

AGGRESSIVE DRIVING AWARENESS CAMPAIGN

2020 Mini-Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six

1000 NW 111 Avenue

Miami, Florida 33172

October 2020

Project Manager:

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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 Mini-Campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, from August to September 2020. 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

This mini-campaign was developed during the COVID-19 pandemic and aimed to continue developing the brand, strengthen the foundation of partners, and to garner community support to maximize communications resources and help spread the safety messages. Even though Miami-Dade and Monroe counties were impacted by COVID-19, FDOT continued to provide safety information to pedestrians, motorists and bicyclists, but on a smaller scale than in past years.

Because the risks associated with aggressive driving are applicable to all drivers, this campaign targeted drivers of all ages. As a result, the team utilized existing partnerships with local municipalities, organizations and academic institutions in order to reach the audience effectively through virtual events, multi-agency enforcement operations and the distribution of collateral materials including 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. COVID-19 resulted in changing traffic patterns in these areas. After reports from local police departments, we determined that even during the pandemic, aggressive driving, specifically speeding, was prevalent. 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 Communications Office. The consulting firm that facilitated the 2020 campaign was Media Relations Group, LLC. Additionally, consulting firm Graph Code was used as a resource for the partner resources website.

2.0 Campaign Goals

The campaign’s main goal was to increase awareness regarding the dangers of aggressive driving by providing effective outreach materials to inform the public of laws and statistics. However, due to COVID-19 this year, the campaign had many restrictions and was delivered on a much smaller scale. Face-to-face events educational outreach were not permitted. The team was given the following scope of work to achieve these goals:

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

2.1 2020 Mini-Campaign Results

	2020
Campaign Partners	59
Outreach Events	3
Multi-Agency Enforcement Operations	2
Overall Campaign Impressions*	6.5 million*

**Using data from partner surveys, an estimated 6,457,998 people were reached during the 2020 mini-campaign. Number of impressions reported by partners as of October 26, 2020; shortened all-digital campaign compared to previous years.*

3.0 Partnership Development

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

- Promoting the campaign message within their organizations virtually
- Using internal and external communication methods to disseminate “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
- Providing educational and promotional items to distribute at limited local back-to-school and community events following local COVID-19 safety guidelines
- Partnership with local agencies and police departments to perform enforcement details

3.1 Strategy and Approach

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

A website with campaign resources (fdotsafetyresources.com) was updated for the partners' use and provided collateral materials that highlighted the campaign's look and messaging.

3.2 Campaign Partners

The partners' logos were included in customized social media messages upon request. The following is a list of partners that joined the 2020 Aggressive Driving Awareness Mini-Campaign.

- AA Auto Traffic School & Class "E" Testing Center
- Bay Harbor Islands Police Department
- City of Aventura Police Department
- City of Coral Gables
- Coral Gables Police Department
- City of Coral Gables Fire Department
- City of Hialeah Gardens Police Department
- City of Islamorada, Village of Islands
- City of Key West
- City of Marathon
- City of Miami
- City of Miami Model City NET Office
- City of Miami Police Department
- City of Miami Beach Police Department
- City of Miami Springs
- City of Miami Springs Police Department
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- Community Traffic Safety Teams (CTST)
- FDOT District Six
- FDOT District One
- Florida Department of Health - Monroe
- Florida International University Police Department
- Florida's Turnpike Enterprise
- Kendall Christian School
- Kiddos Magazine
- Miami Dade College Eduardo J. Padron Campus
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County Public Schools
- Miami-Dade County Department of Transportation and Public Works – Transit
- Miami-Dade Expressway Authority
- Miami-Dade Fire & Rescue
- Miami-Dade Police Department - Intracoastal District
- Miami-Dade Transportation Planning Organization (TPO)
- Miccosukee Police Department
- Monroe County
- Monroe County School District
- Monroe County Sheriff's Office
- North Bay Village Police
- Pinecrest Bakery
- PortMiami

