

AGGRESSIVE DRIVING AWARENESS CAMPAIGN

2019 Campaign Summary Report



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 March to June 2019. 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 2019 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 2019 team was held in February 2019. Subsequent meetings were held as needed to review materials, arrange for the 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
 - 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 2016-2019 Campaigns

	2016	2017	2018	2019
Campaign Partners	85	90	104	119
Outreach Events	47	68	76	26
Multi-Agency Enforcement Operations	11	7	11	8
Overall Campaign Impressions*	23.1 million	96.4 million	56.5 million	56.7 million

Using data from partner surveys, an estimated **56,720,601** people were reached during the 2019 campaign.

**Number of impressions reported by partners as of July 1, 2019; 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 2019 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 2019 Aggressive Driving Awareness Campaign.

- AA Auto Traffic School & Class "E" Testing Center
- AT&T
- 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 Hialeah Police Department
- City of Homestead
- City of Homestead Police Department



- City of Islamorada, Village of Islands
- City of Islamorada, Village of Islands Fire Rescue
- 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 Fire Rescue
- City of Miami Beach Police Department
- City of Miami Fire Rescue
- City of Miami Gardens
- City of Miami Gardens Police Department
- City of Miami Police Department
- City of Miami Springs
- City of Miami Springs Police Department
- City of North Miami Beach Police Department
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of South Miami
- City of South Miami Police
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- City of Sweetwater Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District 6 Law Enforcement Liaison
- FDOT District Six
- Ferrovial Services
- Ferrovial Services
- Florida Department of Health - Monroe
- Florida Department of Health (Miami-Dade)
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Highway Patrol (FHP)
- Florida International University
- Florida International University Police Department
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Hope for Miami
- Islamorada Chamber of Commerce
- IVC/Ole Communications
- Kendall Christian School
- Kendall Regional Medical Center
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Lexus of West Kendall
- MADD - Mother's Against Drunk Driving
- Mercy Hospital
- Miami Dade College Hialeah Campus
- Miami Dade College Medical Campus
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County Dept. of Transportation and Public Works
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Pinecrest Bakery
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- South Florida Commuter Services
- St. Thomas University



- The Florida Villager
- The No Fault Group
- 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
- Town of Surfside Police Department
- Uber
- University of Miami
- University of Miami Police Department
- Village of Bal Harbour
- Village of Bal Harbour Police Department
- Village of Indian Creek
- Village of Indian Creek Police Department
- Village of Key Biscayne
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police
- Village of Pinecrest
- Village of Pinecrest Police
- 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:

City of Coral Gables

Four eblasts were distributed to 7,000 individuals. Social media messaging was distributed to 14,000 Facebook and 1,800 Twitter followers.

City of Coral Gables Police Department

One campaign poster was displayed in the police department lobby reaching approximately 1,000 views. Additionally, social media messaging was distributed to 1,846 Twitter followers.

City of Doral

Two campaign eblasts were distributed to 8,000 individuals. Additionally, social media was utilized to reach 12,517 Facebook and 11,441 Twitter followers.

City of Doral Police Department

One-hundred tip cards were distributed during the campaign. Additionally, campaign information distributed to the department's 3,942 Twitter and 1,301 Instagram followers. On April 5, PIO Rey Valdes was a guest panelist on the Univision Network morning show, "Despierta America," where he discussed Aggressive Driving and road rage as well as FDOT's Drive Safe campaign.

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. Campaign information was also distributed via the website and social media (Instagram/Facebook) reaching thousands. Additionally, campaign information reached more than 575 pageviews on the Department's website. The City of Hialeah Gardens did not host any events, but did



participate in events with the other agencies such as: Doral Police, Medley Police, Sweetwater Police, Miami Springs Police and Florida Highway Patrol.

City of Homestead and Police Department

Ten social media messages were published on Facebook reaching more than 24,606 followers. The Drive Safe PSA was shown on City TV, Channel 77 throughout the campaign potentially reaching 24,400 households.

City of Layton

The campaign eblasts were distributed to approximately 100 individuals during the campaign. Three posters were displayed, and 50 tip cards were distributed.

City of Miami

Social media messaging was utilized to distribute ten messages to the City's more than 20,000 Facebook and 140,000 Twitter followers.

City of Miami Fire Rescue

The campaign eblasts were distributed to approximately 8,000 individuals during the campaign. Twenty-five posters were displayed reaching an estimated 10,000 people. In addition, 50 tip cards were distributed and more than 10,000 people viewed the campaign materials on the website. Social media messaging was also utilized to reach more than 5,000 Twitter and 5,000 Facebook followers.

City of Miami Gardens

The campaign eblasts were distributed to approximately 26,399 individuals during the campaign. Social media messaging was also utilized to reach more than 4,128 Facebook, 2,541 Twitter and 3,115 Instagram followers.

City of Miami Gardens Police Department

Social media messaging was also utilized to reach more than 11,519 Facebook, Twitter and Instagram followers.

City of Miami Springs

One campaign eblast was distributed to approximately 50 subscribers plus city employees. Three campaign posters were displayed at City hall, the City's bulletin board and the Community Policing office. An estimated 50-75 tip cards were distributed in addition to posting campaign information on the City's website. Social media messaging was also utilized to reach more 4,500 Facebook, Twitter and Instagram followers. The PSA was shown on Miami Springs TV 77.

City of North Miami Police Department

The campaign eblasts were distributed to approximately 75 individuals during the campaign. Posters were displayed outside the police station and the lobby reaching an estimated 600 people. In addition, 350 tip cards were distributed. Social media messaging was also utilized to reach the Department's Facebook followers.



City of Sunny Isles Beach and Police Department

The campaign eblasts were distributed to approximately 15 individuals during the campaign. Five posters were displayed and approximately 600 tip cards were distributed. Social media messaging was also utilized to reach the Department's 1,419 Facebook followers.

Community Traffic Safety Team (CTST)

The campaign eblasts were distributed to 10 CTST teams in the district (342 people). Additionally, CTST performed the multi-agency enforcement events throughout the campaign.

Dori Saves Lives/The Dori Slosberg Foundation

The campaign eblasts were distributed to approximately 1,100 individuals. Five campaign posters were displayed reaching approximately 10,000 individuals. Additionally, 1,500 tip cards were distributed, and Facebook was utilized to reach more than 2,000 followers.

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.

Florida Department of Health – Miami-Dade

The campaign eblasts were distributed to approximately 800 individuals on three occasions. In addition, the Department published the poster in its internal blog reaching an estimated 12,000 individuals.

Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

Social media messaging was utilized to reach more than FLHSMV's followers.

Florida Highway Patrol (FHP)

Campaign eblasts were distributed to 100 recipients. Four posters were displayed reaching approximately 3,000 views. Five-hundred tip cards were distributed. Social media messaging was used to reach 1,400 Twitter followers. Additionally, FHP partnered with the Drive Safe campaign for multiple events and distributed tip cards and campaign information.

Florida International University

Social media messaging was used to reach 46,059 Twitter followers. Additionally, messaging was featured on campus electronic messaging boards reaching 60,000-70,000 students, faculty, staff and visitors daily.

Florida's Turnpike Enterprise

Campaign posters were displayed and hundreds of tip cards were distributed at two outreach events at the Fort Pierce and Turkey Lake service plazas. Service Plaza Information displays showed campaign materials in English and Spanish electronically at seven Turnpike Service Plazas, potentially reaching millions of individuals.



Ford Driving Skills for Life

A newsletter with campaign information was distributed to approximately 38,748 individuals. Additionally, Ford distributed campaign messaging to its 15,000 Facebook, 5,756 Twitter and 1,318 Instagram 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)

One campaign eblast was distributed to approximately 515 individuals. Campaign information was distributed to thousands of followers on the WalkSafe and BikeSafe Facebook and Twitter pages.

Pinecrest Bakery

The campaign poster was displayed across 14 Pinecrest Bakery locations, rotating every 2 minutes for 24 hours each day reaching approximately 383,040 people daily.

The Florida Villager

The magazine featured an article about aggressive driving. The Florida Villager print edition is mailed to more than 42,000 addresses monthly and the newsletter is emailed to an estimated 7,000 individuals.

West Kendall Toyota and Lexus of West Kendall

Campaign posters were displayed in the sales and service departments reaching an estimated 25,000 people. One hundred tip cards were distributed. Campaign materials were displayed on the websites reaching 25,000. Additionally, social media was utilized to distribute campaign information to thousands of Facebook and Twitter followers.

Miami Dade College Hialeah Campus

One campaign poster was displayed reaching approximately 100 students. Additionally, social media was utilized to distribute campaign information to 50 followers.

Miami-Dade County

The campaign eblast was distributed externally to 32,219 subscribers. Additionally, social media messaging was utilized to reach 2,400 Twitter followers.

Miami-Dade County Dept. of Transportation and Public Works

The campaign poster was displayed in the lobby reaching approximately 1,500 views. Additionally, social media messaging was utilized to reach 76,252 Facebook and 82,802 Twitter followers.

Miami-Dade County Public Schools

Social media was utilized to reach thousands of Facebook and Twitter followers.



