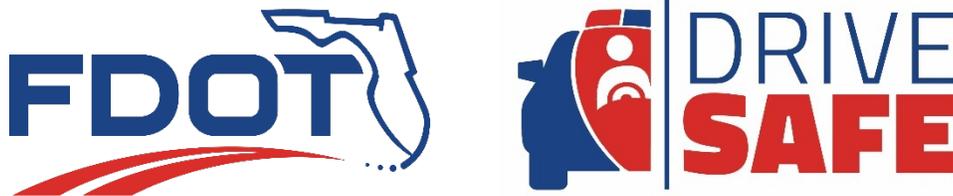


AGGRESSIVE DRIVING AWARENESS CAMPAIGN

2018 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six
1000 NW 111 Avenue
Miami, Florida 33172

JULY 2018

Project Manager: Carlos Sarmiento
Community Traffic Safety Program Coordinator
Florida Department of Transportation District Six



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Annual Summary Report

This summary report is an outline of the "Drive Safe" Aggressive Driving Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, from January to June 2018. 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
- Identifying engineering initiatives to reduce aggressive driving

The key strategy of this year's campaign was to continue developing the brand and strengthen the foundation of partners and community support to maximize communications resources and help spread the safety messages. 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 South Florida, 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 2018 campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group and Graph Code, were used as resources for event staffing and the partner resources website.



The first meeting of the 2018 team was held in January 2018. 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
 - Public Service Announcement (PSA)
- Develop and strengthen partnerships with local municipalities and organizations to effectively disseminate the campaign message
- Administrative Support – Develop and produce materials for all related meetings, both internal and external. 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 2016-2018 Campaigns

	2016	2017	2018
Campaign Partners	85	90	104
Outreach Events	47	68	76
Multi-Agency Enforcement Operations	11	7	11
Overall Campaign Impressions*	23.1 million	96.4 million	56.5 million

Using data from partner surveys, an estimated 56,554,482 people were reached during the 2018 campaign.

**Number of impressions reported by partners as of July 5, 2018; 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 contact with each potential partner and gauging their interest in joining the 2018 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 (fdotsafetyresources.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.

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 2018 Aggressive Driving Awareness Campaign.

- AA Auto Traffic School & Class "E" Testing Center
- AAA The Auto Club Group & Auto Club Group Traffic Safety Foundation
- Alexander Traffic School
- Anthony Phoenix Branca Foundation
- Broadspectrum
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Fire Department
- City of Coral Gables Police Department
- City of Doral
- City of Doral Police Department
- City of Florida City
- City of Hialeah Fire Department



- City of Hialeah Gardens Police Department
- City of Homestead
- City of Homestead Police Department
- 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 Miami
- City of Miami Beach
- City of Miami Beach Police
- City of Miami Fire Department
- City of Miami Springs
- City of North Miami Police Department
- City of Sweetwater
- City of Sweetwater Police Department
- City of West Miami Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District Six
- FDOT District Six LEL Program
- FDOT District Six SunGuide TMC
- Florida Department of Health - Miami-Dade
- Florida Department of Health - Monroe
- Florida Drawbridges Inc/FDI Services
- Florida Highway Patrol (FHP)
- Florida International University
- Florida International University Police Department
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Safe Driving Coalition
- Florida's Turnpike Enterprise
- Ford Driving Skills for Life
- Governors Highway Safety Association (GHSA)
- IVC/Ole Communications
- Jackson Health System
- Just An Accident Stop Hit and Runs
- Key Largo Chamber of Commerce
- KiDZ Neuroscience Center (WalkSafe & BikeSafe)
- Lexus of West Kendall
- Lower Keys Chamber of Commerce
- MADD - Mother's Against Drunk Driving
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College West Campus
- Miami International Airport / Miami-Dade Aviation Department
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire & Rescue
- Miami-Dade Police Department
- Miami-Dade Police Department (STAND Program)
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County
- Monroe County Sheriff's Office
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village Police Department
- PortMiami
- PortMiami Tunnel
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay
- Town of Cutler Bay Police Department
- Town of Golden Beach
- Town of Golden Beach Police Department
- Town of Medley
- Town of Medley Police Department
- Town of Miami Lakes



- Town of Surfside Police Department
- University of Miami Police Department
- Village of Bal Harbour Police Department
- Village of Biscayne Park
- Village of Biscayne Park Police
- Village of El Portal
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police Department
- Village of Pinecrest Police Department
- West Kendall Baptist Hospital
- West Kendall Toyota

3.3 Partnership Contributions

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

AA Auto Traffic School & Class "E" Testing Center

Campaign tip cards were distributed to driving students and campaign information was posted on the company's website.

AAA The Auto Club Group & Auto Club Group Traffic Safety Foundation

Social media was utilized throughout the campaign to reach more than 50,200 followers. Two campaign posters were displayed at the Kendall and South Miami offices reaching nearly 9,000 people.

Alexander Traffic School

Campaign tip cards were distributed to driving students.

City of Aventura and Police Department

Approximately 20 posters were displayed at condo buildings reaching residents all over the city. Tip cards were also distributed at bicycle safety events and by the police department. Additionally, campaign information was displayed on the city website reaching 3,500 views.

City of Coral Gables Police Department

One campaign eblast was distributed to 2,000 individuals. Campaign messaging was displayed on three Message Boards along US1, Ponce de Leon Blvd and SW 8 Street reaching thousands. Additionally, tip cards were distributed, and social media was utilized to reach residents.

City of Doral

One campaign eblast was distributed to 7,000 individuals. Campaign posters were displayed at City Hall and the Police Department reaching hundreds. Additionally, social media was utilized to reach thousands of Facebook and Twitter followers.

City of Doral Police Department

The campaign eblasts were distributed to approximately 130 individuals. Additionally, campaign information was posted on the department's Twitter page reaching its 2,860 followers.

City of Hialeah Gardens Police Department

The campaign eblasts were distributed throughout the campaign to the Department's database. Three campaign posters were displayed reaching approximately 5,000 people. Four hundred tip cards were



distributed as well. Additionally, campaign information was also distributed via the website and social media (Instagram/Facebook) reaching thousands.

City of Homestead

Eleven social media messages were published on Facebook reaching more than 23,282 followers. The Drive Safe PSA was shown on City TV, Channel 77 throughout the campaign potentially reaching 24,000 households.

City of Key West, Police Department and Fire Department

Two banners were displayed reaching drivers throughout the campaign. Social media was also utilized to reach 28,000 Facebook followers.

City of Layton

The campaign eblasts were distributed to approximately 20 individuals during the campaign. Two posters were displayed, and 20 tip cards were distributed. Additionally, campaign information was posted on the City's website reaching approximately 50 people.

City of Marathon

The campaign eblasts were distributed throughout the campaign to the City's database. Approximately 50 tip cards were distributed at the City Hall Lobby information table. Campaign information was also distributed via the website and social media.

City of Miami

One campaign eblast was distributed to 50 individuals. The City's Instagram page was utilized to reach more than 6,000 followers.

City of Miami Beach

Social media was utilized to reach the City's 34,000 Facebook, 95,000 Twitter and 47,000 Instagram followers.

City of Miami Beach Police Department

Social media was utilized to reach the Department's 45,000 Facebook and Instagram followers.

City of Sweetwater

Social media was utilized to reach the City's Facebook and Twitter followers. Additionally, the campaign eblasts were distributed to 15 recipients and several tip cards were distributed.

City of Sweetwater Police Department

The Department distributed campaign information via eblast ten times to approximately 15 individuals. Four campaign posters were displayed reaching an estimated 500 people. Additionally, 350 tip cards were distributed and social media messaging was used.

City of West Miami Police Department

Five campaign posters were displayed reaching approximately 50 views. The Department also displayed banners throughout the city and distributed tip cards at events.



Community Traffic Safety Team (CTST)

The campaign eblasts were distributed to 13 CTST teams in the district (339 people) and to 607 FDOT District Six employees and consultants. Additionally, CTST performed the multi-agency enforcement events throughout the campaign and distributed 10,000 tip cards.

Dori Saves Lives/The Dori Slosberg Foundation

Thirty campaign posters were displayed reaching approximately 300 individuals. Additionally, 3,000 tip cards were distributed, and Facebook was utilized to reach more than 1,900 followers.

Florida Department of Health – Miami-Dade

The campaign eblasts were distributed to approximately 700 individuals on three occasions.

Florida Department of Health – Monroe

The campaign eblasts were distributed to 98 individuals throughout the campaign. Additionally, four posters were on display reaching approximately 7,000 people. Three hundred tip cards were distributed during community events throughout Monroe County.

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 websites.

FDOT SunGuide TMC–District Six

Campaign messages were displayed throughout Miami-Dade County during the campaign reaching millions of motorists. Additionally, the Traffic Incident Management (TIM) Newsletter and NewsFlash on SunGuide.info featured Drive Safe information.

