



MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN

2021 Campaign Summary Report



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

JULY 2021

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



Table of Contents

Table of Contents.....	1
1.0 Campaign Description.....	2
2.0 Campaign Goals.....	2
3.0 Partnership Development.....	3
4.0 Campaign Events.....	7
5.0 Campaign Messaging.....	7
6.0 Campaign Feedback.....	8
Appendix A – Campaign Poster.....	9
Appendix B - Social Media Images.....	10
Appendix C – Tip Card.....	12
Appendix D - Campaign Advertising.....	14
Appendix E - Other Campaign Coverage.....	16



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 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 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 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 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 firm Graph Code, was used for partner resources website.

The first meeting was held in April 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 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.
- 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

Outreach tactics were dependent on electronic distribution methods, particularly email and social media.

2.1 Campaign Data Summary

	2019	2021
Campaign Partners	34	74
Outreach Events	5	0
Multi-Agency Enforcement Operations	2	0
Overall Campaign Impressions*	27.7 million	29.5 million

Using data from partner surveys, an estimated 29,593,820 people were reached during the 2021 campaign.

**Number of impressions reported by partners as of July 21, 2021; 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
- Providing educational and promotional items to distribute at local outreach events

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 contacting each potential partner and gauging their interest in joining the 2021 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 2021 Motorcycle Safety Month Awareness Campaign.

- AT&T
- Aventura Hospital and Medical Center
- Bal Harbour Village Police Department
- Bean Automotive Group
- City of Aventura Police Department
- City of Coral Gables
- City of Doral
- City of Doral Police Department
- City of Florida City
- City of Hialeah Gardens Police Department
- City of Homestead
- City of Isla Morada, Village of Islands
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Miami - Office of Communications
- City of Miami – Upper East Side Neighborhood Service Center
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Gardens
- City of Miami Gardens Police Department
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of Opa-locka – Public Works
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- FDOT District 6 Law Enforcement Liaison
- FDOT District 6
- FDOT District 6 CTST Program
- Florida Department of Health – Miami-Dade
- Florida Department of Health - Monroe
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Highway Patrol
- Florida International University (FIU)
- Florida’s Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Jackson Health System
- Kendall Regional Medical Center
- Kendall Regional Medical Center - Trauma Center
- Miami-Dade College – Hialeah Campus
- Miami-Dade College – Medical Campus
- Miami Shores Village
- Miami Shores Village Police Department
- Miami-Dade College - Eduardo J. Padron Campus
- Miami-Dade County – Department of Transportation and Public Works (DTPW)
- Miami-Dade County Communications and Customer Experience Department
- Miami-Dade County Public Schools
- Miami-Dade Fire and Rescue
- Miami-Dade Police Department
- Miami-Dade Police Department - Kendall District
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County School District
- Monroe County Sheriff’s Office
- North Bay Village
- North Bay Village Police Department
- Peterson's Harley Davidson
- South Florida Regional Transportation Authority (SFRTA)
- State Farm
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- 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
- University of Miami Police Department (UMPD)
- Urban Health Partnerships Inc.
- Village of Biscayne Park Police Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Pinecrest Police Department
- West Kendall Baptist Hospital



3.3 Partnership Contributions

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

AT&T

One campaign image was posted reaching approximately 369 social media followers.

Bal Harbour Village Police Department

Campaign information was posted on the department's social media pages reaching approximately 1,000 followers.

City of Aventura Police Department

One hundred tip cards were distributed, and campaign information was delivered to 1,000 individuals.

City of Coral Gables

Social media messaging was distributed to the City's 19,000 Facebook and 4,600 Twitter followers on three occasions. Also, campaign messages were shared twice on Facebook stories reaching approximately 600 people.

City of Doral Police Department

Social media messaging was used to reach 5,600 Twitter and 7,650 Instagram followers on six occasions.

City of Layton

One campaign email blast was distributed reaching about 167 views.

City of Marathon

Social media messaging was used to reach the City's 8,721 Facebook followers on seven occasions.

City of Miami - Office of Communications

The city shared campaign messaging reaching over 900K followers on three occasions.

City of Miami - Upper East Side Neighborhood Service Center

Campaign email blast was distributed to about 100 people one time.

City of Opa-locka Police Department

The Department distributed 3 campaign posts to its 200 social media followers and a campaign eblast was posted on their website.

City of Sunny Isles Beach Police Department

The city distributed campaign materials three times reaching 11,379 followers.

Florida Department of Transportation - District Six

Campaign messages were posted multiple times each week on Facebook and Twitter over the course of the campaign reaching thousands.

FDOT District 6 CTST Program

Campaign eblasts were distributed to at least 500 individuals. Over 1,000 tip cards were distributed.

Florida Department of Health - Miami-Dade

Email blasts were distributed two times to 1,002 recipients.



Florida Department of Health – Monroe

Campaign email blasts were distributed reaching about 200 individuals.

Florida International University

Campaign messaging was featured on FIU’s electronic messaging boards reaching approximately 60,000-70,000 people daily.

Florida's Turnpike Enterprise

Social media messaging was utilized to reach 1,100 Facebook and 6,301 Twitter followers nine times.

Jackson Health System

Social media messaging was distributed on the Expert Kids Care Facebook, Twitter and Instagram accounts reaching approximately 12,234 followers.

Kendall Regional Medical Center

Campaign messaging was used to reach 2,500 followers.

Miami-Dade Police Department - Kendall District

One campaign email blast was delivered to 12 individuals. Also, campaign materials were distributed to the Department’s 26,000 social media followers twice. Over 1,200 tip cards were distributed.

