



RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT

2025

Project Manager: Shieda Castillo, FCCM
Community Safety Traffic Specialist
Florida Department of Transportation
District Six

Florida Department of Transportation
District Six
1000 NW 111 Avenue
Miami, FL 33172





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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 2025. 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, Shieda Castillo 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 intensified efforts, emphasizing resources to promote motorcycle safety. The goal was to reduce crashes caused by unsafe practices among motorcyclists and drivers. Stronger relationships with community partners, local municipalities, organizations, and motorcycle groups maximized communication resources and disseminated 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, District Six 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.

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 April 2025, 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 outreach 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
- Increase awareness of motorcycles. When you “Watch for Motorcycles,” you see more than the motorcycle. He or she could be your friend, neighbor, or relative.
- Wear an FDOT-compliant helmet. Helmets save lives, particularly in high-speed crashes or impacts involving scooters and motorcycles.
- Get properly endorsed. Any operator of a scooter over 50cc is legally required to have a motorcycle endorsement—a rule too many riders still don't know.

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. The campaign has focused on high-traffic corridors, culture-rich neighborhoods, and event-driven environments, bridging data and dialogue in a way that resonates on the ground.

2.1 2025 Campaign

	2025
Campaign Partners	112
Outreach Events	24
Overall Campaign Impressions*	9 million*

***Using data from partner social media posts and advertisements, an estimated 8,653,481 people were reached during the 2025 campaign. We estimate the actual reach is easily over 9 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 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.

What We've Learned So Far

- **The laws aren't reaching the streets.** Many riders don't know helmet requirements or endorsement rules.
- **Personal stories hit hardest.** Survivors of crashes offer the most powerful testimony.
- **Community engagement must be tactical.** It's not enough to pass out flyers, we must meet people where they are and speak their language.

Tools of the Mission

Across all deployments, Ride Smart FL has equipped residents with:

- "Watch for Motorcycles" safety flyers and Magnets
- Proper gear & visibility vest handouts
- Reflective decals, keychains, and drawstring bags
- Target Zero "Recipe for Safety" cards

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 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
- 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
- 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

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- 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

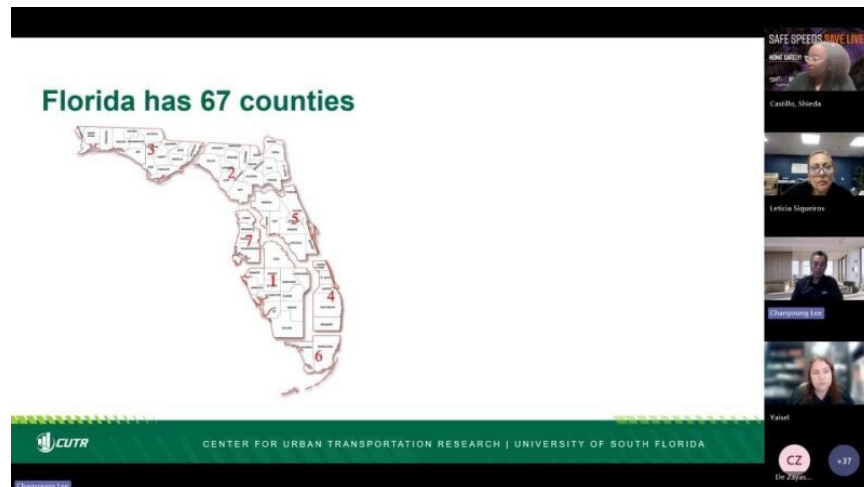
The FDOT D6 Community Traffic Safety Specialist (CTSP) Team facilitated a regional kick-off meeting in May to address rising motorcycle fatalities and injuries. The meeting brought together **law enforcement, medical professionals, academic institutions, and community organizations** to review new crash data and strategize next steps.

New data presented by Dr. Chanyoung Lee shows **Miami-Dade County leads Florida in motorcycle fatalities**, while **Monroe County sees a high volume of injury-causing crashes**, especially involving scooters.

Key Findings for Miami-Dade & Monroe:

- **Miami-Dade is #1 statewide in motorcycle deaths.**
- **Scooters account for 38% of crashes in Miami-Dade and 66% in Monroe**, compared to an 11% state average.
- **Post-COVID motorcycle deaths are rising**, with over 600 fatalities expected statewide again in 2025.
- **April and May are peak months** for fatal and serious injury crashes in Miami-Dade and Monroe.

Click on Image to watch:



All partners were encouraged to promote the campaign by disseminating campaign safety messages through social media, e-blasts and events.

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 outreach team conducted door-to-door education along key corridors, delivering safety materials and raising awareness among local businesses. In total, the outreach team planned twenty events during the campaign. See appendix for events calendar. Note, calendar includes enforcement events.

Event Outreach Summary

From targeted door-to-door safety outreach to vibrant community markets, pop-up events, and public space activations, the *Ride Smart Florida* campaign engaged directly with riders, drivers, and pedestrians in Miami and Monroe counties. Through personal interactions, safety demonstrations, and a consistent presence in high-traffic areas, our team shared vital motorcycles, scooters, and moped safety information with diverse audiences. Here's a look at the complete efforts:

- **Total Events Completed:** 24
- **Door-to-Door (D2D) Outreach Events:** 16
- **Community Markets / Festivals / Pop-Up Appearances:** 6
- **Specialty Events (Town Halls, Groundbreakings, etc.):** 2

Date	Event Name / Location
15-May	D2D: SR 698/West Flagler St (SW 37 Ave → SW 27 Ave)
22-May	D2D: SR 5/US 1 – South Dixie Hwy (Madruga Ct → SW 78 St)
23-May	Key West Door to Door
28-May	D2D: NW 54 St (NW 32 Ave → NW 22 Ave)
28-May	Surf Side Gateway Market – 151 Sunny Isles Beach, FL 33160
30-May	D2D: SR 9/NW 27 Ave (NW 57 St → NW 41 St)
30-May	Fast Lane Friday – Homestead-Miami Speedway
1-Jun	Palmetto Bay Artisan & Farmer's Market
3-Jun	Micromobility Town Hall
4-Jun	D2D: Alton Road (16 St → 5 St)
6-Jun	D2D: SR 817/NW 27 Ave & NW 187 St → north of NW 170 Terr
7-Jun	The Underline Play Forest Groundbreaking Celebration
9-Jun	D2D: SR 5/US 1 – South Dixie Hwy (SW 216 St → NW 112 Ave)
10-Jun	D2D: SR 7/US 441 (NW 215 St → NW 204 St)
11-Jun	D2D: SR 7/US 441/NW 7 Ave (NW 6 St → south of NW 20 St)
12-Jun	D2D: SR 934/NW 79 St (NW 12 Ave → west of NW 2 Ave)
12-Jun	Vizcaya Night Market
16-Jun	D2D: SR 933/NW 12 Ave (US 41 → NW 7 St)
17-Jun	D2D: Alton Rd (16 St → 5 St)
18-Jun	D2D: SR 5/US 1 – Biscayne Blvd (NE 209 St → Point East Dr, Aventura)
18-Jun	Gas Station Pop-up



19-Jun Truman Waterfront Farmer's Market
20-Jun D2D: Florida Keys Material Drop-off
21-Jun Harley Davidson Pop-up Culter Bay
26-Jun D2D: SR A1A/Collins Ave (south of 189 St → north of 172 St)

Staff

Daniel, Brianna, Tatyana,
Berardo, Baret, Mafer,
Letty, Baret, Spencer
Veronica B

4.3 Outreach Event Survey

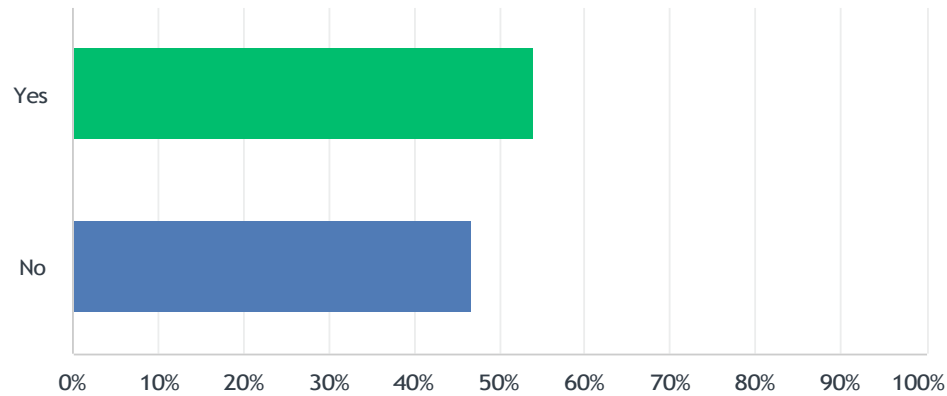
Ride Smart Florida - Understanding Your Motorcycle and Scooter Safety Knowledge Survey

1. Do you ride a motorcycle, scooter or moped?
2. Did you know you need a Class E License to ride a scooter?
3. When do you need an endorsement to ride a scooter?
4. A motorcycle endorsement is an addition to your license that allows you to operate a motorcycle over 50cc. Do you know how to get a motorcycle endorsement?
5. Where do you go to get a motorcycle endorsement?
6. Do you have to wear a helmet to ride a motorcycle?
7. Have you ever been involved in a motorcycle crash?
8. Have you ever been involved in a scooter/moped crash?

4.3.1 Survey Results

Q1 Do you ride a motorcycle, scooter or moped?

