wear your seat belt and drive sober and drug-free.

For more information about the Drive Safe Campaign,
please visit fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 17.3

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



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.

For more information about the Drive Safe Campaign,
please visit fdotmiamidade.com/drivesafe-md

Upcoming Events

OUTREACH EVENT: Palmetto Bay Earth Day Event, Saturday, April 22, 2017, from 5 p.m. – 7:30 p.m.
 OUTREACH EVENT: Village of Pinecrest Senior Fair, Friday, May 5 from 10 a.m. to 1 p.m.
 MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: Coral Gables, University of Miami, South Miami, Pinecrest-
 Tuesday, May 23 from 6 a.m. - 1 p.m.
 MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: Aventura & North Miami Beach, April 18 from 7 a.m. - 12 p.m.
 MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: Doral & Sweetwater, April 25 from 7 a.m. - 12 p.m.

Thank you to our dedicated campaign partners





AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 17.4



MEMORIAL DAY WEEKEND IS ONE OF THE MOST DANGEROUS HOLIDAYS FOR ROAD AND HIGHWAY INCIDENTS

According to a study released by the [National Coalition for Safer Roads](#) Memorial Day weekend is one the most dangerous holidays for road and highway accidents. The research reports over 2.3 million drivers in 18 states ran red-lights over the holiday weekend last year. Those numbers resulted in 1.2 red-light violations every second of the weekend. The number of drivers who ran a red light is more than 27% higher than compared to the average holiday weekend.

Roadway Safety Tips for Memorial Day Weekend Travelers

- 1. Allow extra travel time** – It is more important to arrive at your destination safely, than to arrive at your desired time. Expect increased traffic and understand it may take longer to reach your destination on the holiday.
- 2. Get out of your vehicle and stretch** – Moving your legs and walking every couple of hours will help you stay alert on the roads.
- 3. Understand the times of highest risk** – The greatest risk is on Friday afternoon, as people are getting off work and are ready to enjoy the weekend. During this time, be prepared as the sun will be setting and travelers will be tired from working.

For more information about the Drive Safe Campaign,
please visit fdotmiamidade.com/drivesafe-md

Appendix C – Social Media Images



Aggressive Driving Tip



Pass with caution.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Don't cut vehicles off.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Merge with care.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Don't speed!

fdotmiamidade.com/drivesafe-md





MEMORIAL DAY WEEKEND IS ONE OF
THE MOST DANGEROUS HOLIDAYS FOR
ROAD AND HIGHWAY INCIDENTS

#DRIVESAFE

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Signal sooner.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Pay Attention!

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Share the road.

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

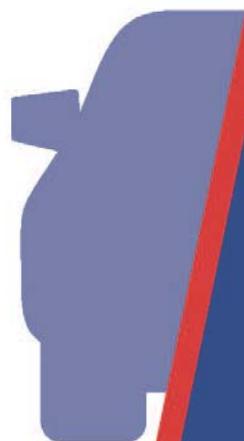
50%
OF TRAFFIC FATALITIES
are due to aggressive driving

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

FDOT

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






KOURI MACHIN

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

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



Appendix E – Window Clings



Appendix F – Press Release



February 22, 2017

Tish Burgher, (305) 470-5349
Tish.Burgher@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 re-launch of the “Drive Safe” campaign. The campaign was initiated in 2016 and 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 June 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.

In 2016, the “Drive Safe” campaign reached more than 23.1 million people through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. FDOT also developed a Public Service Announcement (PSA) for the campaign, which was broadcast on gas station televisions and local cable-access television throughout South Florida.

“Aggressive driving accounts for more than half of all traffic fatalities,” said FDOT District Six Secretary Jim Wolfe. “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 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.

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.

In 2016, the "Drive Safe" campaign reached more than 23.1 million people through outreach events, campaign posters, email blasts, web banners, social media messaging and other campaign resources. FDOT also developed a Public Service Announcement (PSA) for the campaign, which was broadcast on gas station televisions and local cable-access television throughout South Florida.

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@mrmiami.com

For more information, please visit fdotmiamidade.com/drivesafe-md or drivesaferesources.com

Appendix G – Event Photos



FIU Healthy Living Expo (Biscayne Bay Campus), March 7, 2017



Miami-Dade TPO - 40th Anniversary Event (Stephen P. Clark Center), March 23, 2017



Barry University – Department of Public Safety Health Fair, April 18, 2017



Village of Pinecrest Senior Fair, May 5, 2017



Northwestern High School Mock DUI-Drive Safe Event, May 12, 2017



SE CTST Drive Safe Event at Coral Gables/South Miami/Pinecrest, May 23, 2017

Appendix H – Media Coverage

One of Miami's Community Newspapers

Connecting Communities.

Cutler Bay NEWS

MAY 23 - JUNE 5, 2017

communitynewspapers.com

305-669-7355

Town's first CarFit event for active adults called a success

BY GARY ALAN RUSE

Cutler Bay conducted its first CarFit workshop on Tuesday, May 9, presented for older adults to provide them with a way to check how their personal cars "fit" them.

Older drivers are often the safest drivers in that they are more likely to wear their seatbelts, and less likely to speed or drink and drive. However, older drivers are more likely to be killed or seriously injured when a crash does occur due to the greater fragility of their aging bodies.

During the town's CarFit event, trained professionals from the Florida Department of Transportation (FDOT) led older drivers through a 12-point checklist with their vehicle. While doing so, they recommended car adjustments and adaptations and offered community-specific resources and activities that could make their cars "fit" better or enhance their safety.