Miami-Dade Transportation Planning Organization (TPO)

Campaign information was distributed to approximately 5,000 individuals in the TPO newsletter twice. Similarly, social media messaging was utilized to reach the organization’s 1,182 Facebook, 2,420 Twitter and 692 Instagram followers in nine different occasions.

Monroe County Sheriff’s Office

Two campaign eblasts were distributed to 300 subscribers. Additionally, social media messaging was used to reach 50,000 Facebook and 15,000 twitter followers three times.

North Bay Village

Campaign materials were distributed to the Village’s 3,000 social media followers.

North Bay Village Police Department

Social media was utilized to reach the department’s 2,500 Instagram followers on seven occasions. In addition, campaign eblasts were distributed to about 400 people.

Peterson's Harley Davidson

Peterson’s Harley Davidson posted messages on social media reaching more than 50,000 followers.

South Florida Regional Transportation Authority (SFRTA)

Campaign posters were posted onboard the trains reaching over 191,000 riders. In addition, tip cards were placed at all Tri-Rail stations. Social media messaging was also used seven times to reach 20,715 Facebook, 5,459 Twitter and 3,191 Instagram followers.

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. In addition, TMC added safety campaign messages on three team presentations for statewide conferences.



Town of Miami Lakes

Social media messaging was distributed nine times during the campaign to reach approximately 425,844 social media views.

University of Miami Police Department

Social media messaging was used to reach 3,100 Facebook and 1,800 Instagram followers on multiple occasions.

4.0 Campaign Events

During this campaign, no community events or multi-agency enforcement operations were held. Due to COVID-19 local events were still not back as in the past and many safety law enforcement partners were tied up with the Surfside building collapse and were not able to participate in multi-agency enforcement operations.

We kicked-off the campaign, on Thursday, May 20, 2021, with a virtual meeting promoting *Ride Smart*.

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 available with 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 Campaign Advertising

The campaign was advertised using Eikon reaching 924,210 individuals. Please see the appendix for images of these items.



6.0 Campaign Feedback

“Great campaign!”

-- Bal Harbour Village Police Department

“We were happy to support this campaign as much as possible.”

-- City of Coral Gables

“Good job!”

-- City of Layton

“Love all the campaigns and provided graphics. Very helpful with our content scheduling.”

-- City of Sunny Isles Beach Police Department

“Great campaign! Great work by all!”

-- Florida Department of Transportation District 6

“The campaign is excellent; I have seen it deployed in municipalities.”

-- Florida Department of Health - Miami-Dade

“Great campaign!”

-- Florida's Turnpike Enterprise

“We specifically chose the posts that represent service lines the hospital specializes in, such as traumas.”

-- Jackson Health System

“We used the electronic traffic boards for messages to reach more drivers.”

-- Monroe County School District

“Residents and followers love the motivation and support from FDOT to help educate and save lives.”

-- North Bay Village Police Department

“It was great, impactful messaging and graphics!”

-- Sun Guide TMC - District VI

“This campaign has taken the FDOT branding to the next level, great graphics were created”

-- Town of Miami Lakes



Appendix A – Campaign Poster

WATCH FOR MOTORCYCLES



DRIVER TIPS

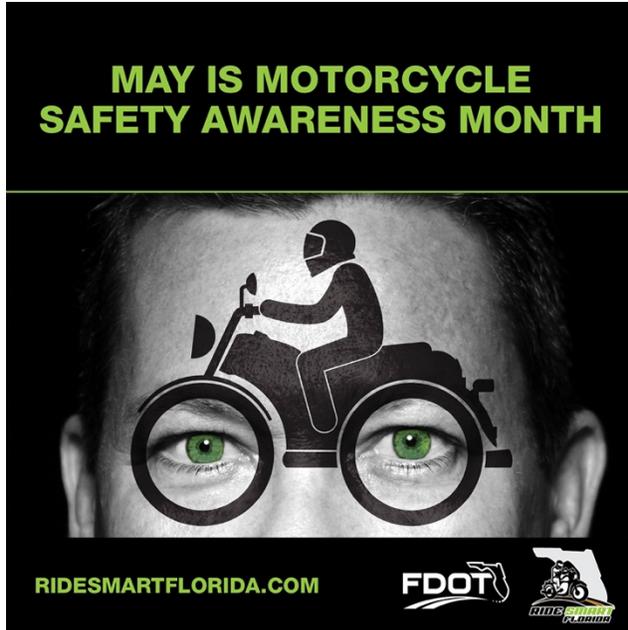
- 1** After a crash involving a motorcycle, drivers often say, “I didn’t see him.” Increased awareness of motorcycles will make you more likely to see them.
- 2** Motorcycles are often hidden in blind spots or masked by objects or conditions outside the car (bushes, fences, bridges, the sun, etc.). Take 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





GET TRAINED!

RIDESMARTFLORIDA.COM

FDOT 



CHOOSE THE RIGHT HELMET

BEFORE YOU HIT THE ROAD

RIDESMARTFLORIDA.COM

FDOT 

TO RIDE SAFE, YOU'LL NEED:

 <p>DOT HELMET</p>	 <p>EYE PROTECTION</p>
 <p>REFLECTIVE CLOTHING</p>	 <p>GLOVES & BOOTS</p>

RIDESMARTFLORIDA.COM

FDOT 

JUNE 21 IS

NATIONAL RIDE TO WORK DAY



RIDESMARTFLORIDA.COM

FDOT 



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.
- 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 

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 por objetos o condiciones externas al vehículo (arbustos, 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 



MOTORCYCLE VIOLATIONS CHECKLIST

FUNDED BY
FLORIDA DEPARTMENT OF TRANSPORTATION

www.RideSmartFlorida.com

Motor Violations Checklist

VIOLATION	STATUTE
------------------	----------------

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

<input type="checkbox"/> NON-MOVING/ EQUIPMENT VIOLATIONS	<input type="checkbox"/> MOVING/CRIMINAL VIOLATIONS
--	--

THIS IS NOT A CITATION



Appendix D - Campaign Advertising

https://www.cycletrader.com/listing/20...