- SADD - Students Against Destructive Decisions/ Florida Teen Safe Driving Coalition
- South Florida Commuter Services (SFCS)
- State Farm
- The Florida Police Chiefs Association, FPCA
- Town of Cutler Bay
- Town of Medley Police Department
- Town of Miami Lakes
- University of Miami
- University of Miami WalkSafe/BikeSafe Programs
- Village of Pinecrest
- Village of Pinecrest Police Department
- West Kendall Baptist Hospital
- West Kendall Toyota/Bean Auto Group

4.0 Campaign Events

4.1 Outreach Events

The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share the message virtually. Events included:

- Kiddos Magazine Drive-Thru Back to School & 7th Anniversary event
- Miami-Dade College Medical Campus Tip Cards Distribution
- AA Auto Traffic School Tip card Distribution

4.2 Multi-Agency Enforcement Operations

Two multi-agency enforcement operations took place during the campaign, and Drive Safe campaign materials were distributed at both. 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.

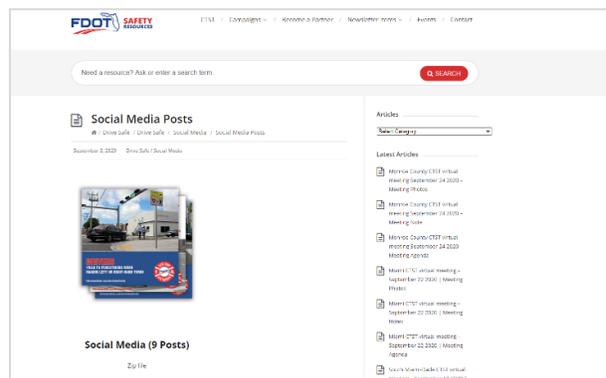
Date	Location
9/8/20	Surfside Police Department/NE CTST
9/9/20	Sunny Isles Beach Police Department/NE CTST

5.0 Campaign Messaging

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

5.1 Social Media

An online presence was the driving force of this campaign. Through social media, we were able to reach the 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.

5.2 Public Service Announcement (PSA)

During the 2016 campaign, the team developed a 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 by partners for the 2020 mini-campaign on social media, websites and in businesses.

5.3 Eblasts

During 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, videos, statistics and other relevant content for the campaign. Please see the appendix for images of the eblasts.

5.4 Tip Cards

Multilingual tip cards were available to the partners in print and online. The cards were double-sided and featured statistics and tips for driving safely. Please see the appendix for images of the three tip cards.

6.0 Campaign Feedback

"Great information to educate the community."

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

"Excellent campaign."

-- Florida International University Police Department

"We love providing our students with all the new FDOT updates."

-- Miami Dade College Eduardo J. Padron Campus

"I appreciate all that FDOT are doing to keep our beautiful state safe."

-- Miami Shores Village Police Department

"Great campaign and infographics."

-- Miami-Dade Fire & Rescue

"We love participating in this campaign! Thank you for including us."

--Miami-Dade Police Department

"We thank the entire FDOT team for always supporting our partnership! Thank you for always co-branding our campaigns!"

--Town of Miami Lakes

Appendix A – Email Blasts



AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 20.1



SAFETY TIPS



BE ALERT

Expect anything to occur when entering a work zone



DON'T TAILGATE

Unexpected stops frequently occur in work zones



DON'T SPEED

Note the posted work zone speed limits



DON'T CHANGE LANES

Any time saved just isn't worth the risk



MINIMIZE DISTRACTIONS

Avoid changing radio stations and using cell phones



EXPECT THE UNEXPECTED

Keep an eye out for workers and equipment

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

MOVE EARLY INTO **OPEN LANES** DURING **WORK ZONE TRAFFIC SHIFTS**



**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





AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 20.2

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



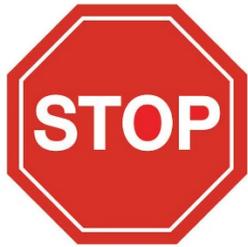
SPEEDING is one of the most common aggressive behaviors

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



AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 20.3

BE COURTEOUS. SHARE THE ROAD.



