



RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT

2024

Project Manager:

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District Six

Florida Department of Transportation

District Six

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Table of Contents

1.0 Campaign Description	2
2.0 Campaign Goals	2
3.0 Partnership Development	3
4.0 Campaign Events	9
5.0 Campaign Messaging.....	9
6.0 Future Campaign Goals.....	15
Appendix A – Campaign Posters.....	17
Appendix B – Email Blasts	18
Appendix C – Social Media Images	21
Appendix D – Tip Cards.....	24
Appendix E – Press Release	26
Appendix F – Events Calendar and Photos	28
Appendix G – Other Coverage.....	36



Annual Summary Report

This summary outlines the Ride Smart Florida campaign led by the Florida Department of Transportation (FDOT), District Six, from May to the end of June 2024. Typically, the Ride Smart Florida campaign runs from April through June, but this year it started later to allow the "Put it Down" campaign to run through April. Led by the District Six Community Traffic Safety Specialist within the FDOT Traffic Operations Division, this public outreach initiative aligns with FDOT's mission to ensure a secure transportation system. The campaign focused on raising awareness about motorcycle and scooter safety, aiming to improve road safety in Miami-Dade and Monroe counties.

1.0 Campaign Description

The Ride Smart Florida initiative aims to educate motorcycle riders, trainers, sponsors, local government, law enforcement agencies, and anyone interested in enhancing motorcycle safety. This campaign targets riders and drivers of all ages in Miami-Dade and Monroe counties.

During Motorcycle Awareness Month in May, District Six will intensify efforts, emphasizing resources to promote motorcycle safety. The goal is to reduce crashes caused by unsafe practices among motorcyclists and drivers. Stronger relationships with community partners, local municipalities, organizations, and motorcycle groups will maximize communication resources and disseminate safety messages through multilingual materials in English, Spanish, and Creole.

The campaign's primary objective is to educate the community on motorcycle safety through impactful outreach materials, highlighting relevant laws and statistics. According to the Florida Department of Transportation, Florida consistently ranks among the top states for motorcycle crashes. By supporting law enforcement, providing training, and partnering with local organizations, the campaign strives to reduce motorcycle and scooter incidents and eliminate crashes.

1.1 Campaign Limits

The Ride Smart Florida campaign is a statewide initiative, but the FDOT District Six team tailored a local version specifically for Miami-Dade and Monroe counties. The unique aspects of the District Six campaign were developed exclusively 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 2024 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 2024 planning team took place in April 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 of safety behaviors for motorcycle and scooter operations to effectively reduce and ultimately eliminate motorcycle and scooter crashes. This was carried out by developing effective outreach materials which provided information on laws and statistics as well as safety tips for motorcycle and scooter users



and other users of other vehicles that share the road with them. The team was assigned the following scope of work to achieve these objectives:

- Conduct research on motorcycle and scooter 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
- 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 2024 Campaign

	2024
Campaign Partners	112
Outreach Events	20
Overall Campaign Impressions*	7 million*

***Using data from partner social media posts and advertisements, an estimated 6,784,601 people were reached during the 2024 campaign. We estimate the actual reach is easily over 7 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 full 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 focused on forming partnerships to effectively spread safety messages and provide materials and resources to support the cause. Potential partners were encouraged to contribute to the campaign through the following methods:

- Promoting the campaign message within their organizations.
- Using both internal and external communication channels to share "Ride Smart Florida" messaging, highlight achievements and success stories, and provide information on participation opportunities.



- Collaborating with local law enforcement and community members to enhance efforts in promoting safe riding and driving practices.
- Coordinating with local media outlets to maximize outreach to a broader audience.
- Participating in or sponsoring local outreach events.
- Providing educational and promotional items for distribution at outreach events.
- Partnering 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 2024 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 2024 Ride Smart Florida 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

2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



- 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

2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



- 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
- Peterson's Harley Davidson of Cutler Bay
- 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 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.

4.1 Campaign Kick-off E-Blast and Video

To officially launch the campaign with our partners, a virtual kick-off meeting took place on May 1, 2024. All partners were encouraged to promote the campaign by disseminating campaign safety messages throughout social media, e-blasts and events. A video featuring Ms. Castillo was created to communicate campaign goals, objectives, and partnership opportunities; however, the video was not distributed this year.

4.2 Outreach Events

The campaign team collaborated with nearby colleges, universities, agencies, and organizations to participate in various events throughout the campaign, aiming to spread campaign messages and actively engage partners. The outreach team successfully connected with thousands of individuals and distributed a wide range of educational and marketing materials at events across the district. Additionally, the team conducted door-to-door outreach along key corridors, delivering educational materials and raising awareness among local businesses. In total, the team planned twenty events during the campaign. See appendix for events calendar. Note, calendar includes does include enforcement events.

4.3 Law Enforcement Operations

A crucial aspect of the campaign involves collaborating with law enforcement to promote its messaging. Throughout the campaign, multiple law enforcement operations were conducted across the District. During these operations, officers distributed "Ride Smart Florida" educational materials and issued citations to drivers.

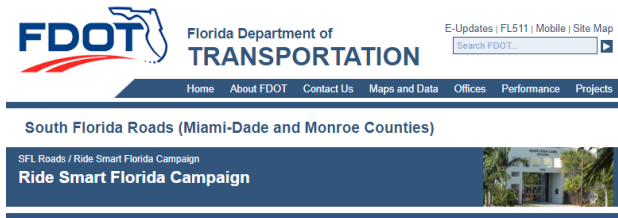
5.0 Campaign Messaging

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

5.1 Websites

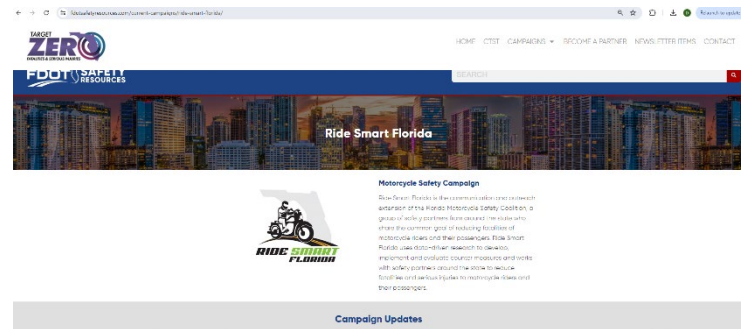
The campaign's website, www.southflroads.com/ridesmartfl, underwent updates to include the latest information and collaterals. Additionally, partners had access to campaign materials and crucial information at www.fdotsafetyresources.com.

