

# AGGRESSIVE DRIVING AWARENESS CAMPAIGN

## 2021 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 November to December 2021. 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 2021 campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group, Infinite Source Communications Group and Graph Code, were used as resources for event staffing and the partner resources website.



The first meeting of the 2021 team was held in October 2021. 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 virtual kickoff and campaign events. These materials include campaign collaterals and handout 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 2018-2021 Campaigns

	2018	2019	2020 <i>Mini-Campaign</i>	2021
<b>Campaign Partners</b>	104	119	59	98
<b>Outreach Events</b>	76	26	3	9
<b>Multi-Agency Enforcement Operations</b>	11	8	2	6
<b>Overall Campaign Impressions*</b>	56.5 million	56.7 million	6.5 million	41.8 million*

\*Using data from partner surveys, an estimated 41,810,829 people were reached during the 2021 campaign.

\*Number of impressions reported by partners as of January 14, 2022; 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 2021 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](http://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 2021 Aggressive Driving Awareness Campaign.

- AA Auto Traffic School & Class "E" Testing Center
- AT&T
- Aventura Hospital and Medical Center
- Aventura Hospital and Medical Center Level II Trauma Center
- Barry University
- Bean Automotive Group (Lexus Of Kendall, Kendall Toyota, Lexus Of West Kendall, West Kendall Toyota)
- City of Aventura Police Department
- City of Aventura Police Department Personnel and Training Division
- 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 Gardens 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 Colony Beach Police Department
- City of Layton
- City of Layton Police Department Communications Unit
- City of Marathon
- City of Miami
- City of Miami Upper East Side Neighborhood Service Center
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Fire Rescue
- City of Miami Gardens
- City of Miami Gardens Police Department
- City of Miami Springs Police Department
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of Opa-locka Public Works
- City of South Miami Police Department
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT District Four
- FDOT District Six
- 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 Police Department
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Hope for Miami
- Jackson Health System
- Kendall Christian School
- Kendall Regional Medical Center/Trauma Center
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- MADD - Mother's Against Drunk Driving
- Miami-Dade College Eduardo J. Padron Campus
- Miami Dade College Hialeah Campus
- Miami-Dade College Homestead Campus
- Miami-Dade College Medical Campus
- Miami-Dade College Office of Communications
- Miami Kids Magazine
- 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 School District
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Ovadia Law Group
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- South Florida Regional Transportation Authority (SFRTA)
- St. Thomas University
- State Farm
- Sun Guide TMC - District Six
- The Florida Police Chiefs Association, FPCA
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay



- 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 Police Department
- Village of Biscayne Park Police Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police
- Village of Pinecrest
- Village of Pinecrest Police

### 3.3 Partnership Contributions

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

#### AA Auto Traffic School

Fifty tip cards were distributed during the campaign. Additionally, campaign information was distributed to over 700 social media followers.

#### City of Coral Gables Fire Department

Social media messaging was distributed to 9,000 followers on four occasions.

#### City of Coral Gables Police Department

Campaign messaging was displayed in the police department lobby monitor reaching approximately 1,000 views. Additionally, social media messaging was distributed to 3,715 Instagram, 4,566 Facebook and 3,700 Twitter followers.

#### City of Florida City

Campaign messaging was distributed to approximately 750 individuals on various social media platforms. Additionally, 200 tip cards were distributed.

#### City of Homestead

Social media was utilized to reach more than 46,969 followers seven times.

#### City of Homestead Police Department

Three social media messages were published on Facebook and Instagram reaching more than 7,500 followers.

#### City of Marathon

Social media messaging was utilized to distribute seven messages to 9,116 followers.

#### City of Miami Gardens Police Department

Social media messaging was used to reach more than 10,000 Facebook, Twitter and Instagram followers.

#### City of Miami Springs Police Department

Social media messaging was utilized to reach more than 29,604 social media followers.



### **City of North Miami Police Department**

The campaign eblasts were distributed twice to approximately 100 individuals during the campaign. In addition, 50 tip cards were distributed and social media messaging was utilized to reach the Department's 5,000 Facebook followers.

