

MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN

2019 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION
District Six
1000 NW 111 Avenue
Miami, Florida 33172

JULY 2019

Project Manager:

Carlos Sarmiento
Community Traffic Safety Program Coordinator
Florida Department of Transportation District Six



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Summary Report

This summary report is an outline of the “Ride Smart” Motorcycle Safety Month Awareness Campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, for May 2019. This public outreach effort was led by the District Six Community Traffic Safety Program Coordinator as part of the FDOT Traffic Operations Division. In line with FDOT’s mission, which states that the department is committed to “providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities,” the campaign was designed to educate the community about motorcycle safety in order to keep the roadways in Miami-Dade and Monroe counties safer.

1.0 Campaign Description

During Motorcycle Awareness Month (May), District Six utilized existing resources to promote motorcycle safety. Using resources from Ride Smart Florida, our campaign focused on educating motorcycle riders, trainers, sponsors, local government, law enforcement agencies and anyone interested in improving motorcycle safety. The long-term priority of the campaign is to eliminate crashes that are attributable to unsafe practices involving motorcyclists and drivers.

The key strategy of this year’s campaign was to introduce the brand and strengthen relationships with community partners to maximize communications resources and help spread the safety messages. 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 local motorcycle groups in order to reach the audience effectively through outreach events, multi-agency enforcement operations and the distribution of multilingual collateral materials.

1.1 Campaign Limits

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.

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 inaugural campaign was Media Relations Group, LLC. Additionally, consulting firms The Corradino Group and Graph Code, were used as resources for event staffing and the partner resources website.

The first meeting of the 2019 team was held in April 2019. Subsequent meetings were held as needed to review materials, arrange for the production of collaterals or coordinate participation in upcoming outreach events.

2.0 Campaign Goals

The campaign’s main goal was to educate the community about motorcycle safety by providing effective outreach materials to inform the public of laws and statistics. The team was given the following scope of work to achieve the following goals:



- Research statistics
- Prepare campaign materials as needed
- Develop unique and effective campaign outreach methods, including:
 - Postcard/brochure for law enforcement to hand to drivers
 - Comprehensive social media outreach
 - Public Service Announcement (PSA)
- Develop and strengthen partnerships with local municipalities and organizations to effectively disseminate the campaign message
- Administrative Support – Develop and produce materials for all related meetings, both internal and external.
- 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 Campaign Data Summary

	2019
Campaign Partners	34
Outreach Events	5
Multi-Agency Enforcement Operations	2
Overall Campaign Impressions*	27.7 million

Using data from partner surveys, an estimated **27,688,815** people were reached during the 2019 campaign.

**Number of impressions reported by partners as of June 28, 2019; does not include every instance of people who viewed articles and 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 “Ride Smart” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving patterns in the community



- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events
- Partnership with local agencies and police departments to perform enforcement details

3.1 Strategy and Approach

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making contact with each potential partner and gauging their interest in joining the 2019 campaign.

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

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 following is a list of the official partners that joined the 2019 Motorcycle Safety Month Awareness Campaign.

- City of Doral Police Department
- City of Hialeah Gardens
- City of Hialeah Gardens Police Department
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Miami Springs
- City of Miami Springs Police Department
- City of Sweetwater
- City of Sweetwater Police Department
- FDOT D6
- FDOT Sunguide TMC
- Ferrovial Services
- Florida Department of Health - Monroe
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Motorcycle Training of North Dade
- Florida Teen Safe Driving Coalition/SADD
- Islamorada Chamber of Commerce
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- North Bay Village
- North Bay Village Police Department
- Peterson's Harley Davidson of Miami
- Peterson's Harley Davidson South
- Pinecrest Bakery
- PortMiami Tunnel
- SADD - Students Against Destructive Decisions
- South East Florida Motorcycle Safety School
- The Florida Villager
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Medley
- Town of Medley Police Department
- Urban Health Partnerships Inc.



3.3 Partnership Contributions

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

City of Doral Police Department

Campaign information was posted on the department's social media pages reaching approximately 3,942 Twitter and 1,301 Instagram followers.

City of Hialeah Gardens and Police Department

Five hundred tip cards were distributed throughout the campaign. Additionally, campaign information was also distributed via the website and social media (Instagram/Facebook) reaching hundreds.

Florida Department of Transportation - District Six

One hundred tip cards were distributed at public meetings. Campaign messages were posted multiple times each week on Facebook and Twitter over the course of the campaign reaching thousands. Additionally, campaign information was also displayed on the monitor in the lobby reaching hundreds.

