



PUT IT DOWN

2024 Campaign Summary Report

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Annual Summary Report

This summary outlines the "Put it Down" Campaign conducted by the Florida Department of Transportation (FDOT), District Six, from January to April 2024. Typically, the campaign runs from January through the end of March, but this year it was extended to include the month of April. Spearheaded by the District Six Community Traffic Safety Specialist within the FDOT Traffic Operations Division, this public outreach initiative aligns with FDOT's mission of ensuring a secure transportation system. The campaign aimed to raise awareness about the perils of aggressive driving, contributing to enhanced road safety in Miami-Dade and Monroe counties.

1.0 Campaign Description

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

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

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

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

1.1 Campaign Limits

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

1.2 Campaign Team

Guided by Shieda Castillo, the District Six Community Traffic Safety Specialist, and the District Six Public Information Office, the team included Infinite Source Communications Group as the consulting firm for the 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 December 2023, followed by subsequent meetings convened as necessary to assess materials, organize collateral production, and coordinate participation in upcoming outreach events.



2.0 Campaign Goals

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

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

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

2.1 2024 Campaign

	2024
Campaign Partners	111
Outreach Events	33
Overall Campaign Impressions*	7 million*

***Using data from partner social media posts and advertisements, an estimated 6,181,297 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 DMS reach, which could be in the millions. It also does not measure the amount of website and e-blast viewers. Additionally, this does not include the number of event attendees and engagement, which was in the thousands.*

3.0 Partnership Development

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

- Advocating the campaign message within their organizations



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

3.1 Strategy and Approach

The team compiled an initial roster of potential partners, including agencies involved in past District Six safety campaigns. Their responsibility included reaching out to each potential partner to assess their interest in participating in the 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 Put it Down Campaign, as well as partners who wanted to receive information and educate themselves about the campaign.

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



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



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



4.0 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 kick-off e-blast was developed and distributed on January 29, 2024 to all partners who were invited to participate in promoting the campaign. 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 worked closely with nearby colleges, universities, agencies, and organizations to participate in a variety of events throughout the campaign. Their goal was to disseminate campaign messages and actively involve partners. The outreach team successfully engaged thousands of individuals and distributed numerous educational and marketing materials at diverse events across the District. Moreover, the campaign team conducted door-to-door outreach, traversing corridors of interest to deliver educational materials and raise awareness among businesses in those areas. The team participated in thirty-three events throughout the campaign.

4.3 Law Enforcement Operations

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

1. January 10, 2024, City of North Miami Police Department - 421 citations issued.
2. January 24, 2024, Move Over Press Conference and Enforcement Detail - 453 citations issued.
3. February 15, 2024, City of Miami Gardens Police Department - 280 citations issued.
4. February 27, 2024, Town of Surfside Police Department - 304 citations issued.
5. April 8, 2024, Village of El Portal Police Department/Miami Shores Village Police Department - 625 citations issued.
6. April 12, 2024, City of Sunny Isles Beach - 306 citations issued.

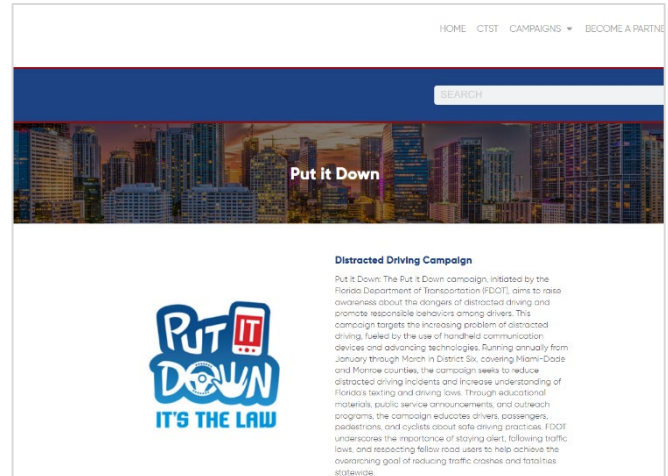
In total, six law enforcement operations took place, covering seven cities and resulting in 2,389 citations being issued.