### **City of Sunny Isles Beach Police Department**

Social media messaging was utilized to reach the Department's 4,000 followers. Additionally, they participated alongside FDOT in a Traffic Enforcement Detail on December 1, 2021, where a total of 248 traffic safety educational materials were distributed.

### **City of Sweetwater**

Social media messaging was utilized to reach more than 15,000 followers.

### **Dori Saves Lives/The Dori Slosberg Foundation**

Two campaign eblasts were distributed to approximately 5,000 individuals. Additionally, 100 tip cards were distributed, and Facebook, Twitter and Instagram were utilized to reach more than 84,357 followers.

### **Florida Department of Transportation – District Four**

Campaign messages were posted weekly on Facebook and Twitter over the course of the campaign reaching over 73,400 followers.

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

The campaign eblasts were distributed to approximately 200 individuals during the campaign.

### **Florida Highway Patrol (FHP)**

Campaign posters, educational materials, and two exterior banners were placed in FHP's Headquarters reaching thousands of views. Additionally, five social media images were shared on Twitter reaching 4,100 followers each time.

### **Florida International University Police Department**

Social media messaging was used to reach over 160,000 followers.

### **Florida Police Chiefs Association**

Campaign messages were posted on the Association's social media pages reaching over 5,200 individuals.

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

Social media messaging was used to reach 1,200 Facebook and 6,561 Twitter followers on seven different occasions.

### **Jackson Health System**

Campaign messaging was distributed to 28,700 Twitter, 19,800 Facebook and 17,800 Instagram followers.



### **KiDZ Neuroscience Center (WalkSafe & BikeSafe)**

Campaign information was distributed three times on the WalkSafe and BikeSafe Instagram, Facebook and Twitter pages to 3,817 followers.

### **Toyota - Lexus of Kendall and West Kendall (Bean Automotive Group)**

Tip cards were placed and distributed at the dealer's service centers reaching over 1,000 impressions. Additionally, social media was used to share campaign information to approximately 105,000 followers.

### **Miami Dade College**

Social media was utilized to distribute campaign information to over 7,000 followers.

### **Miami-Dade County Public Schools**

Social media messages were shared via Facebook, Instagram, and Twitter reaching over 233,800 followers.

### **Miami-Dade Fire Rescue**

Miami-Dade Fire Rescue published three social media posts reaching approximately 1,635 followers. Additionally, campaign materials were available at the Department's information tables at the Miami-Dade County Fair & Exposition from November 17, 2021, thru December 5, 2021, reaching thousands of individuals.

### **Miami-Dade Transportation Planning Organization (TPO)**

Campaign information was sent via eblast to 10,000 individuals. Social media messages were shared reaching 1,100 Facebook, 1,567 Instagram and 2,499 Twitter followers.

### **Miami-Dade Expressway Authority (MDX)**

Social media messaging was utilized to reach more than 36,960 impressions.

### **Monroe County School District**

Two campaign eblasts were distributed to approximately 50 individuals. Social media messaging was also utilized to reach 1,105 Instagram and 5,302 Facebook followers.

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

Two campaign eblasts were distributed to approximately 155 individuals throughout the campaign. Posters were displayed at the Department's headquarters and substations reaching approximately 1,500 people. More than 500 tip cards were distributed, and social media messaging was shared reaching 53,000 Facebook and 21,000 Twitter followers.

### **Publix Supermarket**

One campaign eblast was distributed to approximately 100 employees.

### **South Florida Regional Transportation Authority (SFRTA)**

More than 600 tip cards were placed and distributed at various Tri-Rail stations. Posters were also placed onboard trains averaging over 220,000 views. In addition, social media was utilized to distribute campaign messaging to 20,000 Facebook, 5,600 Twitter and 3,400 Instagram followers.



### **St. Thomas University**

Two campaign eblasts were distributed reaching a total of 8,000 individuals and 500 tip cards were handed out on campus.

### **SunGuide (TMC)**

Campaign messages were included in multiple presentations to the public reaching hundreds of views. Variable Message System (VMS) signs with campaign messaging reached 35.3 million individuals.

### **Town of Bay Harbor Islands and Police Department**

Social media was used to reach 2,956 Facebook, 1,405 Instagram and 1,050 Twitter followers. Also, campaign information was included in the Town's newsletter reaching more than 3,200 residents. Campaign messaging was posted on three electronic sign boards for twenty-nine days reaching more than 747,223 views.