2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



Join the Florida Department of Transportation (FDOT) and its partners to educate the community on motorcycle, scooter and e-bike/e-scooter safety.

The Ride Smart Florida Campaign aims to educate a diverse audience, including motorcycle riders, trainers, sponsors, local government, and law enforcement agencies, as well as anyone interested in enhancing motorcycle safety.



5.2 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 #RideSmartFL. These graphics were formatted for easy posting on platforms such as Facebook, X, and Instagram. Additionally, we created 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 361,714 impressions, not including additional shares and views on social media platforms.

5.3 Public Service Announcement (PSA)

The team utilized an existing PSA for the campaign. Although a new PSA script was drafted, it couldn't be developed this year due to time constraints.

5.4 Advertising

5.4.1 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 "Ride Smart Florida" branding, provide a platform for drivers to educate passengers about the campaign. For one month, five "Ride Smart Florida" vehicles operated in the City of Hialeah (Spanish), City of Miami Beach, City of Coral Gables, Village of Islamorada and The City of Homestead, generating an estimated 2,500,000 impressions.

2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



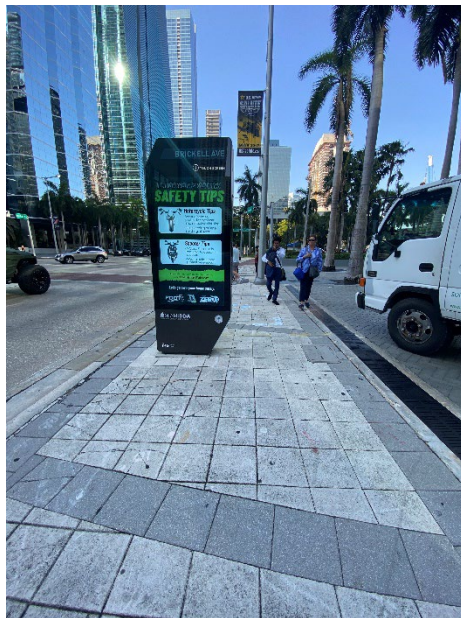


5.4.2 IHeart Radio

IHeart radio advertising on the Total Traffic & Weather Network delivered 56 ads from May 6, 2024 to May 17, 2024, which totaled approximately 516,100 impressions.

5.4.3 IKE Kiosks

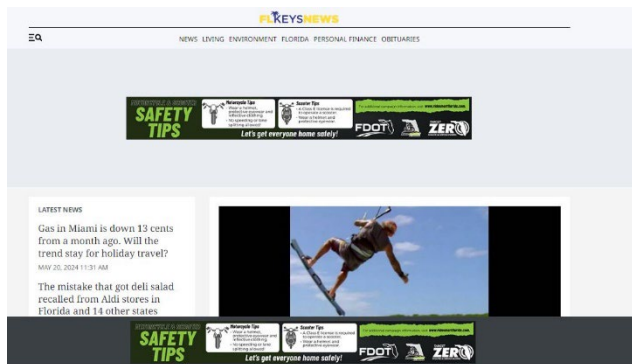
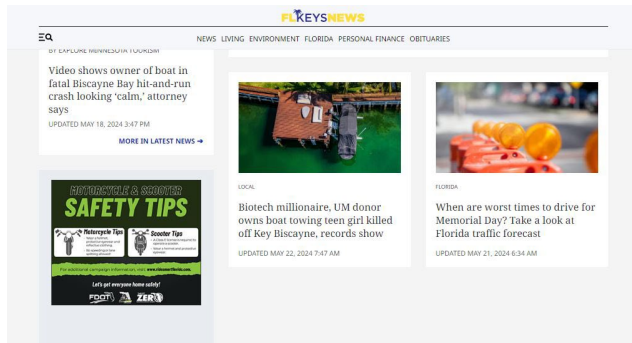
IKE ads in Miami are digital advertisements displayed on interactive kiosks installed by IKE Smart City. These kiosks provide wayfinding, local information, public safety alerts, and free Wi-Fi, funded by controlled advertising. They enhance urban navigation, support local businesses, and promote community engagement, with installations expanding across various Miami neighborhoods. Three IKE ads across different Brickell locations ran from May 27, 2024 to June 23, 2024 and generated an estimated total of over 3,105,724 impressions.



5.4.4 Florida Keys News (flkeysnews.com)

Web advertisements under the Florida Keys online section of The Herald took place from May 3, 2024 to June 30, 2024, generating 291,715 impressions.

2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT





5.4.5 Key West Citizen Newspaper

Campaign ads were printed and distributed through the Key West Citizen Newspaper on fourteen occasions from May 5, 2024 through June 29, 2024. Impression numbers totaled 5,200 KWC readerships.

RIDE SMART ON FLORIDA ROADS!

Did you know that throughout Miami-Dade and Monroe Counties:

- 41% of motorcycle crashes are with other motorcycles
- 25% of motorcycle crashes are with passenger cars
- 63% of motorcycle crashes happen during the day
- 43% of motorcycle crashes happen within 20-40 age group

Motorcycle Tips

- Wear a helmet, protective eyewear and reflective clothing.
- No speeding or lane splitting allowed!

Scooter Tips

- A Class E license is required to operate a scooter.
- Wear a helmet and protective eyewear.

For more information, visit: www.ridesmartflorida.com.

Let's get everyone home safely!

FDOT, ZERO, and other logos.