Miami-Dade Fire Rescue

Posters were distributed via the Fire Prevention & Education Bureau reaching approximately 15,000–20,000 people attending monthly community events. Approximately 200 tip cards were distributed as well. Additionally, Fire Rescue published nine social media posts on Twitter in English and Spanish reaching approximately 18,200 followers.

Miami-Dade Police Department

MDPD published campaign messaging on all social media platforms including Facebook (141,502), Twitter (43,614) and Instagram (39,445).

Miami-Dade Police Department STAND Program (Students Together Against Negative Decisions)

MDPD STAND Program displayed 60 posters reaching an estimated 2,000 student views. They distributed approximately 150 Tip Cards throughout the campaign and held events for 4,500 students from Miami-Dade County Public Schools. Social media messaging was posted for MDPD STAND's 141,502 Facebook, 39,445 Instagram, 43,614 Twitter, 167,083 Next Door and 2,684 YouTube followers.

Miami-Dade Transportation Planning Organization (TPO)

Campaign information was sent once a week throughout the campaign via email. Additionally, a poster was placed in the TPO office.

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 500 people. More than 350 tip cards were also distributed. Additionally, social media was utilized to distribute campaign messaging to 50,000 Facebook and 15,000 Twitter followers.

North Bay Village and Police Department

Campaign information was distributed via email blast to 2,500 individuals. Fifteen posters were displayed reaching 4,000 people. Social media was utilized to reach 3,000 followers. Additionally, 200 tip cards were distributed and the website received 100 views.

Town of Bay Harbor Islands and Police Department

Two campaign posters were displayed reaching approximately 4,000 individuals. Social media was utilized to reach 1,600 Facebook and 1,000 Twitter followers. Additionally, campaign information was included in the newsletter reaching more than 3,300 people.

Town of Cutler Bay

The campaign information was distributed through the Town's newsletter twice during the campaign. There are approximately 1,600 people signed up to receive the newsletter. Approximately 200 tip cards were distributed in the lobby and the Council Chambers at the Town Hall Building. The Town published messaging weekly on Facebook to its 1,737 followers. Additionally, the Town hosted its annual Resource and Health Fair in May with 75 people in attendance.

Town of Golden Beach and Police Department

One campaign eblast was distributed and three campaign posters were displayed. Tip cards were placed in the lobby for distribution as well.

Town of Medley Police Department

One campaign eblast was distributed to approximately 50 individuals. Four signs and a banner were displayed in front of the police station reaching approximately 5,000 daily views. Campaign messaging was distributed on Twitter and Instagram reaching an estimated 3,300 followers.

Town of Miami Lakes

Campaign eblasts were distributed to approximately 5,000 in the monthly newsletter. Four posters were displayed at Roberto Alonso Community Center, Mary Collins Community Center, Town Hall and Miami Lakes Optimist Clubhouse reaching approximately 5,000 to 7,000 people. More than 500 tip cards were also distributed. Additionally, social media was utilized to distribute campaign messaging to 18,000 followers. TV monitor images and the PSA were shown at the Town Hall lobby kiosk and the local Freebee transportation estimating roughly 1,000 views.

Town of Surfside and Police Department

Campaign information was posted on the Town of Surfside website.

University of Miami Police Department

The campaign eblasts were distributed to approximately 2,000 individuals. Four campaign posters were displayed reaching approximately 1,000 individuals. Additionally, 200-300 tip cards were distributed, and social media messaging was utilized to reach more than 2,000 followers.

Village of Bal Harbour and Police Department

Five-hundred tip cards were distributed throughout the campaign.

Village of Key Biscayne and Police Department

The campaign eblasts were distributed to approximately 3,000 individuals. Four campaign posters were displayed reaching hundreds of individuals. Additionally, 100 tip cards were distributed, and social media messaging was utilized to reach more than 2,000 Facebook and 1,500 Twitter followers.

Village of Palmetto Bay

One campaign poster was displayed reaching approximately 150 individuals daily. Campaign information was posted on the Village website and social media messaging was utilized to reach 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, 2019, a joint press conference was held with FHP promoting *Drive Safe* and *Move Over Florida*. To officially launch the campaign with our partners, a kick-off meeting was held on March 21, 2019. All partners were invited to attend, and more than 40 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.

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.

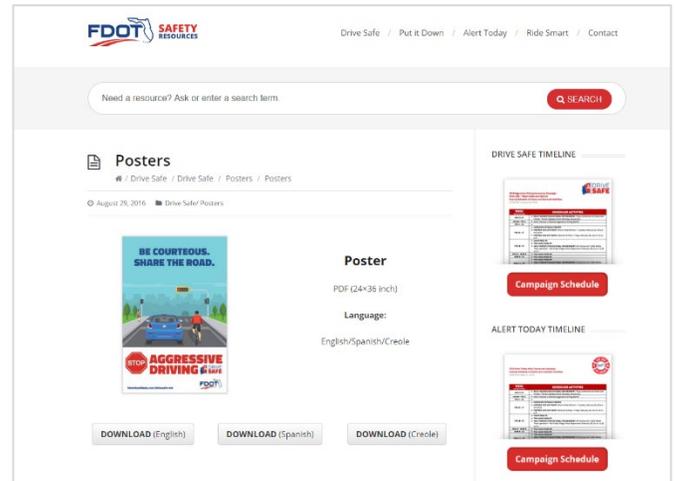
Date	Location
4/17	NE Community Traffic Safety Team operation – North Bay Village Police Department
5/16	University of Miami Community Traffic Safety Team operation
5/29	SE Community Traffic Safety Team operation – Coral Gables Police Department

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 2019 campaign.

5.5 Advertising

5.5.1 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 gas stations to successfully capture over 221, 412 users.



5.5.2 Radio

Radio advertising was developed and utilized on three stations in Miami-Dade including: WLRN FM (English), WURN – Actualidad (Spanish), and WSRF- 1580 AM and 99.5 FM (Creole). These ads reached thousands of listeners during the campaign.



5.5.3 Movie Theaters

The campaign PSA was shown during the opening ads at select area theaters during peak times including the release of Aladdin, the Avengers and over Memorial Day Weekend. Theaters included were: Aventura Mall 24, Kendall Village Stadium 16, Movies at The Falls 12, South Beach Stadium 18, Southland Stadium Mall 16, Sunset Place 24 and Tamiami 18. This effort reached an estimated 282,935 viewers.

5.6 Eblasts

Throughout the campaign, partners distributed the three 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 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 sample of media outlets in which coverage was secured by the campaign efforts (see Appendix F for coverage).



6.0 Future Campaign Goals

The 2019 "Drive Safe" campaign was a well-received and a 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 the 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

"Our agency truly appreciates the efforts surrounding the Drive Safe and all campaigns..."

-- Village of Bal Harbour

"We love the graphics and the consistent branding. As we all grow followers, I think these campaigns will have a bigger and bigger impact. With the ability to schedule the posts in advance on Facebook it is much easier to make sure the message is refreshed each week."

-- Town of Bay Harbor Islands

"This is a long-term partnership among law enforcement agencies, the private sector and the Drive Safe campaign that keep Floridians and visitors safe."

-- Town of Golden Beach Police Department

"Great job, thank you for your partnership!"

-- City of Doral

"This was an awesome campaign and I loved how they gave great tips on how to be safe on the road..."

-- City of Miami Gardens

"I think what you all are doing is great. Thank you for your persistence and education on these campaigns."

--City of Miami Springs

"We think the campaign is excellent. It's catchy and impactful."

--Florida Department of Health (Miami-Dade)

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

--Miami-Dade Police Department

"We are appreciative of the multi-lingual nature of the campaign materials. A "must" for the State of Florida!"

--Florida's Turnpike Enterprise

"The City of Hialeah Gardens believes that the campaign not only provides us the opportunity to get out and interact with other agencies but the opportunity to educate the public."

--City of Hialeah Gardens Police Department

Appendix A – Campaign Posters



SEA CORTÉS. COMPARTA LA CARRETERA.



DE CONDUCIR  **CONDUZCA
CON CUIDADO**
AGRESIVAMENTE

fdotmiamidade.com/drivesafe-md



AJI BYEN. PATAJE WOUT LA AK LÒT CHOFE.