### **Town of Cutler Bay**

One campaign message was posted on the Town's Facebook account reaching approximately 5,500 followers.

### **Town of Miami Lakes**

The Town used social media to distribute campaign messaging to over 15,000 followers.

### **Town of Surfside Police Department**

One campaign eblast was distributed to approximately 40 people.

### **University of Miami Police Department**

UM Police posted seven social media messages reaching 3,362 Facebook, 1,953 Instagram and 4,764 Twitter followers.

### **Village of Key Biscayne Police Department**

Village of Key Biscayne Police distributed 100 tip cards and used social media messaging to reach more than 19,000 followers.



## 4.0 Campaign Events

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

### 4.1 Campaign Kick-off Event

To officially launch the campaign with our partners, a virtual kick-off meeting was held on November 9, 2021. All partners were invited to attend, and more than eighty attendees participated.

### 4.2 Outreach Events

The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share our safety messages. 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 were 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.

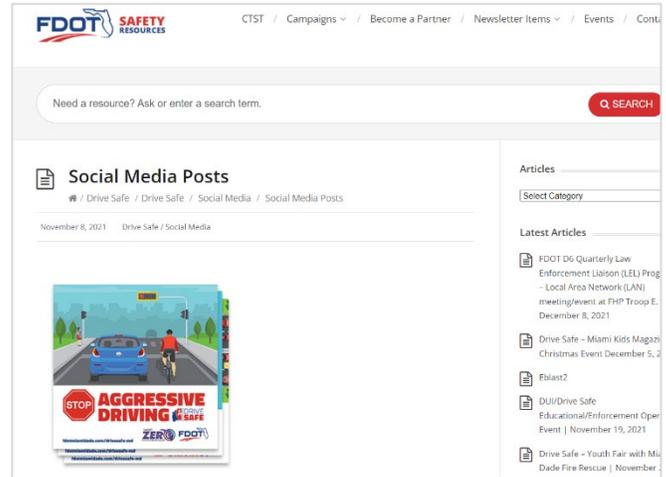
Date	Location
10/13	NE CTST Multi-Agency Operation (Bal Harbour)
10/20	University of Miami CTST Multi-Agency Operation (Key Biscayne)
11/10	NE CTST Multi-Agency Operation (Surfside)
11/19	South Miami-Dade CTST - DUI/Multi-Agency Operation (Pinecrest)
12/01	NE CTST Multi-Agency Operation (Sunny Isles Beach)
12/21	NE CTST Multi-Agency Educational/Enforcement Operation (North Bay Village)

## 5.0 Campaign Messaging

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

### 5.1 Websites

The campaign utilized existing resources by posting the campaign launch on the District Six homepage on the scrolling web banner. In addition, the campaign was displayed at [www.fdotmiamidade.com/drivesafe-md](http://www.fdotmiamidade.com/drivesafe-md). Partners were also able to access campaign materials and important information at [fdotsafetyresources.com](http://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 2021 campaign.

## 5.5 Advertising

### 5.5.1 Movie Theater - National Cinema Media (NCM)

The campaign PSA was shown during the opening ads at select area theaters during peak times. This effort reached an estimated 120,864 viewers.



### 5.5.2 Freebee

Freebee is a free, electric transportation option that allows users to ride by simply downloading the Freebee app, requesting a ride and jumping onboard. While riding in the cars which are wrapped with the Aggressive Driving branding, the drivers educate riders about the campaign and provide tip cards. Additionally, the PSA plays on the display monitors and riders are encouraged to share the road and practice safety while driving. During the campaign, it is estimated that the Freebee vehicles received over 1.5 million impressions.

## 5.6 Eblasts

Throughout the campaign, partners distributed eblasts 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.

## 5.7 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.

## 6.0 Future Campaign Goals

The 2021 "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:

- **Continue Developing 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.

## 7.0 Campaign Feedback

**"The prepared posts to share to Social Media made sharing very easy"**

-- City of Coral Gables Fire Department

**"More clarity on the page to tag specially to differentiate Facebook and Instagram."**

-- City of Homestead

**"Having the information readily accessible was very helpful."**

-- City of Miami Gardens Police Department

**"The campaign was great and impactful."**

-- City of Sweetwater

**"Continue doing this amazing work."**

-- North Bay Village Police Department



"I think they are great."