SEARCH SELL LOG IN MENU

← Back or 🔍 See all Honda CRF450R-Ss ne...

1 of 9 **1-877-370-9541**

2022 Honda CRF450R-S
\$8,599*

PROTECT YOURSELF WEAR YOUR HELMET

FDOT

thumpertalk.com/articles/what-do-clutch-baskets-and-dampers-really-do-r1059/

What do Clutch Baskets and Dampers Really do?

By Spider Tech
May 28

Think of a clutch basket as the back-bone of your entire clutch system. Precision CNC machining combined with innovative world-class engineering allows Rekluse clutch baskets to safeguard your vital internal components, keeping you on the track or trail a lot longer. Read on as we dive into the function and construction of clutch baskets and dampers and learn more about how Rekluse billet baskets can protect your clutch system and engine.

Rekluse Dirt Bike Clutch Baskets and Dampers Explained

WATCH FOR MOTORCYCLES

FDOT

Homegrown Goale Anti-

diariosamericas.com/florida/miami-dade-aprueba-unanimidad-plan-contra-violencia-armada-n422474

FLORIDA MIAMI-DADE VIOLENCIA PLAN ARMAS MIAMI

Miami-Dade aprueba por unanimidad plan contra violencia armada

08 de junio de 2021 - 15:06 - Por JESÚS HERNÁNDEZ

El nuevo proyecto intensifica la presencia policial, monitorea la posesión de armas ilegales, ofrece asistencia social a jóvenes y amplía la red de cámaras de vigilancia

GET TRAINED!

SE ESTÁ LEYENDO

SOCIALISMO SEDUCCIÓN ASALTO

FORO EN MIAMI apuesta por explicar poder embaucador del comunismo

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



pagesix.com/2021/06/08/angelina-jolie-grabs-a-hot-dog-at-grays-papaya-with-sons/?_ga=2.254419720.1609364770.1623...

Friday.



SHARE THIS ARTICLE:



en.as.com/en/2021/06/08/other_sports/1623129071_518105.html

as Real Madrid Barcelona NFL Football Other Sports Latest News as as Opinion Results Qat_Lar2022 EDICION EN

Other Sports

NFL NBA MLB Boxing Motorsport Tennis Golf Olympic Games



NBA

NBA Coach of the Year: New York Knicks' Thibodeau

Tom Thibodeau has been rewarded for ending the New York Knicks' playoff drought this season.

Volver a cargar esta página

Perform

Update: 8 June 2021 08:43 EDT



Suscríbete a nuestra newsletter



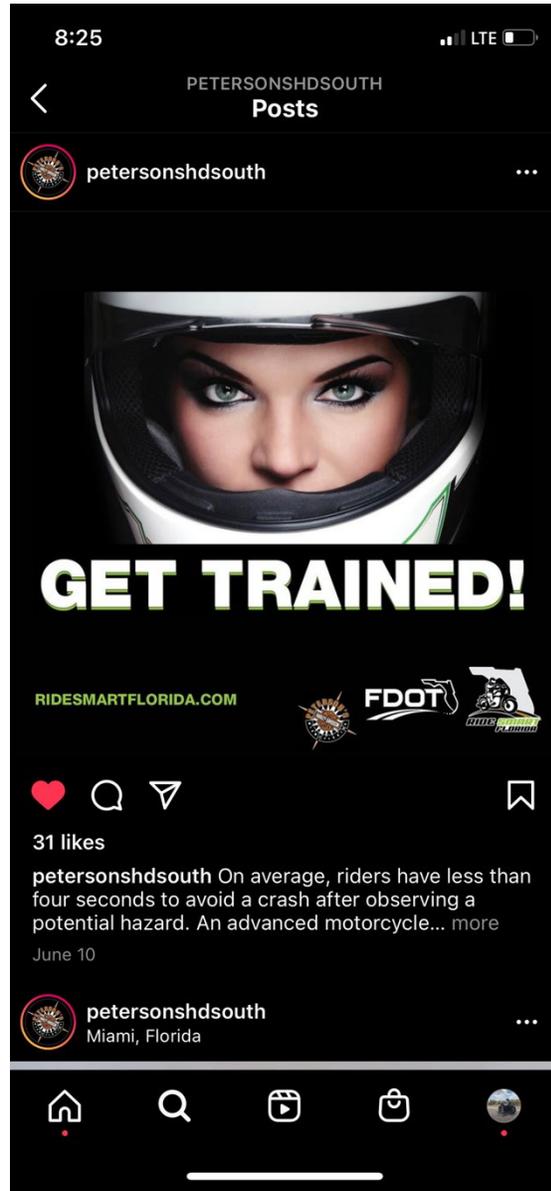
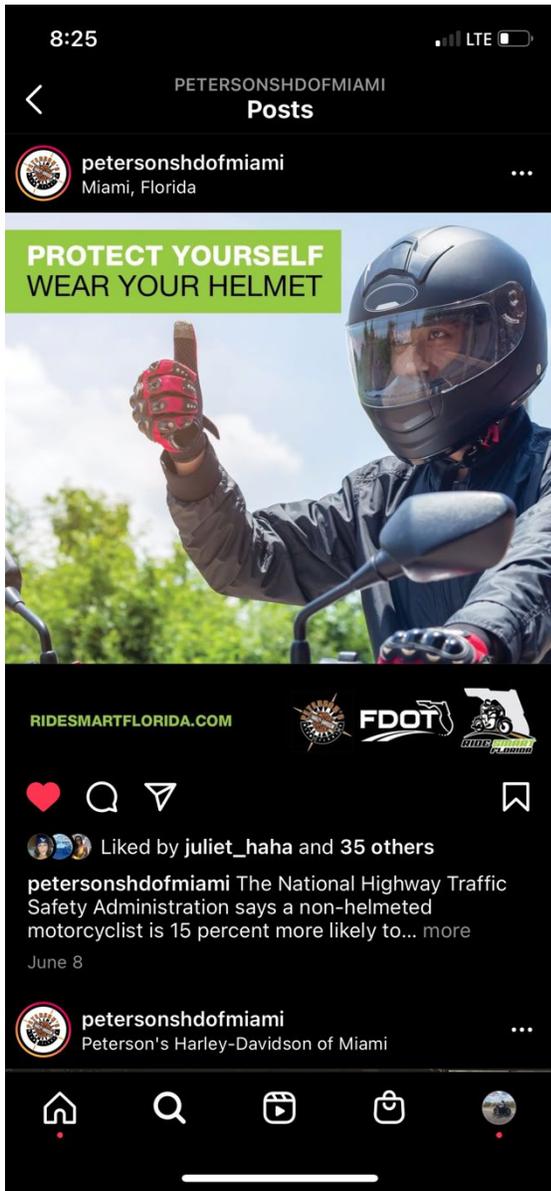
Most read