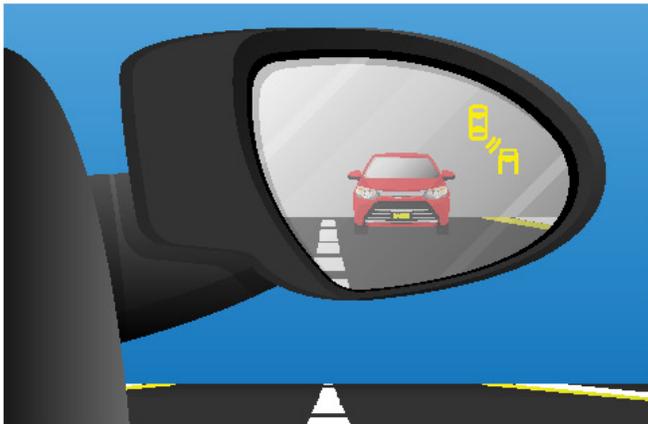
FOLLOWING TOO CLOSELY

is an aggressive behavior

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



FOLLOW THE RULES OF THE ROAD:



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





SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 20.4



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



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



PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

For more information about the District Six Alert Today, Alive Tomorrow Campaign,
please visit fdotmiamidade.com/alerttodayflorida



AVOID DISTRACTIONS.



Yield to pedestrians when turning.



Use the sidewalk and crosswalks.



Ride with the flow.

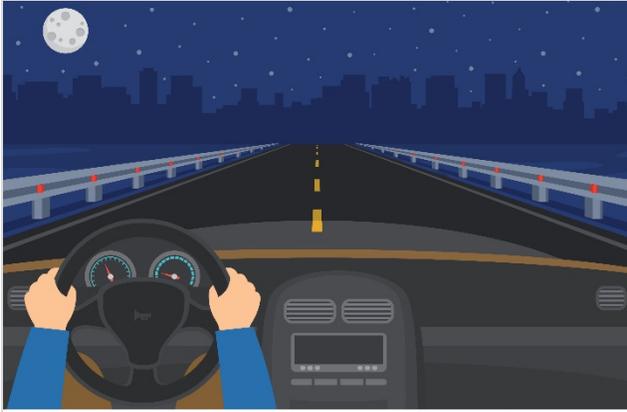
IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.



SAFETY DOESN'T HAPPEN BY ACCIDENT

Click on the video to view the FDOT District Six official campaign PSA

Appendix B – Social Media Images



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER



fdotmiamidade.com/drivesafe-md



BE PATIENT IN ROAD CONSTRUCTION ZONES.



CONSTRUCTION ZONES AREN'T THERE TO PERSONALLY INCONVENIENCE YOU. THEY'RE NECESSARY TO IMPROVE THE ROADS FOR EVERYONE.



fdotmiamidade.com/drivesafe-md



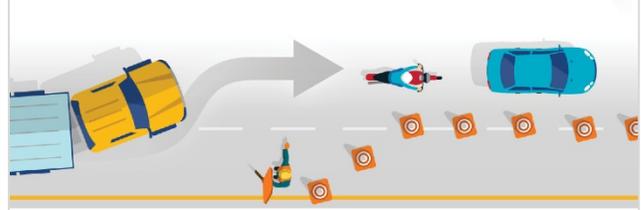
SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS



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SAFETY TIP



MOVE EARLY INTO OPEN LANES DURING WORK ZONE TRAFFIC SHIFTS



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PROTECT WORKERS

GIVE WORKERS **EXTRA ROOM**
SLOW DOWN AS YOU APPROACH WORKERS
BE PREPARED TO STOP

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

fdotmiamidade.com/alerttodayflorida

PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

fdotmiamidade.com/alerttodayflorida

AVOID DISTRACTIONS.



Yield to pedestrians when turning.



Use the sidewalk and crosswalks.



Ride with the flow.