A few of common concerns include properly adjusting mirrors to minimize blind spots, ensuring good foot position on the gas and brake pedals, and sitting closer than 10 inches to the steering wheel.

In addition to the representatives from the Florida Department of Transportation, CAC Medical Center, Continucare Medical Center, and Humana were present to pro-



CarFit and FDOT professionals make recommendations about seat position and mirror adjustment.

vide health screenings and wellness education. Members from the town's staff that were recently certified as CarFit technicians were present along with officers from the town's Policing Unit.

CarFit is an educational program created by the American Society on Aging and developed in collaboration with AAA (American Automobile Association), AARP and the American Occupational Therapy Association.

To learn about the program visit www.car-fit.org.

"The town is a member of the AARP Network of Livable Communities which reinforces our commitment to provide resources

and ways for our Active Adults to live a healthy and safe lifestyle," said Rafael G. Casals, town manager.

"Additionally, this project is in line with our Communities for a Lifetime Committee's Age-Friendly Action Plan. CarFit is a great opportunity to ensure that Active Adults are able to enjoy maintain their mobility and independence," he added.

For information about upcoming special events for active adults visit the Cutler Bay website at www.cutlerbay-fl.gov or contact Janelle Marzouka in the Parks & Recreation Department at 786-573-5575.



Bicycles have become far more common for travel in urban areas.

Bike friendly summit is geared to add awareness in transportation, leisure

By CATHERINE LACKNER

March 15 marks the first Miami-Dade Bike Friendly Summit, to be held from 10 a.m. to 2 p.m. at the Vizcaya garage (the site of the former Museum of Science) across South Miami Avenue from Viscaya.

Sponsored by the Miami-Dade Metropolitan Planning Organization (MPO), the event aims to increase awareness of bicycling both for commuting and leisure use, and to spread the word about the League of American Bicyclists' Bicycle Friendly Business and Bicycle Friendly America designations. The bicyclists' group dates to 1880.

"With more than 500,000 businesses and over 1 million full-time employees in Miami-Dade County, being designated as a Bicycle Friendly Business (BFB) is a great way to gain national recognition as a leader in wellness, sustainability and corporate responsibility," said David Henderson, MPO intermodal manager, in a release.

"Bicycle riding has grown tremendously in South Florida in the last few years and what quickly developed into a phenomenon, became a natural and common form of transportation for amateurs, professionals, and all those in between," it continued.

"As part of the BFB application process, your business will receive quality, customized feedback from League staff, [which is] the trusted source for best practices on what it means to be bicycle friendly. A BFB designation will place your establishment into an elite network that shares peer-to-peer communication. Earning a designation ... is a clear way to show the community your business cares."

As of spring 2016, 1,197 busi-

nesses had received the designation, including 32 Fortune 500 companies, the release said. The designation has been given to businesses in 49 states and the District of Columbia, it continued.

Benefits of becoming a bicycle friendly business include increased morale, camaraderie and quality of life for employees, decreased healthcare costs, and "a commitment to sustainability and reducing the environmental footprint," the release said.

Similar benefits accrue for communities that earn the Bicycle Friendly America designation, Mr. Henderson said.

The event is a forum to exchange information and encourage businesses and community organizations to apply, he said. Representatives from business and community organizations and local universities are expected to share what they have learned. "It's an opportunity to show and enhance what other applicants are doing to encourage people to use modes of transportation other than a car," he said.

Even with the understanding that commuting to work by bike might be impractical, there are still ways people can use bicycles for recreation, shopping or other activities that don't involve a dress code or a tight schedule, he said.

"We should be holding more events and working with the community to educate them on what designation would mean, including national recognition for our residents and visitors," Mr. Henderson said. "There's a lot of community interest in becoming as bicycle-friendly as possible."

"We're looking forward to this event. Going through the process is a good planning exercise and is productive in itself."

State Drive Safe campaign to put all aggressive drivers on defensive

By CATHERINE LACKNER

Drivers might want to think twice about speeding, cutting off other cars, tail-gating, horn-honking, and displaying other belligerent behavior on the road. The Florida Department of Transportation is launching the 2017 edition of its Drive Safe campaign against aggressive driving, and that includes stepped-up enforcement by a multi-agency police force.

According to a department statement, 50% of traffic fatalities are due to aggressive driving, with male drivers ages 25-34 being the most frequent offenders.

"The program is a yearly initiative that has facets including the Drive Safe 95 Express campaign," said Yvette Ruiz-Paz, transportation department spokesperson. "The current campaign will include community outreach events and multi-agency enforcement operations throughout the county."

"The purpose of the campaign is to educate the public about the dangers of aggressive driving and the reality of its consequences, to provide tips to

eliminate aggressive driving, and build partnerships within the community... to spread the safety message to as many people as possible," she added. This includes social media messaging and eblasts, as well as programs targeting schools and universities.

"At the end of the campaign, FDOT will collect data from all partners via a survey," Ms. Ruiz-Paz said. The transportation department will then tabulate the number of events (and attendance at each), social media impressions and traffic counts of vehicles that have seen the educational messages posted by the transportation department, Miami-Dade Expressway Authority and Florida Turnpike on their electronic message boards above major roadways, she added.

Aggressive drivers, take notice: "FDOT partners with several law enforcement agencies throughout Miami-Dade and Monroe counties for this effort," Ms. Ruiz-Paz said. "This includes the Florida Highway Patrol, the Miami-Dade Police Department and several municipal law enforcement agencies and fire departments."



