

**2019 Aggressive Driving Awareness Campaign**  
**Drive Safe – Miami Dade and Monroe**  
**Internal Schedule of Events and Outreach Activities**

UPDATED: March 21, 2019

<b>WEEK</b> (Sunday-Saturday)	<b>SCHEDULED ACTIVITIES</b>
MAR 17 - 23	<ul style="list-style-type: none"> <li>• <b>CAMPAIGN OFFICIALLY BEGINS</b></li> <li>• <b>PARTNER KICK-OFF EVENT: Thursday, March 21, 10 a.m. to 12 p.m. - FDOT District Six Auditorium</b></li> </ul>
MAR 21	<ul style="list-style-type: none"> <li>• <b>OUTREACH EVENT: FIU FIT-ISH Health Fair (Thursday, March 21, from 10 a.m. to 2 p.m., FIU Biscayne Campus Wolfe University Center-Panther Square)</b></li> </ul>
MAR 24 - 30	<ul style="list-style-type: none"> <li>• Send E-Blast #1</li> <li>• Post social media #1</li> </ul>
MAR 31 - APR 6	<ul style="list-style-type: none"> <li>• Post social media #2</li> <li>• <b>OUTREACH EVENT: Miami Kids Magazine Summer Camp Expo (Saturday, April 6, 11 a.m. to 2 p.m., Shops at Sunset Place, 5701 Sunset Drive)</b></li> </ul>
APR 7 - 13	<ul style="list-style-type: none"> <li>• Post social media #3</li> </ul>
APR 14 - 20	<ul style="list-style-type: none"> <li>• Post social media #4</li> </ul>
APR 21 - 27	<ul style="list-style-type: none"> <li>• Send E-Blast #2</li> <li>• Post social media #5</li> <li>• <i>NOTE: Easter is April 21</i></li> <li>• <b>OUTREACH EVENT: Upper Eastside Earth and Arbor Day Event (Saturday, April 27, 10 a.m. to 2 p.m., Legion Park 6447 NE 7 Avenue)</b></li> </ul>
APR 28 - MAY 4	<ul style="list-style-type: none"> <li>• Post social media #6</li> </ul>
MAY 5 - 11	<ul style="list-style-type: none"> <li>• Post social media #7</li> </ul>
MAY 12 - 18	<ul style="list-style-type: none"> <li>• Post social media #8</li> <li>• <b>OUTREACH EVENT: Drive Safe/Bike &amp; Motorcycle Safety Event and Press Conference (Thursday, May 16, 5 a.m. to 1 p.m., University of Miami - Rosenstiel School of Marine and Atmospheric Science, 4600 Rickenbacker Causeway, Miami, FL 33149)</b></li> </ul>
MAY 19 - 25	<ul style="list-style-type: none"> <li>• Send E-Blast #3</li> <li>• Post social media #9</li> </ul>
MAY 26 - JUN 1	<ul style="list-style-type: none"> <li>• Post social media #10</li> <li>• <i>NOTE: Memorial Day is May 27</i></li> </ul>
JUN 2 - 8	<ul style="list-style-type: none"> <li>• Partner campaign surveys distributed</li> </ul>
JUN 9 - 15	<ul style="list-style-type: none"> <li>• Partner campaign surveys due</li> </ul>
JUNE 23 - 29	<ul style="list-style-type: none"> <li>• Distribute campaign summary report</li> </ul>