ENGLISH
Psaki suggests fourth



Appendix E - Other Campaign Coverage







Bay Harbor Islands Police Department

Bay Harbor Islands Police Department

Call Now Like Search More

Interested

FRI, SEP 10 AT 10 AM EDT
Mini FLOW
Morris Broad Community Center
Home · Hosted by BHI Community Services Department

Interested

Page Transparency See All
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 - April 10, 2014
- Page manager location: United States

Related Pages

Bay Harbor Islands Police Department June 7 · 🌐

Look twice. Save a life. #motorcyclesafety #watchformotorcycles

City of Coral Gables

City of Coral Gables - Governm...

Contact Us Like Message Search More

Feedback@coralgables.com

Government Organization · City Hall · City

©2015 City of Coral Gables. All Rights Reserved.

Photos See All

Videos See All

City of Coral Gables - Government June 8 · 🌐

City of Coral Gables - Government is pleased to support the Ride Smart Florida campaign throughout this month. Today we remind you of the importance of wearing a helmet. The National Highway Traffic Safety Administration- Drunk Driving says a non-helmeted motorcyclist is 15 % more likely to suffer a nonfatal head injury and 40 % more likely to suffer a fatal head injury than a helmeted rider if involved in a crash. #RideSmartFL
NHTSA Florida Department of Transportation

City of Miami

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



City of Miami Government

Send Message Like

It's our favorite kind of day - #Timelapse...
20
671 Views - 23 hours ago

Page Transparency See All
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.

- City of Miami is responsible for this Page.
- Page manager location: United States

Related Pages

- Francis Suarez
Celioni Sena likes this
Politician Like
- Ashley Moody
Political Candidate Like
- Carlos Gimenez
Lesly Lopez likes this
Political Candidate Like

City of Miami Government
June 17

Make yourself visible! The use of lights, reflective materials and bright colors makes it easier for you to be seen.

12 1 Comment 1 Share

Town of Miami Lakes

Regular Council Meeting
Town of Miami Lakes- Municipal Government
Causes - Hosted by Town of Miami Lakes- Municipal Government
Interested

THIS SATURDAY AT 8 AM EDT
Sand Bag Filling Volunteer Opportunity
Town of Miami Lakes- Municipal Government
Wellness - Hosted by Town of Miami Lakes- Municipal Government
Interested

SAT, JUL 24 AT 9 AM EDT AND 10 MORE
Miami Lakes Farmers Market
New Barn Road
Wellness - 519 guests
Interested