-- Town of Bay Harbor Islands/Police Department

"Excellent Traffic Safety initiative."

-- Village of Pinecrest Police department

"It's a very important campaign to help reduce aggressive drivers."

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

"I like the calendar idea for the social media posts, however, is there a way to do it without the constant reminders? I like how organized it is, but I don't like that it interferes with my work calendar and constantly sends me notifications of the social post. It'll also show up as "busy" for me which is not the case since I schedule all of the posts in advance."

-- Bean Automotive Group (Lexus of Kendall, Kendall Toyota, Lexus Of West Kendall, West Kendall Toyota)

"Thank you for including us in this life saving campaign."

-- Dori Saves Lives/The Dori Slosberg Foundation

"DOH-Monroe doesn't run a social media due to rules, unfortunately, as the State Health Office runs it. However locally we distributed the eblasts among all our staff and encouraged them to share with their clients."

-- Florida Department of Health – Monroe

"Great job - as always!"

-- Florida's Turnpike Enterprise

"As with the previous Alert Today campaign, we substituted the provided images and messages for our own during this campaign, as we did with the last #BeSafeFlorida #AlertTodayFL campaign. Once again - our numbers on Twitter, using these alternative messages on our own channel alone, were exceptional. Again, we highly suggest adopting #DriveSafe messaging that encourages drivers to consider the benefits of Complete Streets and the idea that giving up existing road space for micro mobility infrastructure is a \*good thing for making driving better as well."

-- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)

"Have college students in mind when creating content. The graphics should benefit from that."

-- Miami Dade College Office of Communications

"We would love more material to house in our Public Safety area year-round."

-- St. Thomas University

"Excellent work, as always!"

-- Sun Guide TMC - District Six



"Due to Covid, our driver support centers have been operating on a scaled back, appointment-based system. We're optimistic we can resume operations by 2022 and amplify your efforts."

-- Uber Technologies in Florida

Appendix A – Campaign Posters



# SEA CORTÉS. COMPARTA LA CARRETERA.



**DE CONDUCIR**  **CONDUZCA  
CON CUIDADO**  
**AGRESIVAMENTE**

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



# AJI BYEN. PATAJE WOUT LA AK LÒT CHOFE.



## KONDI MAL



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



## Appendix B – Email Blasts



Aggressive Driving Campaign eblast volume 21.1

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](https://fdotmiamidade.com/drivesafe-md)

## Upcoming Events

- **OUTREACH EVENT:** Lexus/Toyota of West Kendall Educational (Thursday, November 18, 9 a.m. to 12 p.m.)
- **MULTI-AGENCY OPERATION:** NE CTST Multi-Agency Operation, Village of Pinecrest Police Department (Friday, November 19, 8 p.m. to 2:30 a.m.)
- **MULTI-AGENCY OPERATION:** NE CTST Multi-Agency Operation, City of Sunny Isles Beach Police Department (Wednesday, December 1, 8 a.m. to 12 p.m.)
- **OUTREACH EVENT:** Miami Kids Magazine Christmas Event (Sunday, December 5, 12 p.m. to 2 p.m.)

## Thank you to our dedicated campaign partners





# AGGRESSIVE DRIVING



Aggressive Driving Campaign eblast volume 21.2



**STUCK IN TRAFFIC?** Be patient. Relax and enjoy the ride.



Lexus/Toyota of West Kendall  
Educational Outreach Event



Surfside, Bal Harbour and Bay Harbour  
National Night Out Educational Outreach Event

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

## Thank you to our dedicated campaign partners



## Appendix C – Social Media Images



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

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



**LEAVE EARLY. DRIVE SAFE. ARRIVE ON TIME.**



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



**STUCK IN TRAFFIC?**

Be patient. Relax and enjoy the ride.