FDOT District Six LEL Program

Two campaign eblasts were distributed to 130 individuals. Campaign information was also displayed on the website.

Florida Drawbridges Inc (FDI)/FDI Services

The campaign eblasts were distributed to 50 individuals. Additionally, three posters were displayed, and several tip cards were distributed.

Florida Highway Patrol (FHP)

Campaign eblasts were distributed to 80 recipients. Several campaign banners were on display in the FHP Headquarters lobby and building exterior receiving thousands of views throughout the campaign. Additionally, FHP partnered with the Drive Safe campaign for multiple events and distributed tip cards and campaign information.



Florida International University Police Department

The campaign eblasts were distributed via the University eblast system. Two posters were displayed outside of the station. Additionally, social media was utilized to reach the Department's thousands of Twitter, Facebook and Instagram followers.

Florida Memorial University

The campaign eblasts were distributed to an estimated 1,200 students throughout the campaign. Fifty posters were displayed throughout the campus in addition to student-designed fliers. Social media messaging was utilized to reach hundreds of Facebook, Twitter and Instagram followers.

Florida's Turnpike Enterprise

Campaign posters were displayed electronically in six Turnpike Service Plazas, potentially reaching millions individuals. Social media messaging was also utilized to reach FTE's Facebook followers.

Ford Driving Skills for Life

A newsletter with campaign information was distributed to approximately 40,000 individuals. Additionally, Ford posted campaign messaging on Facebook and Twitter to its followers.

Governors Highway Safety Association (GHSA)

Twitter and Facebook were utilized to disperse information to thousands of followers.

IVC/Ole Communications

The campaign PSA was aired in Spanish (:15, :30 and :60 spots). They each were aired twice every other day during the February, March, April and May reaching 1.5 million viewers in the US and 17 million viewers in Venezuela.

KiDZ Neuroscience Center (WalkSafe & BikeSafe)

Campaign information was distributed to thousands of followers on the WalkSafe and BikeSafe Twitter pages.

Miami International Airport

Campaign posters were displayed in high traffic areas throughout the rental car center reaching an estimated 165,000 people each week.

Miami Kids Magazine

Campaign information was included in weekly eblasts to more than 12,800 individuals. Approximately 60,000 posters and tip cards were displayed within the magazine. Additionally, social media messaging was used to reach 9,000 Instagram followers. Miami Kids hosted an event where campaign information was distributed.

Miami-Dade County

Campaign messaging was distributed internally reaching approximately 26,000 County and Jackson Health employees.



Miami-Dade County Public Schools

Social media was utilized to reach the City's 19,924 Facebook, 58,560 Twitter and 19,544 Instagram followers.

Miami-Dade Police Department

MDPD published campaign messaging on all social media platforms including: Facebook (138,121), Twitter (38,641- English, 1,109 - Spanish), Instagram (25,748) and Nextdoor (115,849).

Miami-Dade Police Department (STAND Program)

Campaign eblasts were distributed to 24 recipients throughout the campaign. Forty posters were displayed in school administrative offices and libraries reaching approximately 4,000 students. STAND officers distributed 380 tip cards at various events and conducted several presentations throughout the year in various high schools in Miami-Dade County.

Miami-Dade Transportation Planning Organization (TPO)

Campaign information was distributed to approximately 5,000 individuals once a week throughout the campaign via email. Additionally, three posters were placed reaching about 50 people and social media was utilized as well (Facebook/Twitter).

Monroe County

Campaign eblasts were distributed to five individuals. Three campaign posters were displayed in lobbies where applicants for new permits passed by daily.

Monroe County Sheriff's Office

Campaign eblasts were distributed to approximately 75 individuals throughout the campaign. Five posters were displayed at the Department headquarters and substations reaching approximately 1,500 people. More than 150 tip cards were also distributed. Additionally, Facebook was utilized to distribute campaign messaging to hundreds of followers.

National Organizations for Youth Safety (NOYS)

Six campaign messages were posted on Facebook and Twitter reaching approximately 7,000 followers.

Nicklaus Children's Hospital

One campaign eblast was distributed to approximately 5,000 individuals. Campaign messages were posted six times on each of the hospitals social media platforms, including Facebook, Twitter and Instagram.

North Bay Village Police Department

Campaign information was distributed via email blast to 567 recipients 20 times. Ten posters were displayed reaching 3,500 people. Social media was utilized to reach 300 Instagram followers. Additionally, 500 tip cards were distributed at school events, career day and bicycle rodeo.

PortMiami

The campaign eblasts were distributed to approximately 320 individuals during the campaign and posted on the website reaching approximately 75,000 views. Fifty posters were displayed reaching an average of 1,500 views



per day. Additionally, Facebook and Twitter were used to disburse campaign information to thousands of followers.

RED - Responsible & Educated Drivers

Campaign messages and eblasts were posted on Facebook, Twitter and Instagram over the course of the campaign reaching thousands. Additionally, Amber Dawn Butler of RED spoke at the Miami-Dade Police STAND conference to about 100 students and officers in attendance.

South Florida Commuter Services

Eblasts were utilized throughout the campaign in addition to posters, tip cards and the website (46,000 impressions). Additionally, SFCS distributed campaign information at eight events.

Town of Bay Harbor Islands and Police Department

Campaign eblasts were distributed to more than 3,000 individuals. Four campaign posters were displayed reaching approximately 800 individuals. Facebook was also utilized to reach thousands of followers. Additionally, campaign information was included in the newsletter reaching more than 3,200 people.

Town of Cutler Bay

Campaign eblasts were distributed to approximately 1,551 individuals on two occasions. Approximately 200 tip cards were distributed. The Town also hosted several outreach events and incorporated safe driving messages with distracted driving messaging.

Town of Golden Beach

Two campaign posters were displayed at the Town Hall and a Town-sponsored event. Campaign information was displayed on the website reaching 200-230 views daily. Several events were held with distribution of campaign information.

Town of Medley Police Department

Four campaign posters were displayed, and fifty tip cards were distributed. Campaign messaging was distributed to 450 Facebook followers.

Town of Surfside Police Department

Eblasts were distributed to 1,352 individuals throughout the campaign. Fliers were posted at Town Hall, Community Center and Starbucks. Additionally, campaign information was posted on the Town News website reaching approximately 2,500 people. Several events were hosted by the Department as well.

Village of Pinecrest Police Department

Two campaign eblasts were distributed to approximately 217 individuals during the campaign. Four posters were displayed reaching approximately 5,000 people. Additionally, several events were held to distribute campaign information.



West Kendall Toyota

Campaign posters were displayed in the sales and service departments reaching an estimated 25,000 people. One hundred tip cards were distributed. 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, campaign kick-off meetings and several multi-agency enforcement operations were held throughout the campaign.

4.1 Campaign Kick-off Events

To kick-off the campaign, on January 22, 2018, a joint press conference was held with FHP promoting *Drive Safe* and *Move Over Florida*. To officially launch the campaign with our partners, kick-off meetings were held on February 13, 2018, in Miami-Dade, and on February 16, 2018, in Monroe. All partners were invited to attend and more than 44 attendees participated.

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 official advertised campaign events:

Date	Event
1/22	Press conference for Move Over Florida/FHP
1/25	Miami Dade College Club Rush (Homestead Campus)
2/13	Miami-Dade Partner Kick-off
2/16	Monroe Partner Kick-off
2/22	FDOT/Miami-Dade TPO Transportation Safety Fair
2/24	Miami Walk Like MADD/MADD 5K Dash
2/26	Press conference for Hit and Run Awareness/FHP
3/10	Miami-Dade Police Department, South District Open House
4/4	The Healthy Living Program at Florida International University (Biscayne Bay Campus)
4/4	St. Thomas University Safety and Health Event
4/11	University of Miami Mini Safety Fair
4/11	FDOT D6 North Dade Maintenance Safety Day Event
4/19	Florida Memorial University Drive Safe/Alert Today, Alive Tomorrow event
5/14	FHP Media Event - Click it or Ticket
5/22	Town of Cutler Bay - Active Adult Resource Fair
5/25	Hurricane Fair West Kendall Baptist Hospital
6/1	Miami Kids Magazine Event



4.3 Multi-Agency Enforcement Operations

Several multi-agency enforcement 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
2/20	NE Community Traffic Safety Team operation – North Bay Village Police Department
3/13	NE Community Traffic Safety Team operation – Surfside Police Department
3/14	NW Community Traffic Safety Team operation – Miami Springs
3/19	North Bay Village Police operation
3/22	SE Community Traffic Safety Team operation – Coral Gables
3/23	City of Miami Police operation
4/5	NW Community Traffic Safety Team operation – Doral/Sweetwater
4/11	NW Community Traffic Safety Team operation – Doral/Sweetwater
4/17	NE Community Traffic Safety Team operation – Aventura Police Department
4/27	City of Sweetwater Police - DUI event
5/8	NW Community Traffic Safety Team operation – Medley/Hialeah Gardens