5.0 Campaign Messaging

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

5.1 Websites

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



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 #PutItDown. These graphics were formatted for easy posting on platforms such as Facebook, Twitter, and Instagram. Additionally, we created and posted a Valentine's Day campaign post and a video reel featuring event photos across various social media platforms. Refer to the appendix for images of these items. Social media posts and shares generated an estimated 358,605 impressions, not including additional shares and views on social media platforms.

5.3 Public Service Announcement (PSA)

The team improved the existing PSA for the campaign by incorporating the Target Zero logo into both English and Spanish versions. Additionally, the PSA was updated to 60, 30, and 15-second formats in both languages to cater to user preferences. These updated PSAs were used again for the 2024 campaign.

5.4 Advertising

5.4.1 Gas Station TV (GASTV)

The campaign showcased the PSA on 59 gas stations throughout the District for 77 days throughout January 15, 2024 to March 31, 2024, which received 631,783 impressions.



5.4.2 Freebee

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

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5.4.3 IHeart Radio

IHeart radio advertising on the Total Traffic & Weather Network delivered 150 ads from January 8, 2024 to January 14, 2024, which totaled 1,097,100 impressions.

5.4.4 IKE Kiosks

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



5.4.5 Florida Keys News (flkeysnews.com)

Web advertisements under the Florida Keys online section of The Herald took place from January to March of 2024, generating approximately 291,667 impressions.



#PutItDown #FocusOnDrivingFL

Let's get
everyone home!



<https://www.southflroads.com/putitdown>



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

#PutItDown #FocusOnDrivingFL

Let's get everyone home!



www.southflroads.com/putitdown



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

#PutItDown
#FocusOnDrivingFL

Let's get everyone home!



www.southflroads.com/putitdown

5.4.6 Key West Citizen Newspaper

Campaign ads were printed and distributed through the Key West Citizen Newspaper on fourteen occasions from January through March of 2024. Impression numbers totaled over 250,000.



FLORIDA TEXTING AND DRIVING LAW

Texting while driving is a primary offense

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

1st Offense

\$30

2nd Offense

\$60
within 3 years

Points on
your license

3 OR 6
for each offense



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

**NO text.
NO call.
NOTHING**

#PutItDown #FocusOnDrivingFL

Let's get everyone home!



www.southflroads.com/putitdown



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

5.7 Press Release

A press release was issued to media outlets to announce the 2024 Put it Down campaign. Refer to appendix for the full press release.

Additionally, on January 19, 2024, Ms. Shieda Castillo participated in a media interview with the local NBC television news channel. During the interview, she discussed the campaign's purpose, goals, and shared important distracted driving statistics.

5.8 Miami-Dade County Public Schools Partnership

The following schools displayed campaign outdoor banners.

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

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

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

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

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



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

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

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

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

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





6.0 Future Campaign Goals

The 2024 "Put it Down" campaign was phenomenally successful and garnered significant praise, due to the leadership of District Six and the dedication of the team members involved. As we look forward to future campaigns, it is crucial to integrate specific goals into our outreach efforts. These objectives include:

- **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 in future campaigns, especially when targeting younger demographics. Utilizing social media platforms allows for quick and effective dissemination of campaign content and messaging, turning the audience into enthusiastic 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 Posters



FLORIDA TEXTING AND DRIVING LAW

Texting while driving is a primary offense

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

1st Offense
\$30

2nd Offense
\$60
within 5 years

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







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

#PutItDown #FocusOnDrivingFL



www.southflroads.com/putitdown

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



LEY DE FLORIDA QUE PROHIBE TEXTEAR MIENTRAS SE CONDUCE

Conducir mientras se envían mensajes
de texto es una ofensa primaria

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

Primera
Ofensa
\$30

Segunda
Ofensa
\$60
dentro de 5 años

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



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

#PutItDown #FocusOnDrivingFL

NO envíe mensajes de texto
mientras conduzca.

NO llame mientras
conduzca.