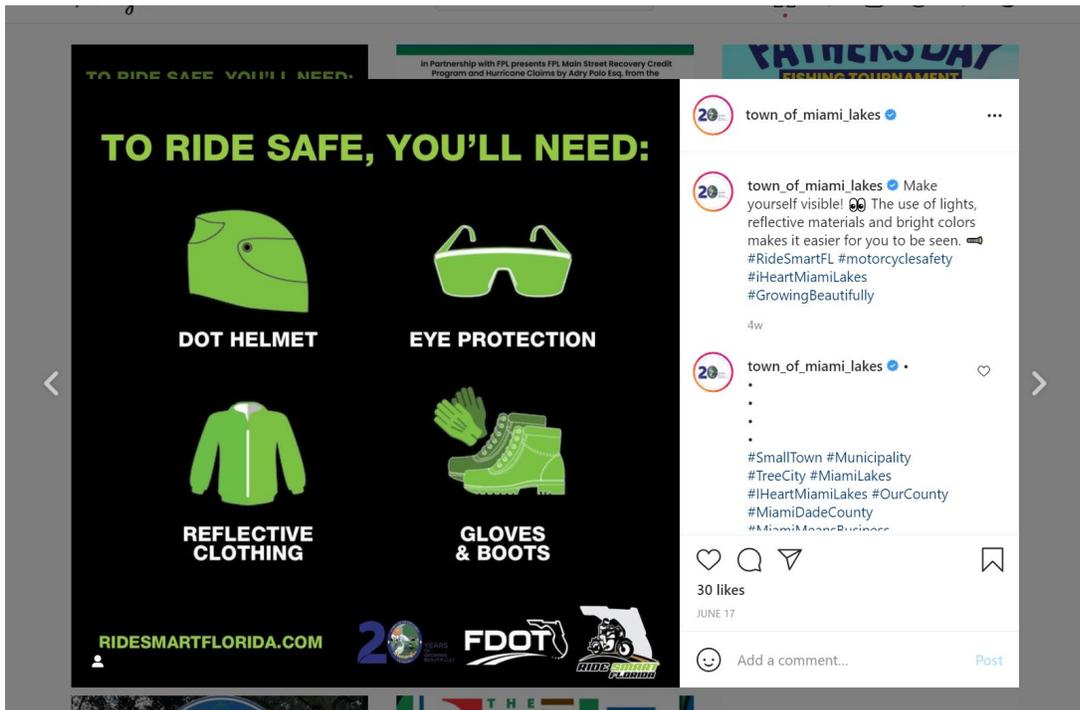
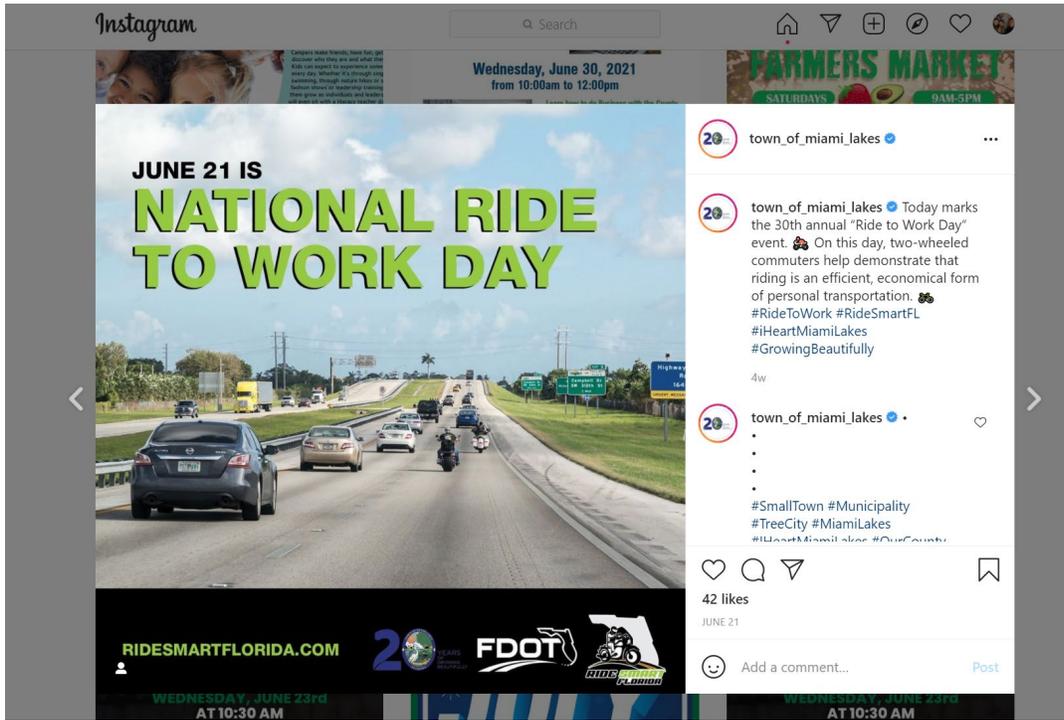
Page Transparency See All
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

- Page created - June 24, 2013
- Page manager location: United States

Town of Miami Lakes- Municipal Government
June 21

Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. #RideToWork #RideSmartFL #iHeartMiamiLakes #GrowingBeautifully

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



City of Sunny Isles Beach Police Department

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



Sunny Isles Beach Police Department

Drive safe during bad weather conditions...

95 Views · 2 weeks ago

Page Transparency See All

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 - October 20, 2015
- Page manager location: United States

Related Pages

- Intracoastal Parks Park **Like**
- Town Center Park (Sunny... Playground **Like**
- Police Honor Guard of Br... Government Organization **Like**

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

Sunny Isles Beach Police Department

June 17 ·

Make yourself visible! The use of lights, reflective materials and bright colors makes it easier for you to be seen. #RideSmartFL #MotorCycleSafety

TO RIDE SAFE, YOU'LL NEED:

- DOT HELMET
- EYE PROTECTION
- REFLECTIVE CLOTHING
- GLOVES & BOOTS

RIDESMARTFLORIDA.COM FDOT

Sunny Isles Beach Police Department

Page Transparency See All

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 - October 20, 2015
- Page manager location: United States

Related Pages

- Intracoastal Parks Park **Like**
- Town Center Park (Sunny... Playground **Like**
- Police Honor Guard of Br... Government Organization **Like**

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

Create Page

Sunny Isles Beach Police Department

June 2 ·

The most common motorcycle/motorist crash is at an intersection when a motorist makes a left turn in front of a motorcycle. Often, motorists turn left into the path of an oncoming motorcyclist because they're hidden by roadway features or the motorist didn't see them.