KONDI MAL



fdotmiamidade.com/drivesafe-md



Appendix B – Email Blasts



Aggressive Driving Campaign eblast volume 19.1

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

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



SPEEDING is one of the most common aggressive behaviors



Follow the rules of the road

- Maintain adequate following distance
- Use turn signals
- Allow others to merge
- Use your high beams responsibly
- Tap your horn if you must (but no long blasts with accompanying hand gestures)
- Be considerate in parking lots - park in one spot and be careful not to hit cars next to you with your door

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

Upcoming Events

- **Miami Kids Magazine Summer Camp Expo** (Saturday, April 6, 11 a.m. to 2 p.m., Shops at Sunset Place, 5701 Sunset Drive)
- **Upper Eastside Earth and Arbor Day Event** (Saturday, April 27, 10 a.m. to 2 p.m., Legion Park 6447 NE 7 Avenue)
- **Drive Safe/Bike & Motorcycle Safety Event and Press Conference** (Thursday, May 16, 5 a.m. to 1 p.m., University of Miami - Rosenstiel School of Marine and Atmospheric Science, 4600 Rickenbacker Causeway, Miami, FL 33149)

Thank you to our dedicated campaign partners



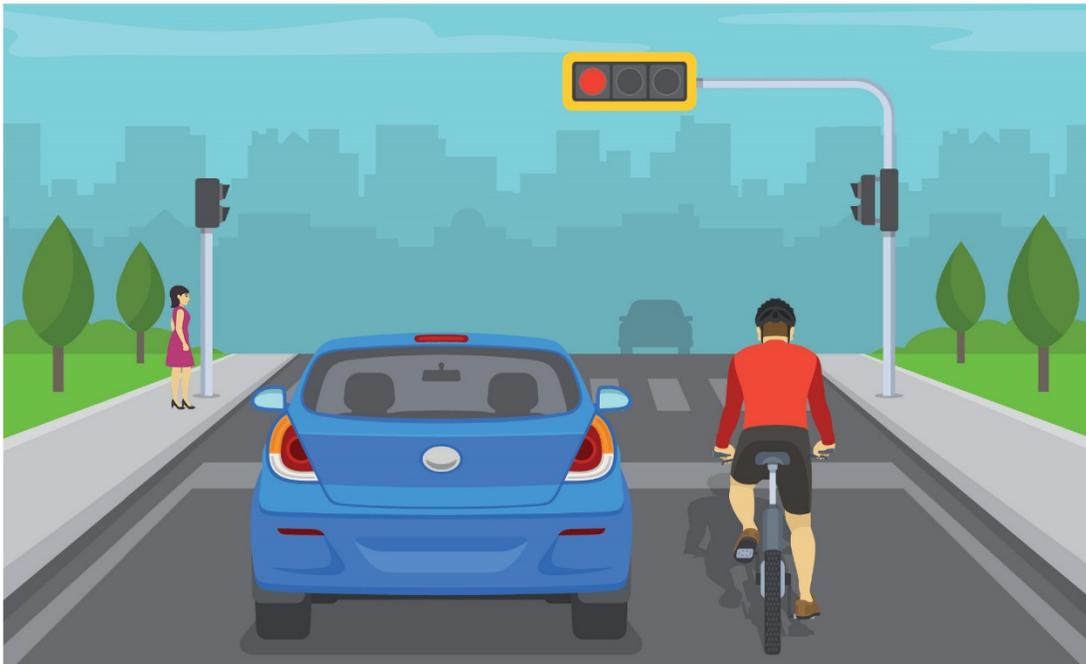


AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 19.2

BE COURTEOUS. SHARE THE ROAD.



TRAFFIC CONGESTION is one of the most frequently mentioned contributing factors to aggressive driving. Drivers may respond by using aggressive driving behaviors, including speeding, changing lanes frequently or becoming angry at anyone who they believe impedes their progress.

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



50% OF DRIVERS
who experience an aggressive driver
respond with aggression. Don't let
them get to you!

Upcoming Events

- Upper Eastside Earth and Arbor Day Event (Saturday, April 27, 10 a.m. to 2 p.m., Legion Park 6447 NE 7 Avenue)
- Drive Safe/Bike & Motorcycle Safety Event and Press Conference (Thursday, May 16, 5 a.m. to 1 p.m., University of Miami - Rosenstiel School of Marine and Atmospheric Science, 4600 Rickenbacker Causeway, Miami, FL 33149)

Thank you to our dedicated campaign partners





AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 19.3



ROADWAY SAFETY TIPS FOR MEMORIAL DAY WEEKEND TRAVELERS

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.

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.

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



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER

BE COURTEOUS TO OTHER DRIVERS

- Obey all speed limits and signs
- Be attentive and drive responsibly
- Always use your turn signals
- Pay attention to all signs

Upcoming Event

- West Kendall Baptist Hospital Hurricane Fair (Friday, May 31, 11 a.m. to 2 p.m., West Kendall Baptist Hospital, Main Lobby)

Thank you to our dedicated campaign partners



Appendix C – Social Media Images



STOP AGGRESSIVE DRIVING 

FDOT
fdotmiamidade.com/drivesafe-md



50% OF DRIVERS
who experience an aggressive driver respond with aggression. Don't let them get to you!

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING 



LEAVE EARLY. DRIVE SAFE. ARRIVE ON TIME.

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING 



TAILGATING
is an aggressive behavior

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING 



SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS



fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING DRIVE SAFE



BE COURTEOUS TO OTHER DRIVERS

- Obey all speed limits and signs
- Always use your turn signals
- Be attentive and drive responsibly
- Pay attention to all signs



fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING DRIVE SAFE



STUCK IN TRAFFIC?

Don't get mad. Relax and enjoy the ride.



fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING DRIVE SAFE



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER



fdotmiamidade.com/drivesafe-md



AGGRESSIVE DRIVING DRIVE SAFE



FOLLOW THE RULES OF THE ROAD:

- Maintain adequate following distance
- Allow others to merge
- Use turn signals
- Use your high beams responsibly



fdotmiamidade.com/drivesafe-md



THIS MEMORIAL DAY,
allow extra travel time. It is more important
to arrive safely.



fdotmiamidade.com/drivesafe-md



Appendix D – Tip Cards

**BE COURTEOUS.
SHARE THE ROAD.**

STOP AGGRESSIVE DRIVING

FDOT

fdotmiamidade.com/drivesafe-md

What is aggressive driving?

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



SPEEDING is one of the most common aggressive behaviors

According to AAA Foundation for Traffic Safety, millions of drivers engaged in the following aggressive behaviors including:

- Purposely tailgating: 51 percent
- Yelling at another driver: 47 percent
- Honking to show annoyance/anger: 45 percent
- Making angry gestures: 33 percent
- Trying to block another vehicle from changing lanes: 24 percent
- Cutting off another vehicle on purpose: 12 percent



Follow the rules of the road

- Maintain adequate following distance
- Use turn signals
- Allow others to merge
- Use your high beams responsibly
- Tap your horn if you must (but no long blasts with accompanying hand gestures)
- Be considerate in parking lots - park in one spot and be careful not to hit cars next to you with your door

**SEA CORTÉS.
COMPARTA LA CARRETERA.**

PARE DE CONducir AGRESIVAMENTE CONDUZCA CON CUIDADO

FDOT

fdotmiamidade.com/drivesafe-md

¿Qué es conducción agresiva?

- Cambio de carril inapropiado
- No ceder derecho al paso
- Sobrepasar incorrectamente
- Seguir muy de cerca
- No atender las señales de tráfico
- Exceso de velocidad



EL EXCESO DE VELOCIDAD es uno de los comportamientos agresivos más comunes

Según la Fundación AAA para la Seguridad del Tránsito, millones de conductores forman parte de los siguientes comportamientos agresivos:

- Conducir muy cerca a otro vehículo: 5%
- Gritar o insultar a otros conductores: 47%
- Sonar el claxon para mostrar molestia/enojo: 45%
- Realizar gestos groseros: 33%
- Impedir que otros vehículos cambien de carril: 24%



Siga la reglas de la carretera

- Mantenga una distancia adecuada con el vehículo de frente
- Sea considerado en los estacionamientos – tenga cuidado de no golpear los vehículos cercanos al abrir la puerta de su automóvil
- Utilice siempre los intermitentes
- Ceda el derecho de paso a otros vehículos
- Use sus luces altas responsablemente
- Toque el claxon si debe hacerlo (pero no insistentemente y sin gestos con las manos)

**AJI BYEN. PATAJE WOUT
LA AK LÒT CHOFÈ.**

SISPANN KONDI MAL

KONDI AK PRIDANS

FDOT

fdotmiamidade.com/drivesafe-md

Sa sa vle di kondi mal?

