

## FDOT 2021 Campaign Calendar

| Start           | End      | Dur. | Campaign/Event   | Emphasis  | Lead Agency                               | Partner Agency                   |
|-----------------|----------|------|--|---|---|----------------------------------|
| <b>JANUARY</b>  |          |      |  |   |   |                                  |
| 1/1/21          |          | 1d   | New Year's Day   | Holiday and Office Closures   |   |                                  |
| 1/4/21          | 1/31/21  | 28d  | Move Over, Florida! Month  | Move Over   | FLHSMV                                    | FDOT, FPCA, FSA, AAA             |
| 1/1/21          | 1/31/21  | 31d  | National Human Trafficking Prevention Month ( <i>Awareness Day - January 11</i> )              | Human Trafficking   | AG  |                                  |
| 1/1/21          | 1/31/21  | 31d  | Lifelong Communities Month   |   | Safe Mobility for Life                    |                                  |
| 1/1/21          | 1/31/21  | 31d  | Healthy Weight Awareness Month   | The More They Burn the Better They Learn / Health Benefits of Walking |   |                                  |
| 1/9/21          |          | 1d   | National Law Enforcement Appreciation Day  |   |   |                                  |
| 1/18/21         |          | 1d   | Martin Luther King, Jr. Day  | Holiday and Office Closures   |   |                                  |
| 1/20/21         | 2/20/21  | 32d  | Alert Today Paid Media - Alert Tonight   | Bike/Ped  | FDOT                                      |                                  |
| 1/25/21         | 1/29/21  | 5d   | Severe Weather Awareness Week <i>TBD (Statewide Tornado Drill - TBD)</i>                       | Inclement Weather/EI  | DEM                                       |                                  |
| <b>FEBRUARY</b> |          |      |  |   |   |                                  |
| 2/1/21          | 2/28/21  | 28d  | Hit and Run Awareness Month: <i>Stay at the Scene</i>  | Hit and Run   | FLHSMV                                    |                                  |
| 2/1/21          | 2/28/21  | 28d  | Walking Month (American Heart Month)   | Health Benefits of Walking  | Safe Mobility for Life                    |                                  |
| 2/2/21          | 2/28/21  | 28d  | Speeding and Aggressive Driving Awareness  | Speeding/Aggressive Driving Prevention                                | FDOT                                      |                                  |
| 2/5/21          |          | 1d   | Florida School Crossing Guard Appreciation Day ( <i>first Friday in February</i> )             | School Bus Safety   | FDOT                                      | FDOE                             |
| 2/7/21          |          | 1d   | Superbowl LV: <i>Fans Don't Let Fans Drive Drunk</i>   | Impaired Driving Enforcement  | NHTSA                                     |                                  |
| 2/20/21         | 3/20/21  | 29d  | Alert Today Paid Media - Alert Tonight   | Bike/Ped Night Time Safety  | FDOT                                      |                                  |
| <b>MARCH</b>    |          |      |  |   |   |                                  |
| 3/1/21          | 3/31/21  | 31d  | Spring Break: <i>Never Drive Impaired</i>  | Impaired Driving  | FLHSMV                                    | FDOT, DBPR, FRLA, FPCA, FSA, AAA |
| 3/1/21          | 3/31/21  | 31d  | Florida Bicycle Month  | Bicycle Safety  | FDOT                                      |                                  |
| 3/1/21          | 3/31/21  | 31d  | Bicycling Month (National Disabilities Month and Florida Bicycle Month)                        |   | Safe Mobility for Life                    |                                  |
| 3/1/21          | 3/31/21  | 31d  | Alert Today Florida - Operation Vision Zero Month (HVE)  | Vision Zero Promotion   |   |                                  |
| 3/1/21          | 3/31/21  | 31d  | Women's History Month  | Female Florida Cyclist Promotion                                      |   |                                  |
| 3/1/20          | 3/14/20  | 14d  | Florida <i>Click It or Ticket</i>  | Occupant Protection   | FHP                                       |                                  |
| 3/1/21          | 3/7/21   | 7d   | National Consumer Protection Week  | Motor Vehicle Fraud   | FTC                                       | DACS, AG, FLHSMV                 |
| 3/5/21          | 3/14/21  | 10d  | Daytona Bike Week  | Motorcycle Safety   | Daytona Beach                             | FLHSMV/FHP                       |