NO vale la pena
perder la vida



www.southflroads.com/putitdown



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

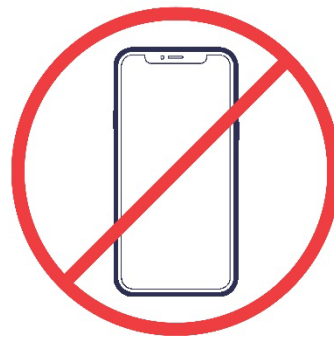
yon moun ki ekri tèks sou telefòn li pandan l ap kondi machin, yo konsidere sa kòm yon enfraksyon.

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

Premye
enfraksyon
\$30

Dezyèm
enfraksyon
\$60

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



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

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

#PutItDown #FocusOnDrivingFL



www.southflroads.com/putitdown

Appendix B – Email Blasts



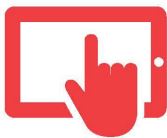
DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 24.1
Florida Department of Transportation - District Six



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

**These WIRELESS COMMUNICATIONS DEVICES
are not permitted while driving**



Tablets



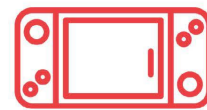
Cell Phone



**Two-way
Radio**



Laptop



**Electronic
Game**

**Wireless communication devices are not permitted while driving.
Prepare before you drive. Review maps, adjust your radio, eat, and make
any necessary phone calls or send text messages before you drive.**

OUTREACH SPOTLIGHT



Miami-Dade College - Start of Spring Semester
January 3rd to January 5th

TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



#PutItDown #FocusOnDrivingFL

For more information about the Put it Down Campaign,
please visit www.southflroads.com/putitdown



DRIVING DOWN FATALITIES

Put it Down - Distracted Driving Campaign eblast volume 24.2
Florida Department of Transportation - District Six

APRIL IS

National Distracted Driving Awareness Month



Mobile device use is **NOT**
allowed while operating a
motor vehicle in school zones
or work zones unless they are
used handsfree.

Put it Down when driving
through school or
construction zones.



DID YOU
KNOW?

96% of people think texting while
driving is dangerous – yet 44% do it.

NO TEXT. NO CALL. NOTHING IS WORTH LOSING A LIFE OVER.

EVENT HIGHLIGHTS



**North Miami
PD Saturation Event**
January 10, 2024



**Cutler Bay
Chili Cook-Off**
January 20, 2024



**Move Over
Press Conference**
January 24, 2024



**Concerned African Women
Pop Up Event**
February 17, 2024



**University of Miami
PD Event**
February 21, 2024



**Miami Dade College
ASPA Conference**
February 23, 2024

TAKE THE NO-TEXTING PLEDGE

Thank you to our dedicated campaign partners



#PutItDown #FocusOnDrivingFL

For more information about the Put it Down Campaign,
please visit www.southflroads.com/putitdown

Appendix C – Social Media Images



#PutItDown #FocusOnDrivingFL



FLORIDA TEXTING AND DRIVING LAW

Texting while driving is
a primary offense

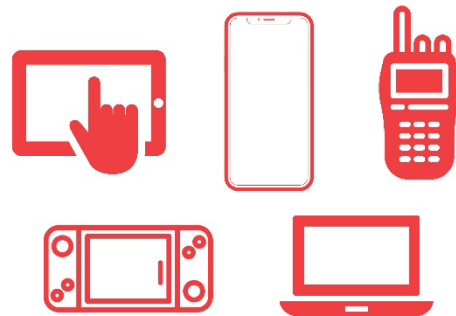


Put it Down when driving through
school or construction zones.

IT'S THE LAW.



These WIRELESS COMMUNICATIONS
DEVICES are not permitted while driving





**DO NOT DISTURB
WHILE DRIVING**

Activate this feature on your smart phone
BEFORE you drive.



www.southflroads.com/putitdown

96% of people think texting while driving
is dangerous – yet 44% do it.



