



# 2018 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 December 2018. 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, advertising 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 2018 Distracted Driving Awareness Campaign.**

- AAA/Auto Club Group Traffic Safety
- AA Auto Traffic School & Class "E" Testing Center\*
- Alexander Traffic School\*
- Anthony Phoenix Branca Foundation
- AT&T
- Aventura Hospital and Medical Center\*
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Police Department
- City of Doral\*
- City of Doral Police 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 Fire Rescue\*
- 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 Marathon Fire Rescue\*
- City of Miami
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Fire Rescue\*
- City of Miami Gardens\*

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- 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
- City of North Miami Beach\*
- 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 Police Department\*
- 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
- FDOT District Six Law Enforcement Liaison\*
- FDOT Sunguide TMC
- Ferrovial Services \*
- Florida Department of Health - Monroe
- Florida Department of Health - Miami-Dade
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Drawbridges Inc/FDI Services
- Florida Highway Patrol (FHP)
- Florida International University
- Florida International University Police Department\*
- Florida Keys Scenic Corridor Alliance
- Florida Memorial University
- Florida Teen Safe Driving Coalition
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services/Ford Driving Skills for Life
- Governors Highway Safety Association (GHSA)
- Hope for Miami\*
- Islamorada Chamber of Commerce
- IVC/Ole Communications
- Jackson Health System
- Just An Accident Stop Hit and Runs\*
- Kendall Christian School\*
- Kendall Regional Medical Center\*
- Key Largo Chamber of Commerce
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe) – UM\*
- Lexus of West Kendall
- Lime Bike\*
- MADD - Mother's Against Drunk Driving
- Mercy Hospital
- Miami Dade College
- Miami International Airport/Miami-Dade Aviation Department
- Miami Kids Magazine
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Expressway Authority
- Miami-Dade County Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County
- Monroe County Sheriff's Office
- National Organizations for Youth Safety (NOYS)
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Pinecrest Bakery\*
- PortMiami
- PortMiami Tunnel
- Publix Supermarkets
- RED - Responsible & Educated Drivers
- SADD - Students Against Destructive Decisions
- South Florida Commuter Services (SFCS)
- 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 Biscayne Park Police Department\*
- Village of El Portal
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police\*
- Village of Pinecrest
- Village of Pinecrest Police
- West Kendall Toyota

*\*New partner*

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 78 events were coordinated during the 2018 campaign, mostly at local colleges and universities.

The 2018 “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- 2018 CAMPAIGNS

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

	2011	2012	2013	2014	2015	2016	2017	2018
<b>PARTNERS</b>	7	13	40	98	108	112	120	135
<b>OUTREACH EVENTS</b>	14	22	40	73	72	64	53	78
<b>CAMPAIGN IMPRESSIONS</b>	3.1 million	6.0 million	40.3 million	38.6 million	61.5 million	114.5 million	76.2 million	153.8 million*

Using data from partner surveys, an estimated 153,883,224 impressions were made during the 2018 campaign.

*\*Number of impressions reported by partners as of January 15, 2019; does not include every instance of people who viewed the campaign posters, articles and some news stories.*

### 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.
- **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.
- **Focus on Community Outreach** – Working with local law enforcement, we hope to identify areas that are impacted by distracted driving the most. Once we determine these target areas that would benefit from grassroots community outreach, we will develop a plan to disseminate campaign messaging in the most effective way for that area.

### 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.