IN CASE YOU MISSED IT

ROCK SHOW

Geological park rubs the right way

City to expand number of building officials

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For more information, visit: www.ridesmartflorida.com.

Let's get everyone home safely!

FDOT, ZERO, and other logos.

5.5 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 eblasts.

Additionally, some partners also sent e-blasts with campaign information.



5.6 Tip Cards

Multilingual tip cards were distributed to partners 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.

5.7 Press Release

A press release was issued to media outlets to announce the 2024 Ride Smart Florida campaign. Refer to appendix for the full press release.

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

The following DMS were used throughout the campaign on various highways. The messages were posted 4,248 times from May through the end of June.



6.0 Future Campaign Goals

The 2024 "Ride Smart Florida" campaign was phenomenally successful and garnered significant praise, thanks to the leadership of District Six and the dedication of the team members involved. As we plan for future campaigns, it is crucial to integrate specific goals into our outreach efforts. These objectives include:

- **Foster Interactive Partnerships:** Develop new ways to build rapport with partners and encourage their 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.
- **Enhance Digital Campaigns and Social Media Strategy:** Continuously improving our social media approach is essential for expanding our reach, 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 supporters. Additionally, prioritizing a digitally focused campaign will amplify our outreach efforts.

- **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.



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 – Email Blasts



Volume 24.1

MAY IS MOTORCYCLE SAFETY AWARENESS MONTH

RIDESMARTFLORIDA.COM

**DID
YOU
KNOW?**

Over the past five years in Miami-Dade and Monroe counties, 43% of motorcycle crashes involved individuals aged 20-40, while 25% involved those aged 40-60.

Over the past five years in Miami-Dade and Monroe counties, 33% of motorcycle crashes were due to riders operating in a careless or negligent manner, while 16% were caused by riders failing to yield the right-of-way.

(Source: FDOT)



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.

THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS



#RideSmartFL #MotorcycleSafetyMonth



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

2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



Driver Tips: Sharing the Road with Motorcycles



ALWAYS CHECK YOUR BLIND SPOTS

Motorcycles are smaller than other vehicles and can be even more difficult to spot while merging or changing lanes.



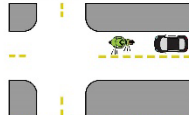
STAY IN YOUR LANE

Motorcycles are legally entitled to their own lane of traffic. In no situation are you allowed to drive your automobile in the same lane and in close proximity to a motorcycle.



INTERSECTIONS ARE DANGER ZONES

Always follow the safety protocol for intersections every single time that you approach: slow, come to a complete stop, view and obey posted traffic signs and signals, look both ways for approaching traffic, and proceed slowly.



WATCH FOR TURNING MOTORCYCLES

If you notice that a motorcycle is driving with an activated turn signal for a abnormal distance, increase your following distance so that you have time to react whenever the rider does decide to turn.



TAKE A SECOND LOOK AT LEFT-TURNS

Before you cross a lane or lanes of traffic to turn left, take a second look for approaching motorcycles.

DID YOU KNOW? Over the past 5 years, 41% of motorcycle crashes throughout Miami-Dade and Monroe counties, have occurred with other motorcycles; while 25% have occurred with passenger cars. (Source: 1891)

COMMUNITY EVENTS



THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS



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



Appendix C – Social Media Images







WHEN WE SCOOT, WE:

- ✓ ALWAYS WEAR HELMETS
- ✗ DON'T WEAR HEADPHONES
- ✓ SECURELY FASTEN OUR HELMETS
- ✓ WEAR CLOSE- TOED SHOES
- ✓ ALWAYS WEAR EYE PROTECTION
- ✓ HAVE HEADLIGHT ON AT ALL TIMES
- ✗ NEVER RIDE ON BIKE LANES OR SIDEWALKS
- ✓ CHECK OUR TIRES

FOR MORE INFORMATION, VISIT:
[HTTP://WWW.SOUTHFLROADS.COM/RIDESMARTFL](http://www.southflroads.com/ridesmartfl)

DON'T GET A TICKET, RIDE SMART!

REMEMBER, SCOOTER OPERATORS HAVE THE SAME RESPONSIBILITIES AS OTHER MOTOR VEHICLE OPERATORS!

5 LAWS TO KNOW BEFORE YOU RIDE:

- Class E license needed to operate scooters. Motorcycle endorsement needed for engines over 50cc.
- Wearing headphones on a scooter is prohibited.
- Don't ride scooters on bike lanes/pedestrian paths.
- Must wear eye protection for engines over 50cc.
- Must wear helmet if your engine is over 50cc and you're under 21.

FOR MORE INFORMATION, VISIT :
[HTTP://WWW.SOUTHFLROADS.COM/RIDESMARTFL](http://www.southflroads.com/ridesmartfl)



Appendix D – Tip Cards

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 

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

FDOT www.RideSmartFlorida.com 

WHEN WE SCOOT, WE:



- ✓ ALWAYS WEAR HELMETS
- ✗ DON'T WEAR HEADPHONES
- ✓ SECURELY FASTEN OUR HELMETS
- ✓ WEAR CLOSE-TOED SHOES
- ✓ ALWAYS WEAR EYE PROTECTION
- ✓ HAVE HEADLIGHT ON AT ALL TIMES
- ✗ NEVER RIDE ON BIKE LANES OR SIDEWALKS
- ✓ CHECK OUR TIRES

FOR MORE INFORMATION, VISIT:
RIDESMARTFLORIDA.COM/TRAINING/SCOOTERS

DON'T GET A TICKET, RIDE SMART!



5 LAWS TO KNOW BEFORE YOU RIDE:

- 1. You must have a Class E license to operate a scooter. For engines over 50cc, you need a motorcycle endorsement.
- 2. Wearing a headset/headphones while operating a scooter is prohibited.
- 3. Riding a scooter on a bike lane/pedestrian path is prohibited.
- 4. If your engine is over 50cc, you must wear eye protection.
- 5. If your engine is over 50cc, all riders under 21 must wear a helmet.