WATCH FOR MOTORCYCLES

RIDESMARTFLORIDA.COM FDOT

City of Marathon

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



City of Marathon, Florida | 215 Views · 4 weeks ago

Page Transparency | See All
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 - September 22, 2017
- Page manager location: United States

Related Pages

- Paradise Produce (Fruit & Vegetable Store) | Like
- Marathon Vacation (Vacation Home Rental) | Like
- Key Colony Beach Comm... (Community Organization) | Like (Lesly Lopez likes this)

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

City of Marathon, Florida | May 24 · 🌐

Ride Smart Florida-Motorcycle Safety Awareness

For more information about the Ride Smart Florida Campaign, please visit ridesmartflorida.com.

Like | Comment | Share

Florida's Turnpike Enterprise

FDOT Turnpike | Like | Search | More

Page Transparency | See All
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

- Florida DOT Safety Office (Government Organization) | Like (Carlos Sarmiento likes this)
- Future I-27 Ports To Plain... (Personal Blog) | Like
- Brevard County Contract... (Government Organization) | Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

Create Page

FDOT Turnpike | June 21 · 🌐

Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. [#ridetowork](https://www.facebook.com/ridesmartfl) [#RideSmartFL](https://www.facebook.com/ridesmartfl)

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



FDOT Turnpike

Page transparency See All

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

- Florida DOT Safety Office
Carlos Sarmiento likes this
Government Organization
- Future I-27 Ports To Plain...
Personal Blog
- Brevard County Contract...
Government Organization

Add Your Business to Facebook

Showcase your work, create ads and connect with customers or supporters.

Create Page

FDOT Turnpike June 15 · 🌐

Wearing a properly fitted, USDOT compliant motorcycle helmet can make a difference in a crash. It is recommended to try on a new helmet in a store rather than buying online. Visit bit.ly/3sTcKkB to help find your fit. #RideSmartFL #motorcyclesafety

CHOOSE THE RIGHT HELMET

BEFORE YOU HIT THE ROAD

RIDESMARTFLORIDA.COM

GET TRAINED!

RIDESMARTFLORIDA.COM

Florida's Turnpike @FloridaTurnpike

On average, riders have less than four seconds to avoid a crash after observing a potential hazard. Check out an advanced motorcycle training course. Visit ridesmartflorida.com/training #RideSmartFL #motorcyclesafety

8:31 AM · Jun 15, 2021 · TweetDeck

1 Retweet 1 Like

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



FDOT Turnpike Like Search More

Page Transparency See All
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

- Florida DOT Safety Office
Carlos Sarmiento likes this
Government Organization Like
- Future I-27 Ports To Plain...
Personal Blog Like
- Brevard County Contract...
Government Organization Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

FDOT Turnpike June 21 · 🌐
Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. #ridetowork #RideSmartFL

FDOT Turnpike Like Search More

Page Transparency See All
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

- Florida DOT Safety Office
Carlos Sarmiento likes this
Government Organization Like
- Future I-27 Ports To Plain...
Personal Blog Like
- Brevard County Contract...
Government Organization Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

FDOT Turnpike June 15 · 🌐
Wearing a properly fitted, USDOT compliant motorcycle helmet can make a difference in a crash. It is recommended to try on a new helmet in a store rather than buying online. Visit bit.ly/3sTcKkb to help find your fit. #RideSmartFL #motorcyclesafety



Videos See All

Krome Avenue at Davis Parkway
Intersection Closure Starts May 6, 2020

REMINDER: intersection of #KromeAve a...

2 likes
147 Views · a year ago

Page Transparency See All

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 Area May 27 · 🌐

Motorist actions can impact the safety of motorcyclists greatly! A large portion of motorcycle crashes involve two key components – poor speed and spatial judgment of other drivers and poor motorcyclist visibility. #RideSmartFL #motorcyclesafetymonth #MemorialDay @RideSmartFL

STAY SAFE THIS

MEMORIAL DAY

RIDESMARTFLORIDA.COM

FDOT South - Miami Area

About See All

📍 1000 NW 111th Ave Miami, FL 33172

- Welcome to the official Florida Department of Transportation (FDOT) District Six Facebook page. Contact us directly at: <http://www.dot.state.fl.us/>
- District Six covers the Miami area including Miami-Dade and Monroe Counties.
- 906 people like this including 4 of your friends
- 1,170 people follow this
- 131 people checked in here
- <http://www.fdotmiamidade.com/>
- (305) 470-5349
- Open Now**
9:00 AM - 5:00 PM

FDOT South - Miami Area May 25 · 🌐

Keeping the roadway safe for all users is the responsibility of both motorists and motorcyclists - everyone can do their part. Visit ridesmartflorida.com. #RideSmartFL #motorcyclesafetymonth @RideSmartFL

MAY IS MOTORCYCLE SAFETY AWARENESS MONTH

RIDESMARTFLORIDA.COM

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



**JUNE 21 IS
NATIONAL RIDE
TO WORK DAY**

RIDESMARTFLORIDA.COM

FDOT

myfdot_miami

myfdot_miami Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. #ridetowork #RideSmartFL @RideSmartFL