| 3/8/21          | 3/12/21  | 5d   | Vehicle Safety Recalls Week  | Vehicle Safety  | NHTSA                                     |                                  |
| 3/14/21         |          | 1d   | National Pi Day  | Walk/Bike 3.14 Miles  |   |                                  |
| 3/17/21         |          | 1d   | St. Patrick's Day: <i>Buzzed Driving is Drunk Driving</i>                                      | Impaired Driving  | NHTSA                                     |                                  |
| 3/??/2021       |          | 1d   | National Take Down Tobacco   | Teen Safety   |   |                                  |
| 3/20/21         | 4/20/21  | 32d  | Alert Today Paid Media - Alert Tonight / One Foolish Act                                       | Visibility and Impaired Walking/Biking                                | FDOT                                      |                                  |
| 3/22/21         | 4/12/21  | 21d  | Rail Grade Crossing Campaign   |   |   |                                  |
| 3/29/21         | 3/31/21  | 3d   | Florida Chamber Safety Council Annual Conference and Expo                                      | National Safety Council   |   |                                  |
| <b>APRIL</b>    |          |      |  |   |   |                                  |
| 4/1/21          |          | 1d   | National Walking Day   | Pedestrian Safety   | NHTSA                                     |                                  |
| 4/1/21          | 4/30/21  | 30d  | National Distracted Driving Awareness Month  | Distracted Driving  | NHTSA                                     |                                  |
| 4/1/21          | 4/30/21  | 31d  | Alcohol Awareness Month  | National Institutes of Health   |   |                                  |
| 4/1/21          | 4/30/21  | 30d  | National Car Care Month  | Travel, Vehicle Safety  | Car Care Council                          |                                  |
| 4/1/21          | 4/30/21  | 30d  | National Donate Life Month   | Organ Donors  | Donate Life America                       |                                  |
| 4/1/21          | 4/30/21  | 30d  | Transitioning from Driving Month (National Occupational Therapy Month)                         |   | Safe Mobility for Life                    |                                  |
| 4/5/21          | 4/12/21  | 8d   | National Distracted Driving Paid Media & Enforcement: <i>U Drive. U Text. U Pay.</i>           | Distracted Driving  | NHTSA                                     |                                  |
| 4/11/21         | 4/17/21  | 7d   | National 911 Public Safety Telecommunicators Week  | Regional Coms Center Service  |   |                                  |
| 4/16/21         |          | 1d   | Florida Take a Trip on Transit Day   |   |   |                                  |
| 4/17/21         | 4/25/21  | 9d   | National Park Week   | Travel  | NPS                                       | FL State Parks                   |
| 4/20/21         |          | 1d   | Drug-Impaired Driving Campaign: <i>If You Feel Different, You Drive Different</i>              | Impaired Driving  | NHTSA                                     |                                  |
| 4/21/21         | 5/20/21  | 30d  | Alert Today Paid Media - Vision Zero   | Bike/Ped  | FDOT                                      |                                  |
| 4/22/21         |          | 1d   | Earth Day  | Travel  |   |                                  |
| 4/26/21         | 4/30/21  | 5d   | National Work Zone Awareness Week  | Work Zone Safety  | Federal Highway Administration            |                                  |
| <b>MAY</b>      |          |      |  |   |   |                                  |
| 5/3/21          | 5/31/21  | 29d  | Share the Road Campaign  | Motorcycle, Bicycle, and CMV Safety                                   | FLHSMV                                    |                                  |
| 5/2/2021        | 5/7/2021 | 8d   | Safe Kids Week   | Youth Safety (Bike helmets, ped/bike safe)                            | Safe Kids Worldwide                       |                                  |
| 5/1/21          | 5/31/21  | 31d  | National Youth Traffic Safety Month  | Youth Safety  | NOYS/NHTSA                                |                                  |
| 5/1/21          | 5/31/21  | 31d  | Motorcycle Safety Awareness Month  | Motorcycle Safety   | NHTSA                                     |                                  |
| 5/1/21          | 5/31/21  | 31d  | National Bicycle Safety Month  | Bicycle Safety  |   |                                  |