FDOT REMEMBER, SCOOTER OPERATORS HAVE THE SAME RESPONSIBILITIES AS OTHER MOTOR VEHICLE OPERATORS!



CUANDO MONTAMOS SCOOTER

- ✓ SIEMPRE USAMOS CASCO
- ✗ NO USAMOS AUDÍFONOS
- ✓ AJUSTAMOS EL CASCO DE FORMA SEGURA
- ✓ USAMOS ZAPATOS CERRADOS

- ✓ SIEMPRE USAMOS PROTECCIÓN PARA LOS OJOS
- ✓ TENEMOS LAS LUCES ENCENDIDAS TODO EL TIEMPO
- ✗ NUNCA MONTAMOS EN LA SENDA DE LAS BICICLETAS NI EN LAS ACERAS
- ✓ REVISAMOS NUESTRAS GOMAS

PARA MÁS INFORMACIÓN, VISITE:
RIDESMARTFLORIDA.COM/SEGURIDAD/SCOOTER

EVITE SER MULTADO, CONDUZCA DE FORMA INTELIGENTE

5 LEYES QUE DEBE CONOCER ANTES DE CONDUCIR:

- Es necesario tener una licencia de clase E para manejar una scooter. Para motores por encima de 50cc, necesita una aprobación de motocicleta.
- Es prohibido usar audífonos o auriculares mientras se maneja el scooter.
- Es prohibido montar el scooter en la senda de las bicicletas o en la acera
- Si el motor del scooter sobrepasa 50cc, debe usar protección para los ojos
- Si el motor sobrepasa 50cc, los menores de 21 años de edad deben de usar un casco.

RECUERDE. LOS CHOFERES DE MOTOS TIENEN LAS MISMAS RESPONSABILIDADES QUE LOS CHOFERES DE AUTO.



Appendix E – Press Release



Florida Department of Transportation

RON DESANTIS
GOVERNOR

1000 NW 111 Avenue
Miami, Florida 33172

JARED W. PERDUE, P.E.
SECRETARY

For Immediate Release
April 22, 2024

Contact: Tish Burgher
(305) 470-5277 | Tish.Burgher@dot.state.fl.us

The Florida Department of Transportation (FDOT) Launches the 2024 "Ride Smart Florida" Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) is launching the 2024 "Ride Smart Florida" safety campaign in Miami-Dade and Monroe counties to promote motorcycle safety. The campaign emphasizes making smart decisions for the well-being of riders and road users. It will run from May through June, using media ads, social media, and PSAs to promote safety messages. This year, it includes safety information for motorized scooters, e-bikes, and e-scooters. A virtual kick-off meeting is scheduled to inaugurate the campaign on May 1, 2024, at 10 a.m. During this meeting, agency and community partners will convene to discuss collaborative efforts and support initiatives aimed at spreading safety messages across our District. Furthermore, a community event in partnership with Peterson's Harley Davidson of Cutler Bay is set for May 18, 2024, from 12 p.m. to 4 p.m.

FDOT will work together with local agencies and organizations to disseminate crucial safety tips. These include wearing helmets and protective eye gear, avoiding speeding and reckless maneuvers, having a license to operate a scooter and adhering to traffic regulations for scooter and e-bike use. By collaborating with community partners, FDOT aims to reduce incidents involving motorcycles, gas scooters, and e-bikes. Outreach events across various locations will offer opportunities for the public to learn about road safety best practices. FDOT encourages active participation in these events to advocate for safer roads, contributing to the goal of Zero Fatalities and Serious Injuries statewide.

For more campaign details, to stay informed about upcoming events, or to join as a campaign partner, please contact Community Safety Traffic Specialist, Shieda Castillo, at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us or Community Outreach Specialist, Yaisel Gonzalez, at (305) 640-8122 or via email at yaisel@iscprgroup.com. You can also visit the campaign's website at: www.ridesmartflorida.com.

###

Southflroads.com | [@MyFDOT_Miami](https://twitter.com/MyFDOT_Miami) | Facebook.com/MyFDOTMiami

The Florida Department of Transportation's mission is to provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of the state's environment and communities. The department is committed to building a transportation system that not only fits the current needs of Florida's residents and visitors, but also enhances mobility throughout the state to accommodate its consistent and rapid growth. The unique nature of the Sunshine State and

2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



its year-round warm climate provides numerous opportunities to achieve the department's mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities

2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



Appendix F – Event Calendar and Photos

Ride Smart Florida Campaign – Events Calendar						
Miami-Dade County Events: Red Monroe County Events: Green Door-to-Door Opportunities: Blue			MAY 2024			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
				D2D: 79 Street and Biscayne Boulevard		
5	6	7	8	9	10	11
	D2D: NW 103 Street from NW 27 Avenue to NW 10 Avenue					North Bay Village PD Torch Run (7am – 12pm)
12	13	14	15	16	17	18
						Harley Davidson – Cutler Bay Partner Event (12 pm – 4pm)
19	20	21	22	23	24	25
Key Biscayne Triathlon (7 am- 12 pm)			D2D: NW 17 Avenue from NW 71 Street to NW 54 Street		Monroe Door-to-Door	Good Neighbor Day – Homestead (10am – 3pm)
26	27	28	29	30	31	
			D2D: NW 7 Avenue and NW 119 Street (TIME TBD)			

2024 RIDE SMART FLORIDA CAMPAIGN

SUMMARY REPORT



Miami-Dade County Events: **Red**
 Monroe County Events: **Green**
 Door-to-Door Opportunities: **Blue**

Ride Smart Florida Campaign – Events Calendar

JUNE 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
	D2D: Biscayne Boulevard from NE 203 Street to Point East Drive	Monroe Door-to-Door		Door-to-Door El Rey de las Motos Scooter Store	NE 6 Avenue from NE 125 Street to NE 145 Street (TIME TBD)	North Miami Beach Hurricane Expo (10am – 1pm)
9	10	11	12	13	14	15
16	17	18	19	20	21	22
			D2D: Collins Avenue from 189 Street to 172 Street D2D: West Flagler from SW 37 Avenue to SW 27 Avenue			Harley Davidson – Miami Partner Event (12 pm – 4pm)
23/31	24	25	26	27	28	29
	Keys D2D	Keys D2D	Keys D2D			