www.southflroads.com/putitdown

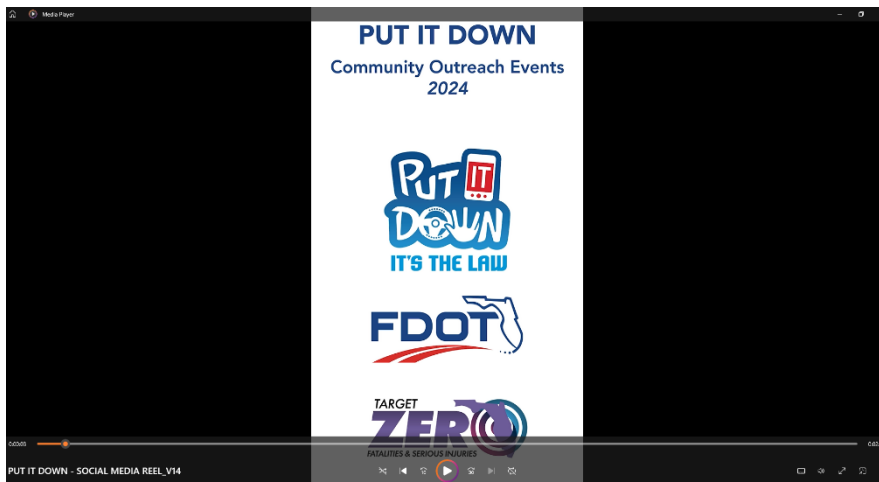


www.southflroads.com/putitdown



www.southflroads.com/putitdown

2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



Appendix D – Tip Cards



**FLORIDA TEXTING
AND DRIVING LAW**

Texting while driving is a primary offense

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

1st Offense

\$30

2nd Offense

\$60

Points on
your license

3 OR 6



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



**WORK
ZONE
AHEAD**



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

#PutItDown #FocusOnDrivingFL

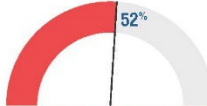


**TARGET
ZERO**
FATALITIES & SERIOUS INJURIES

www.southflroads.com/putitdown

What is distracted driving?

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



**Distraction is present during
52% of normal driving**

Source: Centers for Disease Control and Prevention (CDC)

**COMMON
DISTRACTIONS:**

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

**Texting and driving is
ILLEGAL in Florida.**

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



35% of drivers say they do it.



Source: State Farm Insurance Co.




**TARGET
ZERO**
FATALITIES & SERIOUS INJURIES



LEY DE FLORIDA QUE PROHIBE TEXTEAR MIENTRAS SE CONDUCE

Conducir mientras se envían mensajes
de texto es una ofensa primaria

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

Primera
Ofensa
\$30

Segunda
Ofensa
\$60

Puntos en
su licencia
3 o 6



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

#PutItDown #FocusOnDrivingFL

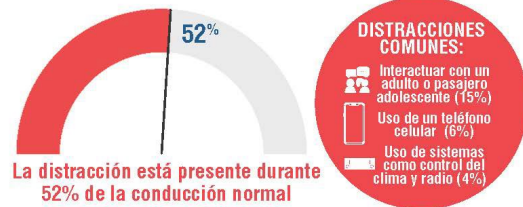


www.southflroads.com/putitdown

NO envíe mensajes de texto
mientras conduzca.
NO llame mientras
conduzca.
NO vale la pena
perder la vida

¿Qué significa conducir distraído?

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



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

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

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

35% de los
conductores
dicen que lo
hacen.



Fuente: State Farm
Insurance Co.



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

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

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

Premye enfrazyon

\$30

Dezyèm enfrazyon

\$60

Y ap wete pwèn sou lisans ou

3 OUBEN **6**

POUR OUBEN 3 AN
POUR OUBEN 6 AN



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



WORK ZONE AHEAD



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

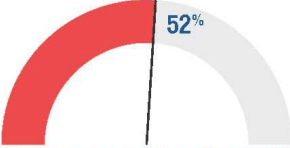
#PutItDown #FocusOnDrivingFL

FDOT **TARGET ZERO**
FLORIDA'S HIGHWAY SAFETY PROGRAM

www.southflroads.com/putitdown

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

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



52%

Lè yon moun ap kondi machin gen 52% chans gen yon bagay k ap distrè li

DISTRAKSYON KI KOMEN:

- Pale ak lòt granmoun oswa ak fanm ak janitè nan machin nan (15%)
- Sèvi ak yon telefòn pòtab (6%)
- Manye sistèm pou kontwòle tanperati nan machin nan oubyen manye radyò a (4%)

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

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

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

35% chofè di yo fè sa kanmèm.



