

2025

PUT IT DOWN FLORIDA CAMPAIGN SUMMARY REPORT

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Annual Summary Report

This summary outlines the "Put it Down" Campaign conducted by the Florida Department of Transportation (FDOT), District Six, from January to mid-May 2025. Typically, the campaign runs from January through the end of March, but this year it was extended to include the month of April. Spearheaded by the District Six Community Traffic Safety Specialist within the FDOT Traffic Operations Division, this public outreach initiative aligns with FDOT's mission of ensuring a secure transportation system. The campaign aimed to raise awareness about the perils of aggressive driving, contributing to enhanced road safety in Miami-Dade and Monroe counties.

1.0 Campaign Description

Distracted driving, as defined by the National Highway Traffic Safety Administration (NHTSA), is "an activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system – anything that takes your attention away from the task of safe driving". These dangerous actions have claimed 3,308 lives in 2022 (NHTSA). Therefore, this campaign plays a crucial role in educating the public about the dangers of distracted driving and aims to reduce incidents throughout the district.

The overarching goal of the campaign is to eliminate crashes attributed to distracted driving. FDOT has developed various programs and projects, including the "Put it Down" campaign, to effectively communicate and address this issue. The focus areas include:

- Supporting law enforcement efforts to reduce distracted driving
- Providing training and education on the issue of distracted driving
- Identifying partners to help spread awareness of the dangers of driving

This year's campaign strategy focuses on enhancing the brand and bolstering community partnerships to optimize communication resources and spread safety messages. Recognizing that the dangers of distracted driving affect all drivers, the campaign targets people of all ages in Miami-Dade and Monroe counties. To effectively reach this diverse audience, we have collaborated with local municipalities, organizations, and academic institutions to facilitate outreach events, multi-agency enforcement operations, and distribute multilingual collateral materials, including campaign posters, interactive email blasts, and social media messaging.

1.1 Campaign Limits

Given the widespread occurrence of distracted driving in South Florida, the team received the mandate to execute a public outreach campaign within FDOT District Six, encompassing Miami-Dade and Monroe counties. The distinctive elements incorporated in the District Six campaign were exclusively crafted by the district's team of FDOT personnel and consultants.

1.2 Campaign Team

Guided by Shieda Castillo, the District Six Community Traffic Safety Specialist, and the District Six Public Information Office, the team included Infinite Source Communications Group as the consulting firm for the 2025 campaign. Moreover, The Corradino Group and Marlin Engineering were enlisted as resources for event staffing and the partner resources website.

The inaugural meeting of the 2025 planning team took place in December 2024, followed by subsequent meetings convened as necessary to assess materials, organize collateral production, and coordinate participation in upcoming outreach events.

2.0 Campaign Goals

The primary objective of the campaign was to enhance awareness regarding the perils of distracted driving through effective outreach materials, disseminating information on laws and statistics. The team was assigned the following scope of work to achieve these objectives:

- Conduct research on distracted driving statistics
- Prepare necessary campaign materials, including collaterals, eblasts, and advertisements
- Devise unique and impactful outreach methods, such as:
- Postcard/brochure distribution for law enforcement to give to drivers
- Comprehensive social media outreach
- Public Service Announcement (PSA)
- Foster and strengthen partnerships with local municipalities and organizations for efficient campaign message dissemination
- Provide administrative support, developing materials for virtual kickoff and campaign events, including collaterals and handout kits
- Participate in and manage outreach events
- Coordinate media coverage and capitalize on opportunities for earned media placements
- Collect and analyze partner data, producing a final report with the findings
- Generate and distribute digital and printed final reports

While numerous outreach tactics relied on electronic distribution methods, particularly through email and social media, personal interaction with the public at outreach events remained a crucial component of the campaign.

2.1 2025 Campaign

	2025
Campaign Partners	111
Outreach Events	40
Overall Campaign Impressions*	16+ million*

***Using data from partner social media posts and advertisements, an estimated 16,174,337 people were reached during the 2025 campaign. We estimate the actual reach is easily over 16+ million people – see explanation below.**

**Number of impressions reported by partners does not include every instance people viewed the campaign posters, outdoor banners, partner e-blast reach, articles and stories. Additionally, it does not include DMS reach, which could be in the millions. It also does not measure the amount of website and e-blast viewers. Additionally, this does not include the number of event attendees and engagement, which was in the thousands.*

3.0 Partnership Development

The team concentrated on establishing partnerships that would effectively propagate safety messages and offer materials and resources to support this cause. Potential partners were encouraged to contribute to the campaign through the following methods:

- Advocating the campaign message within their organizations

- Utilizing both internal and external communication channels to share "Put it Down" messaging, highlight achievements and success stories, and provide information on how others can participate
- Collaborating with local law enforcement and community members to bolster efforts in promoting safe driving practices in the community
- Coordinating with local media outlets to maximize outreach to a broader audience
- Engaging in or sponsoring one or more local outreach events
- Supplying educational and promotional items for distribution at local outreach events
- Establishing partnerships with local agencies and police departments to conduct enforcement details

3.1 Strategy and Approach

The team compiled an initial roster of potential partners, including agencies involved in past District Six safety campaigns. Their responsibility included reaching out to each potential partner to assess their interest in participating in the 2025 campaign. Depending on their level of interest, subsequent meetings with key personnel were arranged to delve into the campaign details and identify available resources.

To facilitate collaboration, a website (fdotsafetyresources.com) was updated with new campaign materials, offering campaign resources for partners and featuring collateral materials that displayed the campaign's visual identity and messaging. Partners logos were incorporated into the campaign materials to underscore their dedication to the campaign and public safety.

Partners' contributions were constrained by existing budgets and resources. However, the team diligently explored all possibilities to enhance outreach and collateral dissemination, implementing feasible options as integral components of the campaign.

3.2 Campaign Partners

Campaign partners contributed to receiving and/or disseminating safety messages across the District by sharing diverse collateral materials, including social media posts, email e-blasts, and other educational resources. Presented below is a list of partners who played an active role in the 2025 Put it Down Campaign, as well as partners who wanted to receive information and educate themselves about the campaign.

- 511/Sonshine Communications
- AA Auto Traffic School & Class "E" Testing Center
- AT&T
- Aventura Hospital and Medical Center
- Bal Harbour Village Police
- Bean Automotive Group (Lexus of Kendall, Kendall Toyota, Lexus Of West Kendall, West Kendall Toyota)
- Bike 305
- Car Free Key West*
- Centennial Real Estate/Westland Mall*
- City of Coral Gables
- City of Coral Gables Fire Department
- City of Coral Gables Police Department
- City of Doral
- City of Florida City Police Department
- City of Hialeah Fire Department
- City of Hialeah Gardens

- City of Hialeah Gardens Police Department
- City of Hialeah Public Safety Communications
- City of Homestead
- City of Homestead Police Department
- City of Homestead Public Works and Engineering
- City of Islamorada, Village of Islands
- City of Islamorada, Village of Islands Fire Rescue
- City of Key West and Police Department
- City of Layton
- City of Layton PD/Communications Unit
- City of Marathon
- City of Marathon Fire Rescue
- City of Miami Beach
- City of Miami Beach Fire Rescue Department
- City of Miami Beach Police Department
- City of Miami Department of Fire Rescue
- City of Miami Gardens Police Department
- City of Miami Office of Communications
- City of North Miami
- City of North Miami Beach
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of Opa-locka/Public Works
- City of South Miami
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- City of West Miami
- City of West Miami Police Department
- Dori Saves Lives/The Dori Slosberg Foundation
- FDOT District 4
- FDOT District 6 Law Enforcement Liaison
- Florida Department of Health – Miami-Dade
- Florida Department of Health – Monroe
- Florida Highway Patrol
- Florida International University Police Department
- Florida Keys Scenic Corridor Alliance
- Florida's Turnpike Enterprise
- Ford Motor Company Fund & Community Services
- Governors Highway Safety Association (GHSA)
- Hope for Miami
- Kendall Christian School
- Kendall Regional Medical Center Trauma Center
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Mack Cycle & Fitness
- Miami Dade College Eduardo J. Padron Campus
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College Medical Campus
- Miami Dade College Office of Communications

- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami Kids Magazine
- Miami Springs Police Department
- Miami-Dade College North Campus
- Miami-Dade County - Dept. of Transportation and Public Works
- Miami-Dade County Schools
- Miami-Dade Expressway Authority
- Miami-Dade Fire and Rescue
- Miami-Dade Police Department
- Miami-Dade Police Department Public Information and Education Media
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- North Bay Village Police Department
- Peterson's Harley Davidson of Miami*
- Pinecrest Bakery
- Port Miami
- RED - Responsible & Educated Drivers
- Snap2Live
- South Florida Commuter Services
- South Florida Regional Transportation Authority (SFRTA)
- St. Thomas University
- State Farm
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department Administrative
- Town of Cutler Bay
- Town of Golden Beach
- Town of Medley and Police Department
- Town of Miami Lakes Department of Communications and Community Affair
- Uber Technologies in Florida
- Uber/JUMP Scooters Florida
- UM Health
- University of Miami Police Department
- Urban Health Partnerships Inc.
- Village of Biscayne Park
- Village of Biscayne Park Police Department
- Village of Key Biscayne
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police Department
- Village of Pinecrest Police Department
- Village of Virginia Gardens

4.0 FDOT Partner Collaborations

4.1 Changing Culture One Interaction at a Time

Partners were given access to Put It Down informational graphics. With these graphics partners would share on social media, display graphics on lobby monitors, and include graphics in community newsletters.

Safety partners invited outreach team to join community events, school fairs and gatherings to host an informational table.

Campaign staff distributed thousands of materials:

- Florida Texting & Driving Law flyers
- "Put It Down" phone holders
- Tip cards for micromobility users
- High-visibility vests, stickers, sunglasses, tote bags, and even recipe cards to create an approachable entry point for tough conversations

But the real measure of success? A student saying, "I'll speak up if my friend reaches for their phone." A runner telling us, "I've almost been hit too many times. Keep doing this." A campus officer sharing the selfie frame and saying, "This matters."

4.2 MIAMI-DADE PUBLIC SCHOOLS

The following schools displayed Put It Down outdoor banners.

North Transportation
16150 NW 42nd Ave.
Miami, Florida 33054
The fence line facing NW 42nd Avenue.

John Schee Transportation
2755 NW 122 Avenue
Miami, Florida 33167
Fence Line facing NW 27th avenue, second locations facing NW 122 street near entrance and on the fence line facing the gas pumps so it's visible to District personnel when pumping gas.

Northeast Transportation
5901 NW 27 Avenue
Miami, Florida 33142
Entrance gate on 27th avenue (visible to all who enter the compound when the gate is open and then to passerby's when the gate is closed).

Northwest Transportation
9900 NW South River Drive
Medley, Florida 33166
Fence lines facing South River Drive and 87th Avenue. (2 banners)

Central West Transportation
13775 NW 6 Avenue
Miami, Florida 33182
Fence line facing NW 137th Avenue

Southwest Transportation, Transportation Administration/Vehicle Maintenance
15501 SW 117 Avenue
Miami, Florida 33177

Fence line facing the Florida Turnpike on the back side of the compound and on the fence line facing SW 117th Avenue in the front. (2 to 3 banners)

South Transportation
660 SW 3 Avenue
Florida City, Florida 33034
The fence line facing Krome Avenue

Educating youth is key to a successful campaign that drives impact and positive behaviors. Whether at South Miami Senior High, Homestead, or Dr. Michael M. Krop, our outreach isn't just about laws—it's about legacy. When students hear real stories, see their reaction times tested, or walk away realizing that "just one text" can kill, a spark is lit.

