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District Six



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Florida Department of Transportation
District Six

1000 NW 111 Avenue
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2024

**CAMPAIGN
SUMMARY
REPORT**



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Summary Report

This summary presents the "Alert Today, Alive Tomorrow" campaign implemented for the Florida Department of Transportation (FDOT), District Six, from June to September 2024. Conducted by the FDOT Traffic Operations Division and supporting FDOT's mission of "providing a safe transportation system that ensures the mobility of people and goods while protecting the quality of our environment and communities," the campaign aimed to increase awareness and promote road safety across Miami-Dade and Monroe counties.

1.0 Campaign Description

The Florida Department of Transportation (FDOT) launched the "Alert Today, Alive Tomorrow" initiative, a statewide collaborative effort focused on enhancing pedestrian and bicyclist safety. In District Six, the campaign is committed to raising awareness about pedestrian and bicycle laws, particularly addressing the dangers of jaywalking and drivers failing to yield to pedestrians when turning. To communicate this essential message, FDOT developed a targeted "Alert Today, Alive Tomorrow" campaign.

The campaign's initial approach emphasized building a strong local brand and strengthening community partnerships to maximize communication resources and deliver safety messages effectively. Aimed at drivers of all ages across Miami-Dade and Monroe counties, the campaign fostered partnerships with local municipalities, organizations, and schools. These collaborations featured outreach events and the distribution of multilingual materials, including campaign posters, interactive email blasts, and social media messages.

1.1 Campaign Limits

The team received the responsibility of executing a public outreach initiative within FDOT District Six, encompassing Miami-Dade and Monroe counties. The distinctive components incorporated into the District Six campaign were formulated by the district's collaborative team, consisting of FDOT staff and consultants.

1.2 Campaign Team

Led by Community Traffic Safety Specialist Shieda Castilla and the District Six Communications Office, the team organized a public outreach campaign across FDOT District Six, covering Miami-Dade and Monroe counties. The branded elements featured in the campaign were collaboratively created by the district's team, comprising FDOT staff and consultants, including the consulting firm Infinite Source Communications. Additionally, The Corradino Group and Marlin Engineering provided support for event staffing and managing the partner resources website.

The inaugural meeting of the campaign team took place in June of 2024, followed by subsequent gatherings convened as necessary. These meetings served the purpose of reviewing materials, organizing collateral production, and coordinating participation in upcoming outreach events.

2.0 Campaign Goals

The primary objective of the campaign was to enhance awareness regarding the hazards associated with jaywalking and drivers failing to yield to pedestrians during turns. The team was assigned the following tasks to achieve these objectives:

- Conduct research on relevant statistics
- Prepare necessary campaign materials (collaterals, eblasts, social media messaging)
- Devise distinctive and effective outreach methods, including:
 - Postcards/brochures for law enforcement
 - Extensive social media outreach
- Cultivate and reinforce partnerships with local municipalities and organizations for efficient dissemination of the campaign message
- Provide administrative support by creating materials for all related meetings
- Participate in and manage outreach events and educational initiatives
- Gather and analyze partner data, culminating in a final report with key findings
- Produce and disseminate both digital and printed final reports

While numerous outreach strategies relied on electronic distribution channels, particularly email and social media, personal engagement with the public at outreach events remained a vital component of the campaign along with new media placements.

2.1 2024 Campaign

	2024
Campaign Partners	69
Outreach Events	26
Overall Campaign Impressions*	11 million+*

Using data from media buys and partner participation, an estimated **10,883,176** people were reached during the 2024 campaign.

**This number does not include impression numbers for social media stories, community event engagement and electronic messaging signs. It also does not include every instance people viewed the campaign materials, articles, and news stories. Therefore, the actual impression number is likely much higher.*

3.0 Partnership Development

The team directed its efforts toward fostering and strengthening existing partnerships and developing new partnerships to effectively propagate safety messages, along with acquiring materials and resources supportive of this initiative. Prospective partners were encouraged to contribute to the campaign through the following means:

- Advocating for the campaign message within their organizations
- Utilizing internal and external communication channels to disseminate "Alert Today Alive Tomorrow" messaging, highlighting achievements, success stories, and information on how others can participate
- Collaborating with local media outlets to maximize outreach
- Participating in or sponsoring one or more local outreach events
- Supplying educational and promotional items for distribution at local outreach events
- Establishing partnerships with local agencies and police departments for enforcement details.

