

DDOT FY 2011 Traffic Safety Calendar

Year	Month
2011	1
Start Day	
1	1: Sunday, 2: Monday

- Campaign Dates
- PR
- Paid Media
- Enforcement
- Evaluation



Annual Calendar

	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M								
October 2010						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
Distracted Driving																																						
Campaign Dates:																																						
PR/Earned Media:																																						
Paid Media:																																						
Enforcement:																																						
Checkpoint Strikeforce/Halloween																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
PR/Earned Media:																																						
November 2010		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
Street Smart																																						
Pre-Survey:																																						
Campaign Dates:																																						
PR/Earned Media:																																						
Paid Media:																																						
Enforcement:																																						
Post-Survey:																																						
CIOT																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
December 2010																																						
Checkpoint Strikeforce/Holiday Season																																						
Campaign Dates:																																						
PR/Earned Media:																																						
Paid Media:																																						
Enforcement:																																						
Post-Survey:																																						
January 2011																																						
CIOT																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
February 2011																																						
Checkpoint Strikeforce/Super Bowl																																						
Campaign Dates:																																						
Enforcement:																																						
Distracted Driving																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
March 2011																																						
Street Smart																																						
Pre-Survey:																																						
Campaign Dates:																																						
PR/Earned Media:																																						
Paid Media:																																						
Enforcement:																																						
Checkpoint Strikeforce/St. Patrick's Day																																						
Campaign Dates:																																						
Enforcement:																																						
CIOT																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
DDACTS:																																						
April 2011																																						
Street Smart (cont.)																																						
Campaign Dates:																																						
Paid Media:																																						
Enforcement:																																						
Post Survey:																																						
CIOT (cont.)																																						
Campaign Dates:																								</														