FDOT SunGuide TMC–District Six

The campaign message, "Look Twice for Motorcycles Ride Responsibly," was displayed throughout Miami-Dade County during the campaign reaching millions of motorists.

Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

Social media messaging was utilized to reach thousands of followers.

Islamorada Chamber of Commerce

One hundred tip cards were distributed throughout the campaign. Campaign messages were posted on Facebook reaching the Chamber's 7,111 followers. Additionally, campaign information was displayed on the website reaching approximately 35,000 views.

Miami-Dade Transportation Planning Organization (TPO)

Campaign information was distributed to approximately 5,000 individuals in the TPO newsletter.

Monroe County Sheriff's Office

Approximately 350 tip cards were distributed during the campaign. Additionally, social media messaging was used to reach 50,000 Facebook and 15,000 twitter followers.

North Bay Village Police Department

Social media was utilized to reach 450 Facebook followers.

Peterson's Harley Davidson South

In addition to sponsoring several events to promote motorcycle safety, Peterson's Harley Davidson posted messages on social media reaching more than 11,000 Facebook and 7,000 Instagram followers.



Town of Bay Harbor Islands and Police Department

Campaign information was included in the May newsletter which is distributed to more than 3,300 individuals. Facebook was also utilized to reach thousands of followers on the Department and Town pages.

Urban Health Partnerships Inc

Social media was utilized to distribute campaign information to hundreds of Facebook and Instagram followers.

4.0 Campaign Events

Various events were held throughout the campaign in order to spread the campaign message and engage the partners. In addition, several multi-agency enforcement operations were held throughout the campaign.

4.1 Campaign Kick-off Event

To kick-off the campaign, on May 16, 2019, a joint press conference was held promoting *Ride Smart, Drive Safe* and *Alert Today, Alive Tomorrow*.

4.2 Outreach Events

The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share the message. These events were geared towards an array of audiences throughout the community.

4.3 Multi-Agency Enforcement Operations

Two multi-agency enforcement operations took place during the campaign and Ride Smart campaign materials were distributed at each one. The purpose of the operations was for the apprehension and/or citation of drivers, and for public education and awareness of the dangers of driving under the influence, aggressive driving, distracted driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the Community Traffic Safety Team (CTST) program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly.

Date	Location
5/16	University of Miami Community Traffic Safety Team operation
5/29	SE Community Traffic Safety Team operation – Coral Gables Police Department

5.0 Campaign Messaging

The Center For Urban Transportation Research (CUTR) at the University of South Florida developed materials that were utilized during the campaign. To reach a broader audience, materials were available in English, Spanish and Creole.

5.1 Websites

The campaign materials were displayed at ridesmartflorida.com. Partners were also able to access campaign materials and important information at fdotsafetyresources.com.



5.2 Campaign Posters

Campaign posters were prepared using the campaign messaging and branding for partners to display at various locations. Please see the appendix for images of the posters.

5.3 Social Media and Web Banners

An online presence was the driving force of this campaign. Through social media, 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. 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)

A PSA called "Look for me 123" was provided and distributed to the safety partners. It was also posted on the District Six social media sites.

5.5 Tip Cards/Brochures

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 tip cards and other printed materials.

5.6 Media Coverage

Many of the campaign partners published articles within their internal newsletters and/or news outlets. In addition, the team secured several media placements. Below is a sample of media outlets in which coverage was secured by the campaign efforts (see Appendix F for coverage).



6.0 Campaign Feedback

"This was very well received - especially in light of Memorial Day. So many Veterans ride motorcycles to the National Cemeteries and organize rides and with the added holiday traffic it makes riding very dangerous. We also have a lot of folks who come here for Memorial Day and rent scooters so again - great timing..."

-- Town of Bay Harbor Islands

"The campaigns are doing a great job and I believe that we have provided lots of reading material."

-- City of Hialeah Gardens Police Department

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"We believe the campaign is a good one! We promote safe motorcycling campaigns 100%."

-- Peterson's Harley Davidson South

"Thank you so much for having us as a partner for this campaign. It is very important for South Florida to become aware of motorcycle safety, tips, and the social media graphics were great in doing so. We would love to continue to support for future campaigns."

-- Urban Health Partnerships Inc.

"Great campaign, and I really appreciate you providing images that could be used on social media. This made it really easy for me to participate and schedule posts. The month-long strategy helped it all stay cohesive. Great work!!"

-- Florida Teen Safe Driving Coalition/SADD

"Keep up the great work in keeping our roadways safe!"