Event Photos (does not include all event photos)

North Bay Village Police Department Torch Run 5/11/24



Peterson's Harley-Davidson Cutler Bay 5/18/2024



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



North Miami Beach Hurricane Expo 6/8/2024



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



Peterson's Harley-Davidson Miami 6/22/2024



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



Door-to-Doors Miami-Dade May & June



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



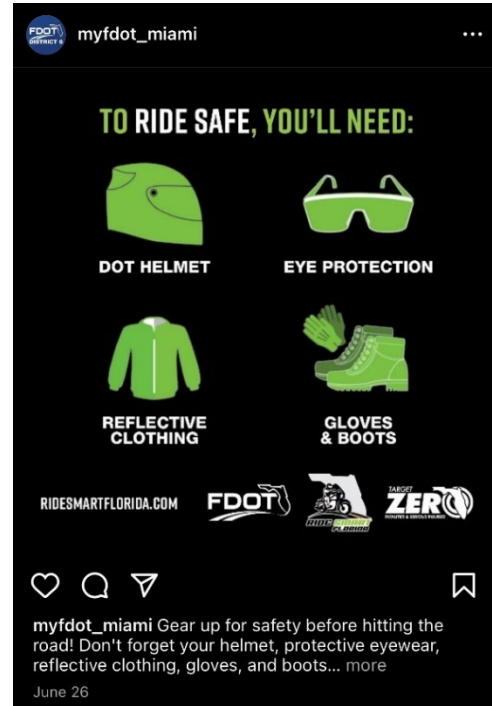
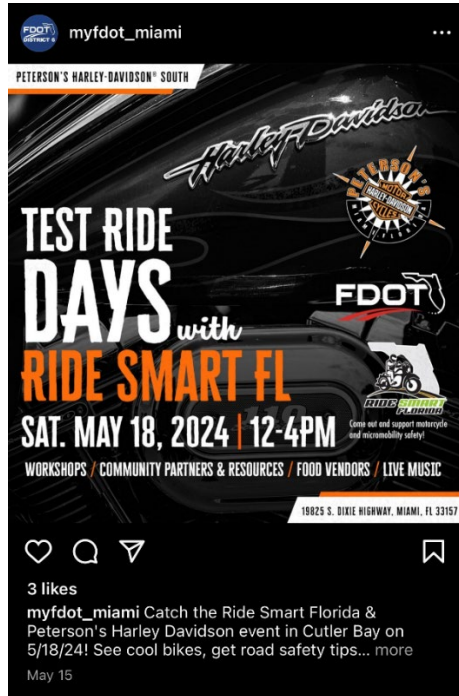
Door-to-Doors Monroe May & June



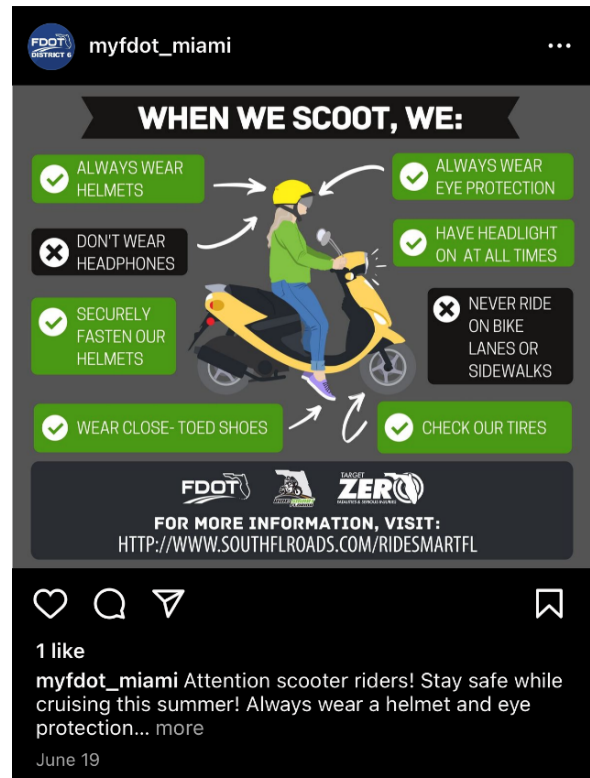
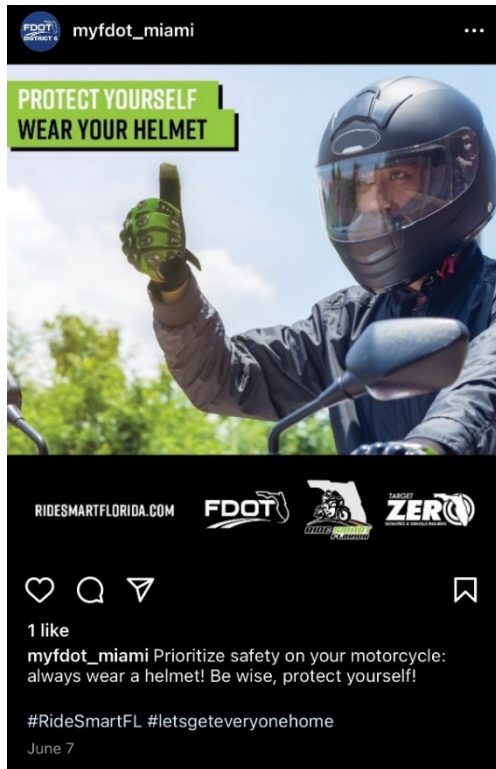