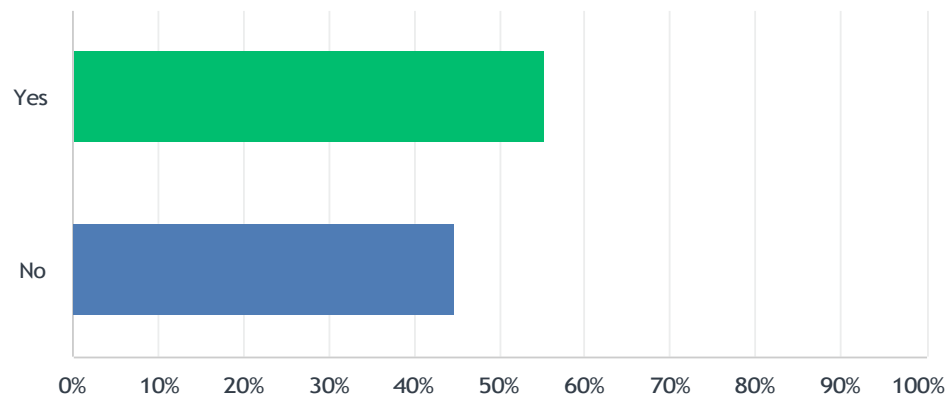
Answered: 180 Skipped: 2



ANSWER CHOICES		RESPONSES	
Yes		53.89%	97
No		46.67%	84
Total Respondents: 180			

Q2 Did you know you need a Class E License to ride a scooter?

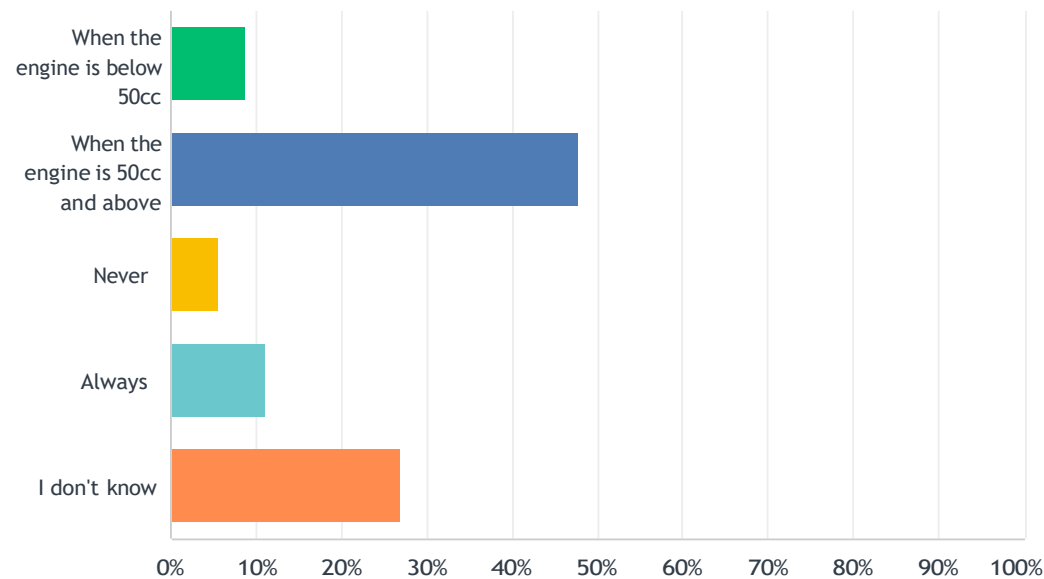
Answered: 179 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	55.31%	99
No	44.69%	80
TOTAL		179

Q3 When do you need an endorsement to ride a scooter?

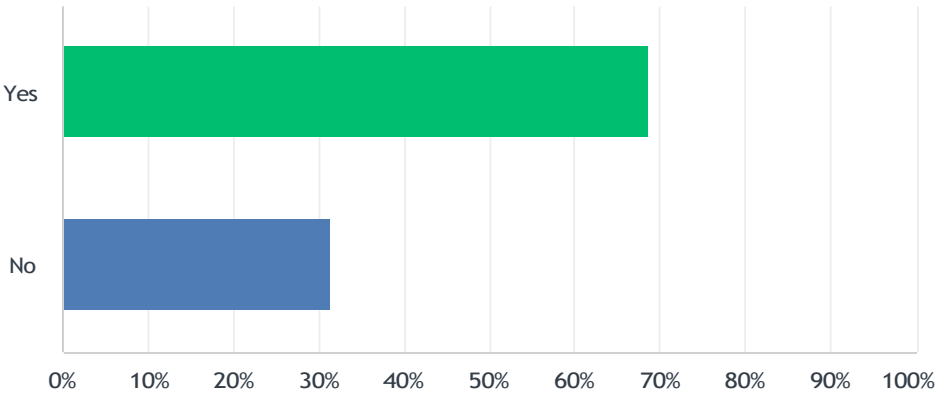
Answered: 182 Skipped: 0



ANSWER CHOICES	RESPONSES	
When the engine is below 50cc	8.79%	16
When the engine is 50cc and above	47.80%	87
Never	5.49%	10
Always	10.99%	20
I don't know	26.92%	49
TOTAL		182

Q4 A motorcycle endorsement is an addition to your license that allows you to operate a motorcycle over 50cc. Do you know how to get a motorcycle endorsement?

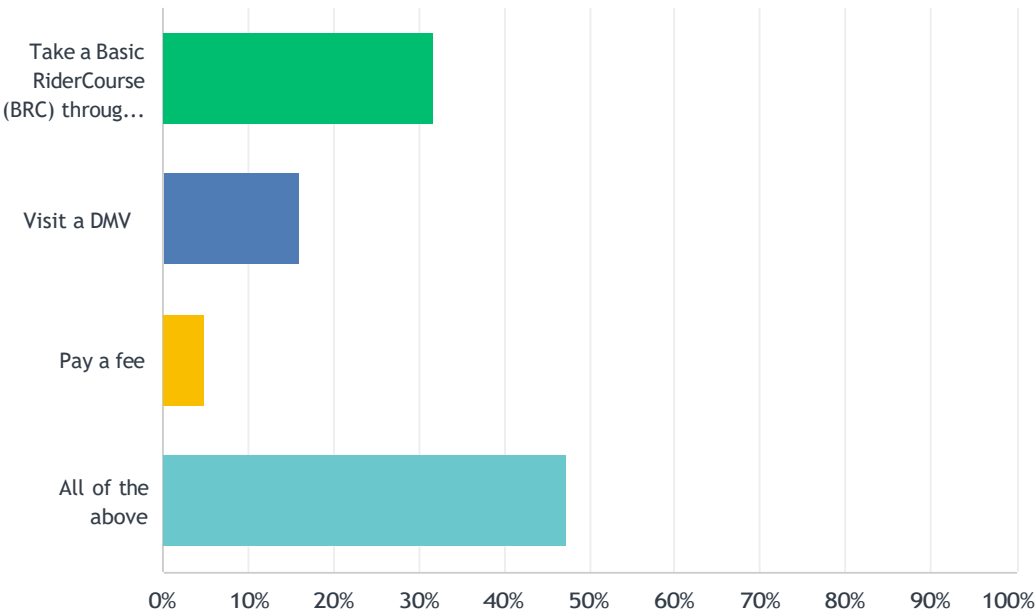
Answered: 182 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.68%	125
No	31.32%	57
TOTAL		182

Q5 Where do you go to get a motorcycle endorsement?

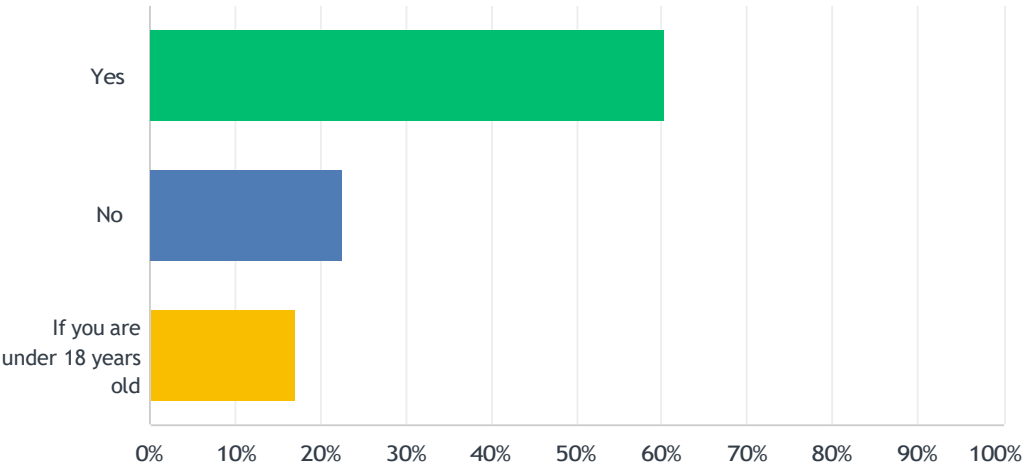
Answered: 182 Skipped: 0



ANSWER CHOICES	RESPONSES	
Take a Basic RiderCourse (BRC) through a training program	31.87%	58
Visit a DMV	15.93%	29
Pay a fee	4.95%	9
All of the above	47.25%	86
TOTAL		182

Q6 Do you have to wear a helmet to ride a motorcycle?