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



fdotmiamidade.com/alerttodayflorida

Appendix C – 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:

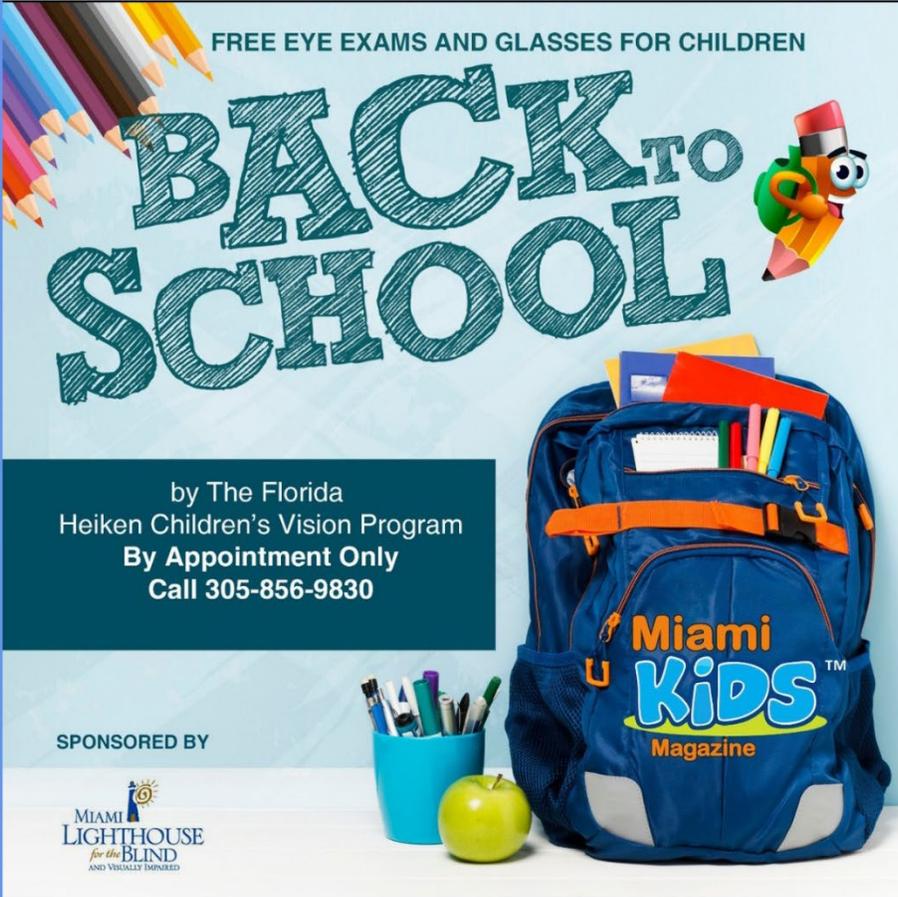
- Kole dèyè lòt machin espres: 51 pou san
- Rele sou lòt chofè: 47 pou san
- Klaksonnen paske yo an kòlè: 45 pou san
- Fè move jès ak men yo: 33 pou san
- Anpeche lòt machin chanje liy: 24 pou san
- Fè espres kwaze devan yon lòt machin: 12 pou san



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 D – Other Campaign Coverage



The advertisement features the Miami Kids Magazine logo at the top. The main headline reads "FREE EYE EXAMS AND GLASSES FOR CHILDREN" above the large, hand-drawn text "BACK TO SCHOOL". A cartoon pencil character is positioned to the right of the text. Below the headline, a dark teal box contains the text: "by The Florida Heiken Children's Vision Program By Appointment Only Call 305-856-9830". At the bottom left, it says "SPONSORED BY" followed by the Miami Lighthouse for the Blind and Visually Impaired logo. The bottom right shows a blue backpack with the Miami Kids Magazine logo, a pencil cup, and an apple.

Miami Kids Magazine and Miami Lighthouse for the Blind will provide free eye exams and glasses after prescription in preparation for Back to School.

Miami Kids knows how difficult it can be to schedule a doctor's appointment especially during these times of uncertainty, and where many in our community have lost their jobs either temporarily or permanently. Check out the details to a free eye exam below:

Florida Department of Transportation

June-November is considered to be Miami's Hurricane season. Recently we have been experiencing heavy rain, especially in the nighttime. Heavy rain can be detrimental while driving during the night because it can blind your eye of vision, and the road may cause your tires to lose traction. The **Florida Department of Transportation** asks all of you to stay safe during this time!