- Chanje liy mal
- Pa bay lòt machin ki gen dwa pase pase
- Kole dèyè lòt machin
- Double machin kote ou pa dwe double machin
- Pase anba limyè wouj
- Kouri depase limit vitès



**KOURI DEPASE LIMIT
VITÈS sa se abitud
chofè ki kondi mal**

Dapre enfòmasyon ki soti nan Fondasyon AAA pou Pwoteksyon moun sou wout yo, plizyè milyon chofè kondi mal epi gen ladan yo ki fè aksyon sa yo:

- Kole dèyè lòt machin espere: 51 pou san
- Rele sou lòt chofè: 47 pou san
- Klaksonnen paske yo an kòlè: 45 pou san
- Fè move jès ak men yo: 33 pou san
- Anpeche lòt machin chanje liy: 24 pou san
- Fè espere kwaze devan yon lòt machin: 12 pou san



Respekte règ sikilasyon yo

- Kenbe yon bon distans ak machin ki devan w lan
- Sèvi ak siyal lè w ap vire
- Pèmèt lòt chofè antre nan liy yo vle antre a
- Sèvi ak grant limyè w yon fason pou sa pa deranje lòt chofè
- Teke klaksòn nan si ou oblije klaksonnen (men pa kenbe klaksonnen nan epi fè vye jès bay lòt chofè)
- Aji byen lè w nan kote machin estasyonè-estasyonè nan yon sèl espas epi fè atansyon pou w pa frape lòt machin ak pòt machin ou an

Appendix E – Event Photos



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



Miami-Dade Partner Kick-Off Event, March 21



FIU FIT-ISH Health Fair, March 21



Miami Kids Magazine Summer Camp Expo, April 6



Florida Memorial University Event, April 16



FDOT/North Bay Village PD-NE CTST Multi-Agency Enforcement Operation, April 17



CarFit/Safe Mobility Florida Event at FIU, April 24



Upper Eastside Earth & Arbor Day Event, April 27



CarFit Pinecrest Active Life Expo, May 15



Drive Safe/Bike & Motorcycle Safety Event & Press Conference Event, May 16



FDOT/Coral Gables Police Department-SE Community Traffic Safety Team Multi-Agency Enforcement Operation, May 29

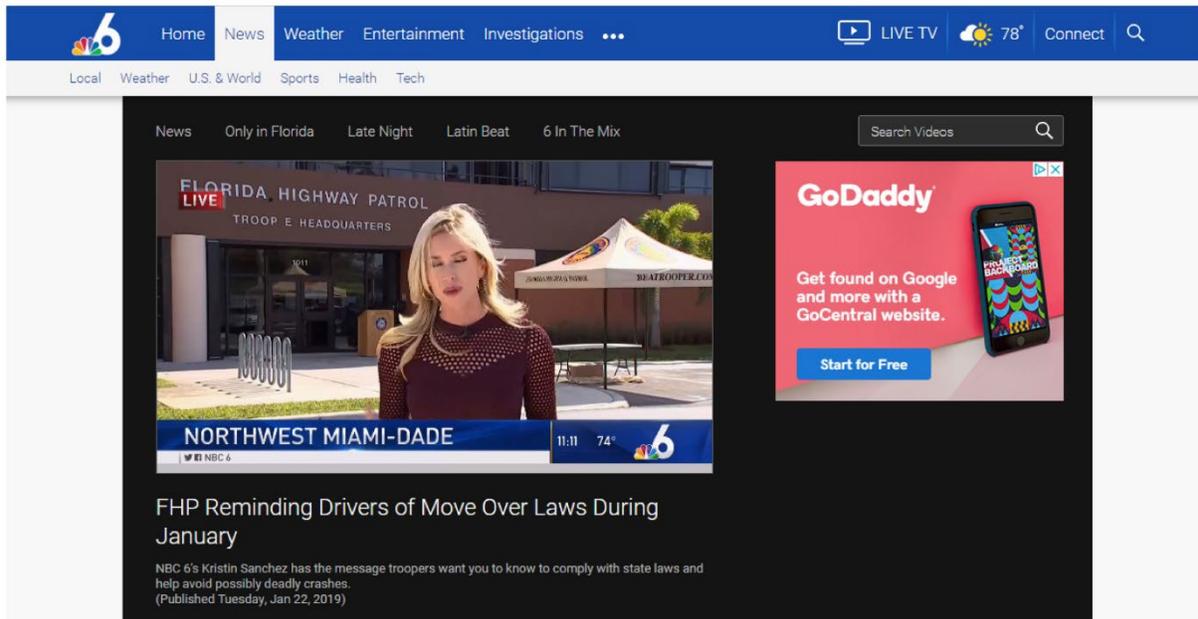


Hurricane Fair at West Kendall Baptist Hospital, May 31



Peterson's Harley Davidson South-Father's Day Event, June 15

Appendix F – Media Coverage



The screenshot shows the NBC 6 website interface. At the top, there is a navigation bar with 'Home', 'News', 'Weather', 'Entertainment', and 'Investigations'. A 'LIVE TV' button and a weather widget showing '78°' are also present. Below the navigation bar, there are category links: 'Local', 'Weather', 'U.S. & World', 'Sports', 'Health', and 'Tech'. The main content area features a video player with a 'Search Videos' search bar. The video is titled 'NORTHWEST MIAMI-DADE' and shows a reporter, Kristin Sanchez, standing in front of the Florida Highway Patrol Troop E Headquarters. The video player includes a 'GoDaddy' advertisement on the right side. Below the video player, the article title is 'FHP Reminding Drivers of Move Over Laws During January'. The article text reads: 'NBC 6's Kristin Sanchez has the message troopers want you to know to comply with state laws and help avoid possibly deadly crashes. (Published Tuesday, Jan 22, 2019)'. The video player also displays the time '11:11' and the temperature '74°'.

Local 10.com NEWS MIAMI-DADE BROWARD SPORTS ENTERTAINMENT LIFESTYLE TRAFFIC

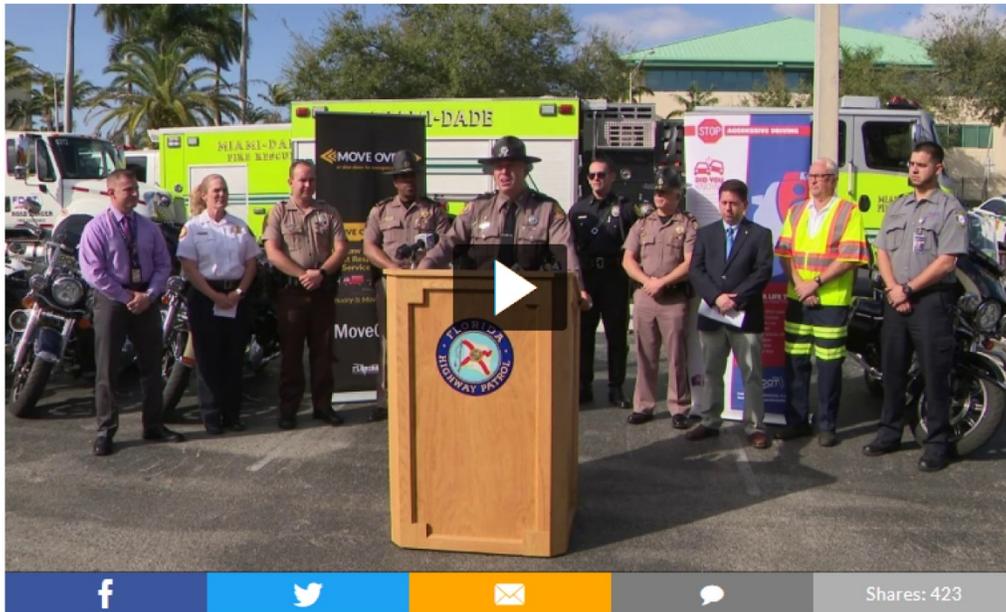
NEWS

Authorities remind drivers of importance of 'Move Over' law

By Samantha Bryant - Reporter

Posted: 12:40 PM, January 22, 2019

Updated: 12:42 PM, January 22, 2019



MIAMI-DADE COUNTY, Fla. - Let's be honest, South Florida. Traffic can be annoying, and some of us get a little aggressive on the roads.

"Aggressive driving is the failure to yield right away, improper lane changing, following too closely, disregarding traffic control and speeding," Carlos Sarmiento, of the Florida Department of Transportation, said.

To raise awareness on the risks of such behavior, FDOT and the Florida Highway Patrol launched their Move Over and Drive Safe statewide campaign for the month of January.

"This law was established not only to protect troopers but everyone who's out there doing what they do, and that is provide assistance," FHP Trooper Joe Sanchez said.

The Move Over Act was enacted in 2002. It states if you are traveling on the highway or the road, and



you see emergency vehicles, first responders, road rangers or any vehicles stopped on the side of the road, you must move over one lane or reduce your speed by 20 mph.

“It’s the law. It’s common sense, common courtesy and, most importantly, it’s a life-saver,” FHP Lt. Alex Camacho said.

Just last month, an officer in South Florida was nearly killed when a car came careening toward him as he was responding to the scene of an accident.

The officer was sent flying from the impact but was able to walk away with minor injuries.

“Sadly, there’s been people who haven’t made it home to their families, and that could’ve been prevented with one simple act. And that is to follow the law -- the ‘Move Over’ law,” Sanchez said.