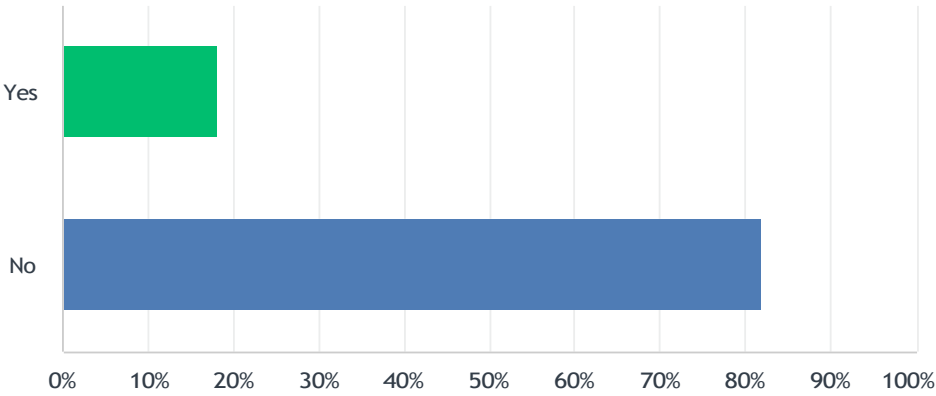
Answered: 182 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		60.44%	110
No		22.53%	41
If you are under 18 years old		17.03%	31
TOTAL			182

Q7 Have you ever been involved in a motorcycle crash?

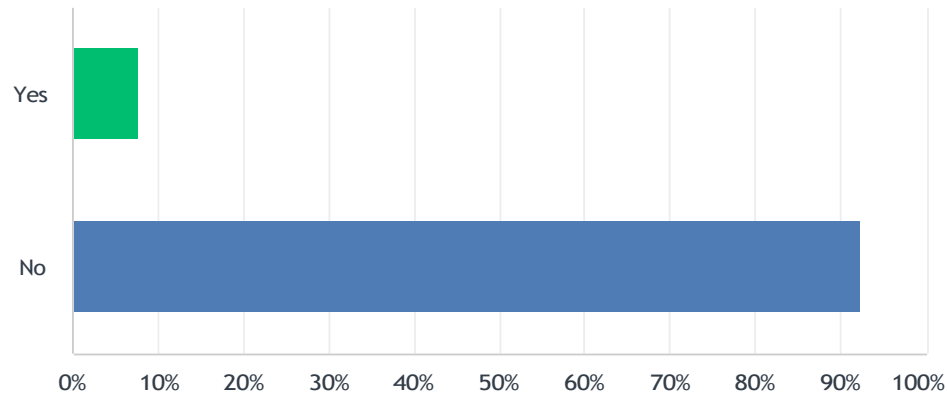
Answered: 182 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		18.13%	33
No		81.87%	149
TOTAL			182

Q8 Have you ever been involved in a scooter/moped crash?

Answered: 182 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		7.69%	14
No		92.31%	168
TOTAL			182



Riding Smart: What Our Community Is Saying

Our events have empowered voices—highlighting solid rider awareness while uncovering key gaps that are ripe for targeted education across Miami and Monroe counties.

We Heard You—And the Numbers Tell the Tale

Thanks to the collective effort at events across Miami and Monroe counties, **~180 participants** completed our scooter and motorcycle safety survey:

- **54 %** ride; **55 %** knew a Class E license is required for scooters—but only **48 %** knew when an endorsement is needed (engines **50 cc+**), and **27 %** didn't know.
- **69 %** understood how to obtain a motorcycle endorsement, yet just under **50 %** could identify all the steps (training, DMV visit, fee).
- Only **60 %** knew helmets were required all the time—**23 %** believed never, and **17 %** thought only under-18s must wear one.
- Notably, **18 %** experienced a motorcycle crash, and **8 %** had a scooter/moped crash.

What This Means

Our community shows a solid baseline of knowledge—yet there's work to be done! Nearly one in four riders is not clear on helmet laws, and nearly one-quarter aren't sure about licensing and endorsement. Thanks to your hands-on outreach, we're planting the seeds for smarter, safer riding.

4.4 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.

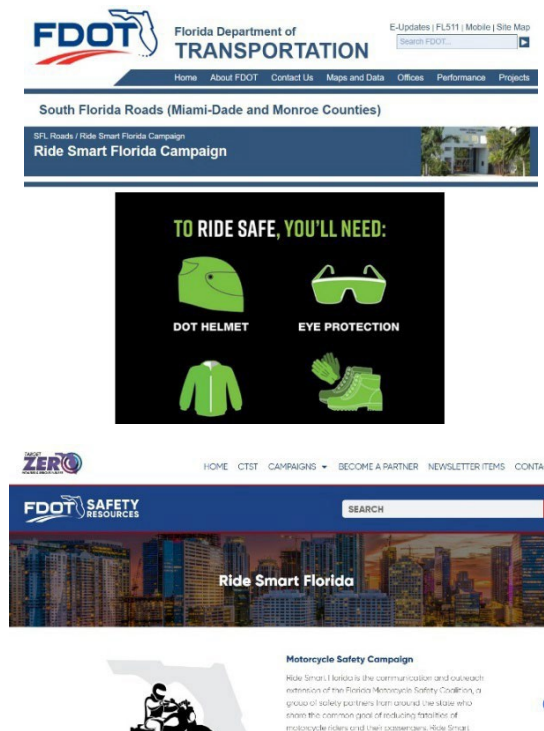
5.0 Campaign Messaging

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.

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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.

[Click on Image to watch:](#)





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.**





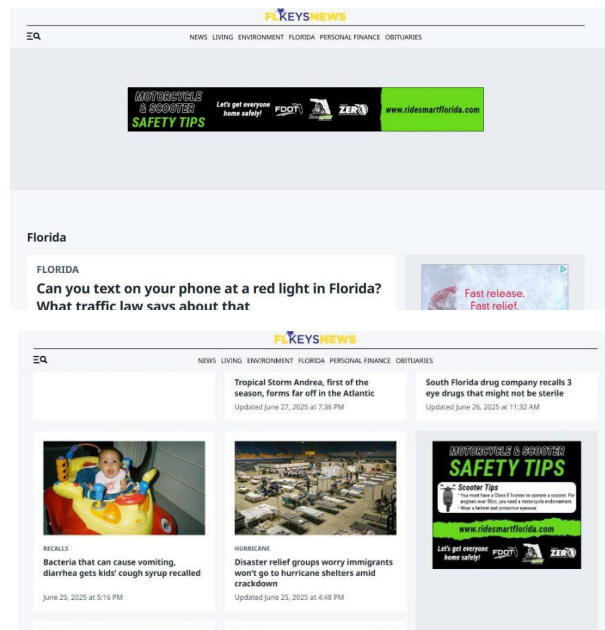
5.4.2 IKE Kiosks

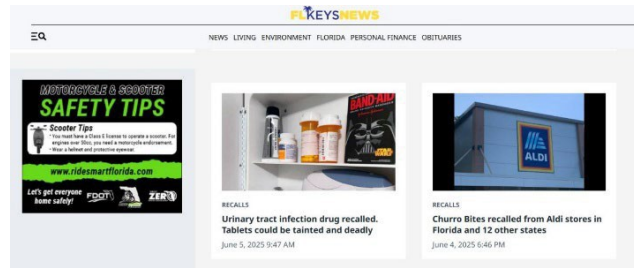
IKE ads in Miami are digital advertisements displayed on interactive kiosks installed by IKE Smart City. These kiosks provide wayfinding, local information, public safety alerts, and free Wi-Fi, funded by controlled advertising. They enhance urban navigation, support local businesses, and promote community engagement, with installations expanding across various Miami neighborhoods. Three IKE ads across different Brickell locations ran from May 5, 2025, to June 1, 2025, and generated an estimated total of over **4,032,609 impressions**.



5.4.3 Florida Keys News (flkeysnews.com)

Web advertisements under the Florida Keys online section of The Herald took place during the month of June, generating **291,668 impressions**.





5.4.4 Key West Citizen Newspaper

Campaign ads were printed and distributed through the Key West Newspaper on fourteen occasions from May 5, 2025, through June 29, 2025. Impression numbers totaled **7,000** KWC readerships.



5.4.5 YouTube Advertisements

The Ride Smart campaign delivered **655,000 total impressions**, with **289,913 viewable impressions**, indicating that **62%** of the ads served 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 **350 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.

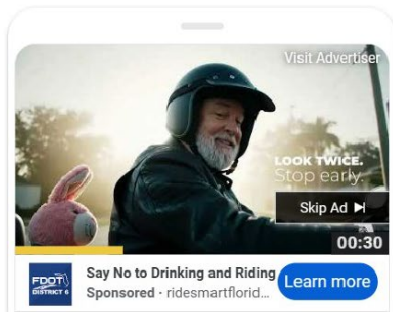


These insights suggest the need for stronger target audience, improved video content retention strategies, and possibly a reallocation of the budget to enhance visibility and engagement. We should narrow the audience or increase the budget.

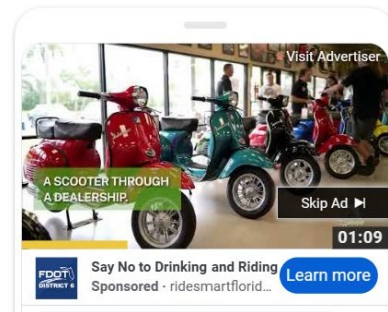
Given the large market size and the campaign's short duration, these results reaffirm that extending the campaign and increasing the budget could drive higher engagement, better retention rates, and a stronger influence on motorists. Future campaigns should leverage these insights to refine targeting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

YouTube Campaign
Impressions: 655,000
Viewable Impressions: 289,913
Video Start Rate: 68%
Clicks: 350 to website
Video Completion Rate: 16%
Video played to 75%: 18%
Video played to 50%: 20%

Mobile phone example of your skippable in-stream ad on YouTube



Mobile phone example of your skippable in-stream ad on YouTube



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 eblast.

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.