"I didn't realize how serious the texting and driving law was—now I'm thinking twice about using my phone at all while driving."

— Student at Krop Senior High

"I thought impaired meant alcohol only, but now I see it's bigger than that."

— Student at Krop Senior High

Awareness became action, changing daily choices.

4.3 Law Enforcement Operations

A crucial aspect of the campaign involves collaborating with law enforcement to promote its messaging. Throughout the campaign, six law enforcement operations were conducted across the District. During these operations, officers distributed "Put it Down" educational materials and issued citations to drivers. The details are as follows:

1. January 10, 2025, City of North Miami Police Department - 417 citations issued.
2. January 24, 2025, Move Over Press Conference and Enforcement Detail - 431 citations issued.
3. February 15, 2025, City of Miami Gardens Police Department - 273 citations issued.
4. February 27, 2025, Town of Surfside Police Department - 306 citations issued.
5. April 8, 2025, Village of El Portal Police Department/Miami Shores Village Police Department - 612 citations issued.
6. April 12, 2025, City of Sunny Isles Beach - 301 citations issued.

In total, six law enforcement operations took place, covering seven cities and resulting in 2,340 citations being issued.



5.0 Campaign Events

Colleges, universities, and municipalities organized diverse events during the campaign to disseminate campaign messages and involve partners. Additionally, the campaign featured a virtual kick-off meeting and multiple multi-agency enforcement operations held at various intervals.

5.1 Campaign Kick-off E-Blast and Video

To officially launch the campaign with our partners, a kick-off e-blast was developed and distributed on January 6, 2025 to all partners who were invited to participate in promoting the campaign.

5.2 Outreach Events

The campaign team worked closely with nearby colleges, universities, agencies, and organizations to participate in a variety of events throughout the campaign. Their goal was to disseminate campaign messages and actively involve partners. The outreach team successfully engaged thousands of individuals and distributed numerous educational and marketing materials at diverse events across the District. Moreover, the campaign team conducted door-to-door outreach, traversing corridors of interest to deliver educational materials and raise awareness among businesses in those areas. The team participated in forty events throughout the campaign.

5.2.1 Event Outreach Summary

From active door-to-door outreach to engaging safety fairs and school presentations, the “Put It Down” campaign connects directly with thousands of residents, students, and business owners. Here’s a look at the completed efforts:

-  **Total Events Completed: 40**
 -  **Door-to-Door & High-Incident Outreach Events: 21**
 -  **Tabling / Community Event Appearances: 11**
 -  **Presentations / School Engagement: 8**
-  **Campaign Event Log**

Date	Event Name / Location	Staff Attending
Jan 7	Panthers on the Move – FIU Graham Center	Letty, Veronica F
Jan 9	Downtown Miami Market & Movie – Wolfson Campus	Baret, Berardo
Jan 11	Bike Rodeo – The Underline	Baret, Suom

Jan 14	Door-to-Door – Brickell & SW 7th St (2X)	Kathryn, Suom
Jan 16	South Miami Senior High – Safety Presentation	Kathryn, Shieda
Jan 22	High-Incident – Miami Gardens Drive (2X)	Kathryn, Spencer
Jan 23	High-Incident – Miami Gardens Drive	Kathryn, Baret
Jan 25	CFK Upper Keys Center – Community Day	Victoria
Jan 30	Terra Environmental Institute – Safety Presentation	Baret, Shieda
Feb 4–5	High-Incident – SR A1A/Collins Avenue, Bal Harbour (2X)	SuOm, Kathryn, Baret
Feb 12	Door-to-Door – Collins Avenue, Bal Harbour (2X)	Kathryn, Spencer
Feb 13	Door-to-Door – NW 27th Ave & NE 6th Ave (2X)	Kathryn, Spencer
Feb 15	Coconut Grove Arts Festival	Victoria, Yaisel, Shieda
Feb 19	University of Miami – Safety Fair	Kathryn, Baret, Shieda
Feb 22	Dolphins Cancer Challenge XV	Baret, Leticia, Brianna
Feb 25	Door-to-Door – NW 17th Ave	Kathryn, Spencer
Feb 27	High-Incident – Collins Avenue, Bal Harbour (2X)	Kathryn, Spencer

Feb 28	Door-to-Door – SR 698/West Flagler Street	Kathryn, Tatyana
Mar 1	Palmetto Bay Annual Picnic	Jose, Baret
Mar 20	Homestead Senior High – Safety Presentation	Baret, Kathryn, Shieda
Mar 24–25	Door-to-Door – Biscayne Blvd & NW 22nd Ave (2X)	Kathryn, Tatyana, Victoria
Mar 29	Miami Lakes – Senior Health Fair	Letty, Yaisel
Apr 8	FIU Sustainability Fair	Letty, Baret
Apr 8	Micromobility Campaign – MB Nautilus Middle School	Yaisel, Shieda
Apr 10	Micromobility Campaign – North Beach Elementary	Yaisel, Shieda
Apr 10	Michael Krop Traffic Safety Presentation	Letty, Baret

5.2.2 Community Events That Spark Conversations

At the **University of Miami**, a student asked if glancing at a GPS counts as distracted driving. The question opened the door to education that many didn't even know they needed.

*"I see more safety ads in Georgia than Florida. We need this campaign on our roads."
— University of Miami student from Atlanta*

The *Put It Down* team doesn't just table at events—they ignite discussion. At the **Downtown Miami Market & Movie Night**, attendees shared chilling testimonies of crashes, confusion about micromobility laws, and curiosity about safer commuting strategies. A student showed scars from an accident, vividly bringing home the campaign's urgency. A resident challenged community misconceptions, stating, "We all think we can multitask behind the wheel. We're wrong."

At **Hard Rock Stadium's Dolphins Cancer Challenge**, the campaign reached over 7,000 people. Cyclists and runners—some survivors of crashes—voiced support for safer infrastructure and stricter enforcement. Conversations weren't forced. They flowed—naturally, urgently, honestly.

The *Put It Down* campaign doesn't simply hand out flyers—it sparks genuine conversations. It's FDOT District 6 stepping into the heart of Miami and saying, **we see you, we hear you, and we're working to protect you.**

This campaign **challenges behaviors**. It **empowers communities**. Every interaction is a step toward safer streets, informed choices, and saved lives.

Together, we're not just urging caution; we're reshaping Miami's driving culture. We're ensuring that everyone who moves through our city, whether on wheels or on foot, can do so safely, confidently, and responsibly.

In a city where everyone is going somewhere, we're helping them get there safely—one reminder, one conversation, one community at a time.

6.0 Campaign Messaging

The team had the responsibility of maintaining the brand and identity of the campaign. All materials were designed with a consistent look and style to ensure a clear and cohesive message. To cater to a wider audience, all materials were made available in English, Spanish, and Creole.

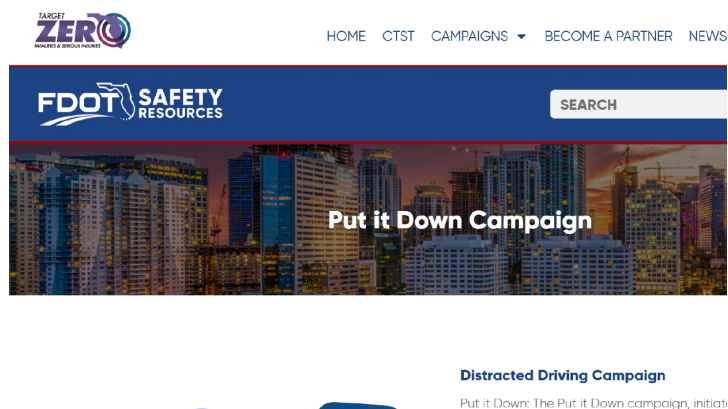
6.1 Campaign Logo

2025 Put it Down campaign logo was redesigned to re-enforce the campaigns messaging with a consistent look and style to ensure a clear and cohesive message that encourages to stop distracted driving.



6.2 Websites

The campaign's website, <https://fdotsafetyresources.com/putitdown/national-distracted-driver-awareness/>, underwent updates to include the latest information and collaterals.



6.3 Social Media and Web Banners

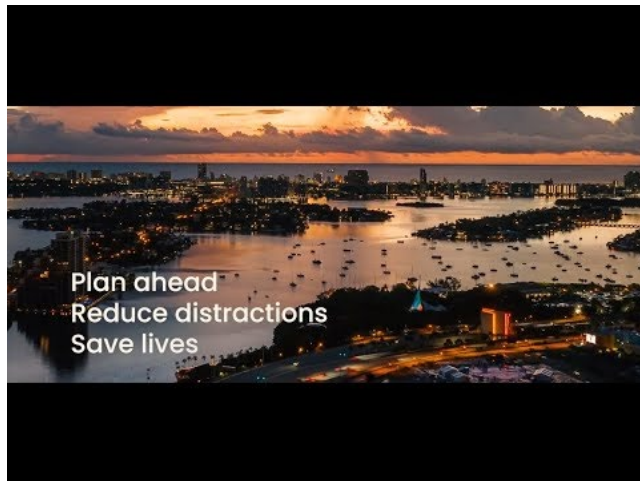
The campaign's online impact was crucial. Through social media and customized web banners, we expanded our reach to a broader audience, effectively delivering clear and concise information. Our social media messaging featured eye-catching graphics designed to prompt action with the hashtag #PutItDown. These graphics were formatted for easy posting on platforms such as Facebook, Twitter, and Instagram. Additionally, we created and posted a Valentine's Day campaign post and a video reel featuring event photos across various social media platforms. Refer to the appendix for images of these items. Social media posts and shares generated an estimated 358,605 impressions, not including additional shares and views on social media platforms.

6.4 Public Service Announcement (PSA)

The team improved the existing PSA for the campaign by incorporating the Target Zero logo into both English and Spanish versions. Additionally, the PSA was updated to 60, 30, and 15-second formats in both languages to cater to user preferences. These updated PSAs were used again for the 2025 campaign.

PSAs can be viewed on the campaign website and

<https://fdotsafetyresources.com/putitdown/national-distracted-driver-awareness/>



6.5 Advertising

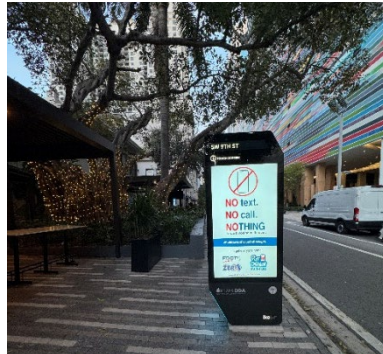
6.5.1 Freebee

Freebee offers a free, electric transportation service that users can access by downloading the Freebee app, requesting a ride, and hopping on board. The cars, which feature the "Put it Down" branding, provide a platform for drivers to educate passengers about the campaign and distribute tip cards. For one month, two "Put it Down" vehicles operated in the City of Miami Beach and the Village of Pinecrest, generating an estimated 1,500,000 impressions.