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The screenshot shows a news website interface. At the top, there is a navigation bar with the 'T51' logo and menu items: Inicio, Noticias, El Tiempo, Entretenimiento, Deportes, Más. On the right, there are options for 'EN VIVO', a weather icon showing 78 degrees, and 'Conócenos'. Below the navigation bar, a section titled 'VIDEOS MÁS VISTOS' features four video thumbnails with titles: 'Muere niño en Miami presuntamente por seguir el reto de Momo', 'Disney lanza tráiler de Toy Story 4', 'Lo acusan de tener relaciones sexuales con una vaca', and 'Balseros llegan a Miami en un precario bote y escapan'. The main article headline is 'Inician campaña para conducir seguro en Florida', with a sub-headline: '“Maneja Seguro” educa a los choferes para minimizar riesgos al conducir agresivo.' The author is 'Por TELEMUNDO 51' and it was published on 'martes 22 de enero de 2019'. Below the text are social media sharing icons for Facebook, Twitter, Messenger, Email, and Print. The main image is a photograph of a press conference. A man in a suit is speaking at a wooden podium with the Florida Highway Patrol logo. Behind him stand several police officers in uniform and a man in a high-visibility vest. In the background, there are emergency vehicles, including a yellow MDRF truck with 'MOVE OVER!' signs and a white ambulance. A blue banner at the bottom of the photo reads 'AUTORIDADES INICIAN CAMPAÑA "MANEJA SEGURO"'. The website footer includes 'WWW.TELEMUNDO51.COM', the 'T51' logo, and the time '12:07' with a temperature of '76°'. A small caption below the photo reads '(Publicado martes 22 de enero de 2019)'.

El Departamento de Transporte del estado y la Patrulla de Carretera de la Florida iniciaron la campaña "Maneja Seguro" (Drive Safe) que se encargará de concientizar a los conductores y mostrar modos adecuados de comportamiento en la vía que permitan prevenir accidentes.

Moverse a un carril más lento en caso de ser necesario no solo abre la vía a la policía y las unidades de emergencia sino que contribuye a cuidar a los oficiales que a diario trabajan poniendo en orden el tráfico de la ciudad y de nuestras autopistas.

La campaña que inició en 2016 pretende educar a los choferes y minimizar los riesgos al conducir de modo agresivo. Tan solo en el 2018 se emitieron 16 700 multas de personas que no se mueven a carriles más lentos o no redujeron la velocidad, dejando pasar a las autoridades.

5/17/2019

Over 13 law enforcement agencies participate in Drive Safe campaign across South Florida – WSVN 7News | Miami News, Weather, Spo...

SHARE

MAY 16, 2019

Over 13 law enforcement agencies participate in Drive Safe campaign across South Florida



Rebecca Vargas

VIRGINIA KEY, FLA. (WSVN) - Drivers who chose to ignore speed readers on Thursday morning could not ignore the ticket they received afterwards.

Several law enforcement agencies worked together to assist with a traffic enforcement operation.

Officers could be seen lined up alongside the Rickenbacker Causeway in Virginia Key, pulling over countless speeding drivers.

"You got to slow down. You're going too fast, and you should be slowing down in this area," said Mathew Torres, who was pulled over for speeding.

The speed traps are part of a larger project called the Drive Safe Campaign, designed to keep the roads of South Florida safe.

"We have over 13 law enforcement agencies patrolling the area, looking for aggressive drivers, those who are not wearing seat belts, those who are following too closely and not obeying the laws, and also for bicyclists. We're stopping them and also educating them to follow the rules of the roadway," said Florida Department of Transportation Campaign Manager Carlos Sarimento.

The Florida Department of Transportation is working alongside the University of Miami and over a dozen police agencies in the campaign.

The goal of the project is to remind drivers and cyclists to follow the rules of the road.

"The self-correctness is key," said University of Miami Police officer Alexandria Martinez.

She said cellphones and the car's radio contribute to drivers not paying attention to their speed.

"They're distracted [with the] radio, phone, and that speed is building up. Before they know it, they're way over the speed limit, so every time they catch themselves and it tells them how fast they're going, you'll see they correct it," said Martinez.

The presence of law enforcement, in addition to the speed readers, has been proven to be deterrents.

Sharing the road with pedestrians and cyclists is a common issue that the annual campaign is bringing awareness to.

"They abide by, more or less, the same rules that a vehicle does. You'll see sometimes they don't do that, and that's why you have accidents, and they get hurt," said Martinez. "We want to create safer roads. It's our responsibility to educate the public."

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More from WSVN.com

<https://wsvn.com/news/local/over-13-law-enforcement-agencies-participate-in-drive-safe-campaign-across-south-florida/>

1/2

5/17/2019 Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos | Tu Ciudad Univision 23 Miami | Univision

PORTADA TV SHOWS FAMOSOS HORÓSCOPOS NOTICIAS INMIGRACIÓN DEPORTES LIGATV MX MÁS

UNIVISION 23 MIAMI



Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos

Las autoridades pretenden erradicar la violencia y mejorar la seguridad en las carreteras de Miami-Dade, pero sobretodo en esta zona donde se presentan varias violaciones a las leyes de tránsito.

[LEER TRANSCRIPCIÓN](#)

UNIVISION
16 May 2019 – 1:19 PM EDT

COMPARTE

ESTÁS VIENDO

Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos
2:29

Alrededor de 500 mil firmas fueron reunidas para exigir que la temporada final de Game

5/17/2019

Aumentan seguridad vial en el sur de Florida - Telemundo 51



Inicio **Noticias** El Tiempo Entretenimiento Deportes Más

EN VIVO



81° Conócenos

VIDEOS MÁS VISTOS



Vacaciones de pesadilla en Disney: terminó en la cárcel



Maduro furioso: su reacción a la suspensión de vuelos



Policía: hispana madre de 3 hijos muere apuñalada por ex



Policía: intenta secuestrar a un niño en un McDonald's

gestación; o es alérgica al denosumab o a cualquiera de los componentes de Prolia®.

Aumentan seguridad vial en el sur de Florida

Tan solo en el 2018, la Florida tuvo más de 500 muertos por accidente en motocicletas.

Por TELEMUNDO 51

Publicado jueves 16 de mayo de 2019



El departamento de transporte de Florida, la Universidad de Miami y 13 agencias para el cumplimiento de la ley se unieron en una campaña para salvar vidas.

"Conduzca con cuidado, conduzca inteligentemente" es una campaña que desde tempranas horas de este jueves en un área cercana a Key Biscayne las autoridades se enfocaran en el cumplimiento de la seguridad al conducir.

Carlos Sarmiento, del Departamento de Transporte de Florida, aseguró "que la conducción agresiva es no ceder el paso, cambiar de carril inapropiadamente, hacer pasos impropios, seguir demasiado de cerca, no atender las señales de tráfico y manejar a exceso de velocidad".

Autoridades del departamento de Transporte de Florida pidieron a conductors estar alertas y evitar distracciones, obedecer señales de tránsito y usar cinturones de seguridad para conducir de forma segura.

"Ahora que Uber tiene bicicletas eléctricas y patinetas en el Downtown de Miami es sumamente necesario que los conductores y todo el que este manejando preste mucha atención a la calle", dijo Javier Correoso, vocero de Uber en Florida.

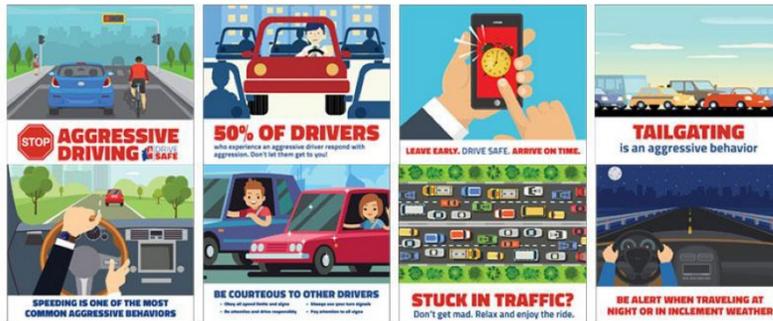
6/27/2019

La violencia al volante se incrementa en nuestras calles. - Doral Family Journal

June 27, 2019 Latest: SAT Exam Adds An Adversity Score.



HOME COMMUNITY NEWS EDUCATION BUSINESS LIFESTYLE ESPAÑOL



La violencia al volante se incrementa en nuestras calles.

June 10, 2019

De cada 10 conductores, 8 han estado relacionados con casos de ira.

Hay agresiones entre conductores alterados que van más allá de los golpes y hasta involucran armas de fuego.

Por: Edda Pujadas

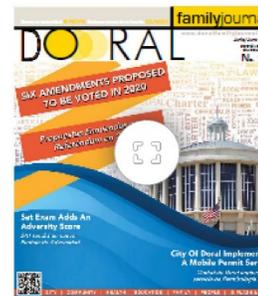
<https://dorafamilyjournal.com/la-violencia-al-volante-se-incrementa-en-nuestras-calles/>

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NEW ISSUE



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Publish

1/5

6/27/2019

La violencia al volante se incrementa en nuestras calles. - Doral Family Journal

DORAL, FL - Tras el lamentable incidente en que el actor mexicano Pablo Lyle golpeó a un hombre de 63 años en medio de un percance automovilístico y la víctima falleciera, el tema de la violencia al volante se ha convertido en un tema de gran preocupación para los conductores y las autoridades de tránsito.

Y no es para menos, pues según la Asociación Americana del Automóvil (AAA), ocho de cada 10 conductores se vieron involucrados en casos de ira en la carretera al menos una vez en lo que va del año. Desafortunadamente, estos casos no sólo cada vez son más comunes, sino que, en algunos casos, involucran hasta armas de fuego.