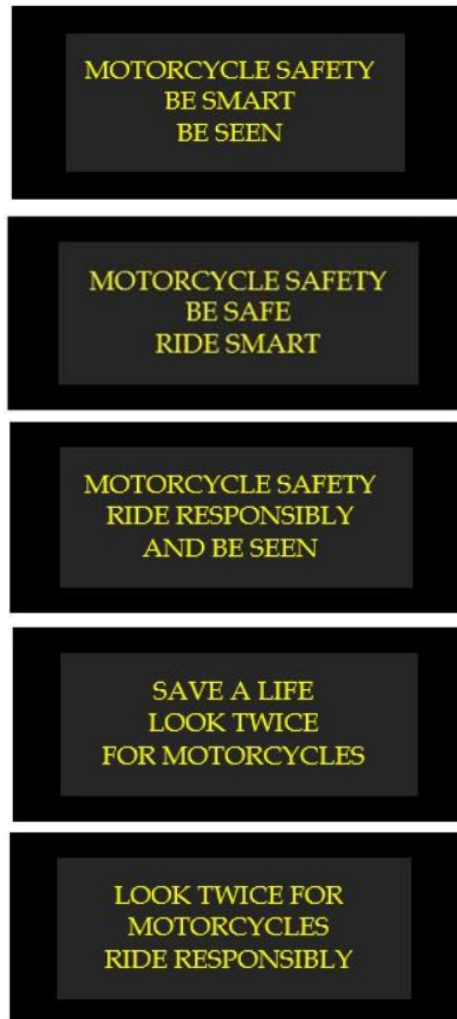
5.7 Press Release

A press release was issued to media outlets to announce the 2025 Ride Smart Florida campaign. Refer to appendix for the full press release.

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

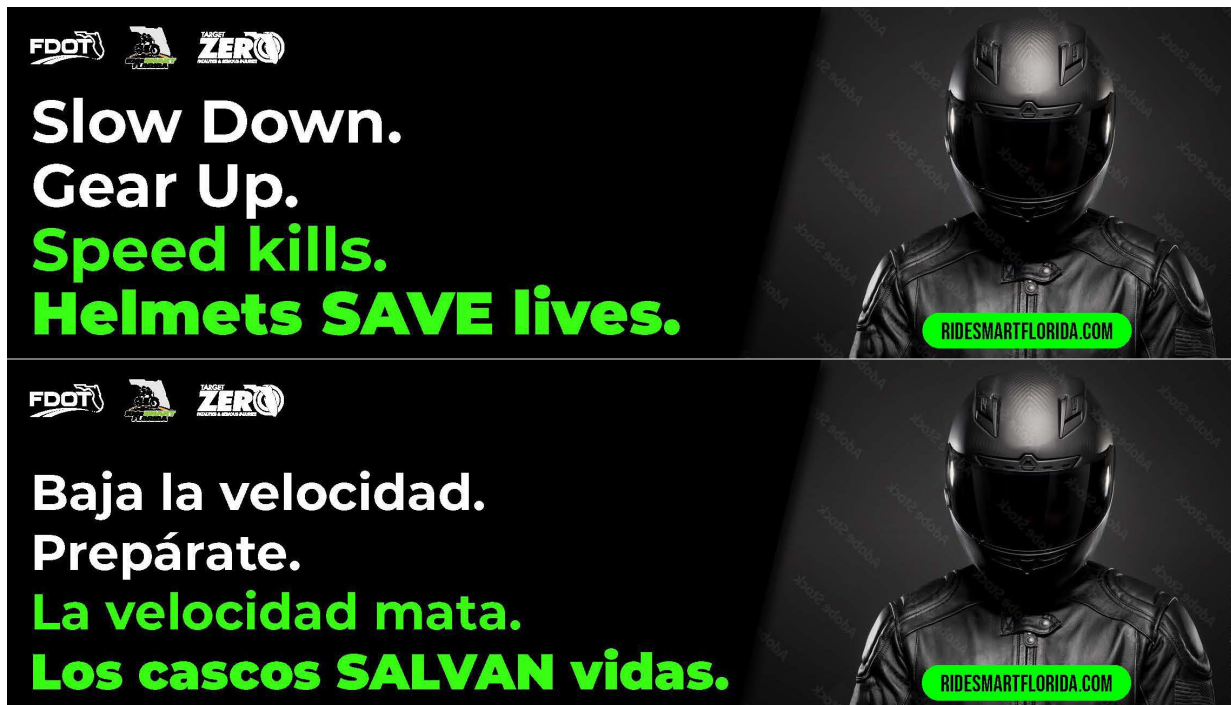


The following DMS were used throughout the campaign on various highways. The messages were posted **4,248** times from May through the end of June.



5.9 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 **4,452,972 million impressions.**



Provided & Created by RideSmartFL

6.0 Future Campaign Goals

The 2025 "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

Graphics created by coalition

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

2025 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



Appendix B – Email Blasts

THANK YOU TO OUR DEDICATED PARTNERS FOR PARTICIPATING IN THE 2025 CAMPAIGN!

#RideSmartFL FDOT RIDE SMART FLORIDA TARGET ZERO FATALITIES & SERIOUS INJURIES

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

Ride Smart Florida - Motorcycle Safety Awareness
Florida Department of Transportation (FDOT) and Florida Highway Patrol (FHP)

Driver Tips: Sharing the Road with Motorcycles

- BLIND SPOTS:** Motorcycles are easily overlooked in blind spots. Always check your mirrors and blind spots before changing lanes.
- INTERCHANGING LANE POSITION:** Motorcycles may change lanes without warning. Watch for lane changes and allow more space.
- WATCH FOR TURNING MOTORCYCLES:** Motorcycles may turn right on red or left on red. Watch for their intentions.

COMMUNITY EVENTS

THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS

#RideSmartFL FDOT RIDE SMART FLORIDA TARGET ZERO FATALITIES & SERIOUS INJURIES

The Ride Smart Florida Campaign Season is Here!

- Watch for motorcycles and scooters, they are easily hidden in blind spots
- Assume motorcycles are closer than they appear
- Allow for more following distance

DRIVERS, PLEASE:
When you "look for motorcycles" you're making the road safer!

EVENT HIGHLIGHTS

UPCOMING EVENTS

THANK YOU TO OUR DEDICATED CAMPAIGN PARTNERS

#RideSmartFL FDOT RIDE SMART FLORIDA TARGET ZERO FATALITIES & SERIOUS INJURIES

Appendix C – Social Media Images






**CLASS E LICENSE NEEDED TO
OPERATE SCOOTERS.
MOTORCYCLE ENDORSEMENT
NEEDED FOR ENGINES OVER 50CC.**

RIDESMARTFLORIDA.COM FDOT  TARGET **ZERO** 

PROTECT YOURSELF
WEAR YOUR DOT-COMPLIANT HELMET



RIDESMARTFLORIDA.COM FDOT  TARGET **ZERO** 

KEEP A WATCHFUL EYE
A MOTORCYCLIST MAY BE
CLOSER THAN YOU THINK



RIDESMARTFLORIDA.COM FDOT  TARGET **ZERO** 

**NOTHING BEATS THE
OPEN ROAD**
WATCH YOUR SPEED



RIDESMARTFLORIDA.COM FDOT  TARGET **ZERO** 

 **The Ride Smart Florida
Campaign Season is Here!**

-  Watch for motorcycles and scooters, they are easily hidden in blind spots
-  Assume motorcycles are closer than they appear
-  Allow for more following distance

DRIVERS, PLEASE:
When you "watch for motorcycles" you're making the road safer!

Visit ridemartflorida.com for more information.

FDOT 



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.
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

Provided & Created by RideSmartFL

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.

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

FDOT



CUANDO MONTAMOS SCOOTER

✓ SIEMPRE USAMOS CASCO

✗ NO USAMOS AUDIFONOS

✓ 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 N.W. 111 Avenue
Miami, Florida 33172

JARED W. PERDUE, P.E.
SECRETARY

For Immediate Release

May 2, 2025

Contact: FDOT District 6 Communications Office

(305) 470-5225 | FDOT-D6comm@dot.state.fl.us

**The Florida Department of Transportation (FDOT) Urges Riders to
“Ride Smart” and Know the Law Before Operating a Scooter**

Ride Smart Florida Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) has launched the 2025 Ride Smart Florida safety campaign, running from mid-April through June, with a goal to promote motorcycle and scooter safety across Miami-Dade and Monroe counties. This year, FDOT is bringing attention to a growing issue: many local riders are unknowingly breaking the law by operating scooters without the required license.

Do you know the requirements to legally operate a scooter in Florida?

Many people don’t realize that in Florida, you must have a Class E driver’s license to legally operate a scooter. If your scooter has an engine over 50cc, you need a motorcycle endorsement. Additionally:

- Wearing headphones or a headset while riding is prohibited.
- If your engine is over 50cc, you must wear eye protection.
- If you’re over 21, a helmet is required if your engine exceeds 50cc.
- Scooters are NOT allowed in bike lanes or pedestrian paths.

FDOT is calling on the community and local media to help spread this important message. Too many riders are unaware of these legal requirements, putting themselves and others at risk.

The Ride Smart Florida campaign will use media ads, social media outreach, and public service announcements to raise awareness. Additionally, FDOT is hosting a virtual partner kick-off meeting on May 13, 2024, at 10 a.m. to discuss collaborative efforts with agencies and community partners. To join the meeting, click [HERE](#).

Throughout the campaign, FDOT will work with local agencies to educate the public on key safety practices, including proper licensing, protective gear, and responsible riding. Outreach events will be held across the district, giving residents the opportunity to learn about scooter and motorcycle safety firsthand.

