



Florida Department of Transportation

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FDOT and GEICO: Curb Distracted Driving with "Safe Phone Zones" at Florida Rest Areas, Welcome Centers and Service Plazas this Memorial Day Weekend

FDOT encourages motorists to text and use mobile devices safely

Tallahassee, FL – The Florida Department of Transportation (FDOT) expects more traffic on its highways this Memorial Day Weekend and with more people on the road, FDOT and GEICO are reminding motorists to avoid distractions behind-the-wheel. If motorists need to make a call or send a text, FDOT invites them to stop at one of 64 Rest Areas, Welcome Centers and Turnpike Service Plazas that have been designated as “Safe Phone Zones” sponsored by GEICO.

FDOT Assistant Secretary for Engineering and Operations Brian Blanchard said, “During high traffic holidays, like Memorial Day Weekend, when families are traveling long distances, it is especially important to remember to put the phone down and focus on the road. Since 2015, FDOT has worked with GEICO to provide Safe Phone Zones throughout the state. Our top priority is your safety and we encourage all motorists to use our Safe Phone Zone locations.”

Safe Phone Zones provide a place where drivers can safely and conveniently use their phones and other mobile devices for calling, texting, navigating and accessing mobile apps. Motorists are made aware of upcoming locations on the highway with signs in advance of each facility. The signs read: “Safe Phone Zones” and carry the GEICO logo.

"People are connected to their mobile devices today more than ever, and an unfortunate side effect of that is the rise in accidents attributed to distracted driving," said Ted Ward, GEICO vice president of marketing. "We believe Safe Phone Zones reflect GEICO's commitment to protecting drivers by offering them a safe place off the roadways where they can check emails, make calls and view texts. We are proud to expand our support of this sponsorship in 2017 to help make the highways safe for all drivers."

In 2013, Florida law banned the use of mobile devices while driving. More than 45,000 crashes were caused by distracted drivers in Florida in 2015. Safe Phone Zones are intended to help prevent distracted driving and save lives.

For more information on Safe Phone Zones and Distracted Driving in Florida, visit www.fdot.gov/safety/2A-Programs/Distracted-Driving.shtm

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