3.1 Strategy and Approach

The team compiled an initial roster of potential partners, encompassing agencies involved in prior District Six safety campaigns. Their responsibility included reaching out to each potential partner, assessing their interest in participating in the 2024 campaign, and based on their enthusiasm, additional campaign details along with an invitation to the kickoff meeting were provided.

The safety resources website for the campaign (fdotsafetyresources.com) underwent updates and was consistently maintained for partners, offering collateral materials that showcased the campaign's visual identity and messaging. In addition, the public was able to be directed to the campaign website at www.southflroads.com/alerttodayflorida. While partner contributions were constrained by existing budgets and resources, the team actively explored opportunities to enhance outreach and collateral dissemination, implementing feasible strategies within the campaign framework.

3.2 Campaign Partners

The logos of current partners were incorporated into various collateral materials such as campaign posters, the website, and email blasts. Below is an enumeration of the partners who have participated in the Alert Today, Alive Tomorrow campaign.

**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



- City of Coral Gables Police Department
- City of Doral
- City of Doral Police Department
- City of Homestead
- City of Homestead Police Department
- City of Homestead Public Works and Engineering
- City of Islamorada, Village of Islands
- City of Islamorada, Village of Islands Fire Rescue
- City of Key Colony Beach Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach Fire Rescue Department
- City of Miami Beach Police Department
- City of Miami Department of Fire-Rescue
- City of Miami Gardens Police Department
- City of Miami Office of Communications
- City of North Miami Beach
- City of North Miami Police Department
- City of Opa-locka Police Department
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- Sunny Isles Gateway Farmer's Market
- City of Sweetwater
- FDOT District 4
- Viscaya Farmer's Market
- Legion Park Farmer's Market
- Key Largo Triathlon
- Truman Waterfront Market
- City of Aventura
- Florida's Turnpike Enterprise
- City of Florida City
- South Florida Commuter Services
- South Florida Regional Transportation Authority (SFRTA)/ Tri-Rail
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Cutler Bay
- Town of Medley and Police Department
- University of Miami
- FDOT District 6 Law Enforcement Liaison
- HCA Florida Aventura Hospital
- HCA Florida Kendall Hospital
- HCA Florida Kendall Hospital Trauma Center
- Miami Dade College Eduardo J. Padron Campus
- Miami Dade College Hialeah Campus
- Miami Dade College Homestead Campus
- Miami Dade College Medical Campus
- Miami Dade College Office of Communications
- Miami Dade College West Campus
- Miami Dade College Wolfson Campus
- Miami Kids Magazine
- Miami Shores Village
- Miami Springs Police Department
- Miami-Dade College North Campus
- Miami-Dade County Schools
- Miami-Dade County Schools
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- North Bay Village Police Department
- Pinecrest Bakery
- University of Miami Police Department
- Village of Indian Creek
- Village of Key Biscayne Fire Department
- Village of Key Biscayne Police Department
- Village of Palmetto Bay
- Village of Palmetto Bay Police Department
- Village of Pinecrest Police Department
- Village of Virginia Gardens Police Department

The following are some of the ways partners contributed to the campaign.

Coral Gables Police Department

The Coral Gables Police Department distributed "Alert Today, Alive Tomorrow" (ATAT) materials to pedestrians during peak traffic hours and shared weekly safety tips via e-blasts to approximately 9,000-10,000 residents.

Homestead Police Department

The Homestead Police Department included ATAT graphics in their weekly town newsletter, reaching around 12,000 residents. They also incorporated safety information into a monthly newsletter sent to 3,000-4,000 recipients.

Miami Gardens Police Department

Miami Gardens Police distributed ATAT materials to approximately 300 pedestrians twice a month and displayed the campaign message on their PSA board.

City of Sunny Isles Beach

Sunny Isles Beach shared FDOT campaign posts, such as ATAT, through their official social media channels.

Sunny Isles Beach Police Department

The Sunny Isles Beach Police Department distributed ATAT materials in department offices and reposted FDOT ATAT content on social media.

Miami Springs Police Department

Miami Springs Police regularly reposted FDOT ATAT social media posts and displayed ATAT graphics on a rotating basis with other community announcements.

Miami-Dade Police Department

The Miami-Dade Police Department shared FDOT ATAT posts on their social media platforms.

Town of Bay Harbor Islands

Bay Harbor Islands promoted ATAT on social media and in weekly newsletters, reaching an estimated 2,000-3,000 residents.

Bay Harbor Islands Police Department

The Bay Harbor Islands Police Department regularly posted safety campaigns on social media, utilizing ATAT graphics.