Según la Administración Nacional de Seguridad del Tráfico en Carreteras (NHTSA, por sus siglas en inglés) cerca de dos tercios de las muertes por accidentes de tráfico en Estados Unidos involucran un episodio de manejo agresivo, seguido de un ataque de ira. De acuerdo a este estudio, alrededor de ocho millones de choferes estadounidenses han protagonizado episodios extremos de furia detrás del volante, incluyendo casos tan alarmantes como chocar intencionalmente a otro vehículo o abandonar el carro para enfrentar violentamente a otro conductor.

Las estadísticas también indican que los conductores masculinos más jóvenes (entre 19 y 39 años de edad) son significativamente más propensos conductas a violentas. Igualmente, la agresión vial es más común en aquellos choferes que han tenido conductas poco seguras detrás del volante como conducir a exceso de velocidad o ir respetar las señales de tránsito.

Signos claros de violencia vial son tocar la corneta agresivamente, trancarles el paso a los otros carros y gesticular obscenidades, a los cuales la gran mayoría de los conductores están acostumbrados y no alarman a nadie, sin embargo, en muchos casos estas conductas pueden ser el inicio de episodios mucho más graves con desenlaces fatales.

RECOMENDACIONES

A pesar de que el tema de la violencia vial se ha ido incrementando progresivamente en los últimos años, el oficial de información pública del Departamento de Policía de Doral, Rey Valdes, explica que este no es un problema nuevo. "Hace más de 30 años yo mismo fui víctima de un incidente de ira cuando un conductor se bajó de su vehículo, abrió mi patrulla y me sacó por la corbata".

"Fue un momento de mucha presión porque temí que me robara el arma. Afortunadamente, pude controlarlo y detenerlo, pero esto es un ejemplo de todo lo que puede suceder a raíz de un ataque de ira en las carreteras. Definitivamente, las consecuencias pueden ser desastrosas e irreversibles.", explica el oficial Valdes.

Explica Valdes que, en nuestra ciudad de Doral, el más reciente caso de ira al conducir fue registrado en febrero de este año, el cual se inició en la 36 calle con 93 Avenida, siendo registrado en video a la altura de la 87 Avenida. "El caso está en manos de la Fiscalía y afortunadamente, hoy contamos con la tecnología del video que nos ayuda a dilucidar estos casos."



NOTICIAS EN ESPAÑOL

↑

La Ciudad de Doral implementó servicio de Permisología Móvil.

📅 June 10, 2019

La violencia al volante se incrementa en nuestras calles.

📅 June 10, 2019

SAT tendrá en cuenta un nuevo Puntaje de

↓

6/27/2019

La violencia al volante se incrementa en nuestras calles. - Doral Family Journal

Para Valdes, como miembro de la policía de Doral, es muy importante que los conductores tomen conciencia de lo importante que es evitar incidentes de violencia en las carreteras. "Geográficamente, nuestra ciudad está en el área metropolitana de Miami, por lo que, diariamente, vienen a trabajar, a estudiar o simplemente pasan por aquí unas 100 mil personas, por lo que mantener la condura al volante es vital."

A finales del mes de marzo de este año, el Departamento de Transporte de la Florida (FDOT, por sus siglas en inglés) inició una campaña de social media, de la cual formamos parte, para educar a los conductores en la importancia de evitar la ira al volante. "Esta campaña se basa en una serie de consejos para evitar conductas violentas, siendo el primero de ellos algo tan sencillo como salir a tiempo, pues la mayoría de estos episodios suceden cuando las personas están muy apuradas."

Generalmente, todo comienza con una infracción de tráfico que hace molestar a otro conductor e inicia la cadena de agresiones visuales y verbales. Conducir muy rápido, salirle el paso y/o trancar a otros vehículos, manejar muy pegado a otro carro, irrespetar las señales de tránsito y tratar de apresurar el paso, son acciones desencadenantes de episodios violentos en las carreteras.

En vista es esto, el primer paso es no incurrir en ninguna de estas acciones, conducir con precaución, respetando las normas y señales de tránsito y ser cortés con los otros conductores. "Ahora, si usted es víctima de otro chofer violento, es recomendable evitar el contacto visual, mantener las manos en el volante, seguir concentrado en la carretera e ignorar los gritos, groserías y gesticulaciones agresivas.", señala el oficial Valdes

"En caso de que el conductor agresivo lo persiga, la recomendación de las autoridades es conducir hasta un sitio público o incluso hasta una estación de policía. Jamás vaya a su casa, trabajo, lugar de estudio o sitios a los que acuda con frecuencia. Si está en una autopista, bájese en la próxima salida, aunque esto implique desviarse de su camino, en ese momento, lo más importante es alejarse de la persona con conducta violenta."

Valdes considera que es de suma importancia que jamás se baje de su vehículo, en ese momento el carro es su refugio y si usted abandona su automóvil para enfrentarse a una persona en actitud violenta, nada bueno puede suceder. Si se siente realmente amenazado, trate de obtener la mayor información posible como marca, modelo, color y chapa del otro carro, pues esto le permitirá hacer una denuncia en caso de que fuese necesario.

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[t Twitter](#)
[G+ Google+](#)
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[Email](#)

← SAT tendrá en cuenta un nuevo Puntaje de Adversidad.

La Ciudad de Doral implementó servicio de Permisología Móvil. →

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305-800-7746

Appendix G – Other Campaign Coverage

THE FloridaVillager



ROADWAY SAFETY TIPS FOR MEMORIAL DAY WEEKEND TRAVELERS



Aggressive Driving Campaign #1001 volume 19.3



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.

[Continue Reading](#)

Put an End to Pollution in Bay Harbor Islands

As we approach hurricane season, residents and visitors must remember to never litter or pollute our Town. Not only is it unsightly, but pollution affects surrounding waterways. Bay Harbor Islands is in the Intracoastal Waterway. All rainfall that runs off rooftops, driveways, streets and lawns flows directly through the storm drains into Biscayne Bay and carries litter and debris into the surrounding waters.

Plastic bags are a particular nuisance and wreak havoc on marine life, creating an environmental eyesore. Be sure to dispose of plastic bags, straws and Styrofoam containers in your regular garbage containers. Recycle plastic and glass bottles, cardboard and newspapers. Never put plastic bags or Styrofoam in the recycle containers.

Substances such as detergents, pesticides, oil, lawn chippings and soil erosion from lawns and construction sites also pollute our waterways. If these substances exist on your property, they will end up in the Bay. The retention of the first inch of rainfall on every property is an attempt to prohibit the washout of these pollutants after rainfall.

You can actively participate in preserving our environment by doing the following:

- Shop wisely, utilizing reusable grocery bags. Buy products labeled biodegradable, non-toxic, non-phosphorous or water-soluble. These products readily decompose and will not pollute surface or ground waters.
- Store products carefully. Keep toxic products in original containers, closed and clearly marked, since spillage can easily occur.
- Keep irrigation water on the lawn. Divert irrigation heads away from paved areas.
- Compost grass and shrub clippings. Use mulch for fertilizer and do not blow lawn clippings onto the roadways.



- Do not drain used motor oil, paints, mineral spirits, weed killers and pool chemicals into storm drains. A free disposal option is available for non-commercial residents. Items up to 50 pounds may be dropped off at the Home Chemical Center at 8801 NW 58th Street, Doral, FL 33178. Hours of service are 9 a.m. to 5 p.m. Wednesday through Sunday.
- Dispose of litter in the designated containers and keep lids closed.

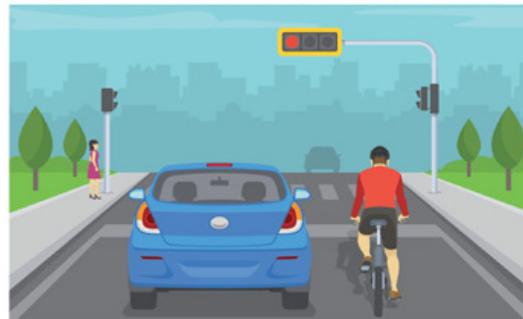
There are tremendous marine resources in our surrounding waters, as many of you can attest to by the regular dolphin and stingray sightings and the schools of fish one sees while out on the water of the Bay. Pollutants can harm fish, foul drinking water and make our beaches unsafe and unpleasant so let's protect this valuable resource. **Remember - Only Rain Down the Drain!**

Let's work together to keep our Islands beautiful, our recreational waters in pristine condition and our marine life healthy!



Aggressive Driving Campaign eblast volume 19.2

BE COURTEOUS. SHARE THE ROAD.



TRAFFIC CONGESTION is one of the most frequently mentioned contributing factors to aggressive driving. Drivers may respond by using aggressive driving behaviors, including speeding, changing lanes frequently or becoming angry at anyone who they believe impedes their progress.



HAWK Safety Project along North Roosevelt Boulevard in Key West

Safety Improvement Project State Road (SR) 5/North Roosevelt Boulevard Pedestrian High-intensity Activated Crosswalks (HAWKs) and Street Lighting

Project Start: February 2018

Estimated Projected Completion: **August 2019**

PLANNED CONSTRUCTION ACTIVITY: Lane closures to continue for one week.