2025 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



FDOT encourages the public to join us in advocating for safer roads and working toward the statewide goal of Zero Fatalities and Serious Injuries.

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 | X: [@MyFDOT_Miami](https://twitter.com/MyFDOT_Miami) | Facebook: [@MyFDOTMiami](https://www.facebook.com/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 F – Event Calendar and Photos

2025 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



APRIL 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
Miami Heat vs. Washington Wizards (11:00 AM – 3:00 PM)				(Kathryn)		Heiva I Miami Festival / Black Belt Paddler Challenge (7:00 AM – 7:00 PM)
20	21	22	23	24	25	26
	Florida Track Days at Homestead Miami Speedway (7:00 AM – 5:00 PM) Cancelled (Baret)			(Kathryn)	Fast Lane Friday, Homestead Miami Speedway (6:00 PM – 12:00 AM) (Baret)	Green Day Miami Shores (10:00 PM – 8:00 PM) (Baret)
27	28	29	30			
Miami-Dade Country Fest (9:00 AM – 7:00 PM)						

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

MAY 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
					Formula 3 Crypto.com Miami Grand Prix (TIME TBD) (Staff: Staff Needed) Not attended	
	4	5	6	7	8	9
Florida Track Days at Homestead Miami Speedway (7:00 AM – 5:00 PM) (Staff: Staff Needed) Not attended						10
	11	12	13	14	15	16
					D2D: SR 698/West Flagler Street from SW 37 Avenue to west of SW 27 Avenue (Staff: Staff) Completed	17
	18	19	20	21	22	23
					D2D: SR 51/US 1/South Dixie Highway from Moduga Court to SW 78 Street (Item 12pm) Brianna, Tatyana Confirmed	24
	25	26	27	28	29	30
Miami-Dade County Events: Brown Monroe County Events: Purple Door-to-Door Opportunities: Blue			D2D: NW 54 St from NW 32 Ave to NW 22 Ave (Item 12pm) Berardo, Baret Surf Side Gateway Market – 151 sunny Isles beach RI 33000 Mafer / Brianna		Fast Lane Friday, Homestead Miami Speedway (6:00 PM – 12:00 AM) Berardo, Baret, St. Confirmed D2D: SR 51/NW 27 Ave from NW 57 St to NW 42 St Baret, Brianna Baret, Daniel, Brianna	31

JUNE 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Palmetto Bay Artisan & Farmer's Market (9:00 AM – 4:00 PM) Brianna, Tatyana	D2D: NW 54 Street from NW 2 Avenue to SR 51/1 (Staff: Staff Needed)	Micromobility Town Hall (5:00 PM – 6:30 PM) Mafer, Daniel Cancelled	D2D: Alton Road from 16 Street to 5 Street Location: Routing Letty, Brianna	D2D: NE 6 Ave & NE 150 St to north of NE 135 St Date / Time Flexible 2hr/6hr (Location: Map) (Baret, Staff Needed)	D2D: SR 813/NW 27 Ave & NW 187 St to north of NW 170 Ter (Location: Map) Baret, Spencer Completed	The Underline Play Forest Groundbreaking Celebration (9:00 AM – 12:00 PM) Veronica Briscoe & Mafer
8	9	10	11	12	13	14
	D2D: SR 51/US 1/South Dixie Highway from SW 216 St to NW 112 Ave (Location: Map) Date / Time Flexible Baret, Spencer Completed 06/13	D2D: SR 710/US 441 from NW 210 St to NW 204 St (Location: Map) Date / Time Flexible Baret, Spencer Completed 06/13	D2D: SR 710/US 441/NW 7 Avenue from NW 6 Street to south of NW 20 Street Daniel, Letty Imperial Moto	D2D: SR 594/NW 79 Street from NW 12 Avenue to west of NW 2 Avenue Daniel, Brianna Vicaya Night Market Confirmed Letty, Daniel	D2D: SR 51/US 1/Biscayne Blvd from NE 1 St - NE 28 St (Location: Map) (Baret, Staff Needed)	Harley Davidson Pop-up TBD
15	16	17	18	19	20	21
D2D: SR 923/NW 12 Ave from US 41 to NW 7 St (Location: Map) (Baret, Spencer)	D2D: Alton Rd from 16 St to 5 St (Location: Map) (Brianna, Letty)	D2D: SR 51/US 1/Biscayne Boulevard from NE 209 St to Point East Dr. Aventura (Location: Map) Baret, Spencer Completed Gas Station POP-UP	Truman Waterfront Farmer's Market (2:00 PM – 7:00 PM) Daniel, Baret Completed	D2D: Florida Toys Daniel Completed	Harley Davidson Pop-up Colter Bay (11:00 AM – 4:00 PM) Brianna, Letty	
22	23	24	25	26	27	28
D2D: SR 90/SW 7 Street from Brickell Avenue to SW 2 Avenue (Location: Map) (Baret, Staff Needed)	D2D: Brickell Avenue at SE 5 Street & SE 8 Street (Location: Map) (Baret, Staff Needed)	D2D: NW 22 Ave from NW 23 St to NW 18 St (Location: Route) (Staff: Staff Needed)	D2D: SR 813/Collier Ave from south of 189 St to north of 172 St (Location: Route) Berardo, Baret	Fast Lane Friday, Homestead Miami Speedway (6:00 PM – 12:00 AM) (Staff: Staff Needed)		
29	30					
	D2D:					

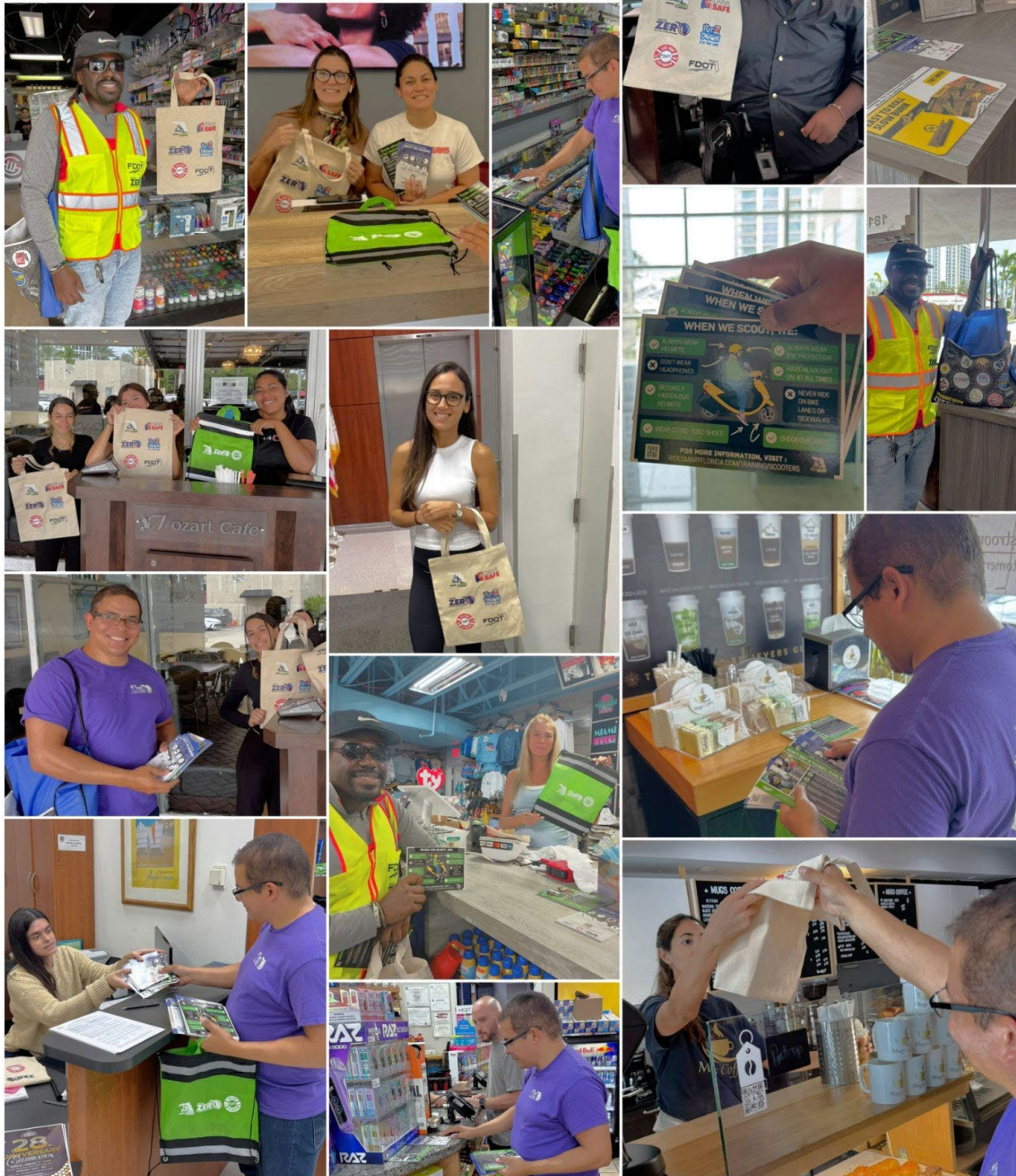
2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