Town of Cutler Bay

The Town of Cutler Bay frequently reposted FDOT social media content, including posts from the ATAT campaign.

Village of Key Biscayne Police Department

The Key Biscayne Police Department reposted FDOT social media posts and used ATAT graphics periodically throughout the campaign.

Village of Palmetto Bay Police Department

The Palmetto Bay Police Department shared FDOT ATAT campaign posts on their social media channels.

Village of Virginia Gardens Police Department

The Virginia Gardens Police Department regularly reposted FDOT's social media posts and included ATAT graphics in their weekly newsletter, reaching about 3,000 recipients.

Miami Dade College Medical Campus

The Miami Dade College Medical Campus shared FDOT social media posts and collaborated on student

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events to distribute safety tips.

University of Miami Police Department

The University of Miami Police Department used ATAT materials in student safety events and shared FDOT safety campaigns on social media.

FDOT District Six

FDOT District Six actively supported the campaign by posting social media content and a campaign video reel to enhance public outreach and engagement.

4.0 Campaign Events

Numerous events were conducted during the campaign to disseminate its message and involve partners. Furthermore, a kick-off meeting for the campaign was organized.

4.1 Campaign Kick-Off Event

The virtual kick-off meeting was scheduled for Thursday, July 10 at 10 a.m., and invitations were extended to all partners to participate. Refer to appendix for the invite, PowerPoint presentation and summary report.

4.2 Outreach Events

The campaign team organized several community outreach events and door-to-doors, distributing thousands of educational and marketing materials. These events engaged diverse audiences and promoted campaign awareness. See events calendar below for reference.



2024 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

Miami-Dade County Events
Monroe County Events
Door-to-Door Events

JULY 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Door to Door: SR 90/SW 7 Street from Brickell Avenue to SW 2 Ave (9:00 AM - 12:00 PM)	3 Door to Door: Brickell Avenue at SE 5 Street & SE 8 Street (9:00 AM - 12:00 PM)	4	5	6
7	8	9	10	11 Door to Door: SR 934/NW 79 Street from NW 12 Avenue to west of NW 2 Avenue (9:00 AM - 12:00 PM)	12	13
14	15	16 Door to Door: NW 54 Street Corridor from I-95 to NW 22 Ave (9:00 AM - 12:00 PM)	17	18 Morada Way July Art Walk (6:00 PM – 9:00 PM)	19	20
21	22 Door to Door: Alton Road from 16 Street to 5 Street (9:00 AM - 12:00 PM)	23	24	25 Door to Door: SR A1A/Collins Avenue from south of 189 Street to north of 172 Street (9:00 AM - 12:00 PM)	26	27 Crandon Park Coastal Cleanup (8:00 AM – 12:00 PM)
28	29	30 Door to Door: SR 5/US 1/ Biscayne Boulevard from NE 209 Street to Point East Drive (9:00 AM - 12:00 PM)				

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2024 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

AUGUST 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4 Back-to-School Bash at the Vizcaya Village Farmers Market (11:00 AM – 1:00 PM)	5 Door to Door: SR 817/NW 27 Avenue from north of NW 187 Street to north of NW 170 Terrace (9:00 AM -12:00 PM)	6 National Night Out: Islamorada (5:30 PM – 7:30 PM) National Night Out: City of Miami (5:00 PM – 8:00 PM) National Night Out: Biscayne Bay (4:00 PM – 7:00 PM)	7	8 Door to Door: NE 6 Avenue from north of NE 150 Street to north of NE 135 Street (9:00 AM -12:00 PM)	9	10 Free Family Fun Day: Back to School at History Miami Museum (10:00 AM – 4:00 PM)
11	12 Door to Door: NE 6 Avenue from north of NE 150 Street to north of NE 135 Street (9:00 AM -12:00 PM)	13	14	15	16	17
18	19	20 Door to Door: SR 5/US 1/ Biscayne Boulevard from NE 1 Street to NE 28 Street (9:00 AM -12:00 PM) Door to Door: SR 5/US 1/ South Dixie Highway from Madruga Court to SW 78 Street (9:00 AM -12:00 PM)	21	22	23	24
25	26 Student Welcome Week at Miami Dade College Medical Campus (8:00 AM – 12:00 PM) FIU EVENT	27	28	29 Door to Door: SR 5/US 1/ South Dixie Highway from SW 216 Street to NW 112 Avenue (9:00 AM -12:00 PM)	30	31