**BE ALERT WHEN TRAVELING AT
NIGHT OR IN INCLEMENT WEATHER**



dotfloridamiami.com/drivesafe-md



[Click here for more information!](#)



FREE Printables at

www.MiamiKidsMagazine.com

Are you looking for educational pages for the kids? Luckily, Miami Kids Magazine has released their new set of printables that the kids will LOVE! The printables will include various educational items that can help our kids with basic school lessons! Watch out for new printables on every edition.

[Click here to print your FREE printables!](#)

Don't Miss Miami Kids Magazine on Telemundo!

On **Monday, August 24**, MKM will be informing Telemundo 51 and its audience about the importance of virtual safety, especially with our kids beginning the upcoming school year with remote learning! The feature will be airing at 12PM and will repeat at 5PM. We hope to you tune in!



[View this email in your browser](#)

South Florida Commuter Services August 2020 Newsletter



Let's Ride!

A monthly Transportation Demand Management (TDM) update for partners, stakeholders and everyone else committed to growing our community of carpoolers, vanpoolers and mass transit riders.



2020 Florida Commuter Transportation Virtual Summit

CTST Campaign



**BE ALERT WHEN TRAVELING AT
NIGHT OR IN INCLEMENT WEATHER**



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SFCS partners with FDOT's Community Traffic Safety Team (CTST) and is helping to promote their "Drive Safe" aggressive driving campaign to provide awareness and promote safe travel behaviors to South Floridians.

Recent studies show that traffic patterns have changed drastically as a result of the COVID-19 pandemic, and South Florida, specifically, is experiencing significant decreases in regional vehicle miles traveled (VMT) as compared to the records of previous years. This evident decrease in vehicles utilizing our commute corridors creates opportunity for construction and roadway project timelines to be expedited. Unfortunately, this ease of traffic also creates



Pinecrest Bakery TV Monitors Display PSA



BE PATIENT IN ROAD CONSTRUCTION ZONES.



CONSTRUCTION ZONES AREN'T THERE TO PERSONALLY INCONVENIENCE YOU. THEY'RE NECESSARY TO IMPROVE THE ROADS FOR EVERYONE.

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING 

Learn more [here](#)

Miami-Dade TPO & Transportation Partners'

Weekly e-Newsletter

SMART Mobility Today & Tomorrow

Moving the Transportation Planning Process Forward in the Virtual Environment

SMART Plan Beach-Northeast Land Use Scenario & Visioning Planning Report

Drive Safe Campaign: Aggressive Driving

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

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,

Learn more [here](#)

Miami-Dade TPO & Transportation Partners'

Weekly e-Newsletter

SMART Mobility Today & Tomorrow



Aggressive Driving Campaign #1000-1010-20-1



WORK ZONE SAFETY TIPS

- BE ALERT**
Expect anything to occur when entering a work zone
- DON'T TAILGATE**
Unexpected stops frequently occur in work zones
- DON'T SPEED**
Note the posted work zone speed limits
- DON'T CHANGE LANES**
Any time saved just isn't worth the risk
- MINIMIZE DISTRACTIONS**
Avoid changing radio stations and using cell phones
- EXPECT THE UNEXPECTED**
Keep an eye out for workers and equipment



MOVE EARLY INTO OPEN LANES DURING WORK ZONE TRAFFIC SHIFTS



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



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

Learn more [here](#)

New Screening Technology

Security screening at Miami International Airport in the post-COVID-19 era just got easier, thanks to the installation of seven state-of-the-art computed tomography (CT) scanners at six Transportation Security Administration (TSA) checkpoints. Passengers traveling through a lane with a CT scanner will now be permitted to leave laptops and other electronic devices in their carry-on bags.