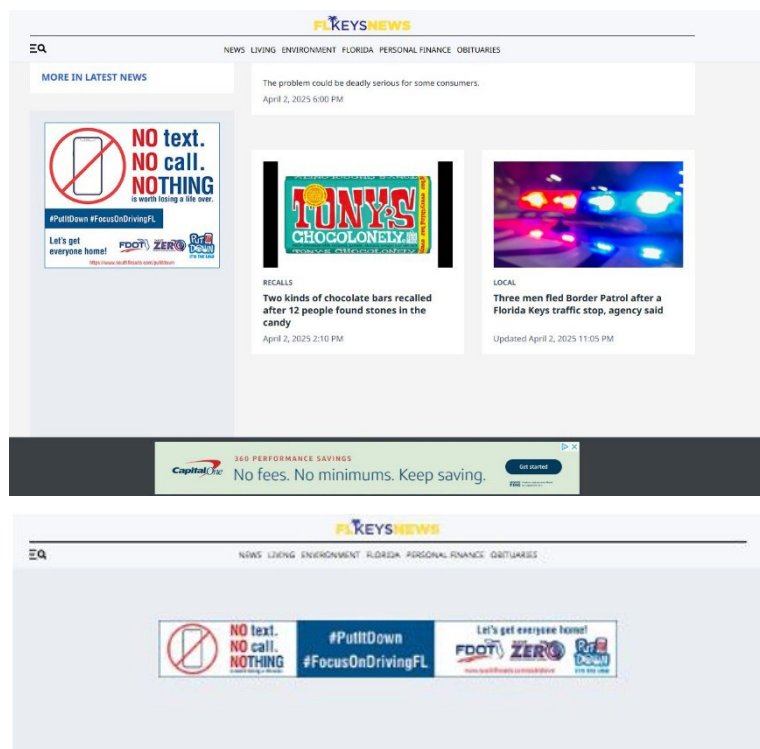
6.5.2 IKE Kiosks

IKE ads in Miami are digital advertisements displayed on interactive kiosks installed by IKE Smart City. These kiosks provide wayfinding, local information, public safety alerts, and free Wi-Fi, funded by controlled advertising. They enhance urban navigation, support local businesses, and promote community engagement, with installations expanding across various Miami neighborhoods. Three IKE ads generated an estimated total of over 3,146,853 impressions.



6.5.3 Florida Keys News (flkeysnews.com)

Web advertisements under the Florida Keys online section of The Herald took place from January to March of 2025, generating approximately 286,508 impressions.



6.5.4 Miami Herald

Web advertisements were also posted online to the Miami Herald. Campaign took place from January to March of 2025, generating approximately 292,460 impressions.

292,460
Impressions

191
Clicks

0.07%
Click-through Rate



Miami Herald Campaign Impressions

6.5.5 Key West Citizen Newspaper

Campaign ads were printed and distributed through the Key West Citizen Newspaper on fourteen occasions from January through March of 2025. Impression numbers totaled over 250,000.



6.5.6 YouTube Advertisements

The Put It Down campaign delivered 466,356 total impressions, with 289,913 viewable impressions, indicating that 62% of the served ads met the view ability standards. Focused on motorists in Miami-Dade and Monroe counties, the Google/YouTube campaign captured a strong digital presence but engaged with less than 10% of the available impressions in these regions. This highlights room for expansion in future efforts.

The campaign's video performance metrics demonstrated moderate engagement, with a video start rate of 68% and a completion rate of 16%. While the 213 clicks to the website indicate some direct engagement, the video drop-off rate suggests opportunities for optimization in messaging and creative assets.

Compared to the previous campaign, the video completion rate (16%) was lower, with only 18% of viewers reaching the 75% mark and 20% reaching 50% of the video. These insights suggest the need for stronger audience targeting, improved video content retention strategies, and possibly a reallocation of the budget to enhance visibility and engagement. We should narrow the audience or increase the budget.

Given the large market size and the campaign's short duration, these results reaffirm that extending the campaign and increasing the budget could drive higher engagement, better retention rates, and a stronger influence on motorists. Future campaigns should leverage these insights to refine targeting strategies and optimize content to maximize effectiveness.

YouTube Campaign

Impressions: 466,356
Viewable Impressions: 289,913
Video Start Rate: 68%
Clicks: 213 to website
Video Completion Rate: 16%
Video played to 75%: 18%
Video played to 50%: 20%

6.6 E-blasts

Throughout the campaign, we distributed two e-blasts to partners, who distributed them to their internal and/or external mailing lists. The e-blasts were interactive and featured safety messaging, videos, statistics and other relevant content for the campaign. Please see the appendix for images of the eblast. Additionally, some partners also sent e-blasts with campaign information.

6.7 Tip Cards

Multilingual tip cards were developed and distributed to partners and at events. The cards were double-sided and featured statistics and tips for driving safely. Please see the appendix for images of the three tip cards.

6.8 Press Release

A press release was issued to media outlets to announce the 2025 Put it Down campaign. Refer to appendix for the full press release

6.9 Billboards

The campaign also included Clear Channel Outdoor Billboards displayed at key locations including along I-95, the Palmetto Expressway and the Dolphin Expressway, reaching a total of 7,767,684 million impressions.



6.10 FDOT D6, Sunguide TMC – Dynamic Messaging Signs (DMS)

The following DMS were used throughout the campaign on various highways. The messages were posted 9,613 times from January through the end of March. With additional posts for holidays.

**NO TEXTING
PUT IT DOWN
IT'S THE LAW**

**PUT IT DOWN
NO TEXT IS
WORTH A LIFE**

**NO TEXTING
PUT IT DOWN
IT CAN WAIT**

**JUST DRIVE
EVERYTHING ELSE
CAN WAIT**

**DON'T TEXT AND DRIVE
ARRIVE ALIVE**

**PHONE DOWN
IN WORK ZONE
IT'S THE LAW**

**DON'T TEXT AND DRIVE
BE RESPONSIBLE**

**GIVE YOUR PHONE
INDEPENDENCE
PUT IT DOWN**

6.11 Campaign Survey

The "Put It Down" campaign survey garnered feedback from 525 participants, revealing insightful data about distracted driving behaviors in South Florida.

Spotlight Findings:

- Most common phone use: Navigation at 48%
- Frequent distraction: Texting, Making Calls, Browsing Apps at 41%
- Adjusting in-car devices: Occasional distractions for nearly 38%

Overall, the community has demonstrated a strong awareness of the risks associated with distracted driving, with approximately 66% expressing willingness to pledge against distractions while driving. Responses indicate a growing receptiveness to behavioral change, particularly influenced by personal stories and direct community engagement highlighted throughout the campaign.

<https://www.surveymonkey.com/r/H86MXJT>

2025 Put it Down Survey Questions

Question 1:

While driving, how often do you engage in any of the following activities?(Select all that apply)

Question 2:

If you use your phone while driving, what is the most common reason?

Question 3:

How do you typically handle eating or drinking while driving?

Question 4:

Have you ever found yourself distracted because of adjusting your radio, screen, or other in-car features?

Question 5:

What do you believe is the main reason people engage in distracting behaviors while driving?

Question 6:

What would motivate you to stop engaging in distracting behaviors while driving?

Question 7:

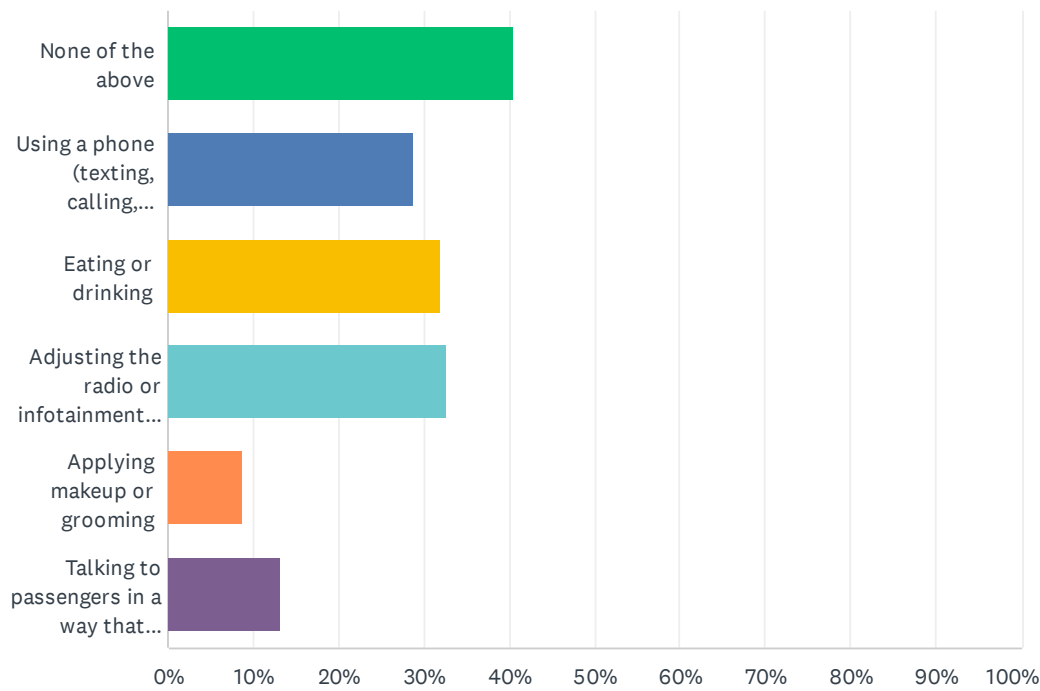
Have you ever been involved in or witnessed a traffic incident caused by distracted driving?

Question 8:

Would you be willing to take a pledge to avoid distractions while driving?

Q1 While driving, how often do you engage in any of the following activities?(Select all that apply)

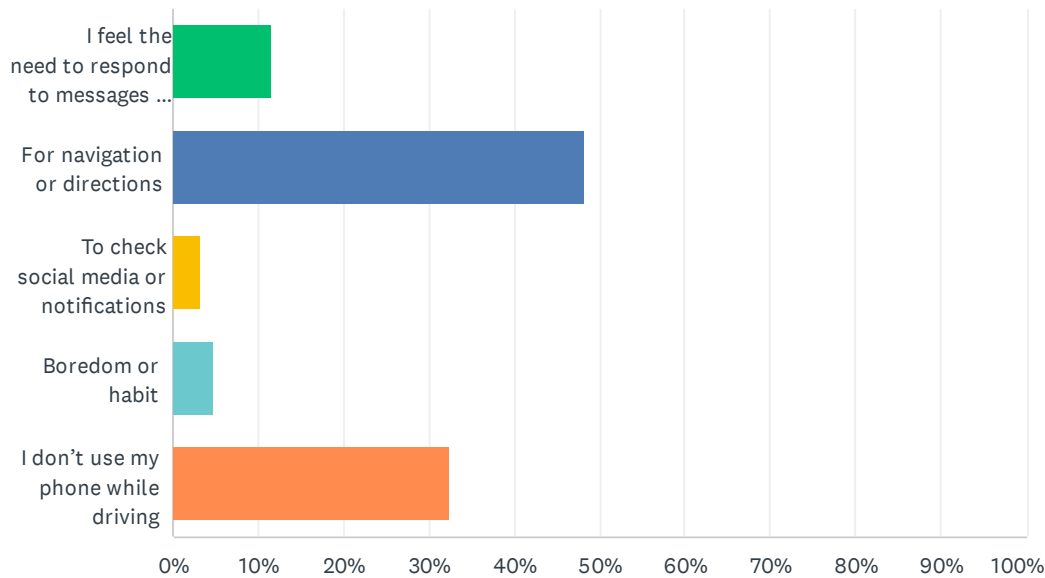
Answered: 522 Skipped: 3



ANSWER CHOICES	RESPONSES	
None of the above	40.61%	212
Using a phone (texting, calling, browsing)	28.74%	150
Eating or drinking	31.99%	167
Adjusting the radio or infotainment screen	32.57%	170
Applying makeup or grooming	8.81%	46
Talking to passengers in a way that distracts you	13.22%	69
Total Respondents: 522		

Q2 If you use your phone while driving, what is the most common reason?