2024 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

SEPTEMBER 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 BPAC Meeting at Miami-Dade TPO	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20 Hispanic Heritage Festival, flamingo Park, Miami Beach (4:00 PM – 9:00 PM)	21
22	23 Biscayne Beach Elementary School Pop-Ups (1:30 PM – 3:30 PM)	24	25	26	27 Biscayne Beach Elementary School Pop-Ups (1:30 PM – 3:30 PM)	28
29	30					

5.0 Campaign Messaging

The team was assigned the responsibility of upholding the brand and identity of this recurring campaign. All materials consistently followed the same visual aesthetic and style to ensure a uniform and lucid message. To broaden the reach to a diverse audience, all materials were made available in English, Spanish and Creole.

5.1 Websites

Throughout the campaign period, the campaign websites were consistently kept up to date. Existing campaign graphics underwent updates and were posted on various campaign sites, including www.fdotmiamidade.com/alerttodayflorida and www.fdotsafetyresources.com. These platforms allowed partners to retrieve campaign resources, including social media posts and an events calendar.

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HOME CTST CAMPAIGNS ▼ BECOME A PARTNER NEWSLETTER ITEMS CONTACT



SEARCH

Alert Today Alive Tomorrow Campaign



Bicycle and Pedestrian Safety Campaign

The Alert Today, Alive Tomorrow campaign, led by the Florida Department of Transportation (FDOT), focuses on promoting safe driving practices and reducing traffic fatalities in Florida. This initiative raises awareness about traffic safety issues and encourages responsible behaviors on the road, particularly in Miami-Dade and Monroe counties. The campaign aims to decrease distracted driving, boost seatbelt usage, deter impaired driving, and enhance pedestrian and bicycle safety. By employing educational materials, public service announcements, and outreach programs, the campaign educates drivers, passengers, pedestrians, and cyclists. FDOT underscores the importance of staying alert while driving, adhering to traffic laws, and respecting fellow road users to help achieve the overarching goal of reducing traffic crashes and fatalities statewide. The campaign runs annually from July through September.

fdotsafetyresources.com



fdotmiamidade.com/alerttodayflorida

5.2 Social Media

Utilizing social media, we successfully expanded our outreach, effectively conveying information in a straightforward manner. The social media messaging featured prominently displayed, attention-grabbing graphics designed to prompt a response to the call to action. These graphics were formatted for easy sharing on platforms like Facebook, Twitter, and Instagram. Additionally, a social media video reel with outreach event photos was also posted on FDOT's D6 social media sites. Social media impressions amounted to an estimated 433,042. Refer to the appendix for visual representations of the social media posts.

5.3 Public Service Announcement (PSA)

The team disseminated a 30-second public service announcement (PSA) in both English and Spanish, showcasing the campaign message through a video format that had been previously produced for this campaign.

5.4 Advertising

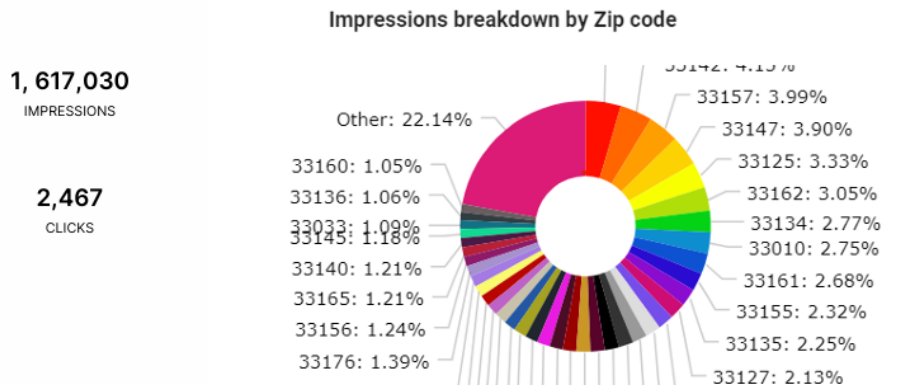
5.4.1 Real Xposure Programmatic/Digital

Real Xposure Inc. conducted a programmatic digital campaign, which reached 1,617,030 impressions.

Over the 2-week period, the campaign has generated more than 1.6 million impressions in the targeted locations. The video completion rate was higher than the benchmark, and the total impressions exceeded the target by over 100,000.

This was achieved through meticulous research, planning, and continuous optimization between four campaigns, the locations, and the ad distribution network. This was an exceptional campaign that performed above forecast and expectations, reaching the right audience during their presence in and out of the target location, and will have a long-term impact due to the frequent exposure to the messages.