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



**TAILGATING**  
is an aggressive behavior



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





**SPEEDING IS ONE OF THE MOST  
COMMON AGGRESSIVE BEHAVIORS**



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



**BE COURTEOUS TO OTHER DRIVERS**



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



## Appendix D – Tip Cards

**BE COURTEOUS.  
SHARE THE ROAD.**

**STOP AGGRESSIVE DRIVING**

[fdotmiamidade.com/drivesafe-md](http://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](http://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](https://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 E – Event Photos



*Surf-Bal-Bay Harbour National Night Out Educational Event 10.26.2021*



*Destinations Between Public Transportation Event 10.29.2021*



*Lexus-Toyota of Kendall Educational Outreach 11.12.2021*



*Lexus-Toyota of West Kendall Educational Outreach 11.18.2021*



*Youth Fair Educational Outreach 11.24.2021*



*Miami Kids Magazine Christmas Event 12.5.2021*

## Appendix F – Other Campaign Coverage

**STOP AGGRESSIVE DRIVING**

TARGET **ZERO** FDOT

**City of Homestead Government**  
November 16, 2021 · 🌐

Share the road. Be attentive. Drive responsibly.

#DriveSafe

👍 15      4 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share

Most relevant ▾

**Susan Nolan**  
People who drive assume you don't know the law, I've had trucks cut corners very very sharp I've even had people to tell me to ride on The road I'm very careful but when they start to cut in front of me More time's than not Guy's stop after I have b... [See more](#)

Like · Reply · 7w

**BE COURTEOUS TO OTHER DRIVERS**

TARGET **ZERO** FDOT

**STOP AGGRESSIVE DRIVING**

fdotmiamidade.com/drivesafe-md

**cityofhomestead** · Follow

**cityofhomestead** Always use your turn signals, pay attention to all signs and be aware of other drivers, including bicyclists and motorcyclists.

#DriveSafe #homesteadfl #cityofhomestead

@myfdot\_miami

4w

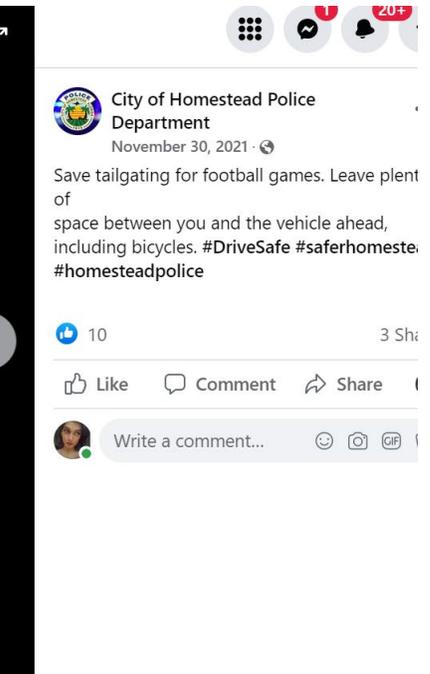
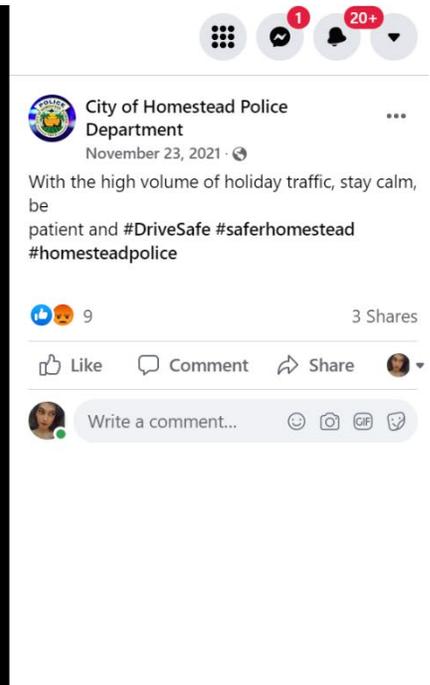
**theelectrophunkshow** Always use your turn signals Hahaha!!! Yeah!