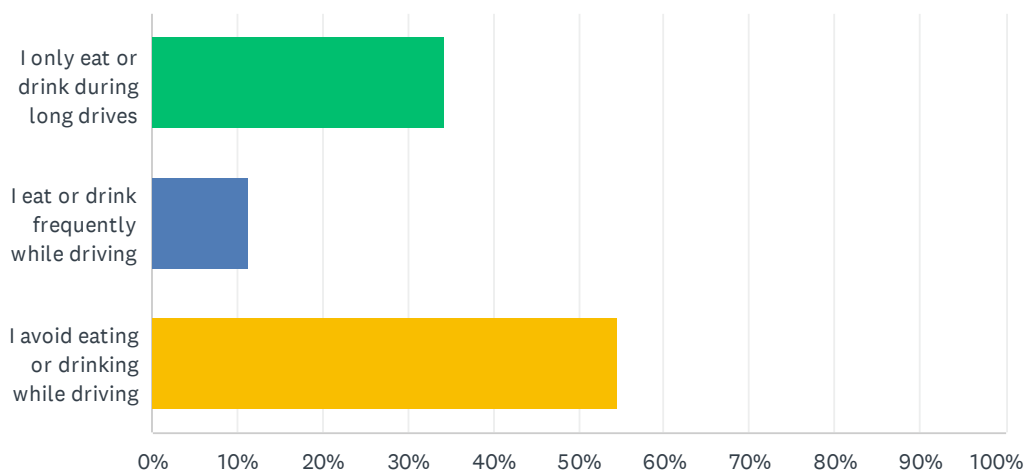
Answered: 524 Skipped: 1



ANSWER CHOICES	RESPONSES	
I feel the need to respond to messages or calls immediately	11.45%	60
For navigation or directions	48.09%	252
To check social media or notifications	3.24%	17
Boredom or habit	4.77%	25
I don't use my phone while driving	32.44%	170
TOTAL		524

Q3 How do you typically handle eating or drinking while driving?

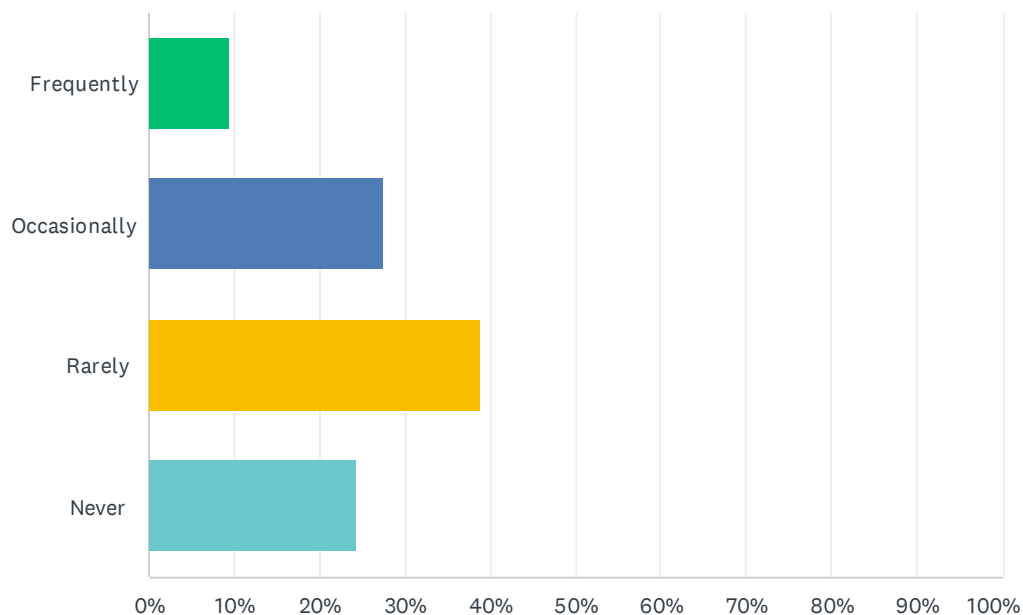
Answered: 523 Skipped: 2



ANSWER CHOICES	RESPONSES	
I only eat or drink during long drives	34.23%	179
I eat or drink frequently while driving	11.28%	59
I avoid eating or drinking while driving	54.49%	285
TOTAL		523

Q4 Have you ever found yourself distracted because of adjusting your radio, screen, or other in-car features?

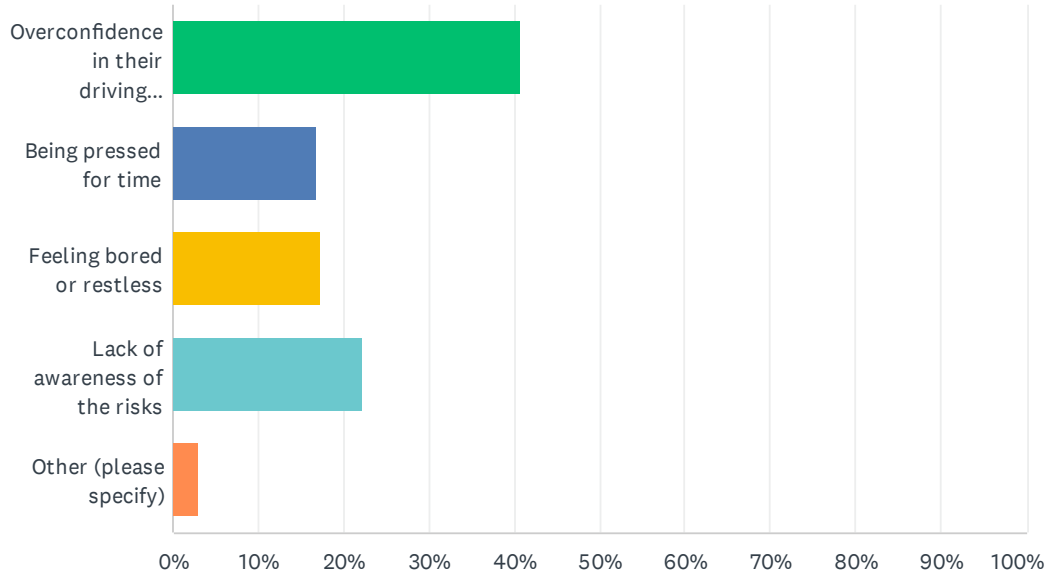
Answered: 521 Skipped: 4



ANSWER CHOICES	RESPONSES	
Frequently	9.40%	49
Occasionally	27.45%	143
Rarely	38.77%	202
Never	24.38%	127
TOTAL		521

Q5 What do you believe is the main reason people engage in distracting behaviors while driving?

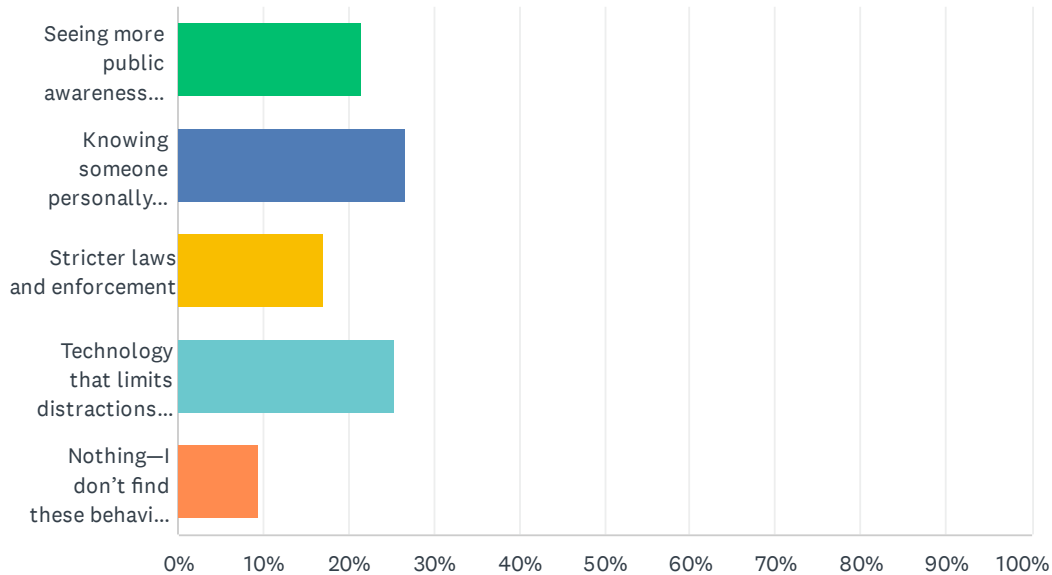
Answered: 523 Skipped: 2



ANSWER CHOICES	RESPONSES	
Overconfidence in their driving abilities	40.73%	213
Being pressed for time	16.83%	88
Feeling bored or restless	17.21%	90
Lack of awareness of the risks	22.18%	116
Other (please specify)	3.06%	16
TOTAL		523

Q6 What would motivate you to stop engaging in distracting behaviors while driving?

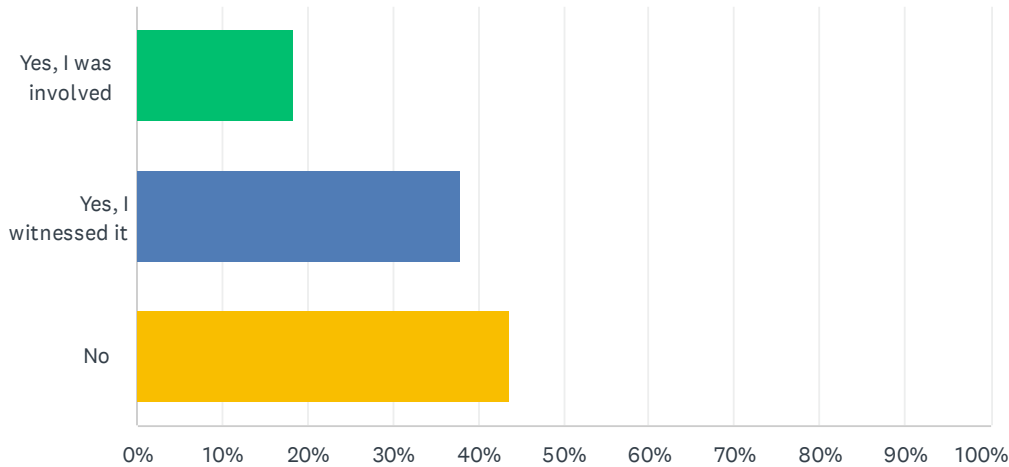
Answered: 524 Skipped: 1



ANSWER CHOICES	RESPONSES	
Seeing more public awareness campaigns	21.56%	113
Knowing someone personally affected by distracted driving	26.72%	140
Stricter laws and enforcement	16.98%	89
Technology that limits distractions automatically	25.38%	133
Nothing—I don't find these behaviors risky	9.35%	49
TOTAL		524

Q7 Have you ever been involved in or witnessed a traffic incident caused by distracted driving?