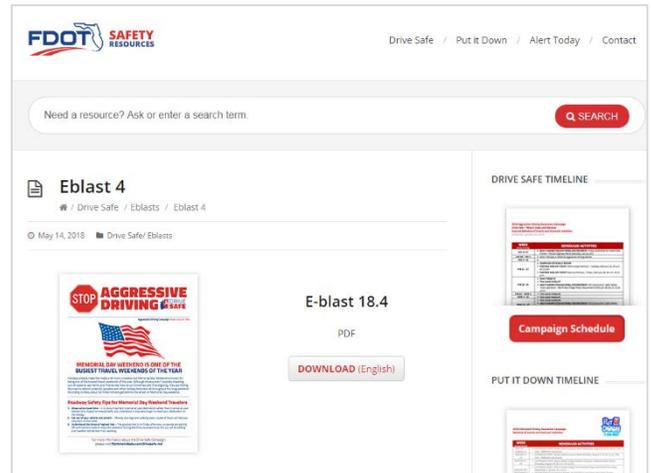
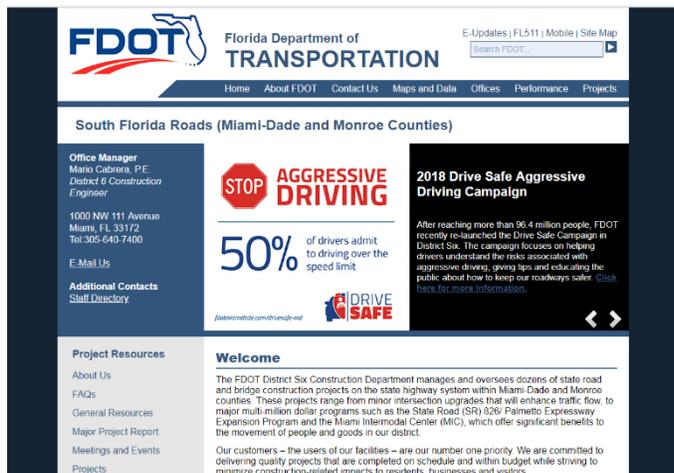


5.0 Campaign Messaging

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 fdotsafetyresources.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: #DriveSafe. 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 Public Service Announcement (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 2018 campaign.

5.5 Gas Station TV

Gas Station TV is an effective tool which reaches drivers while they are at the gas pump. The PSA, which emphasizes the importance of driving safe, is played so that motorists receive the safety messaging before they get back on the road. The PSA was shown in two languages (English and Spanish) at 157 gas stations during the 2018 campaign to successfully capture over 904,772 users in a two-day period.



5.6 Eblasts

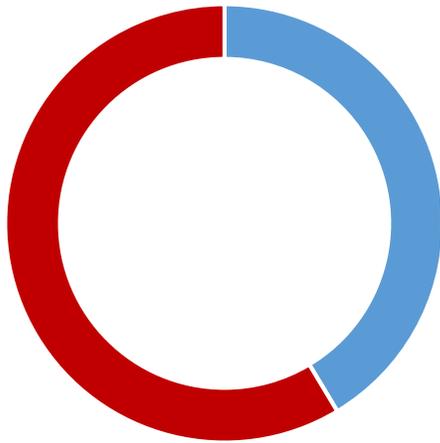
Throughout the campaign, partners distributed the four eblasts available to their internal and/or external mailing lists according to the campaign timeline. The eblasts were interactive and featured safety messaging, quizzes, videos, statistics and other relevant content for the campaign. Please see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

5.6.1 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 1458 people completed the survey. Please view the following results:

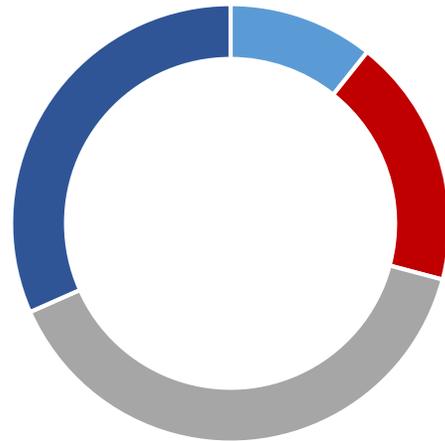


Gender



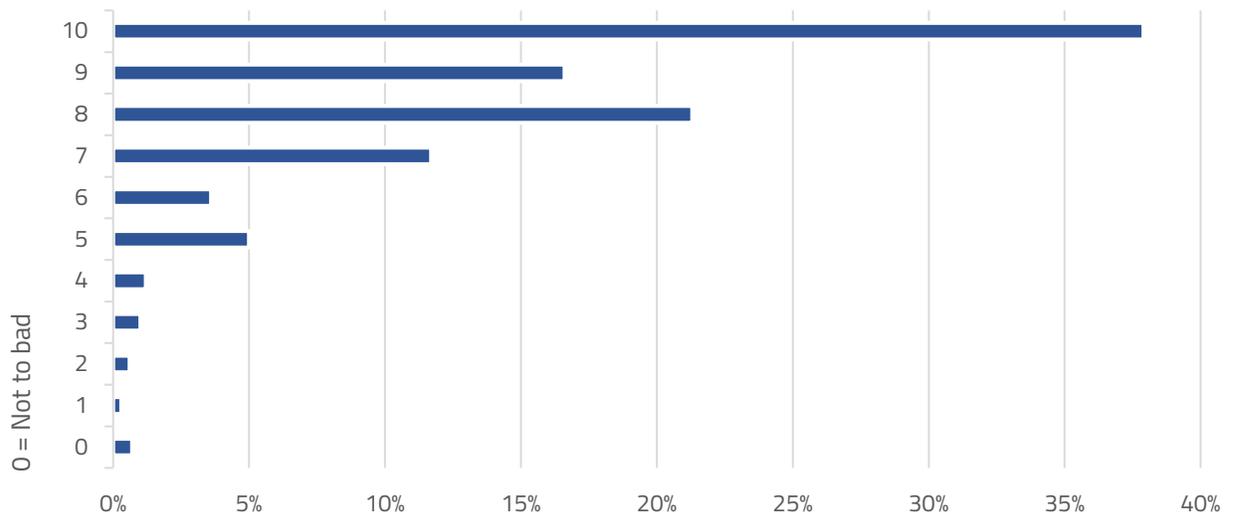
■ Male ■ Female

Age



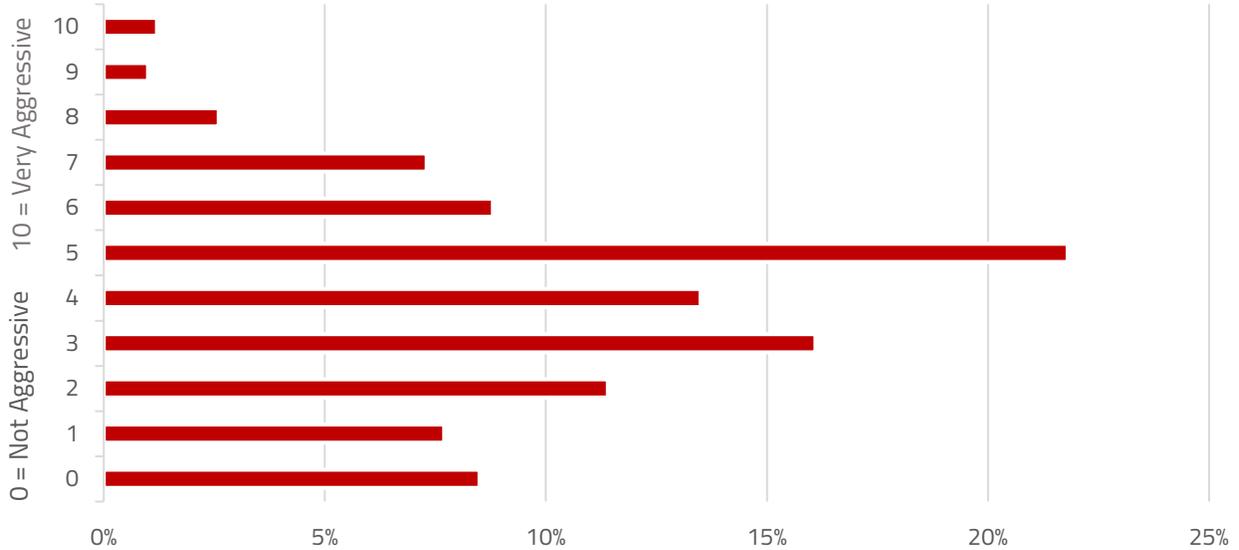
■ 16 to 24 ■ 25 to 34 ■ 35 to 54 ■ 55+

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

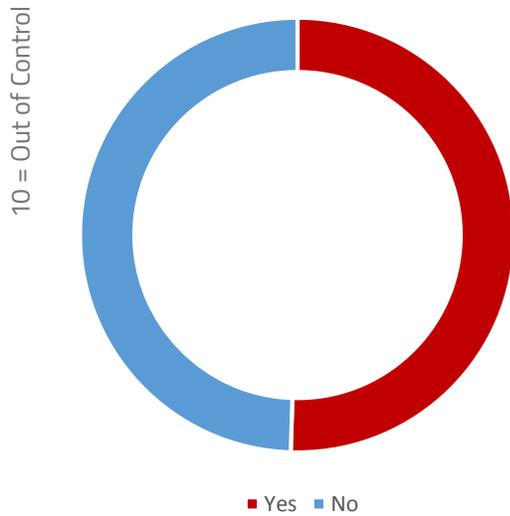




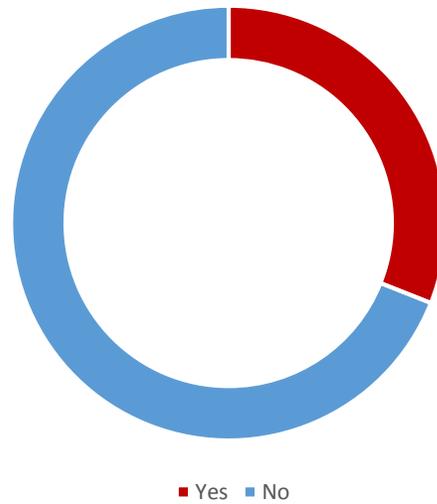
How would you rate yourself as an aggressive driver?



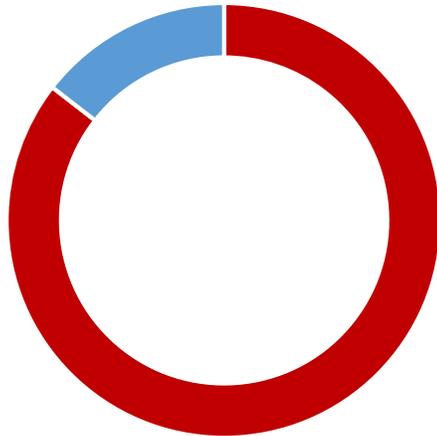
Do you often drive over the speed limit?



Are you usually in a hurry?

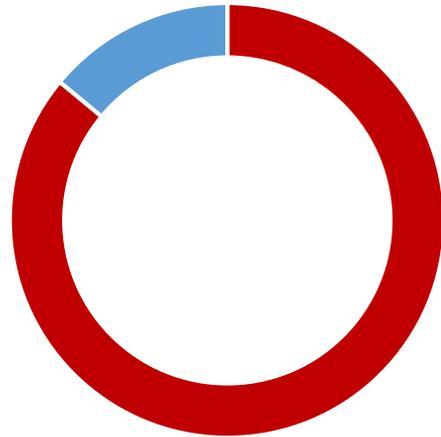


Do you pass cars that are driving too slowly?



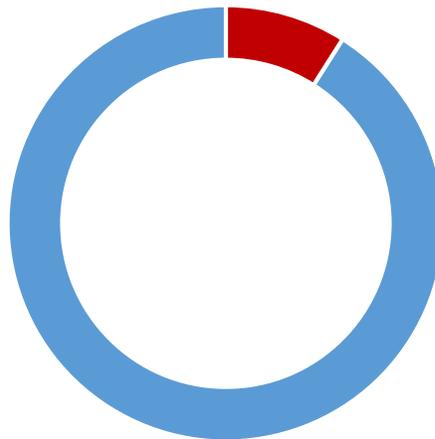
■ Yes ■ No

Do you always use turning signals?



■ Yes ■ No

Do you often follow cars too closely (tailgate)?



■ Yes ■ No



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 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:

- *Radio*
 - 1260 AM Radio Caracol
 - Keys Radio

- *Newspapers/Magazines/Online Publications*
 - WSVN.com
 - NBCMiami.com
 - Miami New Times
 - Miami Kids Magazine

- *Television*
 - Fox (WSVN) Channel 7
 - NBC (WTVJ) Channel 6

6.0 Future Campaign Goals

The 2018 "Drive Safe" campaign was a well-received and very a 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.

- **Expand 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

"Thank you for another successful campaign."

-- AAA/Traffic Safety Foundation

"The campaign was excellent...I also saw a lot of info on the campaign on social media by partners. Great job overall!"

-- Florida Department of Health - Monroe

"I think the campaign is excellent and makes a difference."

-- Florida Department of Health - Miami-Dade

"MDPD was happy to assist with this initiative. We look forward to further collaboration. Thank you!"

-- Miami-Dade Police Department

"Thank you for the opportunity to continue to create awareness for this most important message."

-- Nicklaus Children's Hospital

"Campaign is well organized with plenty of material to help educate motorists."

--Florida Highway Patrol

"I thought the campaign was a success and the word was able to get out in the community."

--Miami-Dade Transportation Planning Organization (TPO)

"The campaign was a success for us in the Town of Surfside. We look forward in participating every year. "

--Town of Surfside

Appendix A – Campaign Posters



STOP AGGRESSIVE DRIVING

DID YOU KNOW?

Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture or tailgating, admit to responding with aggressive behavior themselves.

50%

of drivers admit to driving over the speed limit.

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

 **FDOT**



DE CONDUCIR AGRESIVAMENTE



¿SABÍA USTED?

El 50% de los conductores que reciben un comportamiento agresivo, como sonar el claxon, realizar un gesto grosero o rechinar las ruedas, admiten responder a ellos con el mismo comportamiento agresivo

50%

de los conductores admiten conducir por encima del límite de velocidad



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





KOURI MACHIN



ÈSKE W TE KONN SA?

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%

chofè admèt yo kouri machin pi vit pase limit vitès ki sou wout la.

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

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



POU PLIS RANSÈYMAN, TANPRI ALE SOU SIT:
fdotmiamidade.com/drivesafe-md



Appendix B – Email Blasts



Aggressive Driving Campaign eblast volume 18.1

Aggressive driving is 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
- speeding



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

Aggressive Driving Awareness 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

Upcoming Events:

- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** Press conference for Hit and Run Awareness – Florida Highway Patrol (Monday, February 19)
- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE Community Traffic Safety Team (CTST) operation – North Bay Village Police Department (Tuesday, February 20, 8 a.m. to 12 p.m.)
- **OUTREACH EVENT:** FDOT/Miami-Dade TPO Transportation Safety Fair (Thursday, February 22, 11 a.m. to 2 p.m. - Stephen P. Clark Government Center, 111 NW 1 Street, Lobby Area, Miami, FL 33128)
- **OUTREACH EVENT:** Miami Walk Like MADD/MADD 5K Dash (Saturday, February 24, 7:30 a.m. to 12 p.m., Tropical Park - 7900 SW 40 Street, Miami, Florida 33155)
- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE CTST operation – Surfside Police Department (Tuesday, March 13, 8 a.m. to 12 p.m. in Surfside, Bal Harbour and Bay Harbor Islands)

Thank you to our dedicated campaign partners





AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 18.2

Eight out of 10 drivers rank aggressive driving as a “serious” or “extremely serious” risk that jeopardizes their safety.

(AAA Foundation's annual Traffic Safety culture Index)



Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture or tailgating, admit to responding with aggressive behavior themselves.



Miami-Dade Transportation Planning Organization (TPO) Safety Fair - February 22



of drivers admit to driving over the speed limit

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



AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 18.3



of drivers say they are usually in a hurry

Make a safe driving plan

- 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.
- Speeding and driving aggressively will not significantly impact your travel time, so slow down and Drive Safe!



NW Community Traffic Safety Team (CTST) Multi-Agency Educational Enforcement, Doral and Sweetwater Police Departments - April 5, 2018

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

Upcoming Events:

- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE Community Traffic Safety Team operation – Aventura Police Department (Tuesday, April 17, 8 a.m. to 12 p.m.)
- **OUTREACH EVENT:** Florida Memorial University Drive Safe/Alert Today, Alive Tomorrow event (Thursday, April 19, 11 a.m. to 2 p.m.)
- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE Community Traffic Safety Team operation – Village of El Portal (Tuesday, April 24, 8 a.m. to 12 p.m.)
- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NW Community Traffic Safety Team operation – Medley/Hialeah Gardens (Tuesday, May 8, 8 a.m. to 12 p.m.)

*Please note, this schedule is subject to change.