Photo by Marlene Quattrone

Miami-Dade is moving ahead on the technologies to support autonomous vehicles, says Aileen Bouclé.

We don't get autonomous vehicle proving ground; still, we drive on

By CATHERINE LACKNER

In December, the Miami-Dade Metropolitan Planning Organization (MPO) applied to the US Department of Transportation to have the county declared a proving ground for autonomous vehicles. Though the MPO's application didn't make the list, leaders say they're undeterred.

"Although Miami-Dade County was not selected as a proving ground by the USDOT, we are moving full-speed ahead with our transportation partners to implement the necessary technologies to support a safe and effective connected and autonomous vehicle network for our community," Aileen Bouclé, MPO executive director, told Miami Today on Friday.

The entities that were designated are the City of Pittsburgh and the Thomas D. Larson Pennsylvania Transportation Institute; Texas A&M Proving Grounds Partnership; US Army Aberdeen Test Center; American Center for Mobility at Wilton Run; Contra Costa Transportation Authority & GoMentum Station; San Diego Association of Governments;

Iowa City Area Development

Group; University of Wisconsin-Madison; Central Florida Automated Vehicle Partners; and the North Carolina Turnpike Authority.

Being designated as a proving ground wouldn't bring any grant money initially but could open the door to future federal funding, said Elizabeth Rockwell, MPO chief communications officer, when the application was filed.

The Connected-Autonomous Vehicle work group, formed last summer, wrote the application. The work group includes members from the MPO, the county's Transportation and Public Works Department, the Miami-Dade Expressway Authority, Florida International University, and District 6 of the Florida Department of Transportation, Ms. Rockwell said.

"We're looking at creating a pilot to demonstrate connected autonomous vehicles in a specific area," she said. Ms. Bouclé represented the organization at the Florida Automated Vehicles Summit Nov. 29 in Tampa, Ms. Rockwell said. "She explained what we're doing to prepare for this technology, and how government can positively

respond and adapt to it."

Autonomous vehicles are, in some form, already here. The National Highway and Transportation Safety Administration has categorized anti-lock brakes, electronic stability control, proximity warning sensors and automatic brakes — which are becoming common in new cars — as levels 1 and 2 of automation.

Its rankings go to level 4, which is the so-called driverless vehicle. The human "driver" provides destination information on a travel route and the vehicle does the driving, while monitoring weather and traffic conditions, with no provision for the driver to regain control in an unusual situation or emergency.

Truly autonomous vehicle, including connected vehicles, are not as unusual as people think, Ms. Rockwell said. A new Tesla vehicle not only has radar but lidar, a remote sensing system that uses lasers, she said.

"The new version will be able to see a person or an animal walking in the street, and see other vehicles. The cars will even be able to 'talk' to each other. It's really cool."

105E

NEIGHBORS

SUNDAY, MAY 21, 2017
MIAMIHERALD.COM

LAW ENFORCEMENT

Injured officer will live with prosthetic legs

BY DAVID J. NEAL
dneal@miamiherald.com

Miami-Dade Maj. Ricky Carter's May 7 motorcycle accident cost him his legs. But Carter will retain his arms, the life he came so close to losing and the ability to live independently, Miami-Dade police say.

An update released by the department to the media Tuesday afternoon said Carter remains in the hospital after undergoing surgeries the last few days on his arms. He'll eventually receive prosthetic legs. A tourniquet on what remained of his right leg,

applied by Westland Hialeah High student Thalia Rodriguez shortly after the crash on Interstate 75, saved Carter's life by stemming his blood loss long enough for emergency rescue workers to reach him.

The police update described Carter as "alert and in great spirits" and quoted him sending the message to family and friends, "Please tell them I love them and I'm thinking about them."

While the family acknowledges the public love shown Carter, especially in the Northside District patrolled by his station, they're asking any visits be postponed to allow Carter

proper rest during this stage of recovery.

To help Carter's family with out-of-pocket medical care expenses, online donation pages have been set up at GoFundMe and Police Officers Assistance Trust (POAT). Funds donated on the POAT page all will go to the Carter family, while 92 percent of the GoFundMe donations will, according to Miami-Dade police. POAT donors must click on the "give direct" tab and type "Major Carter" in the remarks section.

A silent auction also will be held. Those wishing to donate items can call Lt. Steve Czyzewski at 786-402-9364.



WALTER MCHOTI / miamiherald.com

Chief Robin Duren, chief of the Operations Administrative Division, Miami-Dade Fire Rescue, and Maj. Ricky Carter, commander of Miami-Dade's Northside District.

CUTLER BAY

Students get safety tips before prom, graduation

BY ALEX BUTLER
Special to the Miami Herald

The senior class from Cutler Bay High School on Tuesday participated in an interactive presentation regarding the dangers of driving under the influence.

The school collaborated with the Miami-Dade Police Department, Miami-Dade Public Schools Police, and Students Together Against Negative Decisions (STAND). Students learned the four Ds of driving under the influence (drinking, drugging, distracted, drowsy). They also received tips on how to conduct themselves during traffic stops. Each year more than

4,300 underage youths die from excessive drinking, according to the CDC.

"We are entering a season where our children are excited about reaching this major milestone and are becoming young adults," Police Major Leonard Ricelli said. "We are encouraging the students to join us as safety officers. Don't drive under the influence, and don't allow your friends to drive under the influence as well."

After the presentation, the young people joined the police and students from STAND outside to reenact a traffic stop. This is the third consecutive year that the demonstration has taken place.