Door to Door & Event Photos



RideSMART FLORIDA





RideSMART FLORIDA

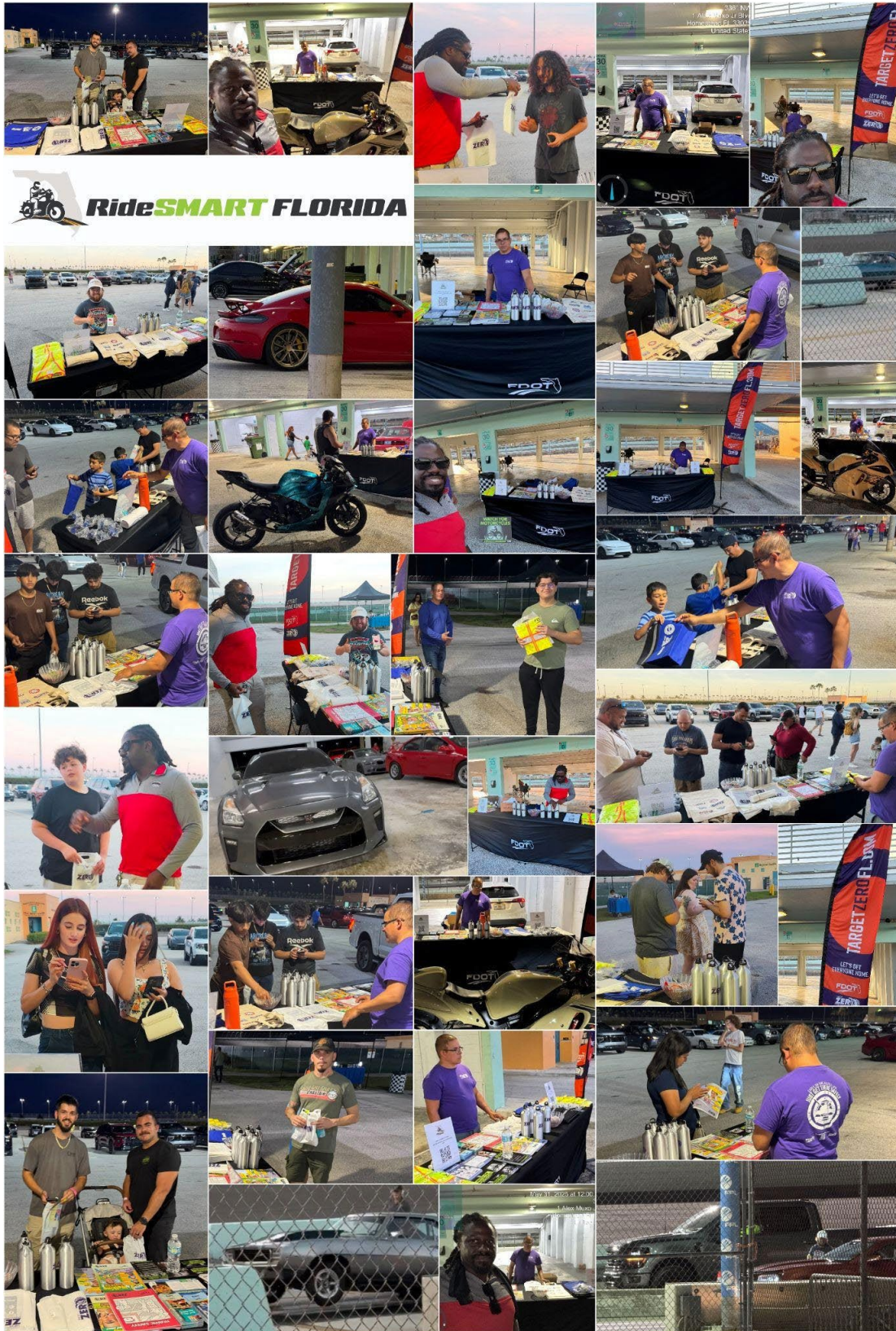




2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT

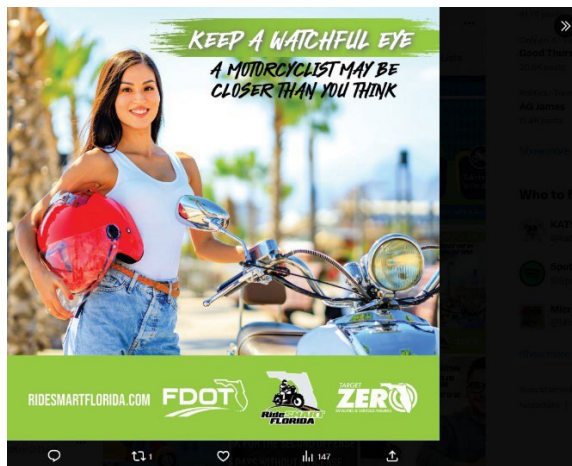
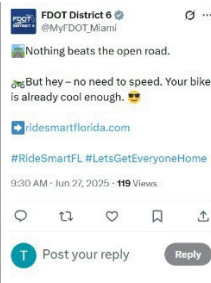
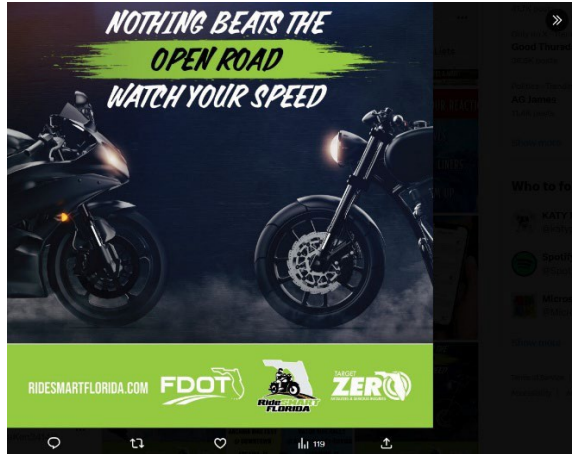


2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT





Appendix G – Other Campaign Coverage



2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



FDOT South - Miami Area · Follow
June 22 · 🌐

🛡️ Protect your ride – and your life.
Always wear a DOT-compliant helmet when riding.... [See more](#)

RIDESMARTFLORIDA.COM FDOT RIDE SMART FLORIDA ZER0

👍❤️ 4 1 share

FDOT South - Miami Area · Follow
June 17 · 🌐

🤔 ? Did you know ? ... [See more](#)

RIDESMARTFLORIDA.COM FDOT RIDE SMART FLORIDA ZER0

👍❤️ 3 1 share

May 16 · 🌐

👁️ See & Be Seen! 🚗
🚗 Drivers: Motorcycles are smaller and can be hard to spot. Check your blind spots, use your mirrors, and always look twice before changing lanes or.... [See more](#)

MOTORCYCLE SAFETY AWARENESS MONTH FDOT RIDE SMART FLORIDA ZER0

👍❤️👍 12 1 comment 8 shares

Ride Smart Florida · Follow
May 22 · 🌐

🚦 Ready to master the road on your scooter? 🙋 Sign up for our FREE Scooter Safety E-Course and learn everything from Florida's scooter laws to essential riding skills. ... [See more](#)

IN FLORIDA, SCOOTER RIDERS NEED...

- at least a **Class E license**. For engines over 50cc, you need a **motorcycle endorsement**.
- a **helmet**. It's required if you are under 21 on a vehicle that can exceed 30mph or has an engine over 50cc.
- eye protection**. It's required if your vehicle can exceed 30mph or has an engine over 50cc.

👍❤️ 11 5 shares

2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT



Florida Department of Transportation · Follow
May 24 · 🌐

Skill. Confidence. Control.

Great riders never stop learning. Take a S.M.A.R.T. Course to sharpen your riding techniques and boost your confidence on the road. Better skills mean safer rides. Sign up today! ➡️
bit.ly/438aMLH
#SMARTcourses #RideSmartFL #MotorcycleSafetyFL

0:11 / 2:00

13 4 shares

Ride Smart Florida · Follow
July 30 at 11:00 AM · 🌐

SMART Courses are offered at multiple locations throughout the state of Florida for FREE. Have you taken advantage of this opportunity yet? ... [See more](#)

YOUTUBE.COM

FDOT Motorcycle Safety: SMART Riding
May marks the beginning of riding season for many motorcyclists in America. It is also Motorc...

8 1 share

2025 RIDE SMART FLORIDA CAMPAIGN
SUMMARY REPORT

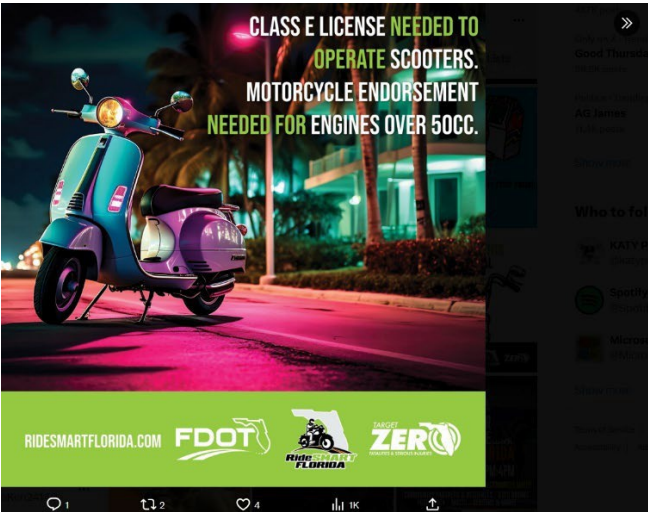


GGI Project - FDOT
@GoGGI_FDOT

May is Motorcycle Safety Awareness Month! As you hit the road, be safe: gear up, follow rules, and ride smart. Visit ridemartflorida.com for tips! #RideSmartFL #letsgeteveryonehome #GoGGI

12:52 PM · May 1, 2025 · 64 Views

Post your reply



FDOT District 6
@MyFDOT_Miami

Did you know?