Thank you to our dedicated campaign partners





Aggressive Driving Campaign eblast volume 18.4



MEMORIAL DAY WEEKEND IS ONE OF THE BUSIEST TRAVEL WEEKENDS OF THE YEAR

Holidays always make the roads a bit more crowded, but Memorial Day Weekend is known for being one of the busiest travel weekends of the year. Although drivers aren't typically traveling out-of-state to see family and friends like they do on Christmas and Thanksgiving, they are hitting the road to attend cookouts, parades and other holiday festivities all throughout the long weekend. According to AAA, about 30 million drivers get behind the wheel on Memorial Day 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

Upcoming Events:

- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE Community Traffic Safety Team operation – Miami-Dade County (Tuesday, May 15, 8 a.m. to 12 p.m.)
- **OUTREACH EVENT:** Hurricane Fair at West Kendall Baptist Hospital, Main Lobby (Friday, May 25, 11 a.m. to 2 p.m.)
- **MULTI-AGENCY/EDUCATIONAL ENFORCEMENT:** NE Community Traffic Safety Team operation – Village of El Portal (Tuesday, May 30, 8 a.m. to 12 p.m.)

*Please note, this schedule is subject to change.

Thank you to our dedicated campaign partners



Appendix C – Social Media Images



FOCUS ON YOUR OWN DRIVING



GETTING AGGRESSIVE WON'T
MAKE TRAFFIC GO FASTER

#DRIVESAFE

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Avoid the blind spots.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Pass with caution.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Merge with care.

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Don't speed!

fdotmiamidade.com/drivesafe-md



Aggressive Driving Tip



Don't cut vehicles off.

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



TRAVELING FOR MEMORIAL DAY?



Get where
you are
going safely

#DRIVESAFE

fdotmiamidade.com/drivesafe-md



Appendix D – Tip Cards

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 ►

THE STATISTICS

50%
of drivers admit to driving over the speed limit

TRAFFIC
is one of the most frequently mentioned contributing factors to aggressive driving

DID YOU KNOW?
Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture or tailgating, admit to responding with aggressive behavior themselves

Speeding is one of the most prevalent aggressive behaviors

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

FDOT





PARE DE CONducIR AGRESIVAMENTE
SALVE UNA VIDA HOY SIGUIENDO ESTOS CONSEJOS

Que se considera conducción agresiva?

- No ceder derecho de paso
- Cambio indebido de carril
- Sobrepasar 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 rápido
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



50%
de los conductores admiten conducir por encima del límite de velocidad

El exceso de **TRÁFICO** es uno de los factores que contribuyen más frecuentemente a conducir agresivamente


¿SABÍA USTED?

El 50% de los conductores que reciben un comportamiento agresivo, como sonar el claxon, realizar un gesto grosero o rechinar las ruedas, admiten responder a ellos con el mismo comportamiento agresivo

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

Para más información, por favor visite:
fdotmiamidade.com/drivesafe-md







SISPANN 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 twòp vitès
5. Pa kwaze devan lòt machin
6. Mete siyal ou pi bonè
7. Suiw sa w ap fè lè w ap kondi
8. Lari a pou nou tout

TCHEKE ESTATISTIK YO ►

ESTATISTIK

50%

chofè admèt yo kouri machin pi vit pase limit vitès ki sou wout la.

TRAFIK

se youn nan faktè yo site leplisouvan ki fè moun kondui yon fason agresif.



ÈSKE W TE KONN SA?

Mwatye moun ki sibi nan jan lòt chofè ap kondui mal aji avè yo, tankou chofè k ap klaksonnen yo fò, chofè k ap fè move jès ak men yo, oubyen chofè k ap kole dèyè lòt, admèt yo menm tou yo aji menm jan an pou yo koresponn ak lòt chofè sa yo.

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 – Event Photos



Press conference for Move Over Florida/Drive Safe – Florida Highway Patrol, January 22



Miami-Dade Partner Kick-Off Event - February 13



Monroe Partner Kick-Off Event - February 16



FDOT/Miami-Dade TPO Transportation Safety Fair, February 22



Miami Walk Like MADD/MADD 5K Dash, February 24



Miami-Dade Police Department, South District Open House, March 10



Healthy Living Program - Florida International University Biscayne Bay Campus, April 4



Multi-Agency/Educational Enforcement -NW CTST Doral/Sweetwater, April 5



University of Miami Mini Safety Fair, April 11



FDOT D6 North Dade Maintenance Safety Day Event, April 11



Transportation Management Center (TMC) Tour, May 11



FDOT Law Enforcement Liaison Program (LEL) and FHP Troop E - Press conference, May 14



Hurricane Fair at West Kendall Baptist Hospital, May 25



Miami Kids Magazine Family Fest – Sunset Place Mall, June 1

Appendix F – Media Coverage

SHALE JA, JANUARY 22, 2018

FHP, FDOT work to remind drivers to move over for emergency vehicles



MIAMI (WSVN) - January is Move Over Awareness Month in Florida, so officials are coming together to make sure drivers understand and follow the rules of the road.

The Florida Highway Patrol and the Florida Department of Transportation teamed up Monday to remind drivers to move over a lane for emergency and service vehicles stopped along the roadway.

"It can be a police officer, a firefighter, a road ranger, a towing company, sanitation department — anyone that is providing a service to you," said FHP Lt. Joe Sanchez.

Earlier this month, road ranger Zucchero Cole was rushed to the hospital after a car crashed into his truck while he was responding to an accident on Interstate 95 in Oakland Park.

Similarly, FHP trooper Daniel Cruz was struck by a suspected drunk driver while investigating a crash on the Palmetto Expressway in Hialeah back in December. The incident left him out of work for six months and unable to walk at this time.

"Recently, three troopers have been hit, and several road rangers, in the past few years, have been hit," said Jim Wolfe, FDOT District 6 Secretary. "They're out there trying to make things safer for the public, and yet they are in danger."

Officials said not many drivers know about the safety law and the hazards that lie on the open road.

"Sadly, throughout the state, we've seen a lot of people lose their lives because people are violating this law," said Sanchez. "It's affecting us here locally, we've had three troopers seriously injured, struck by motor vehicles who clearly violated the Move Over law."

The Move Over law states drivers must slow their speed by at least 20 miles per hour or move over a lane, if possible, when passing an emergency vehicle on the side of the road.

If you violate the move over law, you can be issued a ticket, receive three points on your license and have to pay a fine.

FHP troopers are now on the road, stopping drivers who break the law.

"This guy drove by two troopers and didn't slow down or move over," said FHP Lt. Alex Camacho.

As many as 240 traffic citations were handed out on Monday.



Officials Promoting Safe Driving Campaign Tuesday in Miami-Dade

Published at 7:56 AM EDT on May 8, 2018

NBC 6's Andrea Cruz tells us what officers will be doing in part of the county on Tuesday to promote safety on the roadways.

(Published Tuesday, May 8, 2018)

What to Know

- This operation will take place at various locations in Medley, Hialeah Gardens and parts of unincorporated Miami-Dade from 9 a.m. to 12 p.m.
- Officers will be cracking down on aggressive drivers, red-light runners, those speeding, not wearing seatbelts and driving while impaired.



The Florida Department of Transportation wants drivers to keep safety in mind when they are on the road – and agencies in Miami-Dade County will be conducting traffic safety enforcement in an effort to promote their measures.

As part of FDOT's on-going "Drive Safe" campaign, officers will be cracking down on aggressive drivers and red-light runners while also keeping an eye out for those speeding, not wearing their seatbelts and driving while impaired or distracted.

This operation will take place at various locations in Medley, Hialeah Gardens and parts of unincorporated Miami-Dade County on Tuesday from 9 a.m. to 12 p.m.

The operation comes just as a new study reveals that pedestrian involved car accidents nationwide have become deadlier and more frequent, jumping 46 percent since 2009.

"By the time we reached 2016, almost 6,000 individuals were losing their lives as a result of being pedestrians," said David Harkey, President of the Insurance Institute for Highway Safety. "One of the things we need to be aware of as roadway designers is the need to accommodate pedestrians."

The study recommends improved lighting for pedestrians and more mid-block cross walks to prevent accidents like this one – while also recommending for pedestrians to protect themselves by not wearing dark clothing at night and possibly wearing reflective strips on their clothing.

Tuesday's traffic safety operation will also include an educational component as officers will be handing materials to drivers with tips on how to keep our roadways safe for everyone.



TRANSPORTATION

Compressed natural gas county bus fleet arriving along with a fuel station

200 buses arriving in waves of 5 to 10

By Bianca San Jose

Trillium CNG has delivered a temporary fueling station to the Miami-Dade County Department of Transportation and Public Works, and the start of a fleet of new county buses is running on compressed natural gas, or CNG, refueling at 3300 NW 32nd Ave., as more buses are due.

The county received its first up-to-date standard, 44-foot-long bus in January and expects to welcome more of them this month.

Department Director Alice Bravo said the fleet will improve the current transportation system.

"This represents a massive investment into our existing transportation system," she said. "Everybody focuses on expansion, but it's equally, if not more, important to maintain your existing system running well."