Photo provided by the town of Cutler Bay

Students from Cutler Bay High collaborate with the Miami-Dade Police Department, Miami-Dade Public Schools Police and Students Together Against Negative Decisions (STAND) on Tuesday to learn about the perils of drinking and driving.

MIAMI TODAY

WEEK OF THURSDAY, MAY 25, 2017

SERVING SOUTH FLORIDA'S MOST IMPORTANT AUDIENCE

21 law enforcement agencies wrapping up Drive Safe campaign

By KATYA MARURI

To alleviate aggressive driving throughout South Florida, the Florida Department of Transportation has partnered with 21 municipal law enforcement agencies as part of its 2017 edition of the Drive Safe campaign that's now wrapping up.

Those law enforcement agencies include:

- City of Aventura Police Department
- City of Coral Gables Police Department
- City of Doral Police Department
- City of Hialeah Police Department
- City of Miami Beach Fire Department
- City of Miami Beach Police
- City of Miami Police Department
- City of North Miami Police Department
- City of Sweetwater Police Department
- Village of Pinecrest Police Department
- Village of Palmetto Bay Police Department
- The University of Miami Police Department

- Village of Biscayne Park Police Department
- Village of Bal Harbour Police Department
- Town of Surfside Police Department
- Town of Medley Police Department
- Monroe County Sheriff's Office
- Monroe County Fire Department
- Miami-Dade Police Department
- City of Marathon Fire Department
- City of Islamorada Fire Rescue

The campaign, which ends in June, began in September 2014 after its initial Drive Safe Krome Avenue aggressive driving campaign. The campaign began when the Florida Department of Transportation partnered with the Florida Highway Patrol after they reported 230 crashes and 12 fatalities on Krome Avenue during January 2014.

"We were approached by the Miami-Dade Transportation Planning Organization about traffic safety concerns on Krome Avenue since fatalities were so high," said Carlos Sarmiento, Drive Safe campaign manager. "We decided to address these issues by creating an outreach campaign that focused on aggressive driving and speeding."

According to a department statement,

aggressive driving consists of failure to yield right-of-way, improper lane changes, improper passing, following too closely, disregarding traffic control and speeding. About half of all traffic fatalities are due to aggressive driving, with men from 25 to 34 the most frequent offenders.

Due to these percentages, the Drive Safe Campaign has focused on educating drivers about the dangers of aggressive driving through outreach events, multi-agency enforcement operations, social media, e-blasts and programming that targets schools and universities.

Upcoming outreach events included two multi-agency education enforcement events Tuesday in Coral Gables, the University of Miami and Pinecrest and Wednesday in Miami Springs. After those events, partner campaign surveys will be distributed to seek feedback and data about the campaign.

"Our success comes down to exposure," said Mr. Sarmiento. "Through media coverage, social media, outreach events, multi-agency enforcement operations and our partnerships we have been able to educate people and hopefully save lives."



SHARE

APRIL 5, 2017

Family who lost bicyclist to drunk driver advocate against DUI

[Lorena Estrada](#)

KEY BISCAWAYNE, FLA. (WSVN) - A family who lost a loved one out while he was out bicycling to a drunk driver is now sending a powerful message against drinking and driving.

Marybel Reyes and her daughter Jenny clearly remember the day when their lives were changed in January of 2015.

"Two years, two months, two weeks ago, to the day," Marybel said, "Wednesday morning, at this time, I was understanding the fact that my life was just changed. All the plans, after 25 years of marriage, they're gone."

Walter Reyes was struck and killed while cycling in Key Biscayne by 21-year-old Alejandro Alvarez, who was driving under the influence. His family want to send a message to anyone who is thinking about getting behind the wheel while intoxicated.

"I don't want any other family members to suffer to way we have," Jenny said.

The family, along with Mothers Against Drunk Driving, the State Attorney's Office and the Miami Coalition for a Safe and Drug Free Community, have partnered with the Be True to You campaign.

"This new program is designed to reach out to young people in a way they can best be reached – through social media and the internet," said David Gilbert, a senior trial attorney.

Wednesday morning, police were out in full force in the area where Walter was killed searching for speeding and distracted drivers. It's all part of a traffic safety initiative for the Florida Department of Transportation.

"We're doing selective enforcement out here with trooper and police officers from eight difference agencies," said James Wolfe, who is from FDOT, "trying to reinforce to people that aggressive driving is not the right thing to do."



Follow the 7News Crime Channel

With the help of the University of Miami traffic safety team and FDOT, officials also focused on bicycle and pedestrian safety. "Bicycles, the pedestrians, motorists need to all work together to create a safe environment out here," Wolfe said.

"There is no do-over. You don't get another life," Marybel said. "Your choices, once are made, that's it."

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Appendix I – Other Campaign Coverage



Governors Highway Safety Association
The States' Voice on Highway Safety

Issues State Laws Resources Events About

Member Login Partner with Us

Home (/) > State Highway Safety Office Resources (/resources)

Florida Aggressive Driving Awareness Campaign

FOCUS ON YOUR OWN DRIVING



GETTING AGGRESSIVE WON'T MAKE TRAFFIC GO FASTER

#DRIVESAFE



fdotmiamidade.com/drivesafe-md

Resource Type
Best Practices (/taxonomy/term/481)

This spring, the Miami office of the Florida Department of Transportation (FDOT) is working once again to bring awareness to the dangers of aggressive driving through its Drive Safe campaign. From February through May, FDOT and its partners will be using social media, email blasts, PSAs and printed materials to spread the word against aggressive driving and provide tips to eliminate it.