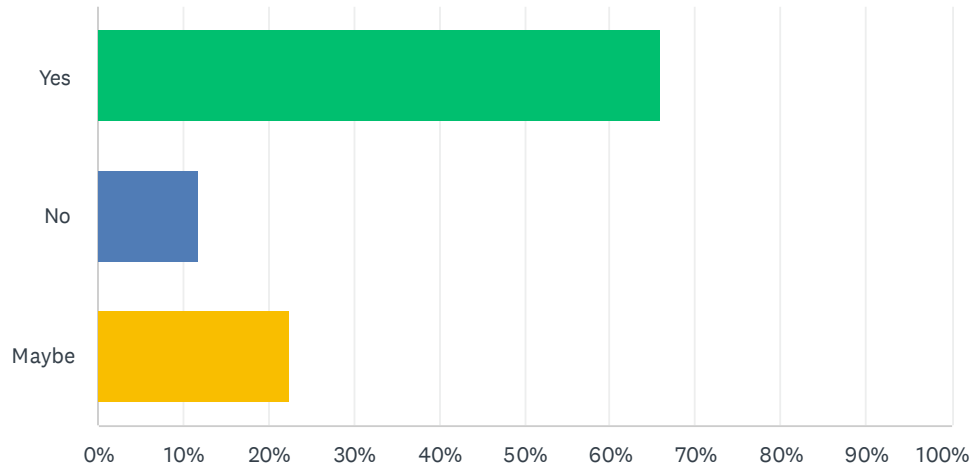
Answered: 524 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, I was involved	18.32%	96
Yes, I witnessed it	37.98%	199
No	43.70%	229
TOTAL		524

Q8 Would you be willing to take a pledge to avoid distractions while driving?

Answered: 523 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	65.97%	345
No	11.66%	61
Maybe	22.37%	117
TOTAL		523

7.0 Future Campaign Goals

The 2025 "Put it Down" campaign was phenomenally successful and garnered significant praise, due to the leadership of District Six and the dedication of the team members involved. As we look forward to future campaigns, it is crucial to integrate specific goals into our outreach efforts. These objectives include:

- **Innovative Community Engagement:** Continuously develop creative and unique methods to engage with communities, including collaborating with local influencers and artists to amplify the campaign's message. Additionally, explore technological solutions to enhance our outreach efforts and connect with communities in more imaginative ways.
- **Broadening Impact in Monroe County:** Forge stronger strategic partnerships within Monroe County and establish new collaborations to amplify the campaign's impact in this area of District Six. This initiative aims to increase the distribution of campaign materials and information through outreach events.
- **Enhance Digital Campaigns and Social Media Strategy:** Continuously improving our social media approach is essential for expanding our reach in future campaigns, especially when targeting younger demographics. Utilizing social media platforms allows for quick and effective dissemination of campaign content and messaging, turning the audience into enthusiastic outreach efforts.
- **Foster Interactive Partnerships:** Develop new ways to build rapport with partners and encourage active participation in campaign initiatives. By enhancing our communication channels, we can ensure sustained engagement from partners throughout the campaign, leading to more favorable outcomes.

Appendix A – Campaign Posters



FLORIDA TEXTING AND DRIVING LAW

Texting while driving is a primary offense

**If an officer sees you doing this, they can pull you
over and issue a traffic citation**

1st Offense

\$30

2nd Offense

\$60
MINIMUM FINE

**Points on
your license**

3 OR 6
POINTS



**Mobile device use is NOT
allowed while operating
a motor vehicle in school
zones or construction
zones, *unless they are
handsfree or bluetooth***

**NO text.
NO call.
NOTHING**

#PutItDown #FocusOnDrivingFL

Let's get everyone home!



www.southflroads.com/putitdown



FLORIDA TEXTING AND DRIVING LAW

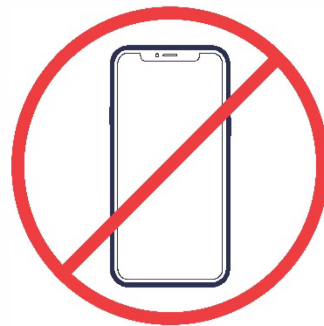
Texting while driving is a primary offense

**If an officer sees you doing this, they can pull you
over and issue a traffic citation**

1st Offense
\$30

2nd Offense
\$60
within 5 years

**Points on
your license**
3 OR 6
for second
offense if it results
in a crash



**Mobile device use is NOT allowed
while operating a motor vehicle in
school zones or construction zones,
unless they are handsfree or bluetooth**

#PutItDown #FocusOnDrivingFL



www.southfloridais.com/putitdown

NO text.
NO call.
NOTHING
is worth losing a life over.



LEY DE FLORIDA QUE PROHIBE TEXTEAR MIENTRAS SE CONDUCE

**Conducir mientras se envían mensajes
de texto es una ofensa primaria**

**Si un oficial lo encuentra violando esta nueva ley, lo
pueden detener y recibirá infracciones y multas**

**Primera
Ofensa
\$30**

**Segunda
Ofensa
\$60**
dentro de 5 años

**Puntos en
su licencia
3 o 6**
por segundas
ofensas si resulta en un
accidente



**El uso de dispositivos móviles NO está
permitido mientras se opera un vehículo de
motor en zonas escolares o de construcción,
a menos que estén usando algún dispositivo
de manos libres o bluetooth**

#PutItDown #FocusOnDrivingFL

NO envíe mensajes de texto
mientras conduzca.

NO llame mientras
conduzca.

NO vale la pena
perder la vida



www.southflroads.com/putitdown



LWA NAN ETA FLORID KONSÈNAN EKRI TÈKS PANDAN MOUN AP KONDI MACHIN

yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfrazyon.

Si lapolis wè w ap fè sa, yo kapab rete machin ou
epi ba w kontravansyon pou sa

Premye
enfrazyon

\$30

Dezyèm
enfrazyon

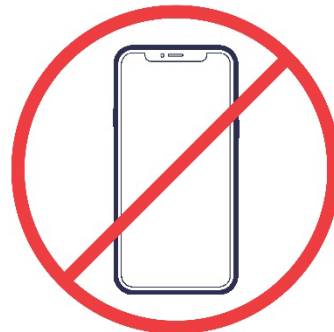
\$60

Y ap wete pwen
sou lisans ou

3 OUBYEN 6

pwen ou fèdi ou
nan yon dezyèm
enfrazyon

pwen ou fèdi ou
si ou fè sa
yon absidan



Yo pa pèmèt moun sèvi ak okenn telefòn pòtab
pandan y ap kondi machin nan zòn kote gen
yon lekòl oubyen kote y ap travay sou yon
wout, esepite si w ka pale sou telefòn nan san
w pa kenbe li oubyen si w gen bloutout.

#PutItDown #FocusOnDrivingFL

PA voye tèks bay moun
pandan w ap kondi
machin.

PA telefone moun pandan
w ap kondi machin.

PA gen anyen ki merite
ou pèdi lavi w pou granmes.



www.southflroads.com/putitdown

Appendix B – Email Blasts



DRIVING DOWN FATALITIES

PUT IT DOWN - DISTRACTED DRIVING CAMPAIGN - EOLAST VOLUME 25.2


APRIL IS

NATIONAL DISTRACTED DRIVING AWARENESS MONTH

#PutItDown #FocusOnDrivingFL   

www.southflroads.com/putitdown

ARE YOU A DISTRACTED DRIVER?
Scan the QR code today and take our survey. Your responses will help us better understand driving behaviors in our community.



EVENT HIGHLIGHTS

The FDOT Put It Down Campaign outreach team joined our partner, the University of Miami (UM), at their Annual Safety Fair to raise awareness about the dangers of distracted driving. Our team engaged with UM students, providing essential safety education to help keep our roads safer.



#PUTITDOWN #FOCUSONDRIVINGFL

CHECK OUT OUR PSA DISTRACTED DRIVING: BEFORE YOU DRIVE

Distractions start before you even hit the road. Rushing out the door, grabbing a quick bite, or checking that text can lead to dangerous habits behind the wheel.

Take control of your commute:
Leave 10 minutes earlier for a stress-free drive.

Set your phone to "Driving Mode" before you go.

Avoid eating on the road—your focus belongs on driving.

Plan your route in advance to stay alert.

A little preparation goes a long way in keeping you and others safe.
Put it Down, It Can Wait!



THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS



FOR MORE INFORMATION ABOUT THE PUT IT DOWN CAMPAIGN,
PLEASE VISIT WWW.SOUTHFLROADS.COM/PUTITDOWN



DRIVING DOWN FATALITIES

PUT IT DOWN - DISTRACTED DRIVING CAMPAIGN - FR AST VOL 104E 25.1


**NO text.
NO call.
NOTHING**
is worth losing a life over.

ARE YOU A DISTRACTED DRIVER?
Scan the QR code today and take our survey. Your responses will help us better understand driving behaviors in our community.



EVENT HIGHLIGHTS

On February 19, 2025, Art & Safety Came Together at the Coconut Grove Arts Festival!

The FDOT Put It Down campaign team had a great time raising distracted driving awareness at one of Miami's most vibrant events!

Visitors stopped by our booth to:
Learn how to prevent distracted driving

Test their safe driving knowledge

Share the different ways they get around town

Snap some photos at our photo booth

Grab some exclusive giveaways

Thank you to our staff, volunteers and community members for making our booth such a great success!



Thank you to everyone who joined us in making Florida's roads safer—one mindful driver at a time!

#PUTITDOWN #FOCUSONDRIVINGFL

CHECK OUT OUR NEW PUT IT DOWN PSA: A SPLIT SECOND

A split second—that's all it takes to lose focus and put lives at risk. Whether you're on the road or at home, distractions can be deadly. Stay focused, avoid using your phone while driving, and set your phone to "Driving" to prevent disruptions. Put It Down, It Can Wait!



THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS



NO text.

NO call.

NOTHING

is worth losing a life over.

“Let’s get everyone home safely.”

www.southflroads.com/putitdown

#PutItDown

The Village of Palmetto Bay congratulates

Mrs. Vivian Ventura

of Southwood Middle School on her nomination for the 2026 Francisco R. Walker Miami-Dade County Teacher of the Year Award!

Appendix C – Events photos



Figure 1. Outreach Specialist Baret is ready for action!



Figure 2. Baret distributed a pre-assembled bag to a student who participated in the PID survey.



Figure 3. Outreach Specialist Baret spoke with a student who is preparing to take his driver's license examination. The team provided information to the student and wished him success on the exam.



Figure 4. A group of students expressed gratitude for the information and participated in the PID survey. All of the students pictured commute primarily by walking or public transportation.



Figure 5. A representative from the Coral Gables Neighborhood Crime Watch posed with our PID selfie frame.

Figure 6. A student inquired about the definition of distracted driving. She specifically asked if looking at a GPS device would qualify as an example.