Ms. Bravo said she expects the new features included in the buses to improve the reliability of the current transportation system as well as decrease the county's carbon footprint.

"Our real-time information on the MDT Tracker App will be more accurate," she said, "and since they're [transitioning to] compressed natural gas, they're better for the environment."

Trillium CNG takes care of delivering the buses and maintaining the current station. The county thus far, Ms. Bravo says, feels content with the performance of the turnkey operation.

"We've learned that things are more efficient when you hire the private sector entity and put the responsibility of coordination on them," she said. "It makes them the integrator of the different components. That way, we get a guaranteed end product and we're not dealing with claims and change orders."

The county learned to leave such operations to the private sector after playing the middleman to similar projects in the past, Ms. Bravo said.

Training of bus operators for the CNG fleets and fueling personnel for the temporary site continues, Ms. Bravo said. "We have a lot of bus drivers. We have to do that in the right-size group so we don't impact service while we're training."

The county is to receive more of the CNG buses this week. Ms. Bravo said the department expects arrivals of five to 10 per week in the coming months. An estimated total of 200 new buses is expected by the end of the year.



New CNG buses like the one above will refuel at a temporary fueling station, below, until the fleet grows.



STOP AGGRESSIVE DRIVING

What is considered aggressive driving?

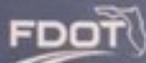
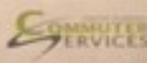
- Failure to yield right-of-way
- Improper lane change
- Improper passing
- Following too closely
- Disregarding traffic control
- Speeding

50%

of drivers admit to driving over the speed limit

TRAFFIC

is one of the most frequently mentioned contributing factors to aggressive driving



Appendix G – Other Campaign Coverage

News you can use
to keep teen drivers
safe on the road
#FordDSFL

SPRING 2018

CELEBRATING
15 YEARS
OF TEEN DRIVER SAFETY TRAINING

Visit Our Website

FORD DSFL RESOURCES

[Ford DSFL Online Academy](#)

Not able to attend one of our events? Check out our online safe driving videos and simulations that include a variety of interactive features, tips, quizzes and an opportunity to receive a certificate of completion. Our goal is to give you information and experience that will help make you a safer driver.

FORD DSFL SOCIAL

[Join our Facebook Group - Parents of Teen Drivers](#)

This group was created to share the joy and the pain of parenting teen drivers and to comfort you in the fact that you're not alone. Not only is this a supportive place for parents to share their experiences, it's a great forum to simply vent and ask questions to other parents and our team of experts.

We're happy to again partner with the Florida Department of Transportation on their "Drive Safe" campaign to help raise awareness of the dangers of aggressive driving and the reality of its consequences. Every Tuesday between now and May 22, we will post content on Facebook (Ford Driving Skills for Life) and Twitter (@FordDSFL) that you can share to help us spread this important message.

FORD MOTOR COMPANY FUND

Ford Driving Skills for Life is a signature program of the Ford Motor Company Fund

Ford Driving Skills for Life Mission

To serve as a critical step in the lifelong learning process of safe driving by providing new drivers advanced real world training, practical education opportunities and innovative programming that is fun and engaging.

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

dotmiamidade.com/drivesafe-md



Resource Type

State Highway Safety Showcase (/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 (<https://www.ghsa.org/sites/default/files/publications/files/DriveSafe2017.pdf>)

State

Florida (/taxonomy/term/111)

Resource Category

State Highway Safety Showcase (/taxonomy/term/346)

Contact Us

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



Florida Department of Transportation
DISTRICT SIX CONSTRUCTION
Monroe County Projects



Sunday, March 25 through Sunday, April 1, 2018

Monroe County projects website: www.fdotmonroe.com

Opt Out: If you no longer wish to receive these weekly notifications, please respond to this email with 'Remove from List' in the subject line. Thank you.

For any questions or concerns regarding these projects, kindly contact
Paulette Summers at psummers@mrgmiami.com or
Mobile: 786-510-3921

For your safety and the safety of others, please be careful when driving, walking or biking in the construction zone. We apologize for any problems or issues that may arise and appreciate your patience and cooperation during these important projects.

The Key West Police Department has asked that we remind drivers that when leaving the Island from S. Roosevelt, the '**Right Turn on Red**' law **IS IN EFFECT** and vehicular traffic **IS PERMITTED** to turn right on the red arrow after coming to a complete stop, and as long as any bicycle or pedestrian traffic has cleared.

These schedules may change due to bad weather or other unexpected conditions.

Upcoming Work on Current Projects

Guardrail Installation and Shoulder Widening Project: SR 5/US 1/Overseas Highway between MM 115.319 and MM 116.362

Project Start: February 2018

Estimated Projected Completion: June 2018

PLANNED CONSTRUCTION ACTIVITY: There is no scheduled construction work at this time, as staging and mobilization activities continue this week.

Widening, Resurfacing and Intersection Improvement Project: SR 5/US 1/Overseas Highway/south of 33 Street (MM 48.70) to 37 Street (MM 49.03); north end of the 7 Mile Bridge to south of Knight's Key Boulevard (MM 47); and Sombrero Beach Road (MM 50.0) to Coco Plum Drive (MM 54.6)

Project Start: April 2017

Estimated Projected Completion: End of March 2018

PLANNED CONSTRUCTION ACTIVITY: Nighttime lane closures will occur this week to accommodate signal loop installations at the end of the 7-mile bridge.

LANE CLOSURES: Nighttime closures will continue this week between 9 p.m. and 5 a.m., in order to facilitate signal loop installations at the end of the 7-mile bridge. Traffic will be directed around the work with either a flagman or a lane shift within the lanes, as is deemed necessary.

One lane will remain open at all times. Please exercise caution when traversing through the project area. In addition, there will also be intermittent nightly lane closures along the corridor, within the two-lane section, to allow for the completion of paving operations. These closures may also occur between 9 p.m. and 5 a.m.

Bridge Repair/Rehabilitation Project: SR 5/US 1/Overseas Highway along Channel Two Bridge (MM 73)

Project Start: September 2016

Estimated Projected Completion: April 2018

PLANNED CONSTRUCTION ACTIVITY: Contractor will continue metalizing zinc spray operations under the bridge, perform cathodic protection electrical work and install bridge navigation lights. Final inspections are expected to be completed in April to finalize the project.

Bridge Rehabilitation Project: SR 5/US 1/Overseas Highway/Seven Mile Bridge (Moser Channel) (MM 40 to MM 46.8)

Project Start: April 2017

Estimated Projected Completion: May 2019

PLANNED CONSTRUCTION ACTIVITY: Substructure spall repair operations will continue throughout the duration of the project. In addition to spall repair work, beginning April 2018, work will begin on the Fender System and is expected to last several months. Bridge jacking operations to replace bearing pads are expected to begin June 2018.

Bridge Repair/Rehabilitation Project: State Road (SR) 5/US 1/Overseas Highway/Old Seven Mile Bridge from Knights Key to Pigeon Key (MM 46.8 to MM 44.6)

Project Start: September 2017

Estimated Projected Completion: July 2021

PLANNED CONSTRUCTION ACTIVITY: The Contractor will be performing abrasive blasting and steel repair work under the bridge this week. However, as a reminder: Please note that there are ten parking spaces and two pavilions open to the public, but the bridge and underpass will remain closed for the duration of the project.

Aggressive Driving Tip



Share the road.



SunGuide.info | Contact Us

TIM QUARTERLY NEWSLETTER

Florida Department of Transportation - District Six | Volume 10 - Issue 3 - April 2018



FDOT and FHP Host Media Conference to Raise Safety Awareness



The Florida Department of Transportation (FDOT) District Six Office kicked off the Move Over Law and "Drive Safe" Aggressive Driving Campaigns with a multi-agency press conference co-hosted by Florida Highway Patrol's Troop E.

The press conference was held in January and was attended by 13 law enforcement agencies and received coverage from a total of eight media outlets. The event's goal was to raise awareness for these critical issues and increase motorist and field personnel safety on the road.

Agency representatives including FHP troopers, FDOT Road Rangers, Miami-Dade Fire Rescue and local law-enforcement officials stood together to showcase the variety of service workers that assist our roadways on a daily basis and save lives.

The press conference was followed by an enforcement detail. Troopers issued 240 traffic citations and distributed 460 safety educational materials to educate drivers about these important issues.

Safety is the main priority for FDOT and it remains committed to working with its partners and continues to look for opportunities to improve highway operations and mobility.

For additional information about the Move Over Law and the Drive Safe Aggressive Driving campaign, please visit www.fdotmiamidade.com.



South Florida Commuter Services | FDOT | Customer Service 1.800.234.RIDE | Search

South Florida Commuter Services helps promote ride sharing options for commuters in Monroe, Miami-Dade, Broward, Palm Beach, Martin and St. Lucie Counties.