-- Islamorada Chamber of Commerce



Appendix A – Campaign Poster

WATCH FOR MOTORCYCLES



DRIVER TIPS

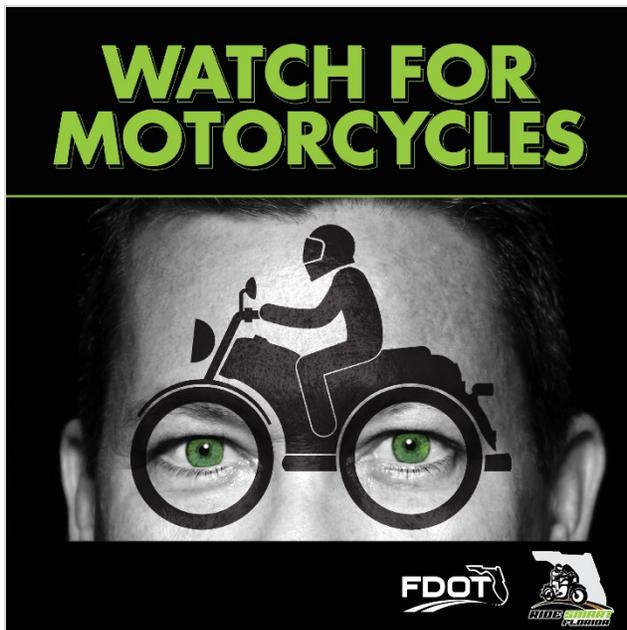
- 1** After a crash involving a motorcycle, drivers often say, “I didn’t see him.” Increased awareness of motorcycles will make you more likely to see them.
- 2** Motorcycles are often hidden in blind spots or masked by objects or conditions outside the car (bushes, fences, bridges, the sun, etc.). Take extra time to look for motorcycles.
- 3** Always assume a motorcycle is closer than it appears; its speed and distance is difficult for drivers to judge.
- 4** Don’t expect that a motorcyclist will always be able to maneuver out of the way.
- 5** Depending on road conditions, a motorcyclist may take longer to stop. Always allow more following distance behind a motorcycle.
- 6** Motorcyclists often slow down by downshifting or rolling off the throttle, thus not activating the brake light. Allow more following distance, and at intersections anticipate a motorcyclist may slow down without visual warning.
- 7** When you “Watch for Motorcycles,” see more than the motorcycle – see the person under the helmet. He or she could be your friend, neighbor, or relative.

Tips adapted from <http://forcardrivers.com/quicktips.html>

FDOT www.RideSmartFlorida.com 



Appendix B – Social Media Images







Appendix C – Tip Card

WATCH FOR MOTORCYCLES

DRIVER TIPS

- 1 After a crash involving a motorcycle, drivers often say, "I didn't see him." Increased awareness of motorcycles will make you more likely to see them.
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Tips adapted from <http://forcardrivers.com/quicktips.html>

FDOT www.RideSmartFlorida.com

Preste atención a las motocicletas

CONSEJOS PARA CONDUCTORES

- 1 Luego de un choque que involucra una motocicleta, los conductores con frecuencia dicen: "No lo vi". Tener una mayor conciencia sobre las motocicletas hará que sus probabilidades de verlas sean mayores.
- 2 Las motocicletas con frecuencia quedan ocultas en los puntos ciegos o cubiertas 2 por objetos o condiciones externas al vehículo (arboles, cercos, puentes, el sol, etc.). Tómese más tiempo para detectar a las motocicletas.
- 3 Siempre considere que una motocicleta se encuentra más cerca de lo que parece; es difícil para los conductores determinar su velocidad y distancia.
- 4 No suponga que el motociclista siempre podrá maniobrar para desviarse del camino.
- 5 De acuerdo con las condiciones de la carretera, un motociclista puede demorar más en detenerse. Deje siempre una mayor distancia de seguridad por detrás de una motocicleta.
- 6 Los motociclistas con frecuencia reducen la velocidad al reducir de marcha o girar el acelerador y no se activa la luz de freno. Deje una mayor distancia de seguridad y, en las intersecciones, prevea que un motociclista puede reducir la velocidad sin realizar ninguna advertencia visual.
- 7 Cuando "preste atención a las motocicletas," no solo mire la motocicleta, vea a la persona que va debajo del casco. Esta persona podría ser un amigo, vecino o familiar.

