## 2020 *U Drive. U Text. U Pay.* Distracted Driving Campaign

## Sample C2D Timeline and Implementation Plan

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|  | C2D Timeline for April 9, 2020  |  |  | | --- | --- | |  | * Time: 4-hour enforcement period determined by the participating law enforcement agencies (e.g., 2 – 6 p.m.) * Location: Single or multiple locations as determined by the participating law enforcement agencies * Enforcement Strategy: Several techniques have been successfully implemented and documented during three NHTSA Distracted Driving Demonstration Projects. A list of tested enforcement techniques is provided for use with this initiative. * Media: Press release the day of the event, and schedule coverage the day of the event or shortly after to discuss the results of the effort. Interviews with local TV, radio and newspapers are encouraged. |   **C2D Implementation Plan**  A C2D plan could include the following elements:   * Enforcement plan – time of enforcement operation, location, identified enforcement strategy, number of dedicated officers * Media outreach – interviews, press release * Social media plan – Facebook, Instagram and Twitter messaging * Promotion of Distracted Driving Awareness Month and increased enforcement in collaboration with community partners * Distracted driving observations before and after the enforcement effort to document and demonstrate the extent of the problem to the community. |