

EDUCATION. ENFORCEMENT. ENGAGEMENT.

A THREE PRONGED APPROACH TO ADDRESS DISTRACTED MOBILITY IN THE DISTRICT OF COLUMBIA

Educate middle schoolers on the dangers of distracted mobility using an evidence-based program.

Evaluate the District's ATE network for its suitability to include distracted driving enforcement.

Engage community members through a targeted approach using neighborhood-specific campaigns tailored to each of DC's 8 wards.

Arachnids.

Tornado.

Meth.

Guns.

BFFs.

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What if?

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What if DC's
robust ATE
program could
detect hands free
driving law
infractions?



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EDUCATION. **ENFORCEMENT.** **ENGAGEMENT.**

approximately

32%

EDUCATION. **ENFORCEMENT.** **ENGAGEMENT.**

approximately

6%

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Keep your chin up!

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**13 million+
impressions**

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THANK YOU!

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