LANE CLOSURES: The Contractor will continue conducting daytime lane closures southbound on North Roosevelt between 9 a.m. and 4 p.m. to accommodate drilling work. Traffic will be maintained by traffic control devices such as cones and barrels while this work is being completed. We ask that the public plan accordingly and exercise patience as traffic congestion may be encountered on the inbound lanes of North Roosevelt Boulevard. This schedule may change due to bad weather or unexpected conditions.

Work Continues on Old Seven Mile Bridge in Marathon

Bridge Repair/Rehabilitation Project: 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: **November 2021**

PLANNED CONSTRUCTION ACTIVITY: The Contractor will continue performing steel repair work under the bridge this week.



STUCK IN TRAFFIC?

Don't get mad. Relax and enjoy the ride.



fdotmiamidade.com/drivesafe-md





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

fdotmiamidade.com/alerttodayflorida

ALERT TODAY
FDOT
ALIVE TOMORROW

City of Doral
Like This Page · 2 hrs · 🌐

No matter how you're getting around, PAY ATTENTION and OBEY THE RULES! FDOT South - Miami Area

👍 3 2 Shares

👍 Like 💬 Comment ➦ Share

Write a comment...



STUCK IN TRAFFIC?
Don't get mad. Relax and enjoy the ride.

FDOT **STOP AGGRESSIVE DRIVING** **DRIVE SAFE**

City of Doral
Like This Page · May 10 · 🌐

"Road rage" makes your commute stressful and can result in acts of violence. It's not worth it! Just relax and enjoy the ride. FDOT South - Miami Area

👍 5

👍 Like 💬 Comment ➦ Share

Write a comment...

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

ALERT TODAY
FDOT
SAFE TOMORROW

City of Doral @Cityofdoral · 3h
fdoiml No matter how you're getting around, PAY ATTENTION and OBEY THE RULES!
@MyFDOT_Miami

LEAVE EARLY. DRIVE SAFE. ARRIVE ON TIME.

Doral Police Dept. @DoralPolice · Apr 8
Leaving early gives you a few extra minutes so you won't have to speed, tailgate, and drive erratically. Traffic is already complicated. Aggressive driving will only make it worse.
#doralpolice #doralpd @MyFDOT_Miami
fdotmiami.com/mydrive/mia

City of Doral @Cityofdoral

Aggressive driving -- Are you part of the problem or of the solution?
@MyFDOT_Miami #DriveSafe

STOP AGGRESSIVE DRIVING DRIVE SAFE

What is aggressive driving?

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

SPEEDING is one of the most common aggressive behaviors

According to AAA Foundation for Traffic Safety, millions of drivers engaged in the following aggressive behaviors including:

- Purposely tailgating: 51 percent
- Tailing at another driver: 47 percent
- Heaving to show annoyance/rage: 30 percent
- Making angry gestures: 23 percent
- Trying to block another vehicle from changing lanes: 21 percent
- Cutting off another vehicle on purpose: 12 percent

Follow the rules of the road

- Maintain adequate following distance
- Use turn signals
- Allow others to merge
- Use your high beams responsibly
- Tap your horn if you must, but no long blasts with accompanying hand gestures!
- Be considerate in parking lots - park in one spot and be careful not to hit cars next to you with your door.

3:20 PM - 3 Apr 2019

1 Like



City of Homestead Government
@CityofHomestead

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Most Relevant is selected, so some comments may have been filtered out.



City of Homestead Government

May 21 at 12:32 PM · 🌐

...

Join the City of Homestead, Homestead Police Department, and FDOT in the pledge to stop aggressive driving by following the rules of the road. Maintain adequate following distance, use turn signals, allow others to merge, and use your high beams responsibly. Learn more at fdotmiamidade.com/drivesafe-md.





👍❤️ 12
1 Share

👍 Like
💬 Comment
🔗 Share



City of Homestead Government

May 15 · 🌐

...

Summer's starting, so that means rain! Be sure to remain alert when traveling through inclement weather and at night. Learn more about FDOT's Drive Safe campaign at fdotmiamidade.com/drivesafe-md.





👍❤️ 4
2 Shares

👍 Like
💬 Comment
🔗 Share

2019 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



THIS MEMORIAL DAY,
allow extra travel time. It is more important
to arrive safely.



2019 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Village of Palmetto Bay
May 20 at 3:50 PM

If you plan on travelling during the upcoming Memorial Day weekend, please be mindful of these highway safety tips from the Florida Department of Transportation.

AGGRESSIVE DRIVING

MEMORIAL DAY WEEKEND TRAVEL SAFETY TIPS

DRIVE SAFE

BE COURTEOUS TO OTHER DRIVERS

- Obey all speed limits and
- Be attentive and drive responsibly
- Always use your turn signals
- Pay attention to all signs

DRIVE SAFE

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



Comment icons

Village of Pinecrest @pinecrestfl · Apr 30
#DriveSafe Pinecrest!

FDOT District 6 @MyFDOT_Miami
#DriveSafe

Retweet and Like icons



Like Follow Share ...

MDX
SAFE. CONVENIENT. RELIABLE.

The Miami-Dade Expressway Authority
@MDXway

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The Miami-Dade Expressway Authority
May 21 at 2:08 PM

Being a good driver means being aware of your surroundings.

FOLLOW THE RULES OF THE ROAD:

- Maintain adequate following distance
- Allow others to merge
- Use turn signals
- Use your high beams responsibly

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE

6 likes 1 Comment 1 Share

Like Comment Share

MDX

Miami-Dade Xpressway @MDXway · May 13

Headlights on during the rain and hazards off, its the law. #mdxsafety

BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE

4 likes

Miami-Dade Xpressway @MDXway · Apr 15
Be courteous to other drivers and avoid aggressive maneuvers on the roadway.
#MDXsafety

TAILGATING
is an aggressive behavior

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE

1

Nicklaus Children's @Nicklaus4Kids · Mar 27
Speeding is one of the most prevalent aggressive driving behaviors. Keep everyone on the road safe by following the rules of the road. @MyFDOT_Miami
Learn more at: [youtube.com/watch?v=f2Myya...](https://www.youtube.com/watch?v=f2Myya...)

SHARE THE ROAD.

iving is the combination of two or n
pins:
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o closely
; traffic control

With AGGRESSIVE

SPEEDING is one of t
common aggressive b

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responsibility

- Tap your horn if y
with accompanyit
- Be considerate in
and be careful in
your drive

STOP AGGRESSIVE DRIVING

re information about the Drive Safe Cam
se visit fdotmiamidade.com/drivesafe-

1 3



Write a comment...

Lexus of West Kendall
May 27 at 11:15 AM · 🌐

#Drivesafe Miami!



THIS MEMORIAL DAY,
allow extra travel time. It is more important
to arrive safely.

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE

Lexus of West Kendall @LexusWestKendal · May 7

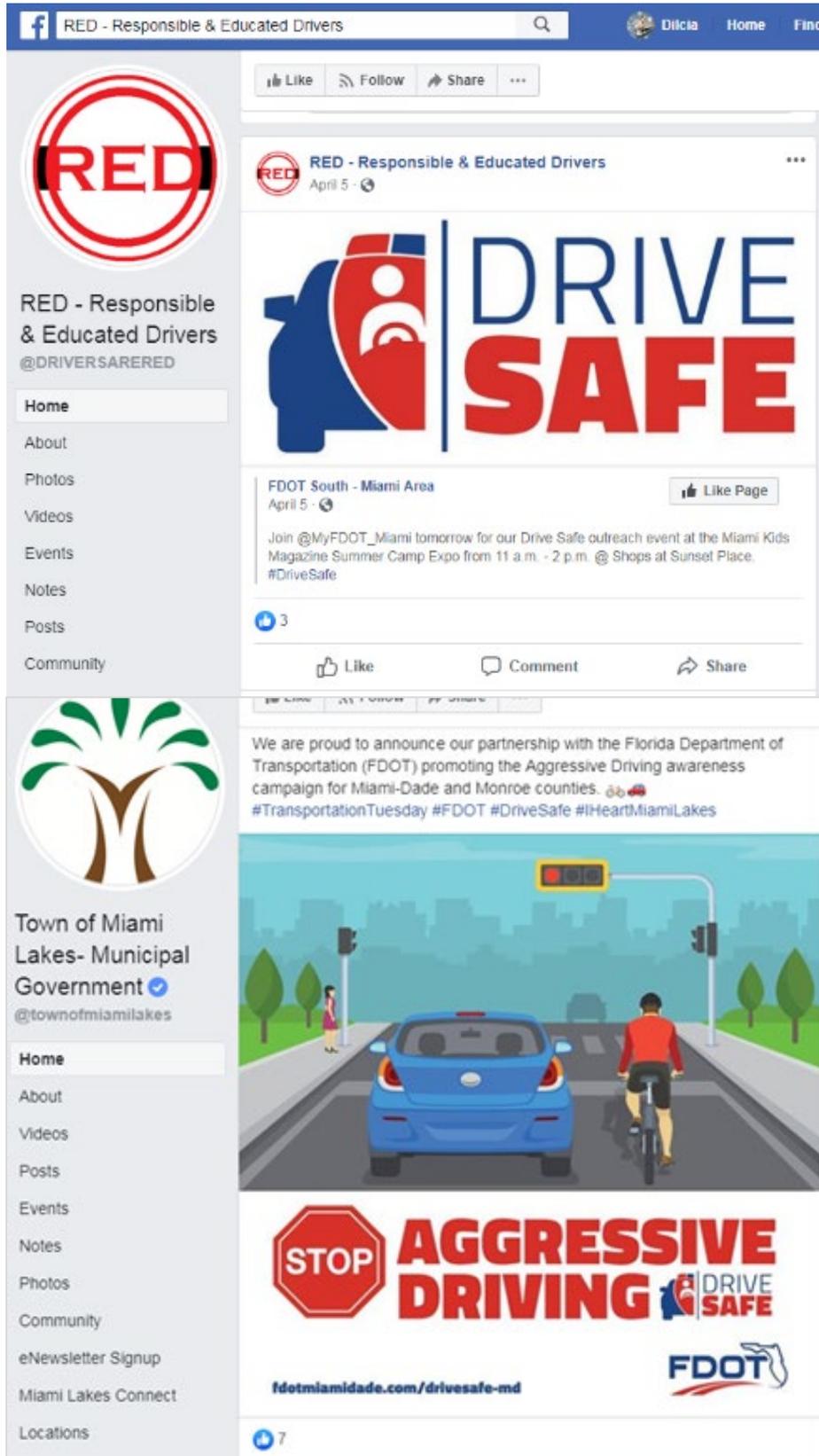
#Drivesafe Miami!