Materials feature messages such as "Focus on your own driving: getting aggressive won't make traffic go faster," as well as advice for avoiding aggression, including "don't cut vehicles off" and "share the road." With aggressive driving consistently identified by Floridians as one of the top public safety issues in online surveys, this campaign aims to serve as a resource for highway safety advocates and law enforcement to push back against poor driver behavior.

To maximize the impact of the campaign, FDOT has partnered with a wide variety of local municipalities, companies, law enforcement agencies, educational institutions, and nonprofits such as GHSA. In 2016, the Drive Safe campaign reached 23.1 million impressions.

To learn more, download the campaign's kickoff presentation below, and find campaign materials at <http://www.fdotsafetyresources.com/category/drivesafe/> (<http://www.fdotsafetyresources.com/category/drivesafe/>).

Questions? Contact Carlos Sarmiento, District Six Community Traffic Safety Program Coordinator, at 305-470-5437 or at carlos.sarmiento@dot.state.fl.us (<mailto:carlos.sarmiento@dot.state.fl.us>).

Resource Downloads
Drive Safe Campaign Kick-Off Presentation (<http://www.ghsa.org/sites/default/files/publications/files/DriveSafe2017.pdf>)

Resource Category
State Highway Safety Showcase (/taxonomy/term/346)
State
Florida (/taxonomy/term/111)

Contact Us

444 N. Capitol Street, NW, Suite 722
Washington, DC 20001-1534

If you are having trouble viewing this email, please [click here](#).

WHAT'S NEW



Sign up for spring camps starting this Wednesday

Students can participate in the Homeless Awareness and Sensitivity Poster and High School Essay Contest. All entries are judged on the impact their creative message has on raising awareness and ending homelessness. They have until March 15 to submit their poster designs. The winning students, and their teachers or homeless liaison coordinators, will each take home an Amazon Fire HD Tablet. Read the [contest rules and entry form](#).

Bring Simba and China home to join your family

Simba is a 1-year-old brindle Dutch shepherd mix that's lively and athletic. He's looking for a companion to play fetch with in a big backyard. China is a 3-year-old Boxer mix looking forward to finding a loving forever companion. Her sweet personality makes her the perfect furry companion. Adopt one or both of these [Pets of the Week](#) and give them the forever home they deserve.



You may be affected by a safety recall of defective airbag inflators

Thousands of cars in South Florida are being recalled because of defective airbag inflators. Even a minor fender bender can cause these airbag inflators to rupture, spraying metal shrapnel into drivers and passengers. [Find out](#) if your vehicle has been recalled. Call the Honda Recall Line at 1-844-758-9245 to schedule a quick and free repair.

Experience Spain and India this weekend

Attend [Pablo Villegas: Americano Tour](#) on March 4, where you'll enjoy the passion, playfulness and drama of Spain's musical heritage. Through a fusion of film, dance, and music, [Tai Express](#) takes you on a live cinematic journey through modern Indian culture and society on March 5. Both take place at the [South Miami-Dade Cultural Arts Center](#).



Stop aggressive driving

Aggressive driving accounts for more than half of all traffic fatalities. Do something about the problem by [taking a quiz](#) to find out if you're an aggressive driver. Learn more about the dangers of aggressive driving and how to avoid it by visiting the [Florida Department of Transportation website](#).

Submissions welcome!

Want to share an event or news item with County employees? Complete the [What's New form](#) to make your submission. The deadline to appear in next week's issue is **Tuesday, Feb. 28 at 5 p.m.** You can also read the [What's New archives](#) for past issues and find [story corrections](#).



Your Village @ Work- April 24, 2017

Your weekly publication about Village happenings and events.



Please join us on Saturday, May 13th at Coral Reef Park for the [Bridget Allison Pier Playground Dedication](#) in memory of Bridget, daughter of our former (and first) Village Clerk, who passed away in 2011. Bridget was born on May 13, 2004 and attended Coral Reef Elementary School, which adjoins the park's playground area. The playground dedication will be held on her birthday to honor her memory. Last year, Councilwoman Cunningham held a [Kids Town Hall](#) at Coral Reef Park to gather ideas for the new playground equipment from our smallest stakeholders, many of whom still remember Bridget.

Guest speakers, including members of her family, will open the dedication ceremony at 9 am. There will also be activities for kids like face painting, a balloon artist, and performances by the chorus group from Coral Reef Elementary School and the orchestra from Southwood Middle School. Stay tuned for more details as the date nears!



Highlights:

- We know how important the future of our parks is for our residents and want to make sure your feedback and input is heard. Please join us for the remaining two of four upcoming workshops in April & May. Jackie and Greg have all the info. in this [video!](#)
- Please join FIU for an MPA (Master of Public Administration) [information session](#) on Tuesday, April 25 at Village Hall starting at 6 pm. For more information, please contact Ms. [Jasmine Negron](#).
- Stop aggressive driving! Check out [these eight tips](#) that can help save a life!



Your Village @ Work- February 20, 2017

Your weekly publication about Village happenings and events.



Highlights:

- The [2017 Earth Day Art Contest](#) is still open! The winning artwork will be selected for the front cover of the Village of Parks Play-by-Play Recreation Guide Spring Edition mailed to over 10,000 residents. The deadline to submit your artwork is Friday, Feb. 24. Rules apply, click [here](#) for details.
- Grab your most righteous '80s concert gear to rock out in style while you solve a crime with your friends at our Murder Mystery Dinner Theatre & Show - Totally 80's at Thalatta Estate happening Friday, Mar. 10. Click [here](#) for more info.
- February is Aggressive Driving Awareness month and aggressive driving accounts for more than half of all traffic fatalities. Click [here](#) for tips on how to avoid aggressive drivers!