Consejos adaptados de <http://forcardrivers.com/quicktips.html>

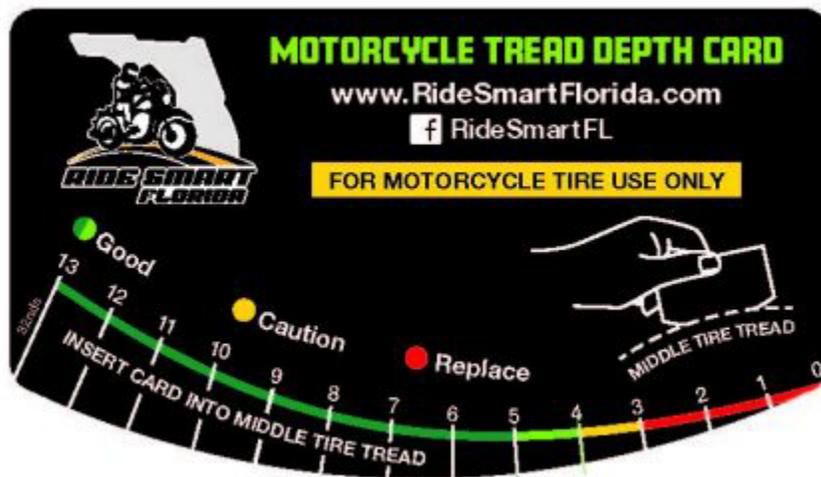
FDOT www.RideSmartFlorida.com



Appendix D – Other Printed Materials



"Watch for Motorcycles" Magnets



Tire Tread Cards



**MOTORCYCLE
VIOLATIONS
CHECKLIST**

FUNDED BY
FLORIDA DEPARTMENT OF TRANSPORTATION

FDOT www.RideSmartFlorida.com

Motorcycle Violations Checklist

VIOLATION **STATUTE**

- Brakes required on all wheels..... 316.261(3)
- Carrying item(s) that prevent both hands on handlebars..... 316.2085(4)
- Colored lights prohibited:
 - Red..... 316.2397(1)
 - Blue..... 316.2397(2)
- Drag racing, speed competition on roadway or parking lot..... 316.191(2)(a)
- Driving on sidewalk or bike path..... 316.1995
- Exhaust system modified to be louder than originally equipped..... 316.293(5)(b)
- Exhaust system in good working order including muffler & tailpipe..... 316.272(1)
- Exhaust system must prevent excessive fumes or smoke 316.272(2)
- Eye protection for operator required..... 316.211(2)
- Footrests for passenger required..... 316.2095(1)
- Handlebars height higher than operator's shoulders.. 316.2095(2)
- Headlight required..... 316.400(1)
- Headlight must be on at all times..... 316.405(1)
- Helmet - None or improper..... 316.211(1)
- Helmet - None with no medical insurance..... 316.211(3b)
- Horn required..... 316.271(1)
- Mirror required..... 316.294
- Moped operating requirements..... 316.208
- Motorcycle endorsement required..... 322.03(4)
- Passing in the same lane..... 316.209(2)
- Passing off pavement or main portion of roadway..... 316.084(2)
- Rear red reflector required..... 316.415
- Riding between lanes..... 316.209(3)
- Riding more than two abreast..... 316.209(4)
- Safety inspection - Item in need of repair:
 - 316.610(2)
- Seat for operator and passenger required..... 316.2085(1)
- Stunting: both wheels on the ground; facing forward properly seated etc..... 316.2085(2)
- Stop lamp required..... 316.420
- Tag required on exterior rear 316.605(1)
- Tag must be permanently attached not capable of being flipped..... 316.2085(3)
- Tag light required-white 316.410(2)
- Tail light required 316.410(1)
- Three wheeled motorcycle only restriction on DL.... 322.16(1)(a)
- Tires-unsafe condition 316.610(2)
- Turn signals required 316.222(2)
- Turn signals colors and mounting position..... 316.234(2)
- Wearing headset not attached to helmet 316.304(1)
- Other: _____

**NON-MOVING/
EQUIPMENT VIOLATIONS** **MOVING/CRIMINAL
VIOLATIONS**

THIS IS NOT A CITATION



Appendix E – Event Photos



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

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FDOT/Coral Gables Police Department-SE CTST Multi-Agency Enforcement Operation, May 29



Hurricane Fair at West Kendall Baptist Hospital, May 31

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



Appendix F – Media Coverage

5/17/2019 Over 13 law enforcement agencies participate in Drive Safe campaign across South Florida – WSVN 7News | Miami News, Weather, Spo...