Display Ads



5.4.2 Freebee

Four Freebee vehicles, wrapped with campaign graphics, operated for two months plus some bonus time throughout the Mid-Beach, Hialeah, Islamorada, Homestead and Downtown Miami areas, which contributed to an estimated 8 million impressions.



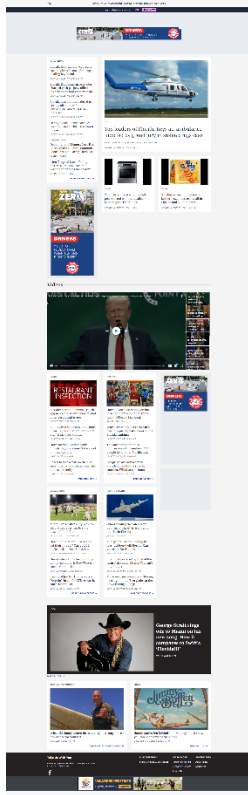
5.4.3 Key West Citizen Newspaper

A campaign ad ran multiple times throughout the month of July on the Key West Citizen Newspaper, amounting to an estimated 5,200 readerships.



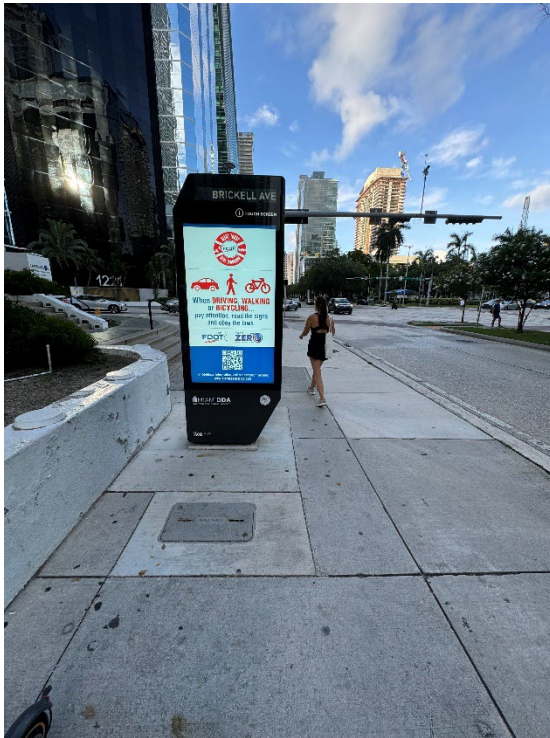
5.4.4 Flkeysnews.com – Online Newspaper

Multiple campaign banners were created to run throughout the campaign on the Florida Keys online section of the Miami Herald – Flkeysnews.com, with a contribution of 291,668 impressions.



5.4.5 IKE Ad – Digital Touchscreen Kiosk

Digital touchscreen IKE ads were placed throughout Miami locations, viewable by pedestrians, cyclists and drivers, estimating 536,265 impressions.



5.5 Eblasts

During the campaign, two sets of e-blasts were circulated among partners, allowing them to share the content internally or externally with their mailing lists. These interactive e-blasts included safety messaging, videos, statistics, and other pertinent campaign content. Refer to the appendix for visual representations of the e-blasts.

5.6 Tip Cards

Tip cards in multiple languages (English, Spanish, Creole) were provided to both partners and the community during local events. These double-sided cards included statistics and guidance for drivers, bicyclists, and pedestrians. Refer to the appendix for visual representation of the tip card. Additionally, due to the increased use of micromobility devices in the District, a micromobility tip card and poster was developed to provide riders and drivers with tips on how to safely share the roads. This tip card was created in English, Spanish and Creole to serve our diverse communities.

5.7 Press Release

A press release was issued to media outlets to announce the 2024 Alert Today, Alive Tomorrow campaign. Refer to the appendix for the full press release.

6.0 Future Campaign Goals

The 2024 Alert Today, Alive Tomorrow campaign proved to be highly successful and well-received, thanks to the initiative of District Six leadership and the dedicated team members. As we set our sights on future campaigns, it is essential to incorporate specific goals into our outreach efforts. These goals include:

1. Securing Media Recognition:

Generate publicity for the campaign through promotional efforts, creating awareness and disseminating campaign messaging to mass media audiences without relying solely on paid advertising.

2. Cultivating Key Partnerships:

Collaborate with additional partners, including the private sector, to secure additional resources, marketing collateral, giveaways, key contacts, and potentially additional grants/funding for upcoming campaigns.