Appendix G – Other Campaign Coverage

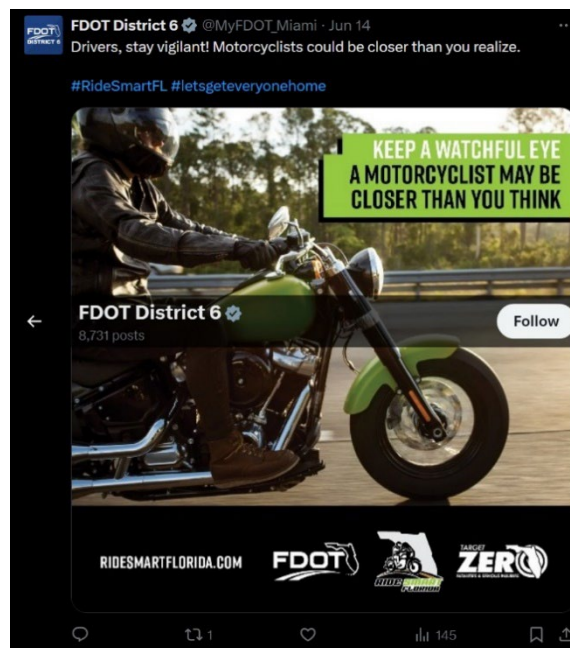
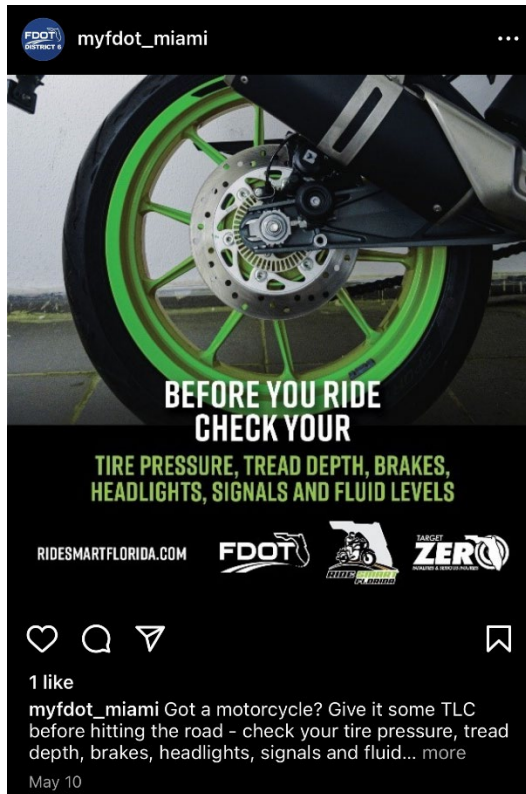
Social Media Posts



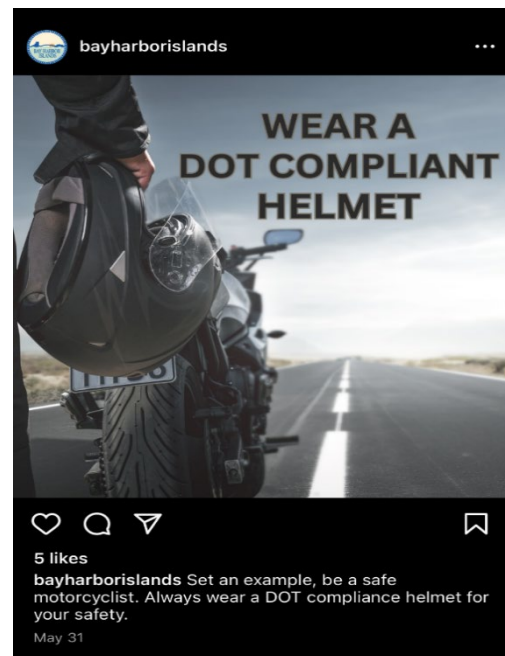
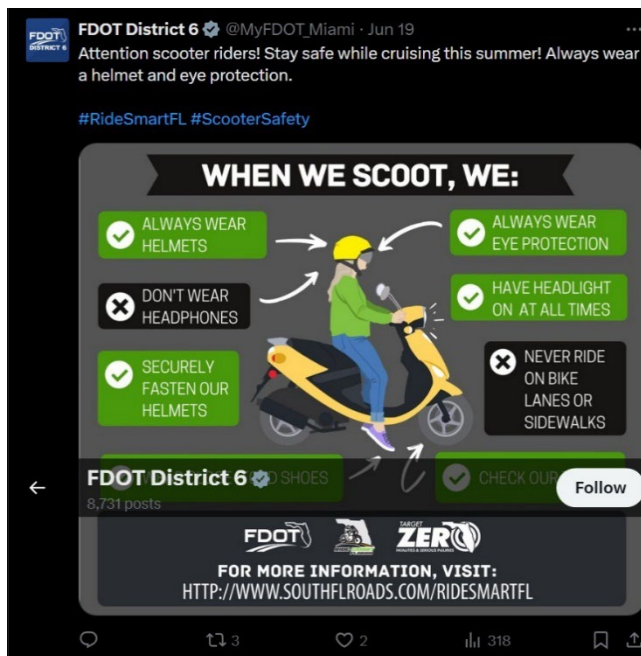
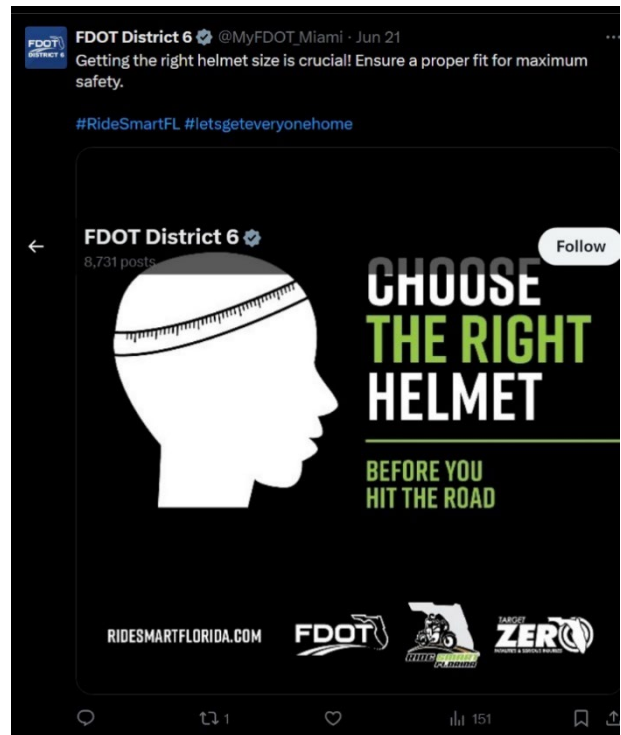
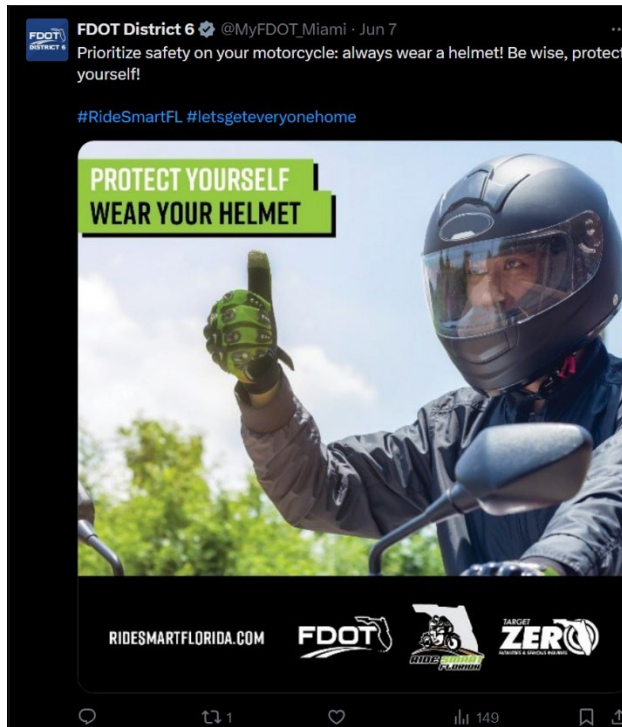
2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