Figure 1. Two young women, both business owners, posed with the campaign material. The women expressed gratitude to the outreach team for providing the material and information.



Figure 2. Outreach Specialist Spencer provided material information to a small grocery and supply store.



Figure 1. Outreach Specialist Baret spoke with a Bal Harbor resident, who informed the team that the RRFB should also be installed further south on Collins Avenue, specifically at the mid-block crosswalks.



Figure 2. The outreach team observed a jogger disregarding the signal and crossing the street. The team documented this behavior, as well as that of several other pedestrians, through video and photography.



Figure 3. Outreach Specialist Baret speaking to a pedestrian on her morning walk about the importance of pedestrian safety.



Figure 4. The outreach team captured several cyclists bypassing the RRFB.



Figure 5. The outreach team speaks with a couple that frequently walks in the area in the morning.



Figure 6. Listening to a resident about the issue that she has encountered during her morning walks.



Figure 7. The outreach team Baret & Kathryn

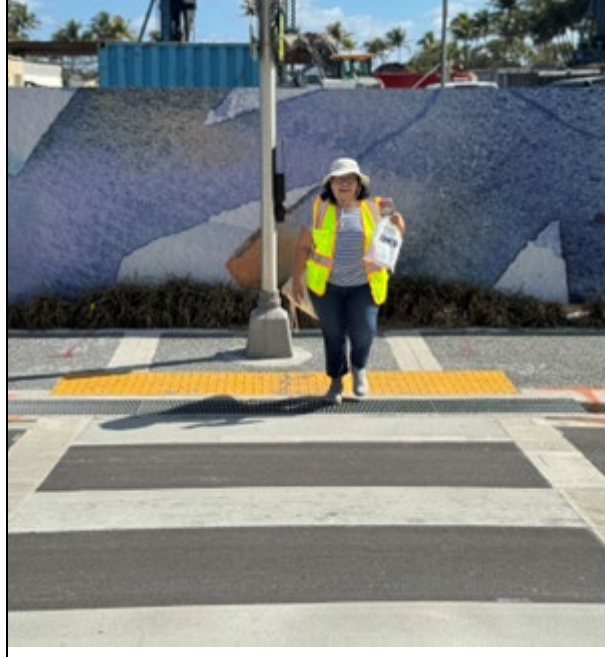


Figure 8. Kathryn demonstrated the safe way to cross the road segment.



Figure 1. Outreach team member Kathryn instructed pedestrians on the proper use of the new RRFB signal when crossing.



Figure 2. A Bal Harbor officer suggested to the team that they expand outreach efforts to the nearby jetty.



Figure 3. Outreach specialist SuOm is ready to provide information to pedestrians and cyclists.



Figure 4. The team is prepared to inform and educate the community on utilizing the RRFB and crossing the street safely.







University of Miami – Safety Fair

Appendix D – Social Media Images



APRIL IS
**NATIONAL
DISTRACTED
DRIVING
AWARENESS
MONTH**



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT **TARGET ZERO** **Put It Down**
FORWARD TO ZERO DEATHS ON FLORIDA'S ROADS
IT CAN WAIT

APRIL IS
**NATIONAL DISTRACTED
DRIVING AWARENESS
MONTH**



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT **TARGET ZERO** **Put It Down**
FORWARD TO ZERO DEATHS ON FLORIDA'S ROADS
IT CAN WAIT

**DO NOT DISTURB
WHILE DRIVING**

**ACTIVATE THIS FEATURE ON YOUR
SMART PHONE BEFORE YOU DRIVE.**

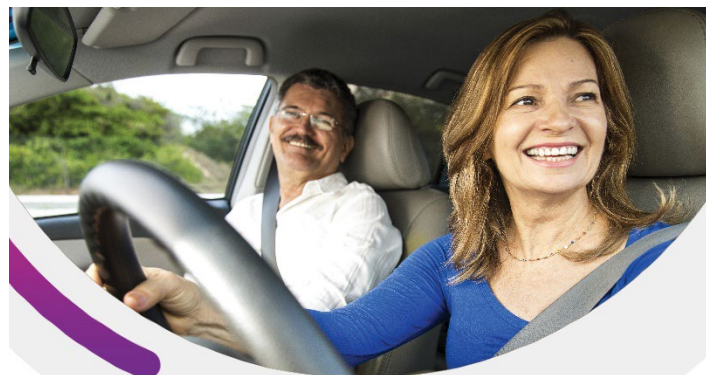


#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT **TARGET ZERO** **Put It Down**
FORWARD TO ZERO DEATHS ON FLORIDA'S ROADS
IT CAN WAIT



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown



96% OF PEOPLE THINK TEXTING WHILE
DRIVING IS DANGEROUS – YET 44% DO IT.

#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown



**NO text.
NO call.
NOTHING**
is worth losing a life over.



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown



**NO text.
NO call.
NOTHING**
is worth losing a life over.



www.southflroads.com/putitdown

Happy
Valentine's
Day

Feb 14

Do Not Disturb

No Text Is Worth A Broken Heart
Stay Safe, Drive Smart

#PutItDown #FocusOnDrivingFL FDOT TARGET ZERO RIDE DOWN IT CAN WAIT

www.southflroads.com/putitdown

SAINT
PATRICK'S

distracted driving?
that's no pot of gold
STAY SHARP, BE BOLD.

#PutItDown #FocusOnDrivingFL FDOT TARGET ZERO RIDE DOWN IT CAN WAIT

www.southflroads.com/putitdown



**PUT IT
DOWN
WHEN
DRIVING
THROUGH
SCHOOL OR
CONSTRUCTION
ZONES.**

IT'S THE LAW.

#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET **ZERO** PUT IT DOWN IT'S OUR MINDSET

**NO text.
NO call.
NOTHING**
 is worth losing a life over.



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET **ZERO** PUT IT DOWN IT'S OUR MINDSET



**FLORIDA
TEXTING AND
DRIVING LAW**

TEXTING WHILE DRIVING
IS A PRIMARY OFFENSE

www.southflroads.com/putitdown

FDOT TARGET **ZERO** PUT IT DOWN IT CAN SAVE IT

**NO text. NO call.
NOTHING**
is worth losing a life over.

#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET **ZERO** PUT IT DOWN IT CAN SAVE IT

Appendix E – Tip Cards


FLORIDA TEXTING AND DRIVING LAW

Texting while driving is a primary offense

If an officer sees you doing this, they can pull you over and issue a traffic citation

1st Offense
\$30

2nd Offense
\$60

Points on your license
3 OR 6





Mobile device use is NOT allowed while operating a motor vehicle in school zones or construction zones, unless they are handsfree or bluetooth

**NO text.
NO call.
NOTHING**
is worth losing a life over.

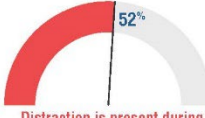
#PutItDown #FocusOnDrivingFL




www.southflroads.com/putitdown

What is distracted driving?

Distracted driving is any activity that diverts a person's attention away from the primary task of driving. All distractions endanger drivers, passengers and bystanders.



COMMON DISTRACTIONS:

- interacting with an adult or teen passenger (15%)
- using a cell phone (6%)
- using systems such as climate control and radio (4%)

Source: Centers for Disease Control and Prevention (CDC)

Texting and driving is ILLEGAL in Florida.

95% of drivers believe sending a text while driving is distracting.

35% of drivers say they do it.



Source: State Farm Insurance Co.







LEY DE FLORIDA QUE PROHIBE TEXTTEAR MIENTRAS SE CONDUCE

Conducir mientras se envían mensajes
de texto es una ofensa primaria

Si un oficial lo encuentra violando esta nueva ley, lo
pueden detener y recibirá infracciones y multas

Primera
Ofensa
\$30

Segunda
Ofensa
\$60

Puntos en
su licencia
3 o 6



El uso de dispositivos móviles NO está
permitido mientras se opera un vehículo de
motor en zonas escolares o de construcción, a
menos que estén usando algún dispositivo de
manos libres o bluetooth

NO envíe mensajes de texto
mientras conduzca.

NO llame mientras
conduzca.

NO vale la pena
perder la vida

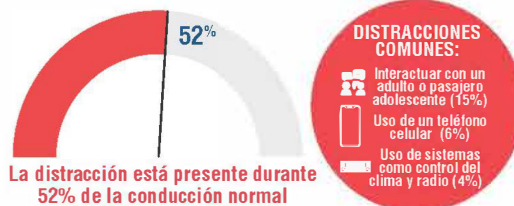
#PutItDown #FocusOnDrivingFL



www.southflroads.com/putitdown

¿Qué significa conducir distraído?

Conducir distraído es involucrar cualquier actividad que aleje su
atención de la tarea de conducir. Todas las distracciones ponen en
peligro al conductor, pasajeros y la seguridad de los peatones.



Fuente: Centros para el Control y la Prevención de Enfermedades (CDC)

En la Florida es **ILLEGAL** enviar
mensajes de texto al conducir

95% de los conductores creen que
enviar un texto mientras uno
conduce, distrae.

35% de los
conductores
dicen que lo
hacen.



Fuente: State Farm
Insurance Co.



NOUVO LWA NAN ETA FLORID KONSÈNAN EKRI TÈKS PANDAN MOUN AP KONDI MACHIN

Yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfrazyon.

Si lapolis wè w ap fè sa, yo kapab rete machin ou epi ba w konvansyon pou sa

Premye enfrazyon
\$30

Dezyèm enfrazyon
\$60

Y ap wete pwen sou lisans ou
3 OUBEN **6**



Yo pa pèmèt moun sèvi ak okenn telefòn pòtab pandan y ap kondi machin nan zòn kote gen yon lekòl oubyen kote y ap travay sou yon wout, esepse si w ka pale sou telefòn nan san w pa kenbe li oubyen si w gen bloutout.

#PuttDown #FocusOnDrivingFL

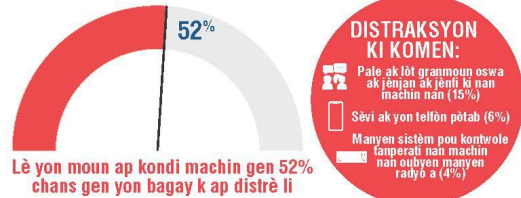


www.southflroads.com/puttdown

PA voye tèks bay moun padan w ap kondi machin.
PA telefòn moun padan w ap kondi machin.
PA gen anyen ki merite ou pèdi lavi w pou granmesl.

Ki sa sa vle di kondi machin pandan lòt bagay ap distrè w?

Kondi machin pandan lòt bagay ap distrè w se lè nenpòt lòt aktivite kapab retire atansyon w sou kondi w ap kondi a kòm aktivite prensipal ou. Tout lòt distraksyon se bagay ki mete lavi ni chofè, ni pasaje, epi ni moun ki nan lari a an danje.



Enfòmasyon sa a soti nan: Centers for Disease Control and Prevention (CDC)

Sa ILLEGAL an Florid pou moun voye tèks pandan y ap kondi machin.

95% chofè panse lè moun voye tèks pandan y ap kondi machin sa distrè yo.

35% chofè di yo fè sa kanmèm.



Enfòmasyon sa a soti nan: State Farm Insurance Co.