SHARE

MAY 16, 2019

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



Rebecca Vargas

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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More from WSVN.com

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

1/2



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

PORTADA TV SHOWS FAMOSOS HORÓSCOPOS NOTICIAS INMIGRACIÓN DEPORTES LIGATV MX MÁS



/ UNIVISION 23 MIAMI



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

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

LEER TRANSCRIPCIÓN

UNIVISION

16 May 2019 - 1:19 PM EDT

COMPARTE

ESTÁS VIENDO

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

2:29

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



5/17/2019

Aumentan seguridad vial en el sur de Florida - Telemundo 51



Inicio **Noticias** El Tiempo Entretenimiento Deportes Más

EN VIVO



81°

Conócenos

VIDEOS MÁS VISTOS



Vacaciones de pesadilla en Disney: terminó en la cárcel



Maduro furioso: su reacción a la suspensión de vuelos



Policía: hispana madre de 3 hijos muere apuñalada por ex



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

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

Aumentan seguridad vial en el sur de Florida

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

Por TELEMUNDO 51

Publicado jueves 16 de mayo de 2019



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

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

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

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

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



Appendix G – Other Campaign Coverage



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Peterson's Harley-Davidson South is at University of Miami's Rosenstiel School of Marine & Atmospheric Science. May 16 · Miami · 🌐

Peterson's Harley-Davidson supported @my_fdot amongst South Florida's very best for a motorcycle safety campaign today at UM's Rosenstiel School of Marine and Atmospheric Science campus. Catch us on @channel4news talking about things we as bikers would appreciate you watching out for when you drive your car. Look twice and save a life 🙏 together in fun and safety #PetersonsHarley @ University of Miami's Rosenstiel School of Marine & Atmospheric Science

👍❤️ 76

2 Shares

Miami-Dade Transportation Planning Organization May 17 · 🌐

David Henderson, Miami-Dade TPO Intermodal Manager supporting the FDOT South - Miami Area Drive Safe/Bike and Motorcycle Safety event and Press Conference. Learn more at <http://fdotmiamidade.com/drivesafe-md>

👍❤️ 7

1 Share

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UHP Urban Health Partnerships added 3 new photos from May 15. May 15 · 🌐 · 🌐

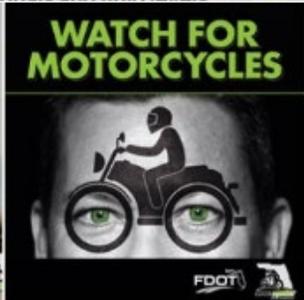
Are you a motorcyclist? Before you ride check your tire pressure, tread depth, headlights, signals, and fluid levels. #Safety #Motorcycle #Awareness



Before you ride check your tire pressure and tread depth, brakes, headlights, signals and fluid levels.



INCREASE FOLLOWING DISTANCE
Keep your vehicle at least four seconds behind a motorcycle.



WATCH FOR MOTORCYCLES

FDOT

Like Comment Share

May is Motorcycle Safety Awareness Month!
Look twice, save a life. 🚔 🚒 🚑

ridesmartflorida.com/may

May is
MOTORCYCLE
Safety Awareness
Month

LOOK TWICE. SAVE A LIFE.

www.ridesmartflorida.com/may

Like Comment Share

FLHSMV Florida Department of Highway Safety and Motor Vehicles May 14 · 🌐

Take your motorcycle endorsement to an all new level! Experienced Rider Courses (ERCs) are \$75 off at select locations during the month of May! #ShareItForSafety Florida Department of Transportation Ride Smart Florida <https://ridesmartflorida.com/endorsementandbeyond>

ENDORSEMENT AND BEYOND \$75 off ERC!
(at select locations)

Experienced Rider Courses (ERCs) at a discounted rate in May!
Take your endorsement beyond! Enhance your skills and advance your riding experience to an all-new level. These courses are created for experienced riders and offer advanced tips and techniques that help you own the road.

Offer is available from May 1-31, 2019. You must use your own motorcycle. This program is administered through selected Florida Rider Training Program (FRTTP) sponsors.

visit www.ridesmartflorida.com/endorsementandbeyond to see participating locations

www.ridesmartflorida.com/endorsementandbeyond

👍 🤔 4 1 Share

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Like Follow Share ...

behavior, always!

#florida #floridasadd #teens #youth #leadership #highschool #college #activism #empower #engage #mobilize #fdot #motorcyclesafety #flteensafedriver #looktwicesavealife #watchformotorcycles #RideSmart #awareness #SafeDriving #savealife @myfdot_miami @my_fdot @myfdot_safety @ridesmartfl

TEEN SAFE DRIVING COALITION

Florida Teen Safe Driving Coalition
@FLTeenSafeDriving

Home
About
Events
Photos
Videos
Community
Reviews
Posts

Create a Page

WATCH FOR MOTORCYCLES

3

Like Comment Share

Islamorada Chamber of Commerce
May 24 · 🌐

May is
MOTORCYCLE
Safety Awareness
Month



LOOK TWICE. SAVE A LIFE.
#LOOKFORME123

Florida Department of Transportation
May 14 · 🌐

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