3. Optimizing Digital and Social Networking Strategy:

Emphasize the development of our social media strategy to effectively reach a broader audience in future campaigns, particularly when targeting younger demographic groups. Leveraging social media networks offers a simple and efficient way to share campaign content quickly, engaging the audience as active partners. A digitally focused campaign will enhance overall outreach.

4. Broadening Impact in Monroe County:

Strengthen strategic partnerships in Monroe County and collaborate with additional partners to amplify the campaign's impact in this area of District Six. This expansion aims to increase the dissemination of campaign materials and information through outreach events and existing communication channels to residents of Monroe County during future campaigns.

5. Enhance Face-to-Face Engagement:

Continuously enhance in-person outreach efforts, recognizing that face-to-face contact with the public in our community is crucial and a key component of our campaign's success. Ongoing collaboration with partners will be vital to maximize in-person events.

Appendix A – Campaign Posters







Appendix B – Email Blasts



SAFETY TIPS

Schools are back in session!

Stay alert and be extra cautious around school zones, especially during drop-off and pick-up times.

Please slow down, stay focused, and be vigilant to ensure the safety of all students. Keep an eye out for school buses and always observe school zone speed limits.

Let's work together to make sure everyone gets to and from school safely.

School Bus Safety Alert!

Miami-Dade County Public Schools, in partnership with BusPatrol and local law enforcement, has launched a School Bus Safety Program that equips all district school buses with stop-arm enforcement cameras to detect and deter illegal passing. This initiative aims to enhance student safety by reducing dangerous driving behaviors around school buses.

Learn about the School Bus Safety Program in Miami-Dade County by visiting [BusPatrol PSA \(dadeschools.net\)](https://buspatrolpsa.com).



Stay Focused, Stay Safe: No Distractions While Biking!

Riding a bicycle while distracted can be just as dangerous as driving. Keep your eyes on the road, not your phone.

Whether you're checking messages or using GPS, wait until you've stopped to look at your device. Stay alert, avoid distractions, and ensure a safer ride for yourself and everyone around you!

EVENT HIGHLIGHTS



Morada Way Art Walk
7/15/24



Crandon Park Cleanup
7/20/24



Social National Night Out Shenandoah Park
8/5/24



Crandon Park Cleanup
7/20/24

MICROMOBILITY SAFETY TIPS

Micromobility safety is crucial in ensuring the well-being of everyone on our roads. With the rise of e-scooters and e-bikes it's more important than ever to stay vigilant and follow safety guidelines. We urge you to view and share the micromobility tips provided for both riders and drivers to help create a safer environment for all. Your awareness and actions can make a significant difference in preventing accidents and saving lives.

Micromobility Tip digital cards are available in English, Spanish and Creole on our Safety Resources website: <https://fdot.safetyresources.com/alert-today/tip-card/>.

MICROMOBILITY DEVICES SAFETY TIPS FOR DRIVERS

- Slow down for micromobility devices
- Give a lot of space
- Do not tailgate
- Check your blind spots
- Yield to riders
- Use your turn signals
- Respect bike lanes
- Be attentive when making turns

MICROMOBILITY DEVICES SAFETY TIPS FOR RIDERS

- Wear a helmet and reflective gear
- Obey speed limits
- Adhere to signage
- Cross at designated crosswalks
- Know and follow local laws
- Stay alert and avoid distractions
- Use marked lanes when possible
- Signal for pedestrians or riders when passing

For additional coverage information, visit the following website or scan the QR code: www.alerttodayflorida.com

For additional campaign information, visit the following website or scan the QR code: www.alerttodayflorida.com

Thank you to our dedicated campaign partners

For more information about the Alert Today, Alive Tomorrow Campaign, please visit [alerttodayflorida.com](https://www.alerttodayflorida.com)

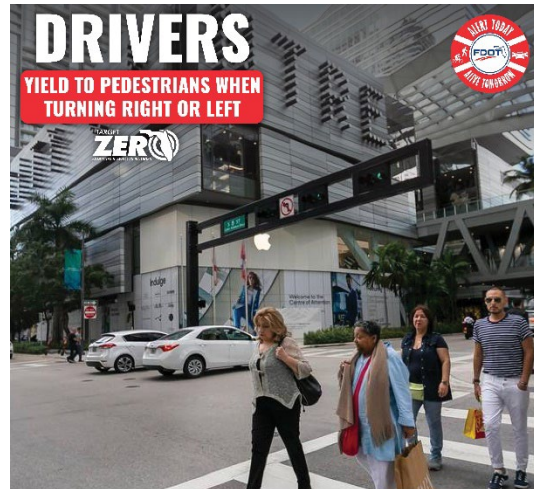
Thank you to our dedicated campaign partners