Appendix F – Press Release



Florida Department of Transportation

RON DESANTIS
GOVERNOR

1000 N.W. 111 Avenue
Miami, Florida 33172

JARED W. PERDUE, P.E.
SECRETARY

For Immediate Release
January 15, 2025

Contact: FDOT District 6 Communications Office
(305) 470-5225 | FDOT-D6comm@dot.state.fl.us

FDOT Kicks-Off 2025 “Put it Down” Safety Campaign to Combat Distracted Driving

Running from January through the end of March

MIAMI, Fla. – The Florida Department of Transportation (FDOT) announces the kick-off of the 2025 “Put It Down” safety campaign to increase awareness about the dangers of distracted driving. Running from January through March with additional outreach in April for Distracted Driving Awareness Month, this campaign will utilize a comprehensive approach to spread its message, including community outreach, social media engagement, Public Service Announcements (PSAs), and other communication platforms. These efforts will target drivers across Miami-Dade and Monroe counties.

FDOT is partnering with local agencies and organizations to amplify the campaign's reach and foster a shared commitment to safer driving practices. By working together with community partners, FDOT aims to significantly reduce distracted driving incidents and promote a culture of responsibility on the roads.

A Virtual Partner Kick-Off Meeting will be held on Thursday, January 23, 2025, at 10 a.m. to discuss campaign goals and partnership efforts. To join the meeting, click on the following link: [Click here to attend the meeting.](#)

The campaign will feature outreach events at various locations, offering the public valuable insights into the risks of distracted driving behaviors such as texting, reaching for objects, reading, adjusting music, or focusing on GPS devices while driving. Attendees will also receive practical tips to help eliminate these behaviors.

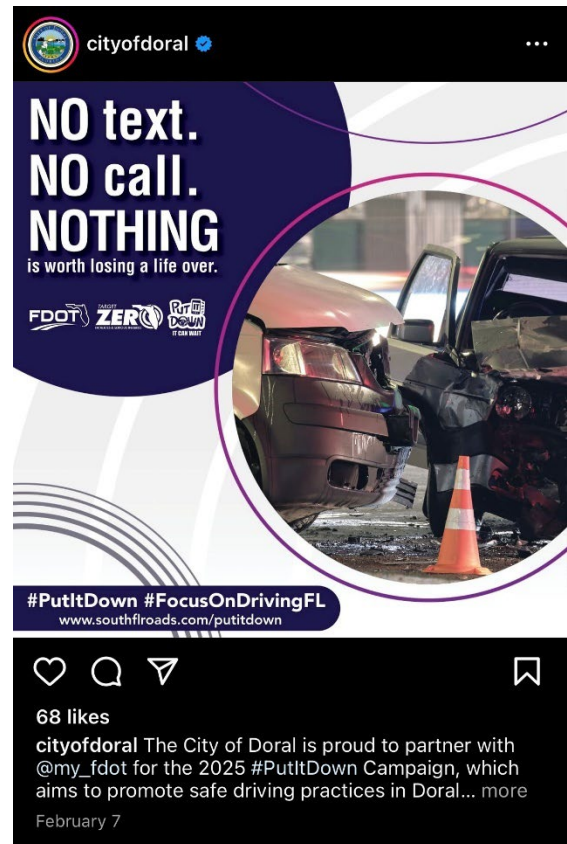
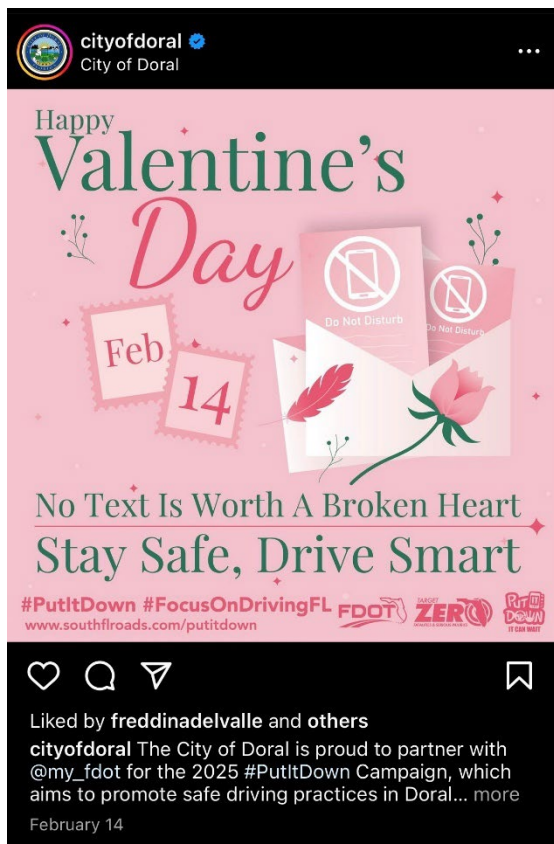
FDOT encourages everyone to join these events, become advocates for road safety, and help create a focused and distraction-free driving environment. Together, we can make a lasting impact and save lives on our roads.

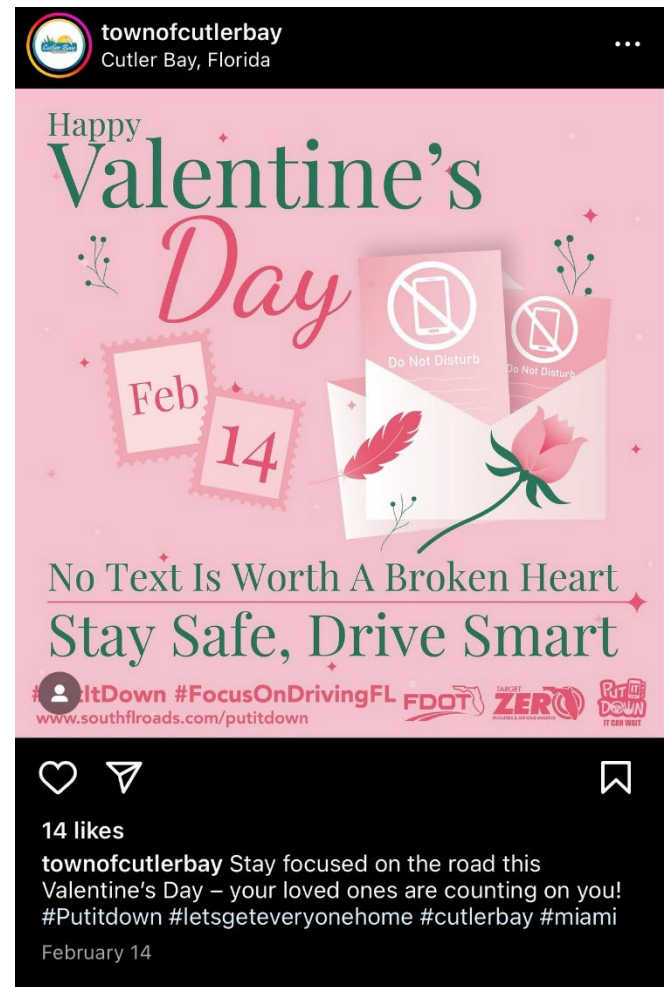
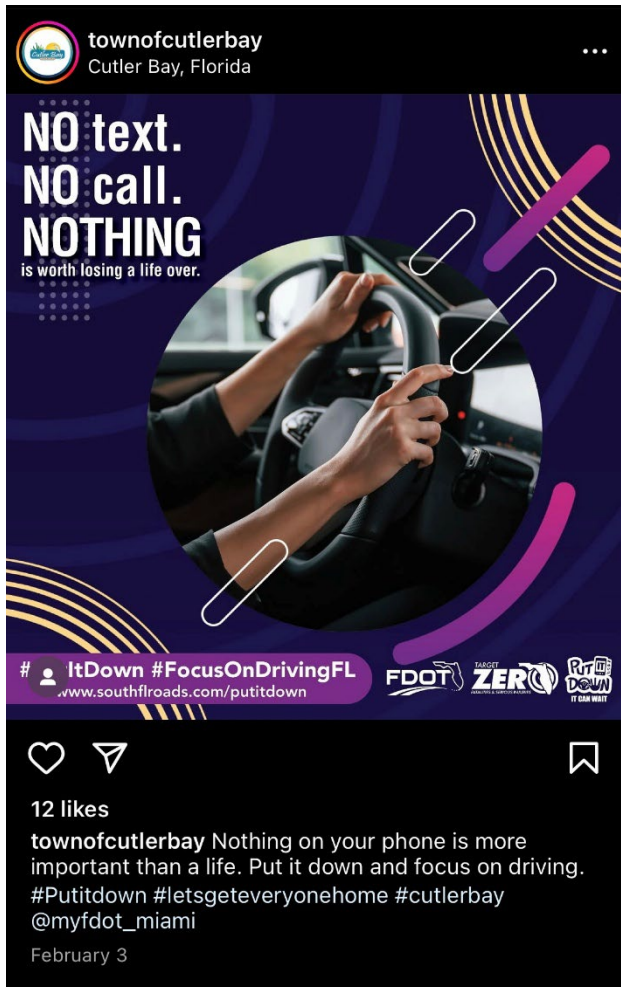
For more information on the campaign and upcoming events, please contact Community Safety Traffic Specialist Shieda Castillo at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us. You can also visit the campaign's website at www.southflroads.com/putitdown.

SouthFLRoads.com | X: [@MyFDOT_Miami](#) | Facebook: [@MyFDOTMiami](#)

The Florida Department of Transportation's mission is to provide a safe statewide transportation system that promotes the efficient movement of people and goods, supports the state's economic competitiveness, prioritizes Florida's environment and natural resources, and preserves the quality of life and connectedness of the state's communities.

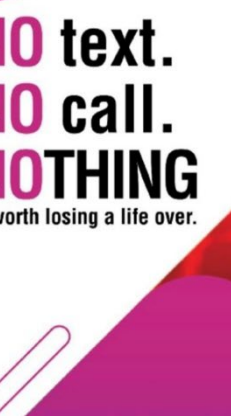
Appendix G – Other Campaign Coverage and Reports






villageofpalmettobay

NO text.
NO call.
NOTHING
is worth losing a life over.







www.southfloridroads.com/putitdown



ARE YOU A DISTRACTED DRIVER?

Scan the QR code today and take our survey.
Your responses will help us better understand
driving behaviors in our community.

News You Can Use






2 likes

villageofpalmettobay Distracted driving is a dangerous behavior that claims thousands of lives each year. Scan the QR code and take the FDOT survey to learn... more

March 5

**NO text.
NO call.
NOTHING**
is worth losing a life over.



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET ZERO IT CAN WAIT

 townofcutlerbay Follow

Nothing on your phone is more important than a life. Put it down and focus on driving.
#Putitdown #letsgeteveryonehome
#cutlerbay @myfdot_miami

February 3

 myfdot_miami  Cutler Bay, Florida

12

1

myfdot_miami

APRIL IS
**NATIONAL
DISTRACTED
DRIVING
AWARENESS
MONTH**



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET ZERO IT CAN WAIT

3 likes

myfdot_miami Let's commit to no distractions behind the wheel this month and always. Safety starts with you!
#Putitdown #letsgeteveryonehome

April 27

**NO text.
NO call.
NOTHING**
is worth losing a life over.



#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT **TARGET ZERO** **PUT IT DOWN**
IT CAN WAIT

myfdot_miami Follow

Nothing on your phone is more important than a life. Put it down and focus on driving.