HOME | EXPRESS LANES | REGISTRATIONS | COMMUTER OPTIONS | EMERGENCY RIDE HOME | PARTNERS | EMPLOYER SERVICES | ABOUT US

South Florida Commuter Services

STOP AGGRESSIVE DRIVING

[CLICK HERE](#) for more information on the Drive Safe Campaign in Miami-Dade and Monroe Counties

REGISTRATION & RENEWAL FORMS | SFCS PROFILE LOGIN

Commuter Options

- Carpooling
- Bicycling
- Vanpooling
- Park & Ride

Baptist Health South Florida | SOUTH FLORIDA COMMUTER SERVICES | FDOT

Baptist Health South Florida

Baptist Health South Florida has partnered with South Florida Commuter Services (SFCS), a program of the Florida Department of Transportation, to provide transportation related programs and services to employees.

STOP AGGRESSIVE DRIVING

[CLICK HERE](#) for more information on the Drive Safe Campaign in Miami-Dade and Monroe Counties

2018 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



GHSAs @GHSAsHQ

The Governors Highway Safety Association is the national organization that represents state highway safety agencies. Media Contact: Kara Macek (kmacek@ghsa.org)

Washington, DC
GHSAs.org
Joined April 2011

Tweets: 5,894 | Following: 1,051 | Followers: 5,438 | Likes: 1,015 | Lists: 4

Tweets | Tweets & replies | Media

GHSAs @GHSAsHQ · 19h
February is Aggressive Driving Awareness Month. @MyFDOT_Safety is working to spread the word with their #drivesafe campaign.

FDOT District 6 @MyFDOT_Miami
#DriveSafe

GHSAs @GHSAsHQ · Feb 21
After increasing enforcement efforts on US 36, Colorado saw a 33% reduction in crashes on the roadway. bit.ly/2sR6XeH @ColoradoDOT @CSP_News

Who to follow · Refresh · View all

- IHS** @IHS_autosafety
- Teen Safe Driving** @teens...
- NSC** @NSCsafety

Trends for you · Change

- #BoycottNRA** 22.8K Tweets
- #FridayMotivation** 7,544 Tweets
- #runDisney** @CMNHospitals is Tweeting about this
- #Axios360**
- #GoTexanDay**

Miami-Dade Police @MiamiDadePD

Official Twitter page of the MDPD.
EMERGENCIES: DIAL 9-1-1. Non-Emergency: 305-476-5423. Site not monitored 24/7.
Terms of Use: miamidade.gov/police/social...

Miami-Dade County, Florida
miamidade.gov/police

Miami-Dade Police @MiamiDadePD

At a press conference held this morning, #MDPD & other first responders joined @MyFDOT_Miami & @FLHSMV to refocus the public's attention on #MoveOver Awareness month & the #DriveSafe Aggressive Driving campaign. Crashes due to Move Over violations are 100% preventable #MoveOverFL

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Hialeah Gardens Police Department
May 14 · 🌐

Holidays always make the roads a bit more crowded, but Memorial Day Weekend is known for being one of the busiest travel weekends of the year. Although drivers aren't typically traveling out-of-state to see family and friends like they do on Christmas and Thanksgiving, they are hitting the road to attend cookouts, parades and other holiday festivities all throughout the long weekend. According to AAA, about 30 million drivers get behind the wheel on Memorial Day weekend. Please follow road safety tips and enjoy your Holiday weekend. #drivesafe #fdot



MEMORIAL DAY WEEKEND IS ONE OF THE BUSIEST TRAVEL WEEKENDS OF THE YEAR

Holidays always make the roads a bit more crowded, but Memorial Day Weekend is known for being one of the busiest travel weekends of the year. Although drivers aren't typically traveling out-of-state to see family and friends like they do on Christmas and Thanksgiving, they are hitting the road to attend cookouts, parades and other holiday festivities all throughout the long weekend. According to AAA, about 30 million drivers get behind the wheel on Memorial Day weekend.

Roadway Safety Tips for Memorial Day Weekend Travelers

Hialeah Gardens Police Department
February 23 · 🌐

February is Aggressive Driving Awareness Month. Aggressive Driving Awareness 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. #aggressivedrivingawareness #drivesafe #fdot



Like Comment Share

Hialeah Gardens Police Department
January 22 · 🌐

The Hialeah Gardens Police Department is working alongside #FDOT and #FHP on our Move Over Campaign to enforce and educate drivers on the Move Over Law. #safedriver #moveover

CAN'T MOVE OVER?
SLOW DOWN



MOVE OVER.
IT'S THE LAW.



KEEP THOSE WHO WORK ON THE ROADWAY SAFE



MOVE OVER.
IT'S THE LAW.



City of Homestead Government
March 17 · 🌐

Happy St. Patrick's Day! Make sure you drive safe!

DON'T RELY ON LUCK

**DRIVE SAFE
THIS
ST. PATRICKS DAY**

fdotmiamidade.com/drivesafe-md

City of Homestead Government
February 27 · 🌐

February is Aggressive Driving Awareness Month...did you know the National Highway Traffic and Safety Administration estimates that over 6 million crashes in the United States are caused by road rage?! Find out if you're an aggressive driver when you take the quiz: bit.ly/DriveSafeQuiz

**AGGRESSIVE DRIVING
AWARENESS MONTH**

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

bit.ly/DriveSafeQuiz

fdotmiamidade.com/drivesafe-md

City of Homestead Government
March 21 · 🌐

You can't control traffic, but you can control your driving! Don't let rush hour get the best of you....focus on your own driving and remember that getting aggressive won't make traffic go faster. Join the City of Homestead, Homestead Police Department, and the Florida Department of Transportation in pledging to end Aggressive Driving. Learn more at fdotmiamidade.com/drivesafe-md

**FOCUS ON YOUR
OWN DRIVING**

**GETTING AGGRESSIVE WON'T
MAKE TRAFFIC GO FASTER**

#DRIVESAFE

fdotmiamidade.com/drivesafe-md

City of Homestead Government
April 9 · 🌐

Remember to merge with care when you're out on the road! Join the City of Homestead and FDOT in our efforts to end aggressive driving. Learn more about the Drive Safe campaign at fdotmiamidade.com/drivesafe-md

Aggressive Driving Tip

Merge with care.

fdotmiamidade.com/drivesafe-md

Town of Miami Lakes- Municipal Government
May 14 · 🌐

#DriveSafe MEMORIAL DAY WEEKEND IS ONE OF THE BUSIEST TRAVEL WEEKENDS OF THE YEAR FDOT South - Miami Area #IHeartMiamiLakes

Memorial Day Weekend is one of the busiest travel weekends of the year. Drivers make the roads a bit more crowded, but Memorial Day Weekend is the busiest travel weekends of the year. Although drivers aren't typical to see family and friends like they do on Christmas and Thanksgiving, attend cookouts, parades and other holiday festivities all throughout the state, about 30 million drivers get behind the wheel on Memorial Day weekend.

Aggressive Driving Campaign

Thank you to our dedicated campaign partners

Aggressive Driving Events:
 - COMMUNITY EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team (Dade County) (Tuesday, May 15, 8 a.m. to 12 p.m.)
 - HURRICANE FAIR at West Kendall Baptist Hospital, Main Lobby (Friday, May 18, 10 a.m. to 2 p.m.)
 - COMMUNITY EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team (El Portal) (Tuesday, May 30, 8 a.m. to 12 p.m.)

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

Village of Palmetto Bay
April 10 · 🌐

Save a Life today...Remember to merge with care when you're out on the road! The Village of Palmetto Bay and FDOT are joining efforts to end aggressive driving. Learn more about the Drive Safe campaign at fdotmiamidade.com/drivesafe-md

Aggressive Driving Tip

Merge with care.

fdotmiamidade.com/drivesafe-md

Village of Palmetto Bay
May 25 at 10:34am · 🌐

Traveling for Memorial Day weekend? Make sure you Drive Safely and be aware of all your surroundings and the weather! Remember, get where you are going SAFELY!! Our aggressive driving tip this week. #DRIVESAFE Learn more about the Drive Safe campaign at fdotmiamidade.com/drivesafe-md

TRAVELING FOR MEMORIAL DAY?