For more information about the Alert Today, Alive Tomorrow Campaign, please visit [alerttodayflorida.com](https://www.alerttodayflorida.com)

Appendix C – Social Media Images



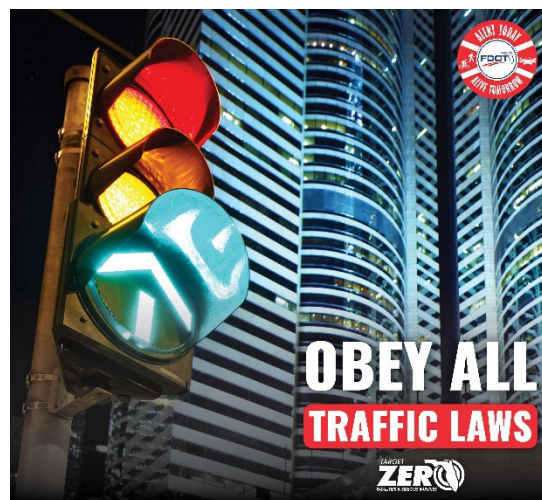
For additional information, visit: www.alerttodayflorida.com



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For additional information, visit: www.alerttodayflorida.com

AVOID DISTRACTION

- Yield to pedestrians when turning.
- Use the sidewalk and crosswalks.
- Ride with the flow.



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com

When driving
or biking
walking
...Pay attention, read the signs and obey the laws.



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com

Appendix D – Tip Cards





SAFETY DOESN'T HAPPEN BY ACCIDENT



When **DRIVING**, **WALKING** or **BICYCLING**...
pay attention, read the signs and obey the laws.



PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

AVOID DISTRACTIONS.



Yield to pedestrians when turning.



Use the sidewalk and crosswalks.



Ride with the flow.

IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS
AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.

fdotmiamidade.com/alerttodayflorida



SU SEGURIDAD NO SUCEDE POR ACCIDENTE



Mientras **MANEJE**, **CAMINE** o ande en **BICICLETA**... preste atención, lea las señales y obedezca las leyes de tránsito.



PEATONES
USEN EL CRUCE PEATONAL
AL CRUZAR LA CALLE

EVITA DISTRACCIONES.



Ceda el paso a los peatones al girar.



Use la acera y el cruce peatonal.



Maneje a favor del sentido del tránsito.

EN LA FLORIDA, LAS BICICLETAS SON VEHÍCULOS CON
TODOS LOS DERECHOS Y LAS RESPONSABILIDADES DE LOS
AUTOMOVILISTAS EN LAS CARRETERAS.

fdotmiamidade.com/alerttodayflorida



PWOTEKSYON MOUN SE PA BAGAY KI FÈT SOU CHANS



Lè w ap **KONDI**, lè w ap **MACHE** oubyen lè
w ap **MONTE BEKÀN**...pòte atansyon a sa
w ap fè, li tout pankad yo epi obeyi lalwa.



PYETON
TRAVÈSE LARI A NAN
KOTE KI FÈT POU PYETON
TRAVÈSE YO

EVITE DISTRAKSYON.



Kite pyeton travèse lè w ap vire.

Mache sou twotwa yo epi kote ki fèt pou pyeton
travèse lari.

Sikile ak bekàn nan menm direksyon machin yo
sikile.

NAN ETA FLORID BISIKLÈT SE TANKOU MACHIN, YO GEN MENM
DWA AK RESPONSABLITE CHOFÈ GENYEN SOU WOUT YO.

fdotmiamidade.com/alerttodayflorida

MICROMOBILITY DEVICES SAFETY TIPS FOR RIDERS



-  Wear a helmet and reflective gear
-  Obey speed limits
-  Adhere to signage
-  Cross at designated crosswalks
-  Know and follow local laws
-  Stay alert and avoid distractions
-  Use marked lanes when possible
-  Signal to pedestrians or riders when passing

For additional campaign information, visit the following website or scan the QR code. www.alerttodayflorida.com

MICROMOBILITY DEVICES SAFETY TIPS FOR DRIVERS



Slow down for
micromobility devices



Give 3 feet
of space



Be patient
and courteous



Check your blind
spots



Yield to
riders



Use your
turn signals



Respect bike
lanes



Be attentive when
making turns



For additional campaign information, visit the following website
or scan the QR code. www.alerttodayflorida.com