Our commitment to keeping you informed

News from the Town of Cutler Bay
For Immediate Release

Contact: Rafael G. Casals
Town of Cutler Bay
(305) 234-4262

**Cutler Bay Receives Grant to Increase
Pedestrian and Bicyclist Safety Awareness**



CUTLER BAY, FL March 22, 2017 – The Town of Cutler Bay has been awarded funding from the University of South Florida Center for Urban Transportation Research to promote the Florida Department of Transportation (FDOT) “Alert Today, Alive Tomorrow” campaign. The Campaign is scheduled to begin on Wednesday, March 29, 2017. Officers from the Cutler Bay Policing Unit will be highly visible at major intersections throughout the Town where there is a history of accidents. Officers will conduct traffic monitoring, and provide education and enforcement over the course of the campaign.

“In 2014, 2,494 people lost their lives in traffic crashes on Florida’s roadways. More than 24%, or 606 of them were pedestrians, and more than 5%, or 135 were bicyclists. This project will enhance the Policing Unit’s efforts to educate the public on Safe Pedestrian, Bicyclist, and Driver behaviors that will lead to a reduction in traffic crashes resulting in pedestrian and bicyclist injuries and fatalities” reported Major Leonard Ricelli.

The Town of Cutler Bay has worked diligently over the past few years to increase the safety of local roadways. The Town has a team of certified helmet fitters that regularly provide bicycle safety education and distributes bicycle helmets to residents during community events. The Town is currently in the process of completing a Complete Streets Analysis and a Traffic Calming Analysis in an effort to improve options for mobility. “We are a champion of the Complete Streets concept which means that all of our roadway development projects are designed to improve the safety of pedestrians and bicyclists. We have added dedicated bike lanes to our main corridors, improved our sidewalks, and enhanced our crosswalks. We are proud to partner with the FDOT and the University of South Florida on this campaign” stated Town Manager Rafael Casals.

About “Alert Today, Alive Tomorrow” - The “Alert Today Alive Tomorrow” campaign is presented via TV, radio, social media, transit advertising, local education, and enforcement

10720 Caribbean Boulevard, Suite 105 • Cutler Bay, FL 33189 • www.cutlerbay-fl.gov



Press Release: *Cutler Bay Receives Grant to Increase Pedestrian and Bicyclist Safety Awareness* | Page 2 of 2

activities. In 2013, the media campaign was rolled out in the ten Florida counties with the highest numbers of pedestrian and bicyclist fatalities and injuries. The message that “Safety Doesn’t Happen by Accident” is a reminder for all roadway users to pay attention and follow the rules of the road. For more information about the “Alert Today, Alive Tomorrow” campaign, visit www.alerttodayflorida.com.

For more information about the Town’s efforts to improve the safety of our roadways, visit the Town’s website at www.cutlerbay-fl.gov or call (305) 233-5189.

###

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

FOR MORE INFORMATION, PLEASE VISIT:
fdotmiamidade.com/drivesafe-md

FDOT

Key West Police Department
Like This Page · May 22 · 🌐

Like Comment Share

👍 22 Chronological

1 share 1 Comment

Lisa Antonia Bauer And turn off brights on the highway!!
Like · Reply · May 27 at 1:04pm

Write a comment...

Friend Requests See All

Ise Manzanares
15 mutual friends
[Confirm Friend](#)

Car-Free Key West
© carfreekeywest

Home
Posts
Reviews
About
Videos
Photos
Likes

[Create a Page](#)

Car-Free Key West
March 1 · 🌐

Slow down! This ain't the mainland.

AGGRESSIVE DRIVING IS

- SPEEDING
- TAILGATING
- IMPROPER PASSING
- STOP
- RUNNING LIGHTS AND SIGNS
- WEAVING

fdotmiamidade.com/drivesafe-md

Like Comment Share

7 Chronological

Alva Gomez I see no stop cars nigh running red lights and sign stop
Like · Reply · March 1 at 2:00pm · Edited

[Learn More](#) [Message](#)

1300 Whitley Street, Planning Dept.
Key West, Florida, FL 33040
(305) 809-3725

Typically replies instantly
[Send Message](#)

www.cityofkeywest-fl.gov/department/division.php

Government Organization · Region

Hours 9:00AM - 5:00PM
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2017 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Auto Club Group Traffic Safety Foundation
Published by YouTube [?] · Just now ·

Aggressive driving accounts for more than half of all traffic fatalities. Check out this great video from our friends at the Florida Department of Transportation that highlights the importance of what we can all do to keep each other safe.



Aggressive Driving 60 Eng

Description

youtube.com

Auto Club Group Traffic Safety Foundation
Published by Michele Harris [?] · 2 mins ·

Did you know that 50% of traffic fatalities are due to aggressive driving speeding is one of the most prevalent aggressive behaviors? Find out more from the Florida Department of Transportation Drive Safe Campaign! <http://www.fdotmiamidade.com/drivesafe-md>



Auto Club Group Traffic Safety Foundation
Published by Michele Harris [?] · 1 min ·

Memorial Day Weekend is one of the most dangerous holidays for road and highway incidents. Check out the latest newsletter from our friends at the Florida Department of Transportation offering important safety tips for travelers. <http://www.fdotsafetyresources.com/.../ebla.../eblast4AD2017.pdf>




Edit profile

Florida's Turnpike

@FLTurnpikeSFL

This is the Official S FL Turnpike feed maintained by the Public Information Office. Please call 511 if you require immediate traffic information.