9 likes
JUNE 21

Add a comment... Post

**WATCH FOR
MOTORCYCLES**

RIDESMARTFLORIDA.COM

FDOT

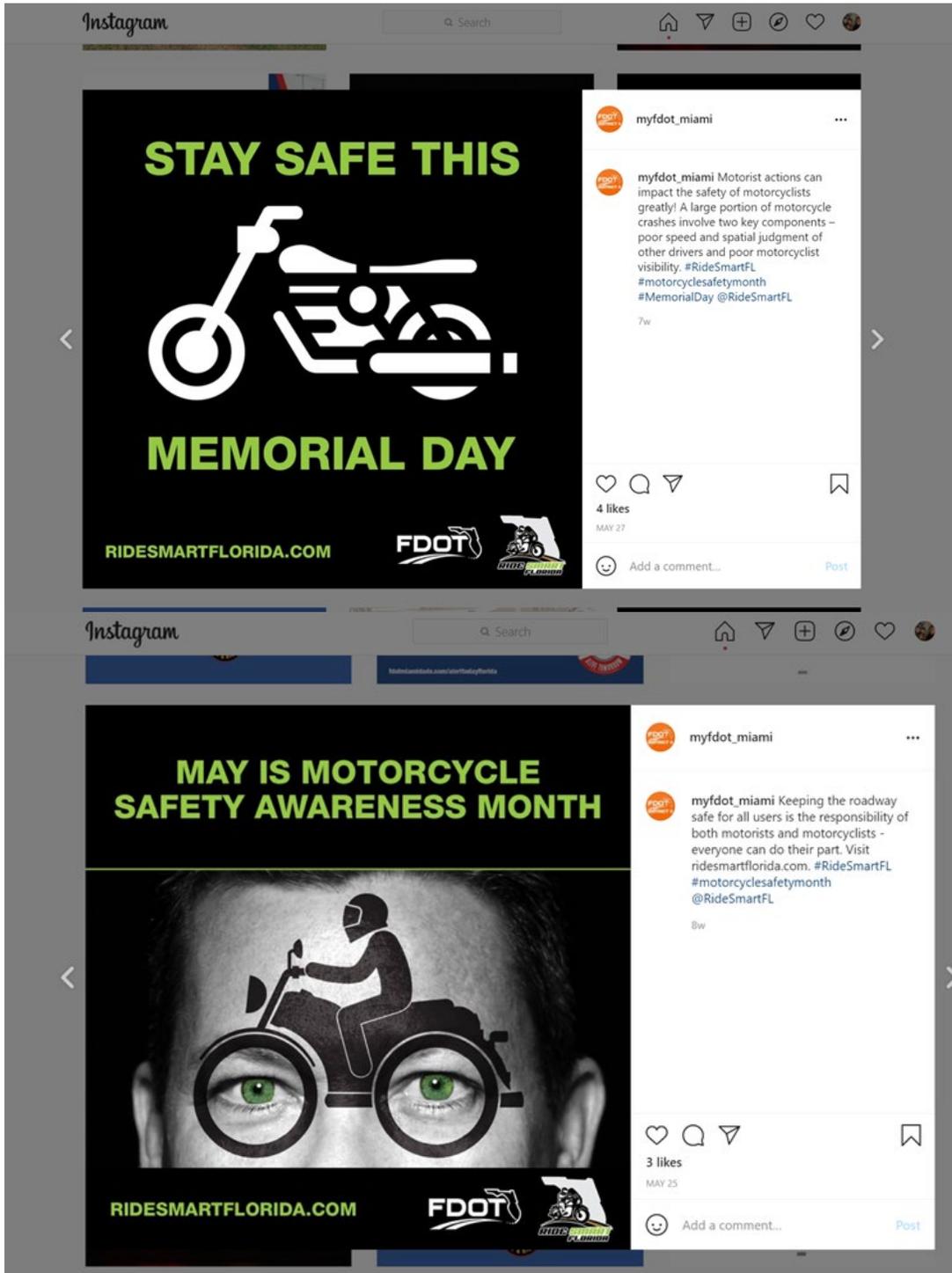
myfdot_miami

myfdot_miami The most common motorcycle/motorist crash is at an intersection when a motorist makes a left turn in front of a motorcycle because they're hidden by roadway features or the motorist didn't see them. #RideSmartFL #motorcyclesafety @RideSmartFL

6 likes
JUNE 1

Add a comment... Post

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated Jun 17. The tweet text reads: "Make yourself visible! The use of lights, reflective materials and bright colors makes it easier for you to be seen. #RideSmartFL #motorcyclesafety @RideSmartFL". The tweet includes an image with two columns: "REFLECTIVE CLOTHING" with a green jacket icon and "GLOVES & BOOTS" with a green boot icon. The image also features the website "RIDESMARTFLORIDA.COM" and the FDOT logo. Engagement metrics show 2 retweets and 1 like.

Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated Jun 15. The tweet text reads: "Wearing a properly fitted, @USDOT compliant motorcycle helmet can make a difference in a crash. It is recommended to try on a new helmet in a store rather than buying online. Visit bit.ly/3sTcKkb to help find your fit. #RideSmartFL #motorcyclesafety @RideSmartFL". The tweet includes an image with a white silhouette of a head and the text "RIGHT HELMET BEFORE YOU HIT THE ROAD". The image also features the website "RIDESMARTFLORIDA.COM" and the FDOT logo. Engagement metrics show 1 reply, 1 retweet, and 3 likes.

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



FDOT South - Miami Area Like Search ...

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

- The Miami-Dade Express... Lesly Lopez likes this Government Organization Like
- Miami-Dade County Offi... Government Organization Like
- Florida DOT Safety Office Carlos Sarmiento likes this Government Organization Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

FDOT South - Miami Area June 21 · 🌐

Today marks the 30th annual "Ride to Work Day" event. On this day, two-wheeled commuters help demonstrate that riding is an efficient, economical form of personal transportation. #ridetowork #RideSmartFL @RideSmartFL

Florida Department of Transportation Friends Contact Us Like Search ...

