

Ms. Perla Tabares Hantman, Chair

SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE 2015 TEEN DRIVER SAFETY CONTEST

COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS

LINK TO STRATEGIC FRAMEWORK: STUDENT, PARENT, AND COMMUNITY ENGAGEMENT

As part of its long-standing safety initiatives, the School District, in collaboration with the Miami-Dade Metropolitan Planning Organization (MPO), and the Public Schools Community Traffic Safety Team, is coordinating the 2015 Annual Teen Driver Safety Public Service Announcement (PSA) and Poster Contest, open to all District Senior High Schools. The contest, now in its 7th year, encourages and promotes pedestrian and vehicular safety. Similar to last year, the contest will focus on the dangers of distracted driving, with heightened emphasis on the no-texting-while-driving law.

Distracted driving is defined as any activity that diverts a driver's attention, such as texting; using a cell phone; eating/drinking; talking to passengers; using a navigation system; reading, including maps; and adjusting a radio/CD player. These distractions not only jeopardize the driver, but also the safety of passengers, pedestrians, and other drivers. As an example, texting while driving increases a risk of collision by 23 percent.

Teenagers are listed as the age group with the greatest proportion of distracted drivers. In fact, according to the National Highway Traffic Safety Administration, nearly half of all high school students in the country aged 15 and over text or email while driving.

The contest will run from January to March 2015. One PSA and one poster will be selected in each of the following categories:

- First Place: estimated prize - - \$250.00
- Second Place: estimated prize - - \$150.00
- Third Place: estimated prize - - \$100.00

The winning entries will be showcased for a three-month period on WLRN, one winner per month for each category, after the televised School Board meetings. Finally, winners will be recognized during the April 2015 School Board and MPO Governing Board meetings.

ACTION PROPOSED BY CHAIR

PERLA TABARES HANTMAN: That The School Board of Miami-Dade County, Florida, endorse the 2015 Teen Driver Safety Contest.