| 5/1/21          | 5/31/21  | 31d  | Working Together Month (Older Americans Month, National Mobility Awareness Month)              |   | Safe Mobility for Life                    |                                  |
| 5/1/21          |          | 1d   | National Heatstroke Prevention Day   | Heatstroke Awareness  | NHTSA                                     |                                  |
| 5/2/21          | 5/7/21   | 7d   | Public Service Recognition Week  | Public Service  | FDMS                                      |                                  |
| 5/2/21          | 5/7/21   | 7d   | National Hurricane Preparedness Week <i>TBD</i>  | Emergency Preparedness/EI   | NWS                                       | DEM                              |
| 5/5/21          |          | 1d   | Bike to School Day   | Bicycle Safety  | National Center for Safe Routes to School |                                  |
| 5/9/21          | 5/15/21  | 7d   | National Police Week   | Law Enforcement Appreciation  |   |                                  |
| 5/9/21          | 5/16/21  | 8d   | National Prevention Week   | Teen substance use prevention   | US Dept of Health and Human Services      |                                  |
| 5/16/21         | 5/22/21  | 7d   | National Emergency Medical Services Week   | First Responders / Move Over  | NAEMT                                     | FDOH                             |
| 5/17/21         | 5/23/21  | 7d   | Volunteer Appreciation Week  | Recognize Coalition Partners  |   |                                  |
| 5/20/21         |          | 1d   | National Bike to Work Day  |   |   |                                  |
| 5/22/21         | 5/28/21  | 7d   | National Safe Boating Week   | Boating Safety  | FWC/Coast Guard                           |                                  |
| 5/16/21         | 5/24/21  | 14d  | National Tire Safety Week  | Tire Safety   | Rubber Manufacturers Assoc                |                                  |
| 5/17/21         | 6/6/21   | 14d  | National <i>Click It or Ticket</i> (Covers Memorial Day Weekend)                               | Occupant Protection   | NHTSA                                     |                                  |
| 5/21/21         | 6/20/21  | 31d  | Alert Today Paid Media - Vision Zero   | Bicycle Safety  |   |                                  |
| 5/31/21         |          | 1d   | Memorial Day   | Holiday and Office Closures   |   |                                  |
| <b>JUNE</b>     |          |      |  |   |   |                                  |
| 6/1/21          | 7/31/21  | 61d  | Safe Summer Travel   | Tourist Travel  | FLHSMV                                    | FDOT, FPCA, FSA, AAA             |
| 6/1/21          | 6/30/21  | 30d  | You Hold the Keys Month (National Safety Month, Alzheimer's Disease and Brain Awareness Month) |   | Safe Mobility for Life                    |                                  |
| 6/1/21          | 11/30/21 | 150d | Florida Hurricane Season   | Inclement Weather/EI/Emerg Prep                                       | DEM                                       |                                  |
| 6/1/21          | 9/5/21   | 100d | 100 Deadliest Days of Summer   | Teen Driving Safety   | NHTSA                                     |                                  |
| 6/6/21          |          | 1d   | Secure Your Load Day   | CVE/Cargo   | FDOT                                      |                                  |
| 6/20/21         |          | 1d   | Dump the Pump Day  |   |   |                                  |
| 6/21/21         |          | 1d   | National Ride to Work Day (Motorcycle Safety)  | Share the Road  | NHTSA                                     |                                  |
| <b>JULY</b>     |          |      |  |   |   |                                  |
| 6/1/21          | 7/31/21  | 61d  | Safe Summer Travel <i>continued</i>  | Tourist Travel/Impaired Driving                                       | FLHSMV                                    | FDOT, FPCA, FSA, AAA             |
| 7/1/21          | 7/31/21  | 31d  | National Vehicle Theft Prevention Month  | Vehicle Theft Prevention  | NHTSA                                     |                                  |
| 7/1/21          | 7/31/21  | 31d  | Prevention (Silver Alert) Month  |   | Safe Mobility for Life                    |                                  |
| 7/4/21          |          | 1d   | Fourth of July: <i>Never Drive Impaired</i>  | Impaired Driving  | NCSR/NHTSA                                |                                  |