Page Transparency See All

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 24, 2011
- Page manager location: United States

Related Pages

- Ashley Moody Political Candidate Like
- Florida DOT Safety Office Carlos Sarmiento likes this Government Organization Like
- TGH Brandon Healthplex Medical Center Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

Florida Department of Transportation is with Ride Smart Florida. May 3 · 🌐

Every May, and every day, Ride Smart Florida highlights the importance of Motorcycle Safety. ridesmartflorida.com #motorcyclesafetymonth #watchformotorcycles

8 6 Shares



FDOT South - Miami Area Like Search

Page Transparency See All
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

- The Miami-Dade Express... **Like**
Lesly Lopez likes this
Government Organization
- Miami-Dade County Offi... **Like**
Government Organization
- Florida DOT Safety Office **Like**
Carlos Sarmiento likes this
Government Organization

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
[Create Page](#)

FDOT South - Miami Area June 17 · **Like** Search

Make yourself visible! The use of lights, reflective materials and bright colors makes it easier for you to be seen. #RideSmartFL #motorcyclesafety @RideSmartFL



1 Share

FDOT South - Miami Area Like Search

Intersection Closure Starts May 6, 2020 0:44
REMINDER: intersection of #KromeAve a...
2
147 Views · a year ago

Page Transparency See All
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

- The Miami-Dade Express... **Like**
Lesly Lopez likes this
Government Organization
- Miami-Dade County Offi... **Like**
Government Organization
- Florida DOT Safety Office **Like**
Carlos Sarmiento likes this
Government Organization

FDOT South - Miami Area June 15 · **Like** Search

Wearing a properly fitted, @USDOT compliant motorcycle helmet can make a difference in a crash. It is recommended to try on a new helmet in a store rather than buying online. Visit bit.ly/3sTcKKb to help find your fit. #RideSmartFL #motorcyclesafety @RideSmartFL



2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



FDOT South - Miami Area

Like

Page Transparency See All

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

- The Miami-Dade Express...
Lesly Lopez likes this
Government Organization **Like**
- Miami-Dade County Offi...
Government Organization **Like**
- Florida DOT Safety Office
Carlos Sarmiento likes this
Government Organization **Like**

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

FDOT South - Miami Area June 8 · 🌐

The National Highway Traffic Safety Administration says a non-helmeted motorcyclist is 15% more likely to suffer a nonfatal head injury and 40% more likely to suffer a fatal head injury than a helmeted rider if involved in a crash. #RideSmartFL @RideSmartFL @NHTSAgov

FDOT South - Miami Area

Like

Page Transparency See All

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

- The Miami-Dade Express...
Lesly Lopez likes this
Government Organization **Like**
- Miami-Dade County Offi...
Government Organization **Like**
- Florida DOT Safety Office
Carlos Sarmiento likes this
Government Organization **Like**

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

FDOT South - Miami Area June 1 · 🌐

The most common motorcycle/motorist crash is at an intersection when a motorist makes a left turn in front of a motorcycle because they're hidden by roadway features or the motorist didn't see them. #RideSmartFL #motorcyclesafety @RideSmartFL

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



suelta el celular put... My Fortiva MyFIU Log On | Vendor Re... Home - DemandStar Verizon business ac... PlusPortals - Redike...

Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated Jun 8. The tweet text reads: "The National Highway Traffic Safety Administration says a non-helmeted motorcyclist is 15% more likely to suffer a nonfatal head injury and 40% more likely to suffer a fatal head injury than a helmeted rider if involved in a crash. #RideSmartFL @RideSmartFL @NHTSAgov". The tweet includes an image of a motorcyclist wearing a helmet and a red glove, with a green banner overlaid that says "PROTECT YOURSELF WEAR YOUR HELMET". The tweet has 1 reply, 2 retweets, and 1 like.

Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated Jun 3. The tweet text reads: "The road is not a racetrack. Riding the speed limit may allow other drivers to gauge your speed and distance properly. Give them a chance to see you— give yourself a chance to ride another day. bit.ly/2R7BnWe #RideSmartFL #motorcyclesafety @RideSmartFL". The tweet includes a video thumbnail showing a motorcyclist riding a bike, with a play button icon overlaid. The video description reads: "The road is not your Racetrack Ride in control and within your limits. Check out training offered through Ride Smart's Smart Cours... [youtube.com](https://www.youtube.com)". The tweet has 3 retweets and 4 likes. Below the tweet, it says "FDOT District 6 Retweeted".

2021 MOTORCYCLE SAFETY MONTH AWARENESS CAMPAIGN
SUMMARY REPORT



Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated Jun 1. The tweet text reads: "The most common motorcycle/motorist crash is at an intersection when a motorist makes a left turn in front of a motorcycle because they're hidden by roadway features or the motorist didn't see them. #RideSmartFL #motorcyclesafety @RideSmartFL". The image shows a close-up of a motorcycle wheel and tire. The bottom of the image contains the text "RIDESMARTFLORIDA.COM" and the "FDOT" logo. The tweet has 2 retweets and 3 likes.

Twitter interface showing a tweet from FDOT District 6 (@MyFDOT_Miami) dated May 25. The tweet text reads: "Keeping the roadway safe for all users is the responsibility of both motorists and motorcyclists - everyone can do their part. Visit ridemartflorida.com. #RideSmartFL #motorcyclesafetymonth @RideSmartFL". The image features the text "MAY IS MOTORCYCLE SAFETY AWARENESS MONTH" in green on a black background, with a silhouette of a motorcyclist below. The tweet has 1 retweet and 3 likes.