PUT IT DOWN **FDOT** **TARGET ZERO**
FLORIDA'S HIGHWAY SAFETY PROGRAM

Enfòmasyon sa a soti nan: State Farm Insurance Co.



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
January 8, 2024

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

The Florida Department of Transportation (FDOT) Launches the 2024 “Put it Down” Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) is proud to announce the launch of the 2024 “Put it Down” safety campaign; aimed at raising awareness about the perils of distracted driving. This initiative is scheduled to run from January through the end of March and will employ a multi-faceted approach, leveraging community outreach, social media engagement, Public Service Announcements (PSAs) and various other communication channels to disseminate key safety messages to drivers across Miami-Dade and Monroe counties.

In collaboration with local agencies and organizations, FDOT is committed to amplifying the campaign's impact and fostering a collective sense of responsibility towards safer road practices. By joining forces with community partners, the Department aims to make a significant profound effect in curbing distracted driving incidents within the region.

Scheduled outreach events will be held at diverse locations, providing an opportunity for the public to gain insight into the risks associated with inattentive driving behaviors, such as texting, reaching for objects inside the car, reading, adjusting the music and paying attention to GPS devices. Event attendees will also receive practical tips to eradicate such behaviors. FDOT invites the community to actively participate in these events, encouraging individuals to become advocates for road safety and join the cause to create a focused driving environment!

To obtain additional information about the campaign and stay updated on upcoming events, 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.southflroads.com/putitdown.

###

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

Appendix F – Event Photos

Miami Dade College Start of Spring Semester 1/3/24-1/5/25



North Miami Police Department Enforcement 1/10/2024



Cutler Bay Chili Cook Off 1/20/2024



Move Over Press Conference 1/24/2024



University of Miami Bike Ride 1/25/2024



Miami Dade College Market and Movie Night 2/1/2024



HBCU Miami Gardens 2/17/2024



Concerned African Women Pop-U 2/17/2024



University of Miami Police Department 2/21/2024



Safet Streets Summit 2/29/2024



ASPA Conference 2/23/24



Miami-Dade College Movie Night 3/14/2024



AAA Safer Together Conference 4/11/2024





Door-to-Doors

West Flagler Street from SW 37 Avenue to SW 27 Avenue



Brickell Avenue



MNW 7 Avenue and NW 119 Street



2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



NW 17 Avenue from NW 71 Street to NW 54 Street



Appendix G – Other Campaign Coverage

Social Media Posts



2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT





myfdot_miami

www.southflroads.com/putitdown

2 likes

myfdot_miami No message is worth a life. Keep your hands on the wheel and eyes on the road.
#Putitdown #letsgeteveryonehome

February 23

FDOT District 6 @MyFDOT_Miami · Jan 5

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

FDOT District 6

8,638 posts

Follow

#PutItDown #FocusOnDrivingFL

www.southflroads.com/putitdown

2

4

2.3K

myfdot_miami

www.southflroads.com/putitdown

2 likes

myfdot_miami This St. Patrick's Day weekend, don't press your luck, don't text and drive!
#Putitdown #letsgeteveryonehome