Get where you are going safely

#DRIVESAFE

fdotmiamidade.com/drivesafe-md

Village of Palmetto Bay
April 30 · 🌐

Don't forget to Signal Sooner. Our aggressive driving tip this week. Learn more about the Drive Safe campaign at fdotmiamidade.com/drivesafe-md

Aggressive Driving Tip

Signal sooner.

fdotmiamidade.com/drivesafe-md

Miami-Dade County Public Schools
April 2 · 🌐

¡Sea un conductor modelo! NO vaya a exceso de velocidad, respete las señales de tráfico, mantenga la distancia, use las medidas correctas para cambiar de líneas. #DriveSafe @MyFDOT @MyFDOT_Miami

See Translation

AGGRESSIVE DRIVING IS

SPEEDING

RUNNING LIGHTS AND SIGNS

TAILGATING

WEAVING

IMPROPER PASSING

fdotmiamidade.com/drivesafe-md

Miami-Dade County Public Schools
April 5 · 🌐

Here is a tip from our friends @MyFDOT. #DriveSafe @MyFDOT_Miami

Aggressive Driving Tip

Don't speed!

fdotmiamidade.com/drivesafe-md

Miami-Dade County Public Schools
April 7 · 🌐

Se pou w yon modèl lè w ap kondui! PA fè vitès, pase sou limyè wouj ak siy, woule twò pre lòt machin, pa fè zigzag, oubyen vye manèvrè pou double lòt machin. #DriveSafe @MyFDOT @MyFDOT_Miami

AGGRESSIVE DRIVING IS

SPEEDING

RUNNING LIGHTS AND SIGNS

TAILGATING

WEAVING

IMPROPER PASSING

fdotmiamidade.com/drivesafe-md

Miami-Dade County Public Schools
April 17 · 🌐

Be part of the solution and make your commute more enjoyable by always remembering to #DriveSafe. @MyFDOT @MyFDOT_Miami

FOCUS ON YOUR OWN DRIVING

GETTING AGGRESSIVE WON'T MAKE TRAFFIC GO FASTER

#DRIVESAFE

fdotmiamidade.com/drivesafe-md

Nicklaus Children's Hospital
March 18 · 🌐

#DriveSafe

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

Like Comment Share

West Kendall Toyota
February 23 · 🌐

We've partnered once again with FDOT South - Miami Area to help spread awareness of dangerous driving. Be cautious and aware of the road, don't text and drive, and #DriveSafe Miami.

STOP

AGGRESSIVE DRIVING

fdotmiamidade.com/drivesafe-md

Nicklaus Children's Hospital
May 13 · 🌐

#Drive Safe

STOP AGGRESSIVE DRIVING

DID YOU KNOW?

Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture or tailgating, admit to responding with aggressive behavior themselves.

50%

of drivers admit to driving over the speed limit.

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

West Kendall Toyota
February 24 · 🌐

Que es conduccion agresiva? Mira el video para averiguar.
#ConduzcaConCuidado #DriveSafe #FDOT

See Translation

CONDUZCA CON CUIDADO

55 Views

Like Comment Share

RED - Responsible & Educated Drivers shared a post. December 22, 2017

Ford Driving Skills for Life December 20, 2017

Before you travel for the holidays, make sure you know how to safely interact with large trucks on the road.

Avoid the blind spots.

DRIVINGSKILLSFORLIFE.COM
Road Trip: How To Safely Interact With Trucks
Holiday road trips are just around the corner. While you are on this...

Like Comment Share

WalkSafe @iWalkSafe · Mar 19
It's Monday again, and that means traffic. Don't let congestion get the better of you. #DriveSafe.

Aggressive Driving Campaign eblast volume 18.2

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

DID YOU KNOW? Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture or tailgating, admit to responding with aggressive behavior themselves.

50% of drivers admit to driving

Miami-Dade Transportation Planning Committee 2018 Safety Plan February 23

FDOT District 6, Mike Dew, Alert Today Florida and CUTR at USF

Like Comment Share

RED - Responsible & Educated Drivers shared a post. March 20

FOCUS ON YOUR OWN DRIVING

GETTING AGGRESSIVE WON'T MAKE TRAFFIC GO FASTER

#DRIVESAFE

fdotmiamidade.com/drivesafe-md

RED - Responsible & Educated Drivers shared a photo. January 26

PROTECT THOSE WHO WORK ON THE SIDE OF THE ROADWAY

MOVE OVER. IT'S THE LAW.

2018 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



MCSO - Florida Keys
May 14 · 🌐

Heavy traffic expected Memorial Day weekend

Memorial Day weekend is one of the busiest weekends of the year for traffic in the Florida Keys and this year will be no exception. That is the assessment of the Sheriff's Office Traffic Enforcement Unit, which will be out in force during the holiday weekend to make sure people are driving safely. Memorial Day weekend may still be two weeks away, but the Sheriff's Office is spreading the word early and often. ... See More




Aggressive Driving Campaign eblast volume 17.4



MEMORIAL DAY WEEKEND IS ONE OF THE BUSIEST TRAVEL WEEKENDS OF THE YEAR

Without always making the roads a bit more crowded, but Memorial Day Weekend is known for being one of the busiest travel weekends of the year. Although there are typically traveling out of state to see family and friends like they do on Christmas and Thanksgiving, they are hitting the road to attend cookouts, picnics and other holiday festivities all throughout the long weekend. According to AAA, about 30 million drivers get behind the wheel on Memorial Day 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 conditions will be less than optimal.

Thank you to our dedicated campaign partners



MDFR Retweeted

Miami-Dade Police @MiamiDadePD · May 24

Memorial Day Weekend is one of the most dangerous holidays for road and highway incidents bit.ly/2rv8MvP #DriveSafe #StayAlert



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 of 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 conditions will be less than optimal.

MDFR @MiamiDadeFire · May 12

Stop aggressive driving - remember to share the road. #DriveSafe



Aggressive Driving Tip

Share the road.

fdotmiamidade.com/drivesafe-md



NOYS @NOYSnews · Apr 13

Great tip to remember when driving today.



Aggressive Driving Tip

Merge with care.

fdotmiamidade.com/drivesafe-md



Miami-Dade Police @MiamiDadePD · Jun 5

Do you consider yourself an aggressive driver? Take this short quiz to find out! Reply with your score to let us know! mrgmiami.typeform.com/to/ySkhhK

Are you an aggressive driver?

Take the Quiz press ENTER

City of Miami Beach @MiamiBeachNews

February is Aggressive Driving Awareness month. Help us keep our roads safer! #RideSafeMB #DriveSafe

9:28 AM - 20 Feb 2018

2 Retweets 3 Likes

FDOT District 6, FLORIDA DOT, Miami Beach Police and Miami Beach Fire

Auto Club Group Traffic Safety Foundation

May 21 at 4:00am

TRAVELING FOR MEMORIAL DAY?

Get where you are going safely

#DRIVESAFE

AAA The Auto Club Group Traffic Safety Foundation Keeping You Safe Along Life's Road

fdotmiamidade.com/drivesafe-md

Auto Club Group Traffic Safety Foundation

May 14

Aggressive Driving Tip

Share the road.

AAA The Auto Club Group Traffic Safety Foundation Keeping You Safe Along Life's Road

fdotmiamidade.com/drivesafe-md

Auto Club Group Traffic Safety Foundation
May 7 · 🌐

Aggressive Driving Tip

Pay Attention!

AAA The Auto Club Group Traffic Safety Foundation Keeping You Safe Along Life's Road DRIVE SAFE

fdotmiamidade.com/drivesafe-md

Auto Club Group Traffic Safety Foundation
April 16 · 🌐

69% of drivers say they are usually in a hurry. Learn more about the Florida Department of Transportation's campaign to stop aggressive driving.

STOP AGGRESSIVE DRIVING

Aggressive Driving Campaign eblast volume 18.3

Make a safe driving plan

- 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.
- Speeding and driving aggressively will not significantly impact your travel time, so slow down and Drive Safe!

69%
of drivers say they are usually in a hurry

Auto Club Group Traffic Safety Foundation
February 19 · 🌐

Aggressive driving is the combination of two or more of the following actions:

- failure to yield right-of-way
- improper lane change
- improper passing... See More

STOP

AGGRESSIVE DRIVING

AAA The Auto Club Group Traffic Safety Foundation Keeping You Safe Along Life's Road DRIVE SAFE

fdotmiamidade.com/drivesafe-md

NW Community Traffic Safety Team (CTST) Multi-Agency Educational Enforcement, Doral and Sweetwater Police Departments - April 5, 2018

Auto Club Group Traffic Safety Foundation
March 26 · 🌐

Aggressive Driving Tip

Avoid the blind spots.

AAA The Auto Club Group Traffic Safety Foundation Keeping You Safe Along Life's Road DRIVE SAFE

fdotmiamidade.com/drivesafe-md



Miami-Dade Police Department
May 25 at 10:24am · 🌐

Memorial Day Weekend is one of the most dangerous holidays for road and highway incidents <http://bit.ly/2rv8MvP> #DriveSafe #StayAlert

Aggressive Driving Campaign (2018) volume 17.0

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 drivers in 18 states ran red lights over the holiday weekend last year. Those numbers resulted in 12 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

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DID YOU KNOW?

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50%

of drivers admit to driving over the speed limit.

SAVE A
BY FOLLOWING

• Avoid the Road

FDOT District Six Construction: FDOT DISTRICT SIX CONSTRUCTION | MIAMI-DAD...

FDOT District Six Constructio DISTRICT SIX CONSTRUCTION