#Putitdown #letsgeteveryonehome

January 24

4

cityofdoral



96% OF PEOPLE THINK TEXTING WHILE DRIVING IS DANGEROUS – YET 44% DO IT.

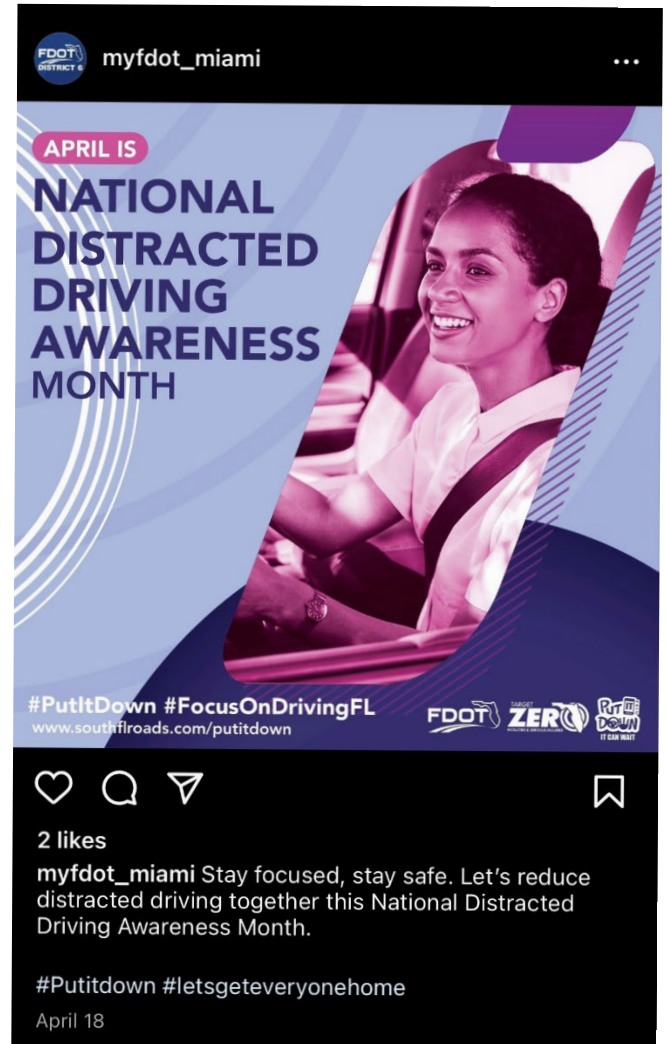
#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT **TARGET ZERO** **PUT IT DOWN**
IT CAN WAIT

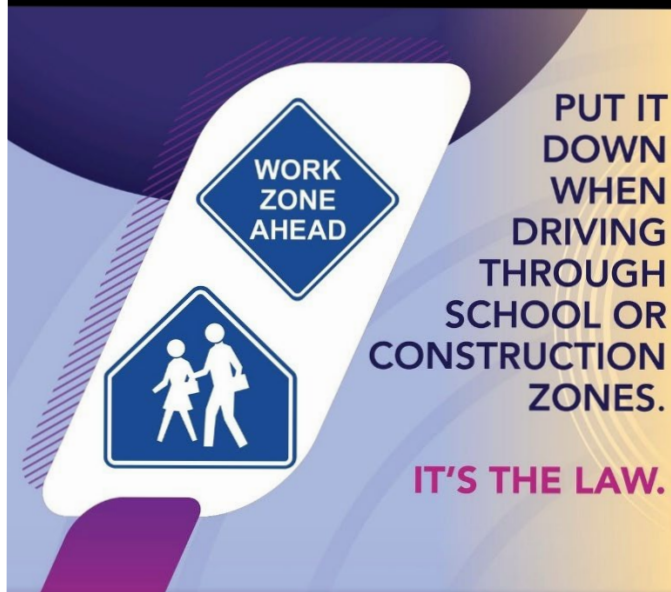
15 likes

cityofdoral The City of Doral is proud to partner with @my_fdot for the 2025 #PutItDown Campaign, which aims to promote safe driving practices in Doral... more

February 28



myfdot_miami



PUT IT
DOWN
WHEN
DRIVING
THROUGH
SCHOOL OR
CONSTRUCTION
ZONES.

IT'S THE LAW.

#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

FDOT TARGET ZERO PUT IT DOWN IT CAN WAIT

1 like

myfdot_miami When you're driving through school and construction zones, take it slow. Your caution keeps everyone safe.

#Putitdown #letsgeteveryonehome

March 28

myfdot_miami



APRIL
IS

NATIONAL DISTRACTED
DRIVING AWARENESS
MONTH

#PutItDown #FocusOnDrivingFL
www.southflroads.com/putitdown

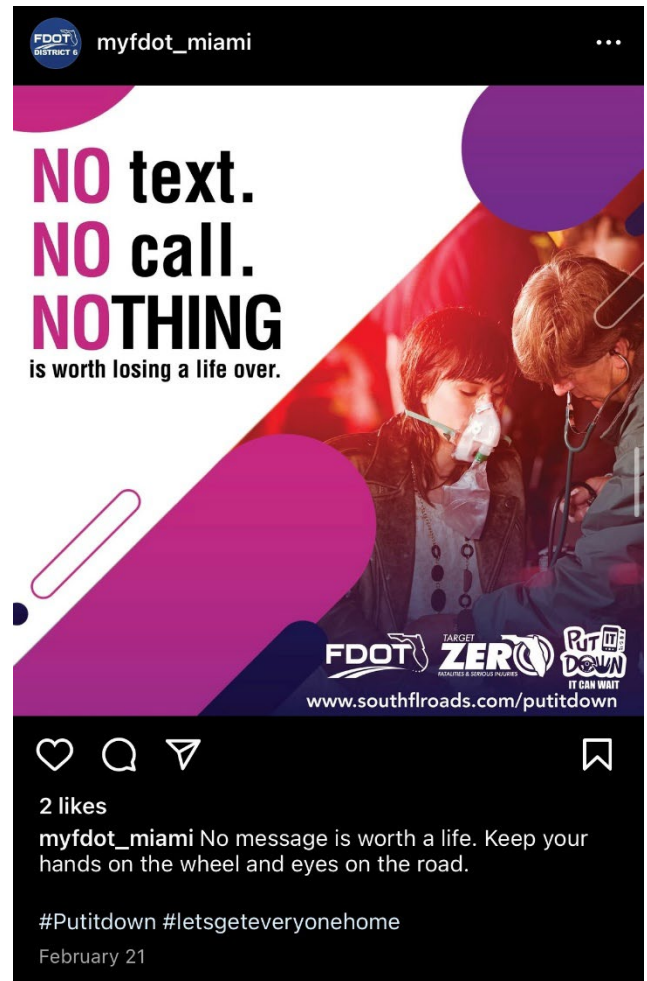
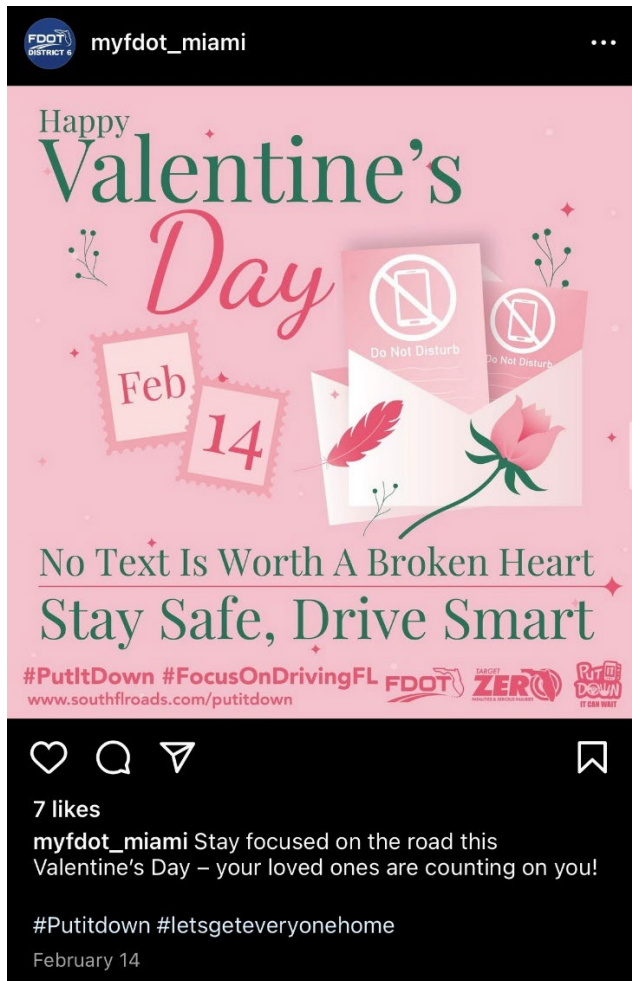
FDOT TARGET ZERO PUT IT DOWN IT CAN WAIT

1 like

myfdot_miami April is National Distracted Driving Awareness Month – focus on the road, stay safe and alert.

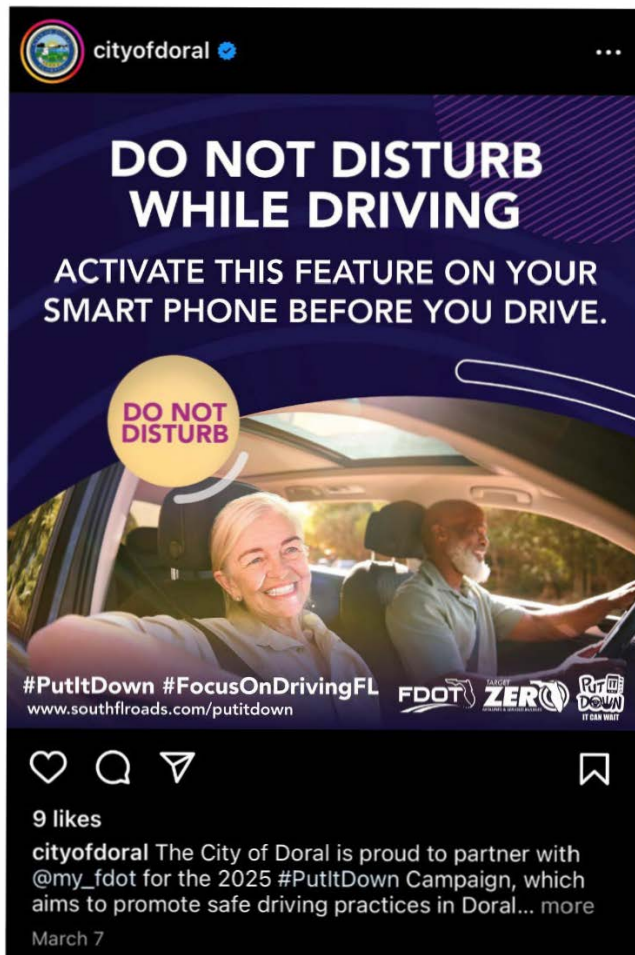
#Putitdown #letsgeteveryonehome

April 4









Campaign Reports

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<https://acrobat.adobe.com/id/urn:aaid:sc:US:cde4e8d9-e998-42ef-ae8f-4c15c4fb3b93>

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