March 15

myfdot_miami

www.southflroads.com/putitdown

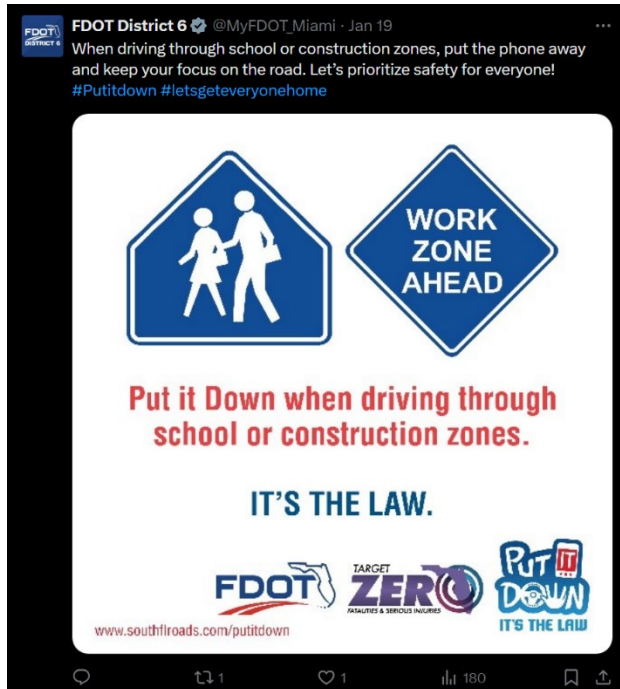
2 likes

myfdot_miami No message is worth a life. Keep your hands on the wheel and eyes on the road.
#Putitdown #letsgeteveryonehome

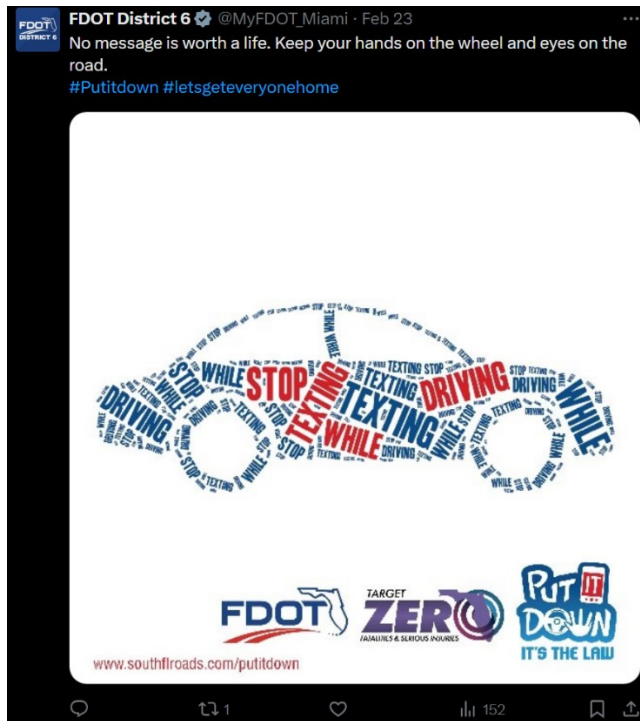
February 23

45

2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



2024 PUT IT DOWN CAMPAIGN SUMMARY REPORT

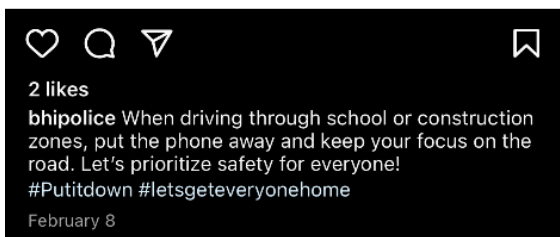


**Put it Down when driving through
school or construction zones.**

IT'S THE LAW.



www.southflroads.com/putitdown

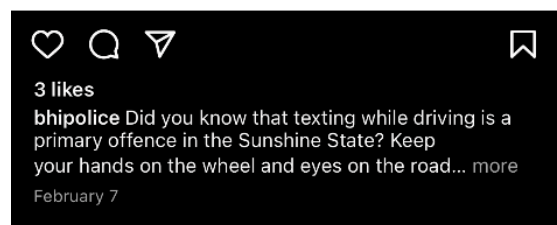


**FLORIDA TEXTING
AND DRIVING LAW**

**Texting while driving is
a primary offense**



www.southflroads.com/putitdown



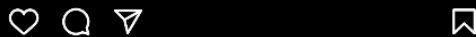


FLORIDA TEXTING AND DRIVING LAW

Texting while driving is
a primary offense



www.southfloridroads.com/putitdown



3 likes

bhipolice Did you know that texting while driving is a primary offence in the Sunshine State? Keep your hands on the wheel and eyes on the road... more
February 7

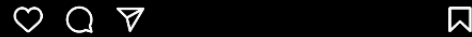


**NO text.
NO call.
NOTHING**
is worth losing a life over.

#PutItDown #FocusOnDrivingFL



www.southfloridroads.com/putitdown

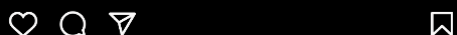


10 likes

bhipolice No text, no call, nothing on your phone is more important than a life. Put down your phone and focus on driving.
#Putitdown #letsgeteveryonehome
February 6

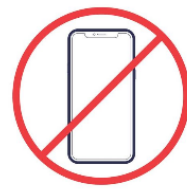


96% of people think texting while driving
is dangerous – yet 44% do it.