4w Reply

👍 23 likes

DECEMBER 9, 2021

😊 Add a comment... Post





**SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS**



cityofmiamigardens • Follow

cityofmiamigardens Every time you get behind the wheel, it's important to obey all speed limits and signs. #DriveSafe  
4w

lucian.princess74 Can you all do something about yhe speeding on 22nd ave from 183-175th  
4w Reply

4 likes DECEMBER 7, 2021

Add a comment... Post



**TAILGATING**  
is an aggressive behavior



City of Miami Gardens @CityofMiaGarden

Save tailgating for football games. Leave plenty of space between you and the vehicle ahead, including bicycles. #DriveSafe @MyFDOT\_miami

9:00 AM · Nov 30, 2021 · Hootsuite Inc.

1 Like

Reply icons

Tweet your reply Reply



City of Sweetwater  
@CitySweetwater

Plan ahead, do not rush, and avoid speeding. #DriveSafe

@MyFDOT

10:19 AM · Nov 18, 2021 · Twitter for iPhone

3 Likes

Tweet your reply Reply



cityofsweetwater · Follow

cityofsweetwater Every time you get behind the wheel, it's important to obey all speed limits and signs. #DriveSafe

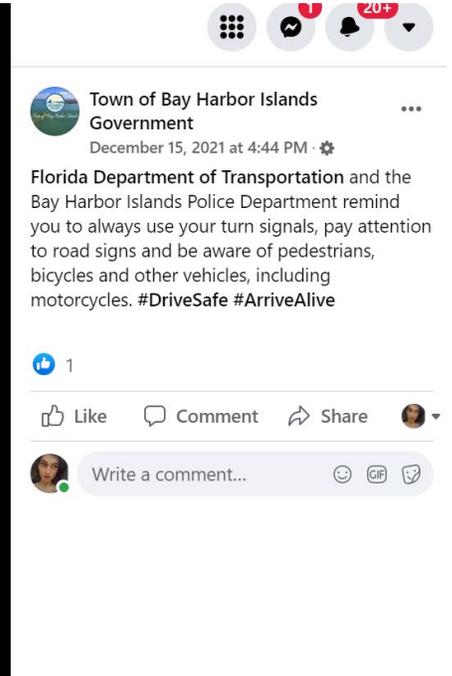
@MyFDOT

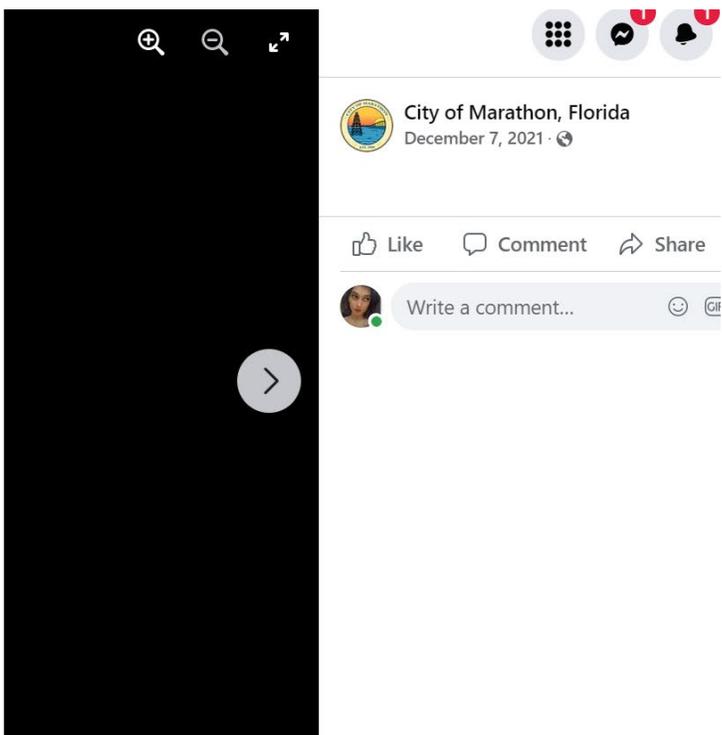
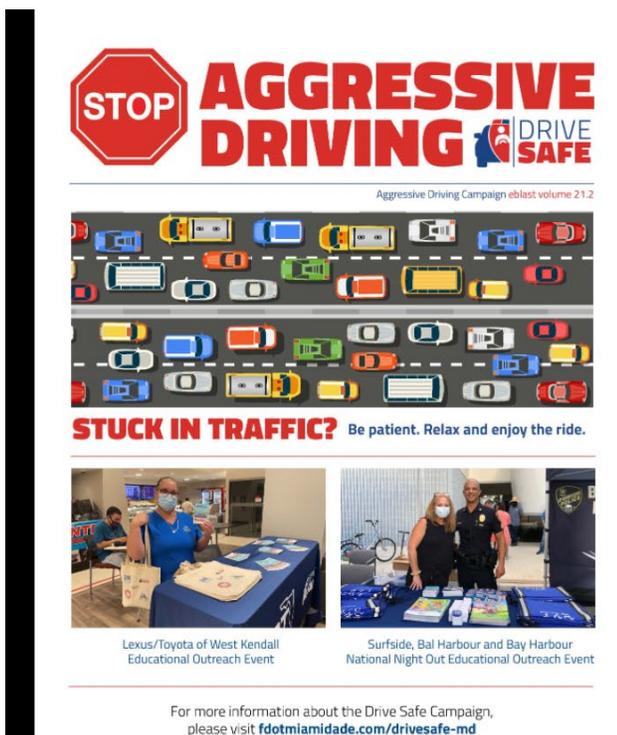
4w