South Florida · floridasturnpike.com

80 FOLLOWING 2,436 FOLLOWERS

TWEETS

MEDIA

LIKES



Florida's Turnpike @FLTurnpikeSFL 8m

February is Aggressive Driving Awareness month. Help South Florida keep our roads safer bit.ly/drivesafe60 #DriveSafe



Aggressive Driving 60 Eng

www.youtube.com

↩
↻ 4
♥
✉

2017 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



TP Miami-Dade Transportation Planning Organization
Like This Page · March 23 · 🌐 · 📍
At Stephen P. Clark Government Center.
Like Comment Share
Write a comment...

Friend Requests See All
Jacqueline Alvarez
11 mutual friends
Confirm Friend

GHSA @GHSAHQ · Apr 14
This spring, @MyFDOT has brought back their campaign to put an end to aggressive driving. Learn more: bit.ly/FDOT-showcase#drivesafe



🗨️ 9 ❤️ 11



Aggressive Driving Tip



Merge with care.

fdotmiamidade.com/drivesafe-md



Miami-Dade Police Department
Like This Page · April 1 · Edited · 🌐

#DrivingTip: Merge with care 🚗 #DriveSafe

Like Comment Share

👍 13 Top Comments

2 shares 3 Comments

Selena Sophia How about the aggressiveness of one of your parking aids? Miami-Dade Police Department where can I submit a complaint regarding a parking aid that harassed me and put me in a hostile environment?
Like · Reply · April 1 at 7:38pm

Miami-Dade Police Department Hi Selena. We're sorry to hear about this incident. Please send us a direct message with more details so we can help you out with this. Thank you!
Like · Reply · April 3 at 11:08am · Edited

Kate Brown <http://www.policebrutality.info/>
Like · Reply · April 3 at 1:00pm

Kate Brown <https://say-no-to-drugs-race.myshopify.com/>
Like · Reply · April 1 at 1:24pm

Write a comment...

Friend Requests See All

Maria Loor
28 mutual friends
[Confirm Friend](#)

AGGRESSIVE DRIVING IS

SPEEDING

RUNNING LIGHTS AND SIGNS

TAILGATING

WEAVING

IMPROPER PASSING

fdotmiamidade.com/drivesafe-md



Miami-Dade Police Department
Like This Page · March 4 · 🌐

Aggressive driving is speeding, weaving, tailgating, improper passing, running lights and signs. 🚗 #DriveSafe

Like Comment Share

👍 76 Top Comments

23 shares 12 Comments

Susan Nolan Two to three weeks ago coming back from Broward county from an event there was this sport car white two door that came inches of hitting some one at a high rate of speed on the turnpike going south this was a Thursday night.
Like · Reply · March 6 at 7:34am

Rich Zimmelman Please ticket or arrest dangerous drivers. They threaten our safety every day
Like · Reply · 1 · March 4 at 9:42pm

Marlene Arribas It's not the police.....it's the courts. How many tickets before the lose their license and get their cars booted?
Like · Reply · March 5 at 12:07pm

Dylan Christopher All I heard while i was there was a symphony of car horns.
Like · Reply · March 4 at 7:36pm

Michelle Singleton That's how everyone drives, including cops with no sirens on. Welcome to Dade County
Like · Reply · March 4 at 11:23am

Susan Nolan There are way too many that I see doing this on the turnpike & elsewhere when I travel some times.

Write a comment...



fdotmiamidade.com/drivesafe-md



Miami-Dade Police Department
Like This Page · February 18 · 🌐

#DidYouKnow that 50% of traffic fatalities are due to aggressive driving? #DriveSafe

Like Comment Share

👍👍👍 72 Top Comments

17 shares 4 Comments

Nick Newport The problem stems with people driving too slow. Affecting everyone on the road, I see it all the time one Person causes people to take risks changing lanes. How bout police go after these people who impede traffic.
Like · Reply · February 19 at 12:28am

Mercy Ochoa Yep, and it just keeps getting worse!!
🙄
Like · Reply · February 18 at 11:14am

Alondra Leal Thanks 🍷🍷🍷 ... yes I will ...
Like · Reply · February 18 at 11:20am

Lourdes Alvarez Yes.This is very true.Lourdes Alvarez.
Like · Reply · February 18 at 8:23am

Write a comment...

Friend Requests See All

Victoria Davis
21 mutual friends
Confirm Friend



Aggressive Driving Campaign (first volume) 17A



MEMORIAL DAY WEEKEND IS ONE OF THE MOST DANGEROUS HOLIDAYS FOR ROAD AND HIGHWAY INCIDENTS

According to a study released by the National Coalition for Safer Roads Memorial Day weekend is one of the most dangerous holidays for road and highway accidents. The research reports over 2.3 million crashes in 10 states ran red-lights over the holiday weekend last year. Those numbers resulted in 1.2 red-light violations every second of the weekend. The number of drivers who ran a red light is more than 27% higher than compared to the average holiday weekend.

Roadway Safety Tips for Memorial Day Weekend Travelers

1. **Allow extra travel time** – It is more important to arrive at your destination safely, than to arrive at your desired time. Expect increased traffic and understand it may take longer to reach your destination on the holidays.
2. **Get out of your vehicle and stretch** – Moving your legs and walking every couple of hours will help you stay alert on the roads.
3. **Understand the times of highest risk** – The greatest risk is on Friday afternoon, as people are getting drunk and are ready to enjoy the weekend. During this time, be prepared as the sun will be setting and a safety will be taken from working.

