



2017 DISTRACTED DRIVING AWARENESS CAMPAIGN EXECUTIVE SUMMARY

1.0 CAMPAIGN OVERVIEW/ACCOMPLISHMENTS

The “Put it Down” Distracted Driving Awareness Campaign was implemented for the Florida Department of Transportation (FDOT) District Six during the months of July to November 2017. The campaign focused on helping drivers understand the risks associated with distracted driving, notifying and educating the public about the ban on texting and driving in Florida, and ultimately helping to keep our roadways safer.

In order to reach the target audience effectively, a team of FDOT personnel and consultants was established and led by the District Six Community Traffic Safety Program Coordinator, Carlos Sarmiento, and District Six Communication Manager, Tish Burgher. The team managed several outreach events along with the distribution of multilingual collateral materials including a campaign poster, interactive email blasts, web/TV banners and social media messaging.

The principal strategy of the campaign was to build key partnerships within the community that would maximize their communications resources and help spread the safety message, participate in or sponsor outreach events and provide materials and resources that would assist in these endeavors.

Representatives from each partner agency/organization were invited to participate in Partner Kick-Off Meetings in Miami-Dade and Monroe counties, where the campaign was officially launched and the collateral materials were unveiled.

Below is a list of the official partners that joined the 2017 Distracted Driving Awareness Campaign.

- AAA/Auto Club Group Traffic Safety
- Anthony Phoenix Branca Foundation
- AT&T
- Broadpectrum
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Police Department
- City of Doral Police Department
- City of Hialeah
- City of Hialeah Fire Department
- City of Hialeah Police Department
- City of Homestead
- City of Homestead Police Department
- City of Islamorada, Village of Islands
- City of Key Colony Beach
- City of Key Colony Beach Police Department
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Gardens Police Department
- City of Miami Springs
- City of North Miami
- City of North Miami Police Department
- City of North Miami Beach
- City of North Miami Beach Police Department
- City of Opa-locka

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- City of Opa-locka Police Department
- City of South Miami Police
- Islamorada Chamber of Commerce
- City of Sweetwater
- City of Sweetwater Police Department
- City of West Miami
- City of West Miami Police Department
- Community Traffic Safety Team
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT Central Office
- FDOT District Six
- Florida Department of Health - Monroe
- Florida Department of Health - Miami-Dade
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- FDOT SunGuide TMC–District Six
- Florida Drawbridges Inc/FDI Services
- Florida Highway Patrol (FHP)
- Florida International University
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Safe Driving Coalition
- Florida's Turnpike Enterprise
- Ford Driving Skills for Life
- Governors Highway Safety Association
- Islamorada Chamber of Commerce
- IVC/Ole Communications
- Jackson Health System
- Key Largo Chamber of Commerce
- Kiddos Magazine
- Lexus of West Kendall
- Lower Keys Chamber of Commerce
- MADD - Mother's Against Drunk Driving
- Mercy Hospital
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College Medical Campus
- Miami-Dade College North Campus
- Miami Dade College West Campus
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami International Airport / Miami-Dade Aviation Department
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire & Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County
- Monroe County Sheriff's Office
- National Cinema Media
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services
- Team SLR
- 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 Surfside Police Department
- University of Miami
- University of Miami Police Department
- Village of Bal Harbour
- Village of Bal Harbour Police Department
- Village of Biscayne Park
- Village of El Portal



- Village of Indian Creek Village
- Village of Indian Creek Village Police Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Pinecrest
- Village of Pinecrest Police
- West Kendall Baptist Hospital
- West Kendall Toyota
- zMotion Foundation

In past years, the campaign focused heavily on outreach events, however with the rise in popularity and reach of social media for the target audience, more campaign resources were dedicated to that area. A total of 53 events were coordinated during the 2017 campaign, mostly at local colleges and universities.

The 2017 “Put it Down” campaign was an extremely well-received and very successful initiative launched by District Six leadership and the members of the team. All established goals were met and exceeded.

2.0 CAMPAIGN MATERIALS / BRANDING

A variety of campaign materials were available to partners throughout the campaign to share the safety messages. The campaign materials had “Put it Down” branding which is easy to read and understand. Campaign messaging available to partners included:

- Social Media Messaging: 14 posts
- Interactive e-blasts: 4
- Pledge cards
- Campaign Posters: 3 languages
- Tip cards: 3 languages
- TV monitor images: 3 languages
- PSA: :15, :30 and :60-second versions in English and Spanish
- Web banners

3.0 2011- 2017 CAMPAIGNS

Below is a quantitative recap of **campaign achievements** in past years.

	2011	2012	2013	2014	2015	2016	2017
PARTNERS	7	13	40	98	108	112	120
OUTREACH EVENTS	14	22	40	73	72	64	53
CAMPAIGN IMPRESSIONS	3.1 million	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million*†

Using data from partner surveys, an estimated 76,229,771 impressions were made during the 2017 campaign.

*Number of impressions reported by partners as of January 10, 2018; does not include every instance of people who viewed the campaign posters, articles and some news stories.

† Partner feedback indicated that the weeks leading up to and following Hurricane Irma affected their ability to participate in the campaign to its full extent due to event cancellations and power outages.



4.0 FUTURE CAMPAIGN GOALS

As the team looks forward to future campaigns, the following goals are suggested:

- **Develop More Key Partnerships** – By working with additional partners, including private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns. Working with a media partner should also be considered further, as it will help bring credibility to the campaign and possibly free or reduced-cost advertising opportunities.
- **Expanded Presence in Monroe County** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in the area. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.
- **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.

5.0 ANNUAL REPORT

Please review the complete **Campaign Summary Report**, which includes a full campaign description, list of campaign goals, details of partnership contributions, and description of outreach events. Also included is a series of appendices with samples of the campaign poster, e-mail blasts and Web/TV banner, as well as outreach event photos and clips of the campaign's media coverage.