STUCK IN TRAFFIC?
Don't get mad. Relax and enjoy the ride.

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE



The screenshot shows two Facebook posts. The top post is from the page 'RED - Responsible & Educated Drivers' (@DRIVERSARERED), dated April 5. It features a large graphic with a stylized car and driver icon and the text 'DRIVE SAFE'. Below the graphic is a text post from 'FDOT South - Miami Area' dated April 5, announcing a Drive Safe outreach event at the Miami Kids Magazine Summer Camp Expo from 11 a.m. to 2 p.m. at Shops at Sunset Place. The post has 3 likes and options to Like, Comment, and Share.

The bottom post is from the page 'Town of Miami Lakes- Municipal Government' (@townofmiamilakes). It features a graphic with a blue car and a cyclist on a road, with a red octagonal 'STOP' sign overlaid on the car. The text reads 'AGGRESSIVE DRIVING' and 'DRIVE SAFE'. Below the graphic is the URL 'fdotmiamidade.com/drivesafe-md' and the FDOT logo. The post has 7 likes and options to Like, Comment, and Share.



City of Miami Fire Rescue Dept
@CityofMiamiFireRescueDept

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Like Follow Share
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Fire 🙏
Your Chaplain
Like · Reply · 8w

City of Miami Fire Rescue Dept
March 22 · 🌐

<http://www.fdotsafetyresources.com/.../ebla.../eblast1AD2019.pdf>

...

Aggressive Driving Campaign eblast volume 15.1

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

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

SPEEDING is one of the most common aggressive behaviors

Follow the rules of the road

- Maintain adequate following distance
- Use turn signals
- Allow others to merge
- Use your high beams responsibly

- Tap your horn if you must (but no long blasts with accompanying hand gestures)
- Be considerate in parking lots - park in one spot and be careful not to hit cars next to you with your door

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

Miami-Dade Police Department ✓
@miamidadepd

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Like · Reply · 3w
...

Most Relevant is selected, so some comments may have been filtered out.

Miami-Dade Police Department
May 26 at 12:00 PM · 🌐

Traveling for Memorial Day? Follow the rules of the road, be courteous and avoid aggressive behaviors.

...

THIS MEMORIAL DAY,
allow extra travel time. It is more important to arrive safely.

fdotmiamidade.com/drivesafe-md

👍❤️ 50
2 Comments 9 Shares



Dori Saves Lives ✓
@dorisaveslives

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Like Follow Share ...

April 22 · 🌐

Day 22/30 of #DistractedDrivingAwarenessMonth #DDAM

In Florida, bicyclists and motorcycle riders have the same rights as cars do on the road and are all considered vehicles. Driving any vehicle is a responsibility. So please, be responsible and do the right thing.

#ShareTheRoad #JustDrive #SaveLives #ItCanWait



Aggressive Driving Campaign eblast volume 19.2

BE COURTEOUS. SHARE THE ROAD.



TRAFFIC CONGESTION is one of the most frequently mentioned contributing factors to aggressive driving. Drivers may respond by using aggressive driving behaviors, including speeding, changing lanes frequently or becoming angry at anyone who they believe impedes their progress.

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

#DriveSafe 2019 Campaign

MDFR @MiamiDadeFire · Yesterday

MDFR participated in FDOT's #DriveSafe 2019 campaign to encourage safe driving amongst South Florida drivers.

Like Tweet



PARE DE CONducIR AGRESIVAMENTE CONDUZCA CON CUIDADO



LEAVE EARLY. DRIVE SAFE. ARRIVE ON TIME.



MDFR @MiamiDadeFire · Apr 10

Stop aggressive driving. If you have some place to be, leave early to arrive on time. #DriveSafe



CONducIR MUY CERA A OTRO VEHICULO es un comportamiento agresivo



MDFR @MiamiDadeFire · Apr 18

¿Sabía que el 51% de los conductores deliberadamente maneja siguiendo muy cerca a otros vehículos? Pare de conducir agresivamente. Mantenga una distancia prudente frente a otro vehículo en movimiento y permita que otros vehículos cambien de carril. #DriveSafe #ConduzcaConCuidado



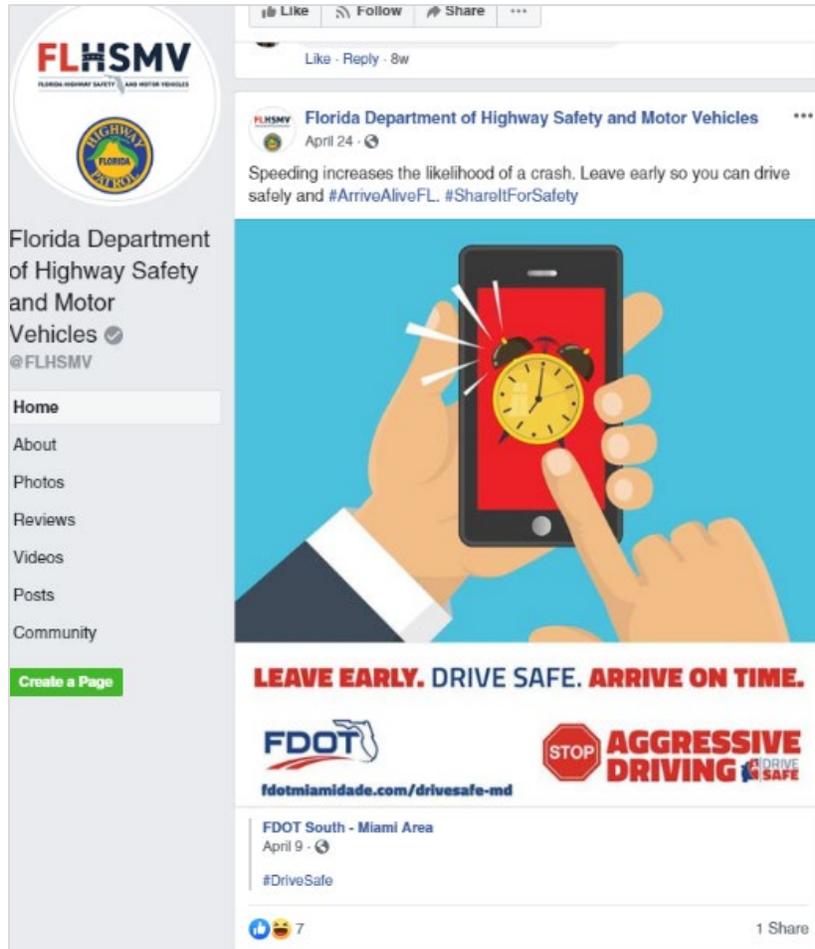
SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS



fdotmiamidade.com/drivesafe-md

MDFR @MiamiDadeFire · Apr 22

Stop aggressive driving - Don't speed. Maintain adequate following distance, use turn signals and allow others to merge. #DriveSafe



Like · Reply · 8w

FLHSMV Florida Department of Highway Safety and Motor Vehicles April 24 · 🌐

Speeding increases the likelihood of a crash. Leave early so you can drive safely and #ArriveAliveFL. #ShareItForSafety

LEAVE EARLY. DRIVE SAFE. ARRIVE ON TIME.

FDOT **STOP AGGRESSIVE DRIVING** **DRIVE SAFE**

fdotmiamidade.com/drivesafe-md

FDOT South - Miami Area
April 9 · 🌐

#DriveSafe

👍 😄 7 1 Share