4 likes

bhipolice Food for thought: 96% of us agree that texting while driving is dangerous, yet a surprising 44% still do it. Let's close the gap between... more
February 9

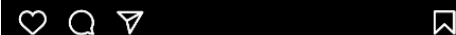


**NO text.
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#PutItDown #FocusOnDrivingFL



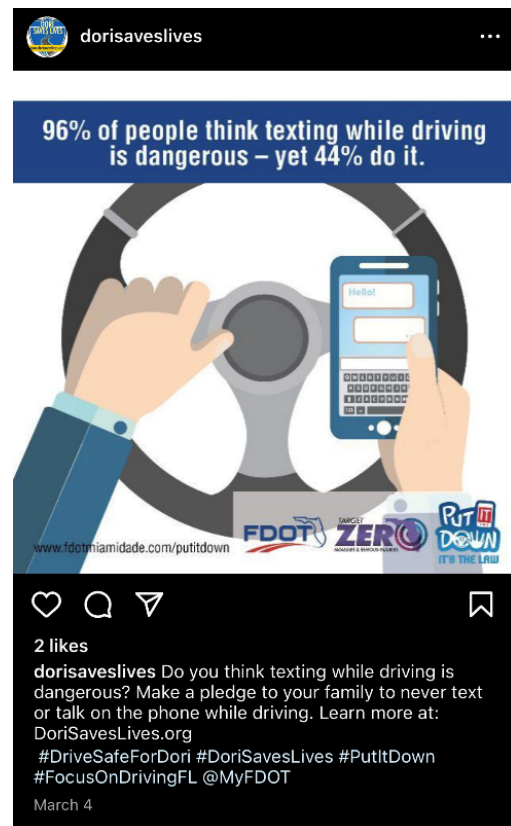
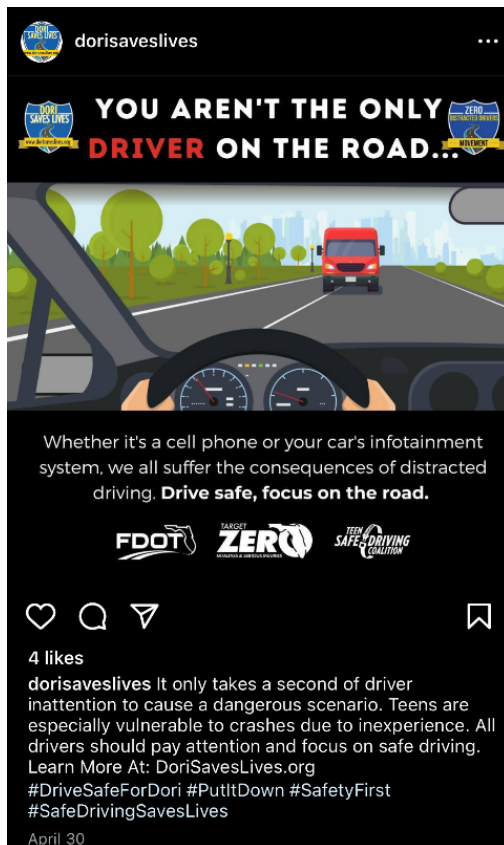
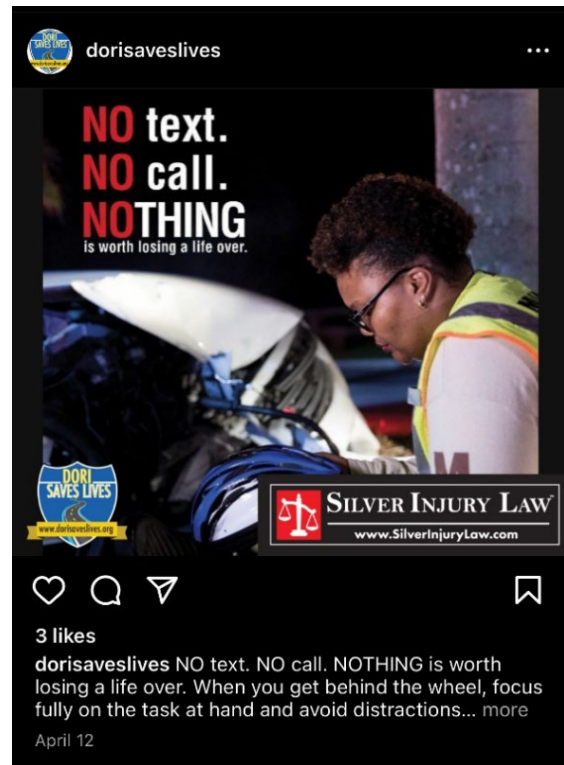
www.southfloridroads.com/putitdown