Learn more [here](#)

2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT





AAAUTO Driving School & Class "E" Driver Testing Center
@AAAutotrafficschool

- Home
- Services
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- Community
- Join My List

Create a Page

Like Follow Share ...
Send Message

Posts



AA AUTO Driving School & Class "E" Driver Testing Center

September 2 · 🌐



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

fdotmiamidade.com/alerttodayflorida

Like
Comment
Share

About See All



7305 W Flagler St
Miami, FL 33144

Get Directions

(305) 476-0101

Send Message

www.aaautotraffic.com

Driving School · Traffic School · School

Price Range \$\$

Hours 9:00 AM - 6:00 PM
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Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 27, 2014

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Best Driving School Mi...

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AAAUTO Driving School & Class "E" Driver Testing Center
@AAAutotrafficschool

- Home
- Services
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- About
- Community
- Join My List

Create a Page

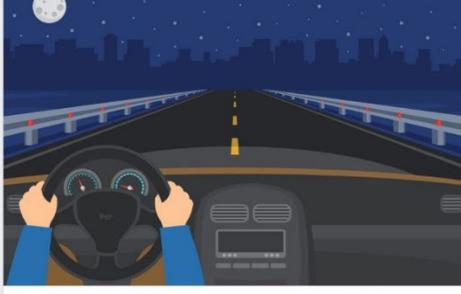
Like Follow Share ...
Send Message

Posts



AA AUTO Driving School & Class "E" Driver Testing Center

August 21 · 🌐



**BE ALERT WHEN TRAVELING AT
NIGHT OR IN INCLEMENT WEATHER**

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

fdotmiamidade.com/drivesafe-md

Like
Comment
Share

Our Story

AA Auto Traffic School & Class E Driver Testing Center in Miami, Florida, offers reliable learners p...

[See More](#)

Community See All

Invite your friends to like this Page

344 people like this

346 people follow this

196 check-ins

About See All



7305 W Flagler St
Miami, FL 33144

Get Directions

(305) 476-0101



twitter.com/CityofMiami/status/1293916742343778309/photo/1

BE PATIENT IN ROAD CONSTRUCTION ZONES.

CONSTRUCTION ZONES AREN'T THERE TO PERSONALLY INCONVENIENCE YOU. THEY'RE NECESSARY TO IMPROVE THE ROADS FOR EVERYONE.

fdotmiamidade.com/drivesafe-md

City of Miami @CityofMiami

When driving through a construction zone, please be patient. There may be traffic or road closures, however please remember they're necessary to improve the roads for everyone. #DriveSafe

10:26 AM · Aug 13, 2020 · Twitter Media Studio

3 Retweets 3 Likes

Miami Police Department
@MiamiPoliceDepartment

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Miami Police Department August 25 ·

Stop aggressive driving and prevent accidents by moving early into open lanes during work zone traffic shifts.

MOVE EARLY INTO OPEN LANES DURING WORK ZONE TRAFFIC SHIFTS

fdotmiamidade.com/drivesafe-md

32 2 Comments 4 Shares

Send Message

3.3 out of 5 - Based on the opinion of 219 people

Community See All

- Invite your friends to like this Page
- 112,020 people like this
- 122,935 people follow this
- Jany Garcia and 4 other friends like this or have checked in
- 6,551 check-ins

About See All

400 NW 2nd Ave
Miami, FL 33128
Get Directions

(305) 579-6111

Send Message

www.miami-police.org

Police Station · Government Organization · Public Service

Hours
Always Open

Suggest Edits

2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Twitter interface showing a tweet from City of MiamiSprings. The tweet includes a graphic with the text: "All CDC guidelines and suggested protocols will be followed" and "students required to have: \$80/week". Below it is a retweet from Miami Springs Police @MiamiSpringsPD dated Aug 19, featuring a graphic titled "BE COURTEOUS TO OTHER DRIVERS" with a list of driving tips: "Obey all speed limits and signs", "Be attentive and drive responsibly", "Always use your turn signals", and "Pay attention to all signs". A smaller note says "BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER".