For more information about the Drive Safe Campaign please visit fdotmiamidade.com/drivesafe-md

miamiddepd Follow

miamiddepd #MemorialDayWeekend is one of the most dangerous holidays for road and highway incidents bit.ly/2nv8MvP #DriveSafe #StayAlert #MDW
lamborghini 🇺🇸



154 likes

MAY 27

Log in to like or comment.





Miami PD
@MiamiPD

Follow

Driving 🚗 during rush hour in Miami is no joke. A few tips to remember: Keep 😊 calm + Stay in your lane. Focus on your own driving. #DriveSafe



Nicklaus Children's
@Nicklaus4Kids

Follow

Join us the effort to #DriveSafe in South Florida fdotmiamidade.com/drivesafe-md



Retweet
1

Likes
3



AGGRESSIVE DRIVING IS

SPEEDING

TAILGATING

IMPROPER PASSING

RUNNING LIGHTS AND SIGNS

WEAVING

DRIVE SAFE

fdotmiamidade.com/drivesafe-md

Pinecrest Police Department
Like This Page · March 2 ·

Like Comment Share

10

Chronological

Nona Marie Megal thank you guys
Like Reply · March 3 at 12:07pm

Write a comment...

Friend Requests See All

Bowsome Bowtique
5 mutual friends
Confirm Friend

Nicklaus Children's
@Nicklaus4Kids Follow

Learn more about the #DriveSafe campaign at fdotmiamidade.com/drivesafe-md

AGGRESSIVE DRIVING IS

SPEEDING

TAILGATING

IMPROPER PASSING

RUNNING LIGHTS AND SIGNS

WEAVING

DRIVE SAFE

fdotmiamidade.com/drivesafe-md

7:45 AM - 10 Apr 2017

2

Nicklaus Children's
@Nicklaus4Kids Follow

For more information about the #DriveSafe campaign visit fdotmiamidade.com/drivesafe-md

Aggressive Driving Tip

Don't speed!

DRIVE SAFE

fdotmiamidade.com/drivesafe-md

Likes
2



DID YOU KNOW?



50% of traffic fatalities
are due to aggressive driving

fdotmiamidade.com/drivesafe-md



Pinecrest Police Department
Like This Page · March 11, 2016 ·

#DriveSafe

Like Comment Share

4 Chronological

Nona Marie Megal tell me about and many of them are on dooe highway with their big trucks believing they own the road. i am a safe driver drive very little and still every time i go out i see people turning left from the middle lane cutting in front talking on their phones and pedestrians are not much better. help
Like · Reply · March 11, 2016 at 10:14am

Write a comment...

Friend Requests See All

Marisol Pinto Harris
5 mutual friends
Confirm Friend

Nicklaus Children's
@Nicklaus4Kids Follow

For more info on the #DriveSafe campaign
visit fdotmiamidade.com/drivesafe-md

Aggressive Driving Tip

BLIND SPOT

BLIND SPOT

BLIND SPOT

Avoid the blind spots.

fdotmiamidade.com/drivesafe-md

Retweet 1 Likes 2

10:00 AM · 10 Mar 2017

Aggressive Driving Tip



Don't speed!

fdotmiamidade.com/drivesafe-md



nicklaus4kids

Follow

nicklaus4kids For more information about the #DriveSafe campaign visit fdotmiamidade.com/drivesafe-m



30 likes

APRIL 22

Log in to like or comment.



NOYS
@NOYSnews

Follow

#MemorialDayWeekend is risky on the roads. Drive buckled, unimpaired, undistracted + follow these @MyFDOT #DriveSafe tips. #trafficsafeyouth

Roadway Safety Tips for Memorial Day Weekend Travelers

1. **Allow extra travel time** – It is more important to arrive at your destination safely, than to arrive at your desired time. Expect increased traffic and understand it may take longer to reach your destination on the holiday.
2. **Get out of your vehicle and stretch** – Moving your legs and walking every couple of hours will help you stay alert on the roads.
3. **Understand the times of highest risk** – The greatest risk is on Friday afternoon, as people are getting off work and are ready to enjoy the weekend. During this time, be prepared as the sun will be setting and travelers will be tired from working.

Retweets
8

Likes
13



7:28 AM - 25 May 2017



8

13

NOYS
@NOYSnews

Follow

8 #drivesafe #trafficsafeyouth tips that can save a life! via @MyFDOT

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.

Retweets **2** Likes **3**



1:13 PM - 17 Apr 2017

2 3

FOCUS ON YOUR OWN DRIVING



GETTING AGGRESSIVE WON'T
MAKE TRAFFIC GO FASTER

#DRIVESAFE

fdotmiamidade.com/drivesafe-md

West Kendall Toyota
Like This Page - March 10

We are working together with the Florida Department of Transportation to help spread awareness and hopefully create a safer Miami for drivers. #DriveSafe

Like Comment Share

Write a comment...

Friend Requests See All

Jorge Canales
Confirm Friend

West Kendall Toyota
@WKendallToyota Follow

#DriveSafe this St. Patrick's Day Miami!
#dontdrinkanddrive
#StPatricksDay #TGIF #FridayFeeling

Aggressive Driving Tip



Avoid the blind spots.

fdotmiamidade.com/drivesafe-md



Like
1

FLHSMV
@FLHSMV Follow

Are you driving aggressively? Calm down,
slow down and #DriveSafe Florida.
#ArriveAliveFl #AggressiveDriving
@MyFDOT

AGGRESSIVE DRIVING IS



fdotmiamidade.com/drivesafe-md