Scooters over 50cc require a Class E license to operate in Florida. Know before you ride. ridemartflorida.com

#RideSmartFL
#LetsGetEveryoneHome

3:00 PM · Jun 17, 2025 · 1,017 Views

Post your reply

Apteryx1... · Jun 17
Have you considered fixing your defective Toll Booths that send Toll-By-Plate fines to people with working E-Z Pass and then deny the dispute with no due process? New York dressed up as a "free state".





hialeahflpd
Hialeah, Florida



GET TRAINED!

RIDESMARTFLORIDA.COM

**15****1****4**



hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21



hialeahflpd
Hialeah, Florida

PROTECT YOURSELF WEAR YOUR HELMET



RIDESMARTFLORIDA.COM

**15****1****4**



hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21



hialeahflpd
Hialeah, Florida

WATCH FOR MOTORCYCLES



RIDESMARTFLORIDA.COM

**15****1****4**



hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21



hialeahflpd
Hialeah, Florida

STAY SAFE THIS MEMORIAL DAY



RIDESMARTFLORIDA.COM

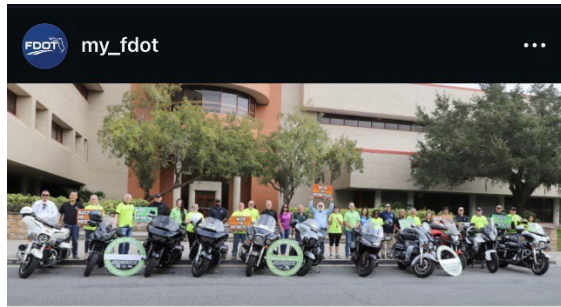
**15****1****4**



hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21

2025 RIDE SMART FLORIDA CAMPAIGN SUMMARY REPORT



my_fdot Did you know that Florida has a Motorcycle Safety Coalition?

FDOT along with our statewide safety partners share the common goal of keeping all road users safe, including motorcyclists. The team uses data-driven research to develop, implement, and evaluate countermeasures to help reduce fatalities and serious injuries to motorcycle riders and their passengers. Check out @RideSmartFL for more information and resources for motorcycle safety: ridsmartflorida.com

#MotorcycleSafetyAwarenessMonth

May 8



my_fdot 📢 See & Be Seen! 📢

🚗 Drivers: Motorcycles are smaller and can be hard to spot. Check your blind spots, use your mirrors... more

May 16



RIDSMARTFLORIDA.COM



myfdot_miami 🚗 Drivers, check twice!

📢 Motorcycles may be closer than they appear.

🔔 Stay alert. Share the road. 📢

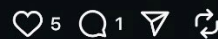
👉 ridsmartflorida.com

#RideSmartFL #LetsGetEveryoneHome

June 24



RIDSMARTFLORIDA.COM



myfdot_miami 📢 Nothing beats the open road.

📢 But hey – no need to speed. Your bike is already cool enough. 😎

👉 ridsmartflorida.com

#RideSmartFL #LetsGetEveryoneHome

June 27





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

hialeahflpd Hialeah, Florida

MAY IS MOTORCYCLE SAFETY AWARENESS MONTH



RIDESMARTFLORIDA.COM **FDOT**

16 1 4

hialeahflpd Too many motorcyclists in Florida have lost their lives in motorcycle-related crashes in recent years! A motorcycle can be easily hidden in a car's blind spots. Take an extra moment to look for motorcycles.

#hialeahpd #motorcyclesafety

April 29

15 1 4

hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21

myfdot_miami

The Ride Smart Florida Campaign Season is Here!

Watch for motorcycles and scooters, they are easily hidden in blind spots

Assume motorcycles are closer than they appear

Allow for more following distance

DRIVERS, PLEASE:

When you "watch for motorcycles" you're making the road safer!

Visit ridesmartflorida.com for more information.

FDOT **ZERO**

8 1

myfdot_miami 🙌 The Ride Smart Florida campaign season is here!

👁️ Watch for motorcycles and scooters—they're easily hidden in blind spots.

⚠️ Always assume they're closer than they appear.

🚗 Allow extra following distance.

Drivers: when you watch for motorcycles, you're making the road safer for everyone.

🔗 Learn more at ridesmartflorida.com

#RideSmartFlorida #MotorcycleSafety

May 13





DOT HELMET



EYE PROTECTION



REFLECTIVE CLOTHING



GLOVES & BOOTS



CHOOSE THE RIGHT HELMET

BEFORE YOU HIT THE ROAD

[RIDESMARTFLORIDA.COM](#)

[RIDESMARTFLORIDA.COM](#)

15 1 4

hialeahflpd Look twice, save a life. Motorcycles are harder to see—so check your mirrors, check your blind spots, and drive with care.

May 21



CLASS E LICENSE NEEDED TO OPERATE SCOOTERS. MOTORCYCLE ENDORSEMENT NEEDED FOR ENGINES OVER 50CC.

[RIDESMARTFLORIDA.COM](#)

4 1 4

myfdot_miami 🤔 ? Did you know ?

Scooters over 50cc require a Class E license to operate in Florida.

✓ Know before you ride.

👉 [ridesmartflorida.com](#)

#RideSmartFL #LetsGetEveryoneHome

June 17



GET TRAINED

[RIDESMARTFLORIDA.COM](#)

3 1 4

myfdot_miami 🤖 Riding a motorcycle isn't like driving a car.

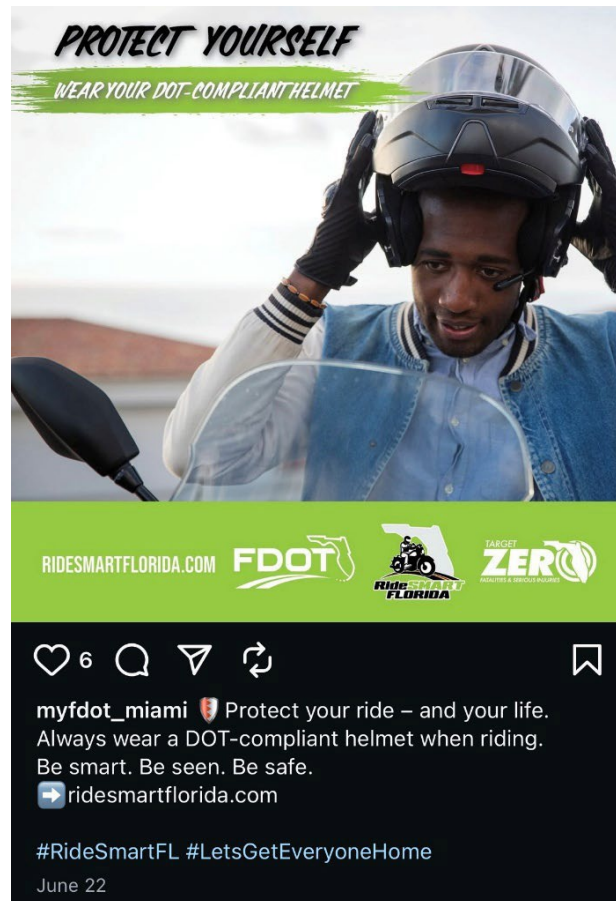
- 📖 Learn the skills.
- 🛡️ Get trained.
- 🛑 Stay safe.

👉 [Ridesmartflorida.com](#)

"The best protection is preparation."

#RideSmartFL #LetsGetEveryoneHome

June 10



Appendix H – Event Summaries



Ride Smart Florida Keys Door to Door

Date: Monday, May 19, 2025

Time: 8 a.m. – 7 p.m.

Location: Florida Keys – Key West around Duval Street and Mallory Square and Gilbert's Resort in Key Largo

Staff Attended:

- Daniel Jean-Paul, Infinite Source Communications Group
- Brianna Lanzas, Infinite Source Communications Group

Event Summary:

Daniel and Brianna of Infinite Source Communications Group spent the day canvassing Key West around Duval Street and Mallory Square, visiting scooter rental businesses, driving schools, motorcycle shops, tourist information booths and other establishments. At each location they introduced the Ride Smart safety initiative, explained the project's goals and left stacks of handouts for both staff and customers. They also made stops at visitor centers and Gilbert's Resort in Key Largo. Throughout their outreach, personnel at the scooter rentals shops, tourist information stations and local businesses welcomed the information— many expressed strong interest in the scooter safety information, noting the large presence of scooter riders in the area and stressing the importance of promoting safety awareness for both scooters and motorcycles within the community. The outreach effort did face some challenges due to the high volume of tourists in Key West, many of whom had no intention of using scooters while visiting and were not willing to take the bags.

Feedback from Attendees:

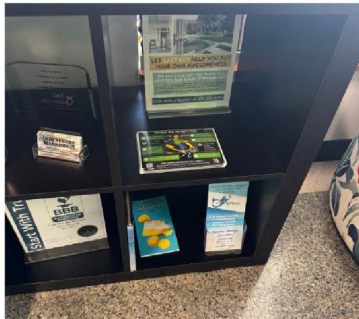
- Because Key West is mostly a tourist town, the hand-to-hand outreach was not as successful as we hoped. Many of the people were non-locals who were not planning on renting any scooters during their trip.
- Multiple scooter rental businesses and tourist information stations stated that a big issue they are having are people on scooters not following or knowing the laws of riding a scooter. They stated that people have been speeding through the streets, not wearing proper protective equipment, and even riding on the sidewalk. There might be a need for further outreach outside of door to door and tabling to better spread scooter safety awareness.