| 7/5/21          |          | 1d   | Fourth of July <i>observed</i>   | Holiday and Office Closures   |   |                                  |
| 7/11/21         | 7/17/21  | 7d   | Operation Safe Driver Week   | CMV Safety  | CVSA                                      | FHP CVE                          |

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|------------------------------------|----------|------|---|--|---|----------------------|
| <b>AUGUST</b>                      |          |      |   |  |   |                      |
| 8/2/21                             | 8/31/21  | 31d  | Child Safety Awareness Month: <i>Choose the Right Seat</i>                        | Seat belts, Bike/Ped, Hot Cars, School Bus | FLHSMV                                    | DCF, DOE, DOH, FCAAP |
| 8/1/21                             | 8/31/21  | 31d  | Licensing and Enforcement Month (Back to School Safety Month)                     |  | Safe Mobility for Life                    |                      |
| 8/1/21                             | 8/7/21   | 7d   | Stop on Red Week  | Dangers of Running Red Lights              | NCSR                                      |                      |
| 8/18/21                            | 9/6/21   | 3d   | Pre-Labor Day Impaired Driving Enforcement: <i>Drive Sober or Get Pulled Over</i> | Impaired Driving                           | NHTSA                                     | FHP/FLHSMV           |
| 8/22/21                            | 8/28/21  | 7d   | Brake Safety Week   | Commercial Vehicle Safety/Enforcement      | CVSA                                      |                      |
| <b>SEPTEMBER</b>                   |          |      |   |  |   |                      |
| 9/1/21                             | 9/7/21   | 7d   | Drowsy Driving Prevention Week  | Drowsy Driving                             | FLHSMV                                    | Drowsy Drive FI      |
| 9/1/21                             | 9/30/21  | 30d  | Impact of Aging Month (National Guide Dog/National Deaf Awareness Month)          |  | Safe Mobility for Life                    |                      |
| 9/5/21                             | 9/11/21  | 7d   | National Suicide Prevention Week  |  |   |                      |
| 9/6/21                             |          | 1d   | Labor Day   | Holiday and Office Closures                |   |                      |
| 9/19/21                            | 9/25/21  | 7d   | Child Passenger Safety Week   | Occupant Protection                        | NHTSA                                     |                      |
| 9/25/21                            |          | 1d   | National Seat Check Saturday  | Occupant Protection/Child Passenger Saf    | NHTSA                                     |                      |
| <b>OCTOBER</b>                     |          |      |   |  |   |                      |
| 10/1/21                            | 10/31/21 | 31d  | Pedestrian Safety Month   | Pedestrian Safety                          | NHTSA                                     |                      |
| 10/1/21                            | 10/31/21 | 31d  | Active Mobility Month   |  | Safe Mobility for Life                    |                      |
| 10/6/21                            |          | 1d   | Walk to School Day  | Pedestrian Safety                          | National Center for Safe Routes to School |                      |
| 10/15/21                           |          | 1d   | White Cane Safety Day   | Visually Impaired Pedestrian Safety        | NFB                                       |                      |
| 10/11/21                           | 10/15/21 | 5d   | National Safety Council Congress and Expo   | National Safety Council                    |   |                      |
| 10/17/21                           | 10/23/21 | 7d   | National Teen Driver Safety Week  | Teen Drivers                               | NHTSA                                     |                      |
| 10/19/21                           |          | 1d   | Florida Teen Arrive Alive Day   | Teen Drivers                               | FLHSMV                                    |                      |
| 10/18/21                           | 10/22/21 | 5d   | National School Bus Safety Week   | School Bus Safety                          | NAPT                                      |                      |
| 10/23/21                           | 10/31/21 | 9d   | Red Ribbon Week   | Teen Drivers - Living a Drug Free Life     | US Drug Enforcement Administration        |                      |
| 10/30/21                           | 11/5/21  | 7d   | Mobility Week <i>TBD</i>  |  |   |                      |