Facebook post from Sunny Isles Beach Police Department dated August 25. The post includes a "SAFETY TIP" graphic with a "WORK ZONE" sign and the text: "MOVE EARLY INTO OPEN LANES DURING WORK ZONE TRAFFIC SHIFTS". The graphic also features logos for FDOT and "AGGRESSIVE DRIVING DRIVE SAFE". The post text reads: "#SafetyTipTuesday: When approaching lane closures, move into the open lane as soon as possible. Be sure to pay close attention to vehicles around you including blind spots. Note that traffic patterns can change rapidly. Always follow signs & directions from flaggers." The right sidebar shows "Related Pages" including Sunny Isles Beach K-8 Elementary School, Pelican Community Park, and Heritage Park Playground.

2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT





Florida International University - FIU Police
@fiupolice

- Home
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Florida International University - FIU Police
September 17 · 🌐

Yield to Pedestrians when turning and in the Crosswalk. #AvoidDistractions #PutITDOWN #PedestriansSafety #FDOT #FIUpolice #FloridaSafety #CrosswalkSafety

AVOID DISTRACTIONS.

Yield to pedestrians when turning.

Use the sidewalk and crosswalks.

Ride with the flow.

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



fdotmiamidade.com/alerttodayflorida

👍 2
Like Comment Share

Related Pages

-  **West Miami Police Dept.**
Police Station Like
-  **northmiamibeachpd**
Government Organization Like
-  **El Portal Police Depart...**
Law Enforcement Agency Like

Pages Liked by This Page

-  **FIU Herbert Wertheim ...** Like
-  **Student Veterans of A...** Like
-  **Beta Theta Pi - Florid...** Like

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FLORIDA'S TURNPIKE

FDOT Turnpike
@MyFDOTTurnpike

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Like Follow Share
Suggest Edits

FDOT Turnpike
September 10 · 🌐

Remember to always #DriveSafeFL, especially during inclement weather and at night. #ArriveAlive Florida Department of Highway Safety and Motor Vehicles



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER

  **AGGRESSIVE DRIVING**

fdotmiamidade.com/drivesafe-md

👍 4
Like Comment Share

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

📅 Page created - May 2, 2014

📍 Page manager location: United States

Related Pages

-  **FDOT South - Miami Ar...**
María Fernandez Porrata Il...
Government Organization Like
-  **FDOT Southwest Florida**
Government Organization Like
-  **FDOT Northeast Florida**
Government Organization Like

Pages Liked by This Page

-  **M-CORES Southwest...** Like
-  **M-CORES Suncoast C...** Like

2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT





Miami Dade College - Padrón Campus
@mdcpadron

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Like Follow Share

Write a comment...

Miami Dade College - Padrón Campus
September 9

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



AVOID DISTRACTIONS.
Yield to pedestrians when turning.
Use the sidewalk and crosswalks.
Ride with the flow.
IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.

2

Like Comment Share

Write a comment...

Miami Dade College - Padrón Campus
September 8

Join Student Life on Thursdays @ 5PM for Finn-Go & Finn Trivia!! Winners

Contact Us Send Message

ABOUT MIAMI DADE COLLEGE - PADRÓN CAMPUS

Our Story

In the Heart of Little Havana
The Eduardo J. Padrón Campus is located in a colorful and lively neigh...
See More

Community See All

Invite your friends to like this Page

3,509 people like this

3,615 people follow this

Alicia Gonzalez likes this or has checked in

11,041 check-ins

About See All

Southwest 4th Street
LITTLE HAVANA
Southwest 7th Street
Southwest 8th Street



Miami Shores Village Official Government
@msvfl.gov

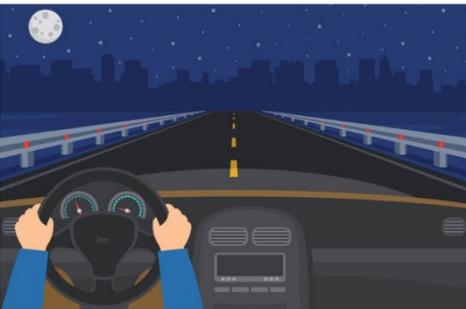
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Write a comment...

