

2018 Aggressive Driving Awareness Campaign
Drive Safe – Miami Dade and Monroe
Internal Schedule of Events and Outreach Activities

UPDATED: March 11, 2018

WEEK (Sunday-Saturday)	SCHEDULED ACTIVITIES
JAN 21-27	<ul style="list-style-type: none"> • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: Press conference for Move Over Florida – Florida Highway Patrol (Monday, January 22)
JAN 28 – FEB 3	<ul style="list-style-type: none"> • <i>Note: February is National Aggressive Driving Month</i>
FEB 11 - 17	<ul style="list-style-type: none"> • CAMPAIGN OFFICIALLY BEGINS • PARTNER KICK-OFF EVENT: Miami-Dade Partners - Tuesday, February 13, 10 a.m. to 12 p.m. • OUTREACH EVENT: Baptist Health Outreach Event - Miami Sunset Sr. High School (Wednesday, February 14) • PARTNER KICK-OFF EVENT: Monroe Partners - Friday, February 16, 10 a.m. to 12 p.m.
FEB 18 - 24	<ul style="list-style-type: none"> • Send E-Blast #1 • Post social media #1 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – North Bay Village Police Department (Tuesday, February 20, 8 a.m. to 12 p.m.) • OUTREACH EVENT: FDOT/Miami-Dade TPO Transportation Safety Fair (Thursday, February 22, 11 a.m. to 2 p.m. - Stephen P. Clark Government Center, 111 NW 1 Street – Lobby Area, Miami, FL 33128) • OUTREACH EVENT: Miami Walk Like MADD/MADD 5K Dash (Saturday, February 24, 7:30 a.m. to 12 p.m., Tropical Park - 7900 SW 40 Street, Miami, Florida 33155)
FEB 25 – MAR 3	<ul style="list-style-type: none"> • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: Press conference for Hit and Run Awareness – Florida Highway Patrol (Rescheduled - Monday, February 26) • Post social media #2
MAR 4 - 10	<ul style="list-style-type: none"> • Post social media #3 • OUTREACH EVENT: Miami-Dade Police Department, South District Open House (Saturday, March 10, 11 a.m. to 3 p.m., 10800 SW 211 Street, Cutler Bay, Florida 33189)
MAR 11 - 17	<ul style="list-style-type: none"> • Post social media #4 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – Surfside Police Department (Tuesday, March 13, 8 a.m. to 12 p.m. in Surfside, Bal Harbour and Bay Harbor Islands) • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NW Community Traffic Safety Team operation – Miami Springs (Wednesday, March 14, 8 a.m. to 12 p.m.)
MAR 18 - 24	<ul style="list-style-type: none"> • Send E-Blast #2

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	<ul style="list-style-type: none"> • Post social media #5 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: SE Community Traffic Safety Team operation – Coral Gables (Thursday, March 22, 8 a.m. to 12 p.m.)
MAR 25 - 31	<ul style="list-style-type: none"> • Post social media #6
APR 1 - 7	<ul style="list-style-type: none"> • Post social media #7 • OUTREACH EVENT: St. Thomas University Safety and Health Event (Wednesday, April 4, 11 a.m. to 1:30 p.m.) • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – Doral/Sweetwater (Thursday, April 5, 8 a.m. to 12 p.m.)
APR 8 - 14	<ul style="list-style-type: none"> • Post social media #8 • OUTREACH EVENT: University of Miami Mini Safety Fair (Wednesday, April 11)
APR 15 - 21	<ul style="list-style-type: none"> • Send E-Blast #3 • Post social media #9 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – Aventura Police Department (Tuesday, April 17, 8 a.m. to 12 p.m.)
APR 22 - 28	<ul style="list-style-type: none"> • Post social media #10
APR 29 - MAY 5	<ul style="list-style-type: none"> • Post social media #11
MAY 6 – 12	<ul style="list-style-type: none"> • Post social media #12 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – Medley/Hialeah Gardens (Tuesday, May 8, 8 a.m. to 12 p.m.)
MAY 13 – 19	<ul style="list-style-type: none"> • Send E-Blast #4 • Post social media #13 • MULTI-AGENCY/EDUCATIONAL ENFORCEMENT: NE Community Traffic Safety Team operation – Miami-Dade County (Tuesday, May 15, 8 a.m. to 12 p.m.)
MAY 20 - 26	<ul style="list-style-type: none"> • Post social media #14
MAY 27 - JUN 2	<ul style="list-style-type: none"> • <i>NOTE: Memorial Day is May 28</i>
JUN 3 – 9	<ul style="list-style-type: none"> • Partner campaign surveys distributed
JUN 17 - 23	<ul style="list-style-type: none"> • Partner campaign surveys due
JUN-JUL	<ul style="list-style-type: none"> • Distribute campaign summary report