| 10/31/21                           |          |      | Alert Tonight Florida - Ped/Bike Visibility Campaign Kickoff                      | Pedestrian and Bicycle Safety              |   |                      |
| 10/31/21                           |          | 1d   | Halloween: <i>Buzzed Driving is Drunk Driving</i>                                 | Impaired Driving                           | NHTSA                                     | FHP/FLHSMV           |
| <b>NOVEMBER</b>                    |          |      |   |  |   |                      |
| 11/1/21                            | 1/1/22   | 62d  | Safe Holiday Travel   | Safe Driving                               | FLHSMV                                    | FDOT                 |
| 11/1/21                            | 11/30/21 | 30d  | Family & Caregiver Month (National Caregivers Month)                              |  | Safe Mobility for Life                    |                      |
| 11/1/21                            | 11/30/21 | 30d  | Stuff the Charger   | Community                                  | FHP/FLHSMV                                | FL Food Banks        |
| 11/1/21                            | 11/8/21  | 8d   | National Drowsy Driving Prevention Week   | Drowsy Driving                             | National Sleep Founda                     | NHTSA                |
| 11/11/21                           |          | 1d   | Veterans Day  | Holiday and Office Closures                |   |                      |
| 11/24/21                           | 11/28/21 | 5d   | Thanksgiving Holiday Travel Impaired Driving Enforcement                          | Impaired Driving                           | NHTSA                                     | FHP/FLHSMV           |
| 11/24/21                           |          | 1d   | Blackout Wednesday: <i>Buzzed Driving is Drunk Driving</i>                        | Impaired Driving                           | NHTSA                                     |                      |
| 11/25/21                           |          | 1d   | Thanksgiving Holiday Travel: <i>Buckle Up. Every Trip. Every Time.</i>            | Occupant Protection                        | NHTSA                                     | FHP/FLHSMV           |
| 11/25/21                           | 11/26/21 | 2d   | Thanksgiving Holiday  | Holiday and Office Closures                | FLHSMV                                    |                      |
| 11/30/21                           | 12/14/21 | 15d  | Pre-Holiday Season: <i>Buzzed Driving is Drunk Driving</i>                        | Impaired Driving                           | NHTSA                                     | FHP/FLHSMV           |
| <b>DECEMBER</b>                    |          |      |   |  |   |                      |
| 11/1/21                            | 1/1/22   | 62d  | Safe Holiday Travel continued   | Impaired Driving                           | NHTSA                                     | FLHSMV               |
| 12/1/21                            | 12/31/21 | 31d  | National Drunk & Drug Impaired=Driving Month (3D)                                 | Impaired Driving                           | Office of National Drug Control Policy    |                      |
| 12/1/21                            | 12/31/21 | 31d  | Proactive Driver Month  |  | Safe Mobility for Life                    |                      |
| 12/5/21                            | 12/11/21 | 7d   | Older Driver Safety Awareness Week  | Senior Drivers                             | Safe Mobility for Life                    | FDOT                 |
| 12/15/21                           | 1/1/22   | 18d  | Holiday Season Impaired Driving Enforcement and Paid Media                        | Impaired Driving                           | NHTSA                                     | FHP/FLHSMV           |
| 12/26/21                           | 12/31/21 | 6d   | TV Bureau of Advertising Roadblock: <i>Buzzed Driving is Drunk Driving</i>        | Impaired Driving                           | NHTSA                                     |                      |
| 12/24/21                           |          | 1d   | Christmas Observed  | Holiday and Office Closures                |   |                      |
| 12/31/21                           |          | 1d   | New Year Observed   | Holiday and Office Closures                |   |                      |
| <b>Alert Today, Alive Tomorrow</b> |          |      |   |  |   |                      |
| <b>FLHSMV Specific Campaign</b>    |          |      |   |  |   |                      |
| <b>Safe Mobility for Life</b>      |          |      |   |  |   |                      |