Miami Shores Village Official Government
August 11

#MSV Be alert when traveling at night or in inclement weather!
#Aggressivedriving #Drivesafe



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING

Like Comment Share

Write a comment...

Suggest Edits

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Page created - July 25, 2012

Page manager locations: United States, India

Related Pages

- Miami Shores Aquatic ... Sports & Recreation Like
- Sherwoods Bistro American Restaurant Like
- St Rose Of Lima School Elementary School Like

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2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT





Miami-Dade County Government
@miamidadecounty

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- Contest

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Like Follow Share
Send Message

Miami-Dade County Government September 12

Remember to obey the rules of the road in #OurCounty. Drivers must yield to pedestrians when turning. Pedestrians should use the sidewalk and crosswalks. In Florida, bicycles are considered vehicles and cyclists should ride in the direction of traffic flow. FDOT South - Miami Area #DriveSafe



PEDESTRIANS CROSS THE STREET AT A CROSSWALK

fdotmiamidade.com/alerttodayflorida



40
11 Comments 8 Shares

97,078 people follow this

Arlen Salinas Mejia Rivera and 6 other friends like this or have checked in

29,342 check-ins

About See All



Dial 3-1-1 for info and service

Send Message

miamidade.gov

County - Government Organization

Suggest Edits

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Miami-Dade County is responsible for this Page.

Page manager location: United States

Related Pages

City of Miami Govern...

Caryn Laveria likes this

Government Organization



Florida SADD
@FloridaSADD

- Home
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- Notes
- Welcome
- Posts
- Community

Create a Page

Like Follow Share
Sign Up Send Message

Florida SADD August 21

Did you know? Your probability of being involved in a fatal crash doubles for every 10 MPH over 50 MPH you travel. "Aggressive Driving" is anything construed as careless, which can include: tailgating, speeding, blocking a car from passing, changing lanes w/o signaling, running a red light, or weaving in-and-out of traffic.

Make sure you are always staying calm on the road, obeying the law, and following the posted speed limit.

#DriveSafe #TeenSafeDriver #AvoidAggressiveDriving #Don'tSpeed #JustDrive



SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS

FDOT SADD SAFE DRIVING STOP AGGRESSIVE DRIVING DRIVE SAFE

fdotmiamidade.com/drivesafe-md

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Page created - February 5, 2009

Page manager location: United States

Related Pages

Florida Teen Safe Drivi...

Nonprofit Organization

SADD Nation

Mania Teresa Andino Pugli...

Nonprofit Organization

Candace Lightner, Mot...

Motivational Speaker

Pages Liked by This Page

New York SADD

Ohio SADD

SAFE KIDS Safe Kids Big Bend

33

2020 AGGRESSIVE DRIVING AWARENESS CAMPAIGN
SUMMARY REPORT



Twitter interface showing tweets from Florida Police Chiefs Association.

Florida Police Chiefs Association 1,714 Tweets [Follow](#)

contracting COVID-19 during an outbreak among sta...
odmp.org

Florida Police Chiefs Association @FloridaChiefs · Sep 2
A message from the Florida Department of Transportation.

1 5 4

Florida Police Chiefs Association @FloridaChiefs · Sep 1
Sergeant Ricardo Perez-Ortiz

Sergeant Ricardo Perez-Ortiz
Sergeant Ricardo Perez-Ortiz succumbed to gunshot wounds sustained on April 30th, 2020, when he was ...
odmp.org

1 2

Facebook interface for Medley Police Department.

Medley Police Department August 19 · [@MedleyPolice](#)

Home Posts Reviews Videos Photos About Community [Create a Page](#)

PROTECT WORKERS

**GIVE WORKERS EXTRA ROOM
SLOW DOWN AS YOU APPROACH WORKERS
BE PREPARED TO STOP**

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

fdotmiamidade.com/drivesafe-md

5 2 Shares

Like Comment Share

Write a comment...

Page Transparency See More
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - July 25, 2018
Page manager location: United States

Related Pages

- El Portal Police Depart...** Law Enforcement Agency Like
- northmiamibeachpd** Government Organization Like
- West Miami Police Dept.** Police Station Like

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