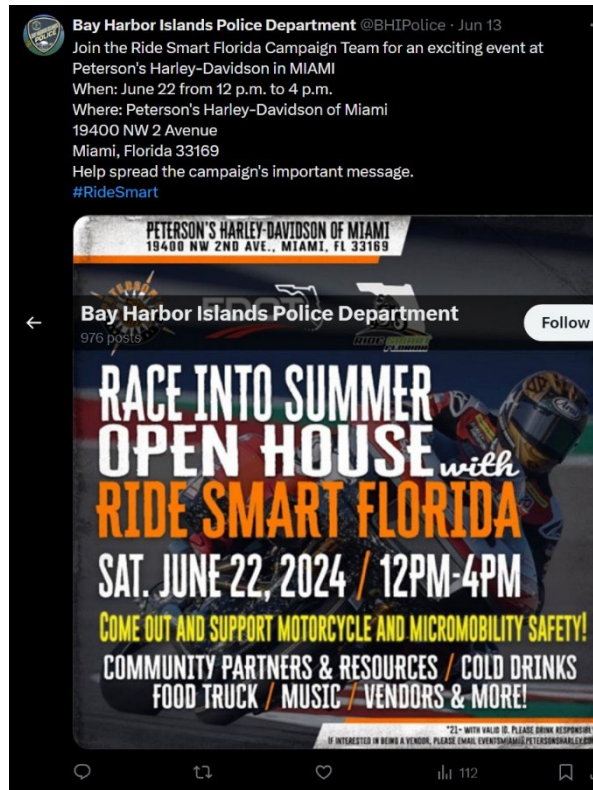
2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