10 likes

DECEMBER 7, 2021

Add a comment... Post





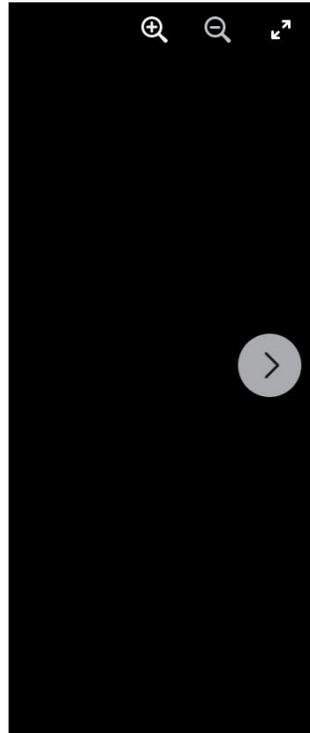


### BE COURTEOUS TO OTHER DRIVERS

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

BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER

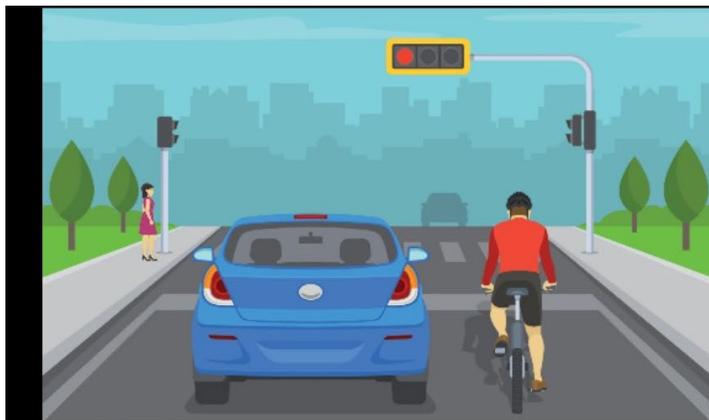
Thank you to our dedicated campaign partners



City of Marathon, Florida  
December 7, 2021 · 🌐

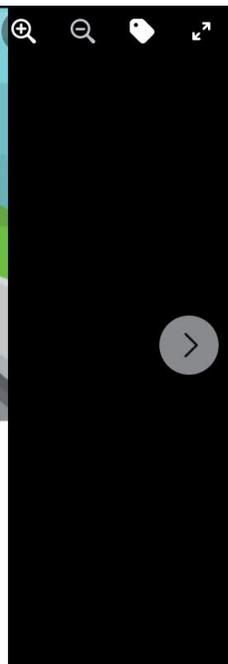
Like Comment Share

Write a comment...



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

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



Dori Saves Lives  
November 22, 2021 · 🌐

STOP AGGRESSIVE DRIVING! 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 to right-of-way, improper or unsafe lane changes, improper passing, following too closely or the failure to obey traffic control devi... [See more](#)

1 Like 2 Shares

Like Comment Share

Write a comment...



2021 AGGRESSIVE DRIVING AWARENESS CAMPAIGN  
SUMMARY REPORT