Materials Distributed:

- Ride Smart “Watch For Motorcycle” Flyers (English and Spanish)– 400 copies
- Ride Smart Scooter Post Card (English and Spanish) - 350 copies
- Ride Smart “Riding After 50” pamphlet- 10 copies
- Ride Smart Motorcycle Tread Depth Card – 200 copies
- FDOT Helmet Sticker – 10 copies
- Target Zero plastic bag (with all the above materials) – 10

Event Photos





2025 Ride Smart FL – Event Summary

Ride Smart FL Event – Miami Gardens Door-to-Door Outreach

Date: Friday, June 6, 2025

Time: 9:00 am – 2:00 pm

Location: SR 817/NW 27 Avenue & NW 187 Street to north of NW 170 Terrace, Miami Gardens

Outreach Team:

- Baret Hazell, Marlin Engineering
- Spencer McKnight, Marlin Engineering

Event Summary: The Ride Smart FL outreach campaign targeted the Miami Gardens community, known for its vibrant and active motorcycle and scooter culture, particularly along the popular NW 27 Avenue corridor. Recognizing the area's unique character, the outreach team strategically visited local businesses, barbershops, and community gathering points, successfully engaging residents who regularly participate in group rides such as the well-known "Wheels Up Guns Down" initiative.

Community engagement throughout the event revealed a strong local affinity for motorcycles and scooters, deeply embedded in the cultural identity of Miami Gardens residents. This community context provided fertile ground for meaningful discussions around the necessity of protective gear, helmet usage, and safe riding practices. Conversations with residents frequently emphasized personal experiences and stories, significantly enhancing the outreach message's relevance and effectiveness.

One notably impactful interaction took place at a local barbershop, where a resident vividly recounted a recent motorcycle accident. This individual shared his harrowing journey from accident to recovery, initially facing a prognosis of never walking again. His story highlighted the critical importance of protective gear, particularly helmets, reinforcing the campaign's central message and resonating powerfully with listeners.

The overall response from residents was positive and supportive, demonstrating a high level of community receptiveness to the safety education provided by Ride Smart FL. Moving forward, the outreach strategy can build on these insights by further integrating community-specific narratives and testimonials into future campaigns. This approach is likely to increase community engagement and achieve greater compliance with safety standards among motorcyclists and scooter users.

Feedback from Attendees:

- Customer Local Barber: "I almost lost my leg in a crash two years ago. I got hit while riding my Harley. If I weren't wearing my helmet, I wouldn't be here talking to you. The doctors told me I wouldn't walk again."



2025 Ride Smart FL – Event Summary

- Corner Store Owner: "People ride like it's a raceway out here. We need more patrols and more education."
- Longtime Resident: "I've been riding since I was a teen. Back then, we didn't have this kind of safety focus. Glad y'all are doing this."
- Barbershop Assistant: "The kids see everything. When riders wear helmets, it sets a good example."

Recommendations:

- Partner with local motorcycle clubs and influential community figures to promote motorcycle safety.
- Host community forums featuring personal testimonials from accident survivors to enhance message resonance.

Materials Distributed:

- Ride Smart FL – "Watch for Motorcycle" Safety Tips: 620 flyers
- Ride Smart FL – Proper Gear and Visibility: 600 flyers
- Ride Smart FL – Blue String Bag: 15
- Ride Smart FL – Green String Bag: 22
- Ride Smart FL – Stickers: 57
- Ride Smart FL – Key Chain: 22
- Target Zero – Recipe Cards: 320
- Target Zero – 511 Clips: 37
- Pre-made bags (Ride Smart Tip Cards, Target Zero Recipe Cards, and Ride Smart Stickers): 20



2025 Ride Smart FL – Event Summary





2025 Ride Smart FL – Event Summary

Ride Smart FL Event – Brownsville, Miami Door-to-Door Outreach

Date: Wednesday, May 28, 2025

Time: 9:00 am – 2:00 pm

Location: NW 54 Street from NW 32 Avenue to NW 22 Avenue, Brownsville, Miami

Outreach Team:

- Baret Hazell, Marlin Engineering
- Berardo Gomez, Marlin Engineering

Event Summary: The Ride Smart FL team conducted an extensive door-to-door outreach along NW 54 Street, beginning at the County Courthouse and Library. The team strategically engaged local businesses, including mechanic garages, auto supply shops, and other commercial establishments. Initial conversations with a traffic court judge provided strong endorsement and positive feedback regarding the campaign's importance and necessity, highlighting a clear need for enhanced awareness and compliance around motorcycle and scooter laws.

Interactions throughout the event revealed significant gaps in community knowledge, particularly concerning helmet use requirements and scooter operation regulations. Many business owners and employees expressed genuine surprise at the existence of specific legal mandates, indicating an essential need for continuous education. The outreach effectively emphasized how increased legal awareness contributes directly to community safety and reduced traffic incidents involving motorcycles and scooters.

Further engagements highlighted that visually compelling educational materials, specifically posters and concise handouts, were highly effective at capturing attention and promoting dialogue. The outreach team successfully utilized these tools to engage community members in meaningful discussions about safe riding practices and compliance with local traffic laws. Feedback consistently underscored the importance of ongoing education efforts to foster safer driving habits and reduce preventable accidents.

Overall, the event emphasized the critical role of informed and educated communities in improving road safety. The proactive approach taken by the Ride Smart FL team fostered positive relationships with local business stakeholders, laying a strong foundation for future collaborative safety initiatives. This outreach effort clearly demonstrated the value of targeted educational strategies tailored specifically to the automotive and motorcycle-focused sectors of the community.

Feedback from Attendees:

- **Judge, Traffic Court:** "This type of campaign is overdue. Many of the cases I preside over involve confusion about motorcycle and scooter laws. Outreach like this is key."



2025 Ride Smart FL – Event Summary

- **Auto Supply Clerk:** "I didn't know helmets were required for certain scooter riders. This info should be more accessible."
- **Garage Mechanic:** "You don't see many people handing out safety info like this. It's good someone's finally thinking about us."
- **Library Assistant:** "So many young people ride without helmets. I'm glad you're out here raising awareness."

Materials Distributed:

- Ride Smart FL – "Watch for Motorcycle" Safety Tips: 400 flyers
- Ride Smart FL – Proper Gear and Visibility: 400 flyers
- Ride Smart FL – Blue String Bag: 15
- Ride Smart FL – Green String Bag: 22
- Ride Smart FL – Stickers: 57
- Ride Smart FL – Key Chain: 22
- Target Zero – Recipe Cards: 350
- Pre-made bags (Ride Smart Tip Cards, Target Zero Recipe Cards, and Ride Smart Stickers): 20



2025 Ride Smart FL – Event Summary





2025 Ride Smart FL – Event Summary

Ride Smart FL Event – Fast Lane Friday Outreach, Homestead-Miami Speedway

Date: Friday, May 30, 2025

Time: 4:00 pm – 1:30 am

Location: Homestead-Miami Speedway (Fan Zone during Fast Lane Friday)

Outreach Team:

- Baret Hazell, Marlin Engineering
- Berardo Gomez, Marlin Engineering

Event Summary:

The Ride Smart FL team set up shop at the Homestead-Miami Speedway during its electrifying Fast Lane Friday event, reaching out to bike enthusiasts amidst roaring engines and vibrant nightlife. Positioned near the fan zone and bike parking, the table served as a meeting point for passionate riders eager to engage in meaningful safety conversations. Over nine hours of active outreach, Ride Smart FL distributed gear reminders, law-awareness materials, and high-visibility kits to riders passing through.

The atmosphere—an energetic blend of engines, neon lights, and community camaraderie—provided a unique and lively backdrop for conversations that spanned personal stories and collective safety concerns. Several motorcyclists approached the team to recount chilling near-miss experiences and to mourn friends lost to road accidents. These poignant exchanges reaffirmed the advocacy's purpose and strengthened the community's resolve to ride safer.

Visually appealing flyers and gear-check sheets proved especially effective in grabbing attention in the bustling venue. The team also demonstrated reflective gear pieces and distributed cards highlighting scooter and motorcycle law reminders—engaging attendees and prompting thoughtful dialogue. The materials left at the table initiated deeper discussions rather than passive handoffs, reinforcing the idea that safety awareness thrives on interaction.

Feedback from Attendees:

- **"Sportbike Rider"** — "I had a close call getting cut off downtown last week. Getting this info here means a lot—it's real and timely. I lost six riders since the beginning of the year. Four of them I was really close to."
- **"Sportbike Rider"** — "Rode with a friend who died last year in an accident. If more riders talked like this, maybe that wouldn't happen."



2025 Ride Smart FL – Event Summary

- **"Vehicle Enthusiast"** — "Never thought about reflective gear until tonight. That demonstration opened my eyes."
- **"Speedway Attendant"** — "This is the perfect place for safety outreach. We come for fun but we leave with something that could save our lives."

Recommendations:

- Return to evening- and night-time motorcycle-centric events like Fast Lane Friday with similar 8+ hour outreach windows.
- Partner with track organizers to integrate brief safety demos into bike-centric segments.
- Provide lightweight reflective bands or stickers to boost visibility at night.

Materials Distributed:

- Ride Smart FL – "Watch for Motorcycle" Metal Bottles: 60
- Ride Smart FL – "Watch for Motorcycle" Safety Tips: 620 flyers
- Ride Smart FL – Proper Gear and Visibility: 600 flyers
- Ride Smart FL – Blue String Bag: 15
- Ride Smart FL – Green String Bag: 22
- Ride Smart FL – Hemp Tote Bag: 10
- Ride Smart FL – Stickers: 57
- Ride Smart FL – Key Chain: 22
- Target Zero – Recipe Cards: 320
- Target Zero – Traffic Safety Booklets (Red): 25
- Target Zero – Traffic Safety Booklets (Blue): 10
- Target Zero – 511 Clips: 37
- Pre-made bags (Ride Smart Tip Cards, Target Zero Recipe Cards, and Ride Smart Stickers): 20