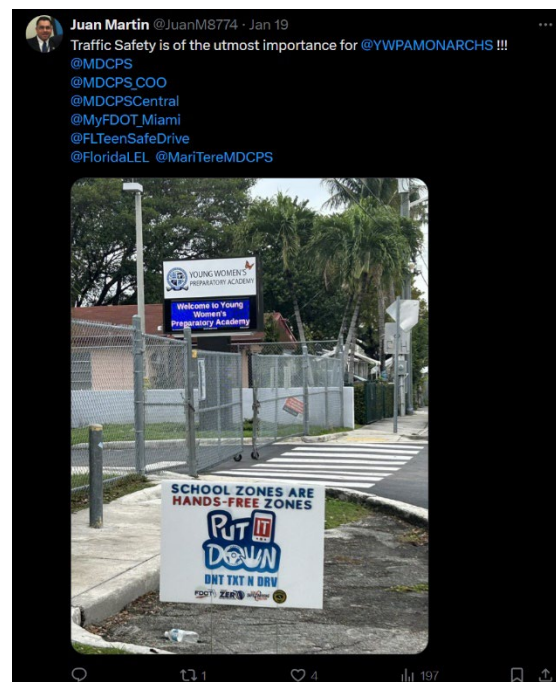
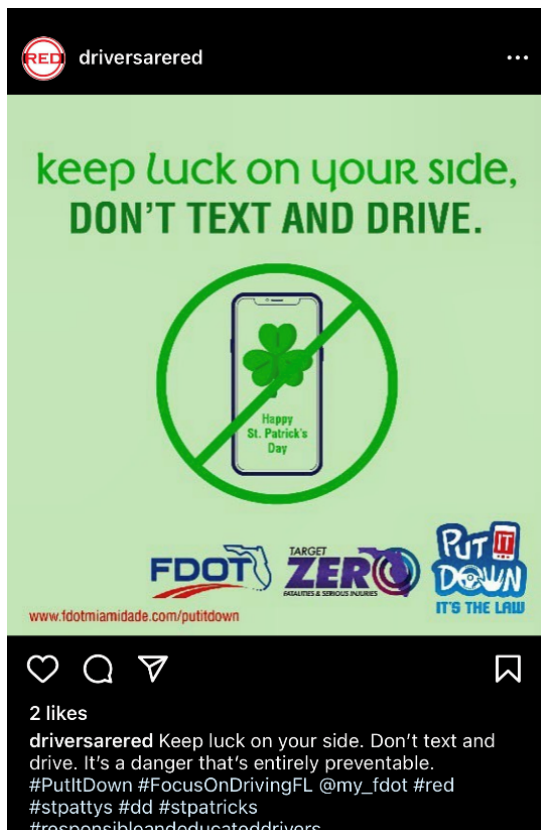
10 likes

bhipolice No text, no call, nothing on your phone is more important than a life. Put down your phone and focus on driving.
#Putitdown #letsgeteveryonehome
February 6

2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



2024 PUT IT DOWN CAMPAIGN
SUMMARY REPORT



2024 PUT IT DOWN CAMPAIGN SUMMARY REPORT