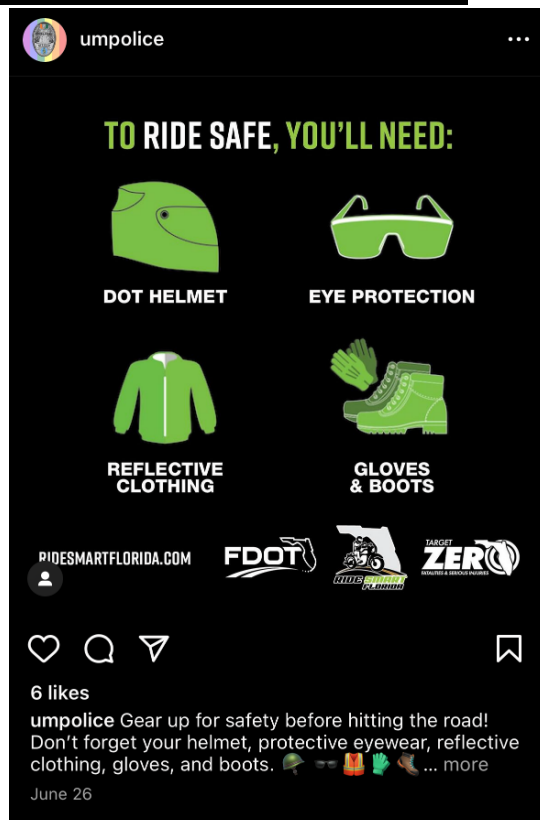
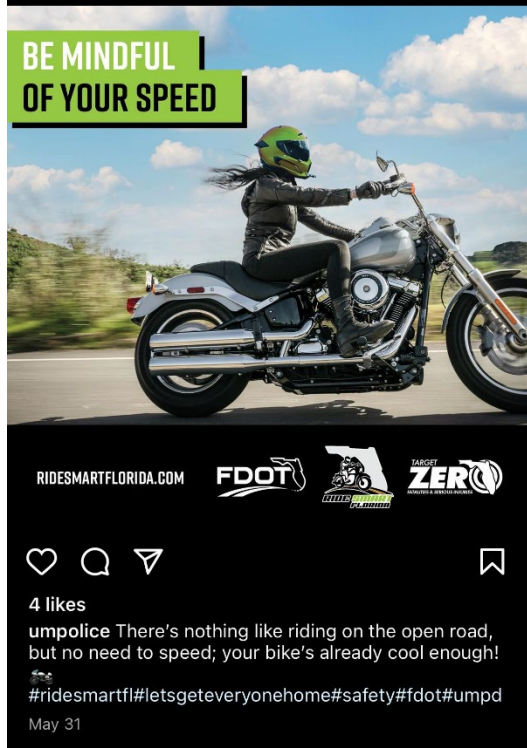
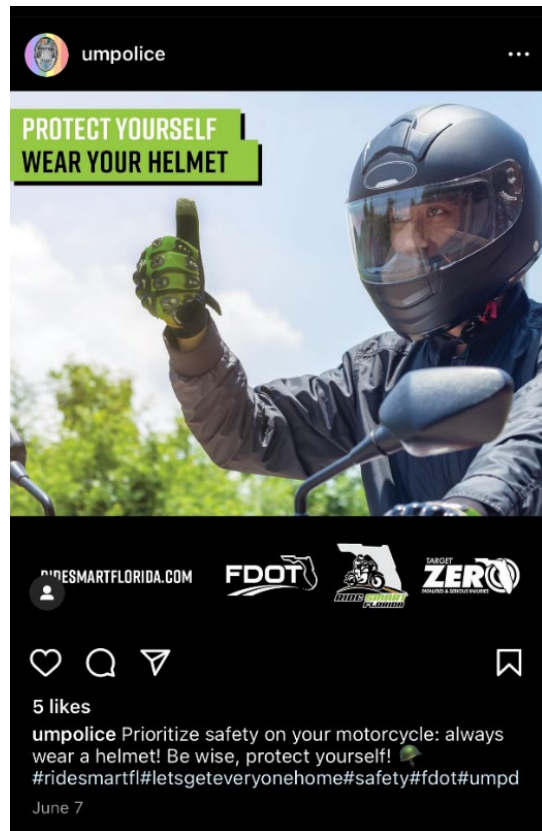
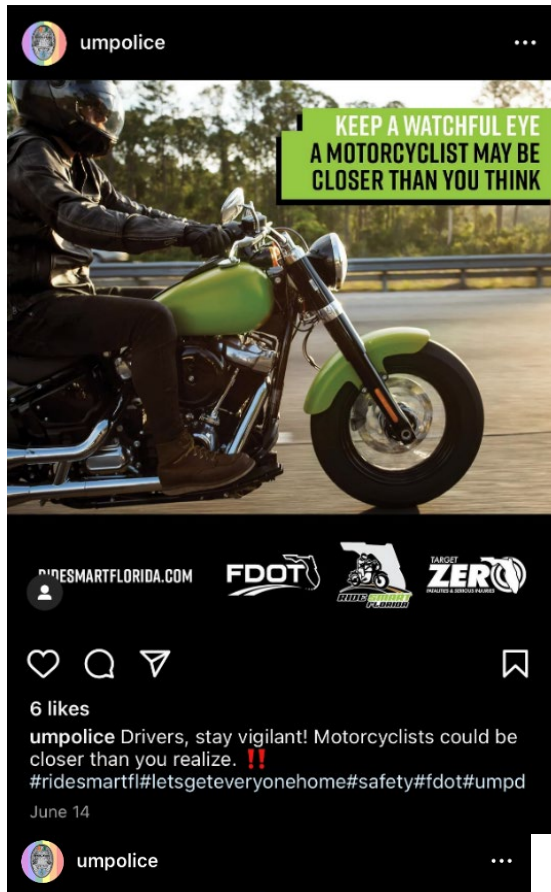
2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



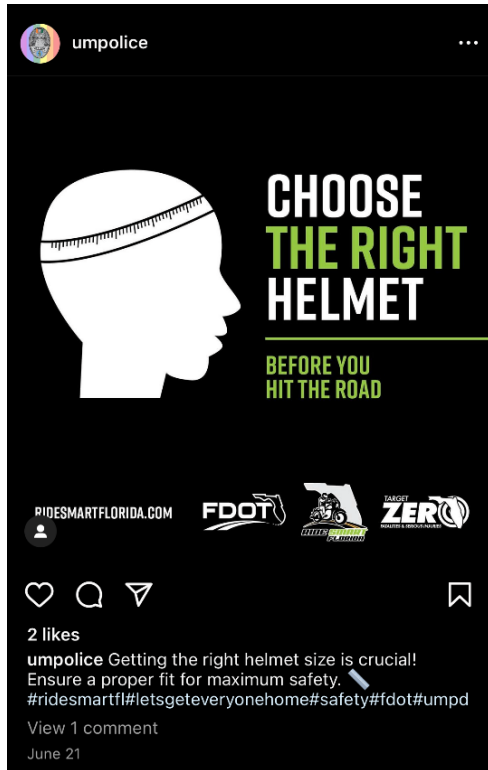
2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



2024 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



2024 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



Peterson's Harley-Davidson of Miami
June 22 · 🌐

What a great Race Into Summer Open House we just had!

Also a big shoutout to @myfdot_miami, @visionzerojc, @ridesmartfl & @respect_the_ride_fl for being a part of it and giving out safety information and resources to the community!

Everyone enjoyed @fixafatz 's delicious chicken tenders, fries and mac & cheese bites, @dannygarciarock kept the vibes going throughout the event, and lots of our Peterson's family went home with their scratch-off prizes.... See more



Peterson's Harley-Davidson South
May 18 · 🌐

🔥 Even the South Florida sun can't keep up with us – we're the hottest! Special thanks for the collaboration with @respect_the_ride_fl, @ridesmartfl, and Department of Transportation for promoting road safety among riders and drivers. 🙌 As well as our sponsors and supporters: @be3dprintshop, @ajapelaofastfood, Annette's Hats and Jewelry, and Beachin' Jewelry. Have a beautiful and safe rest of the weekend! ❤️ See you next time!

#HarleyDavidson #HarleyLife #HarleyDavi... See more