EQUIPOS DE MICROMOVILIDAD CONSEJOS DE SEGURIDAD PARA LOS USUARIOS



			
Use un casco y equipo reflectivo	Respete los límites de velocidad	Obedezca la señalización	Cruce en los pasos peatonales designados
			
Conozca y siga las leyes locales	Manténgase alerta y evite distracciones	Use los carriles marcados cuando sea posible	Indique a los peatones o usuarios cuando vaya a pasar



Para obtener más información sobre la campaña, visite el siguiente sitio web
o escanee el código QR. www.alerttodayflorida.com



EQUIPOS DE MICROMOVILIDAD CONSEJOS DE SEGURIDAD PARA LOS CONDUCTORES



Reduzca la velocidad
cerca de los equipos
de micromovilidad



Deje 3 pies
de espacio



Sea paciente
y cortés



Revise sus
puntos ciegos



Ceda el paso
a los usuarios



Use las señales
de giro



Respete los carriles
para bicicletas



Esté atento
al hacer giros



Para obtener más información sobre la campaña, visite el siguiente sitio web
o escanee el código QR. www.alerttodayflorida.com



APARÈY MIKROMOBILITE KONSEY SEKIRITE POU PASAJ YO



			
Mete yon kas ak angrenaj meditatif	Obeyi limit vitès	Konfòme ak siyal	Travèse nan deziyen pasaj pyeton
			
Konnen epi swiv lwa lokal yo	Rete vijilan ak evite distraksyon	Sèvi ak liy ki make lè sa posib	Siyal pou pyeton oswa chofè yo lè yap pase



Pou plis enfòmasyon sou kanpay la, vizite sitwèb sa a oswa eskane kòd QR la. www.alerttodayflorida.com



APARÈY MIKROMOBILITE KONSEY SEKIRITE POU CHOFÈ



Ralanti pou
aparèy mikromobilite



Bay 3
pye espas



Pran pasyans
ak koutwazi



Tcheke kwen
avèg ou



Sede bay
pasaje yo



Sèvi ak siyal
vire ou yo



Respekte liy
bisiklèt yo



Fè atansyon
lè w ap vire



Pou plis enfòmasyon sou kanpay la, vizite sitwèb sa a oswa
eskane kòd QR la. www.alerttodayflorida.com



Appendix E – Event Photos and Summaries

Photos

Islamorada Art Walk 7-18-2024



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Crandon Park Cleanup 7-27-2024





National Night Out Shanandoah Park 8-6-2024





HistoryMiami Museum Back to School Event 8-10-2024



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



FIU Welcome Week 8-26-2024



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Business Door-to-Doors

SW 7 Street from Brickell Avenue to SW 2 Avenue



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Brickell Avenue at SE 5 Street and 8th Street



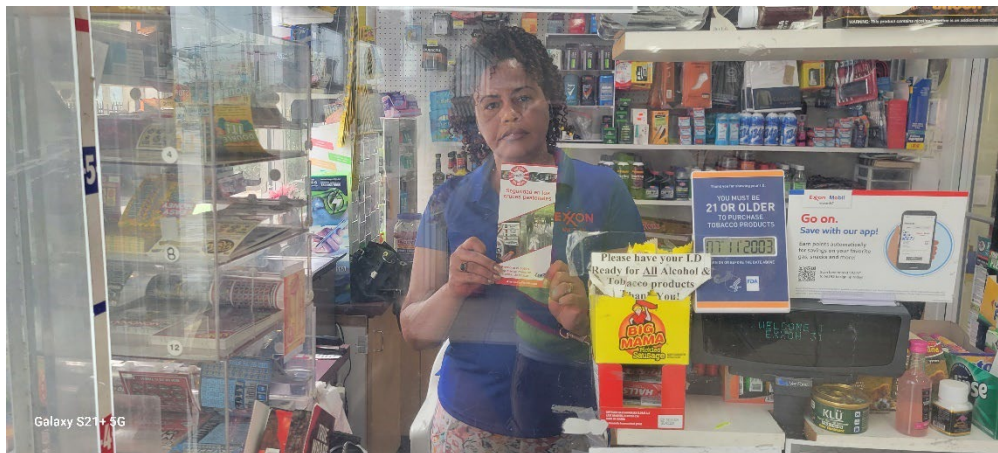
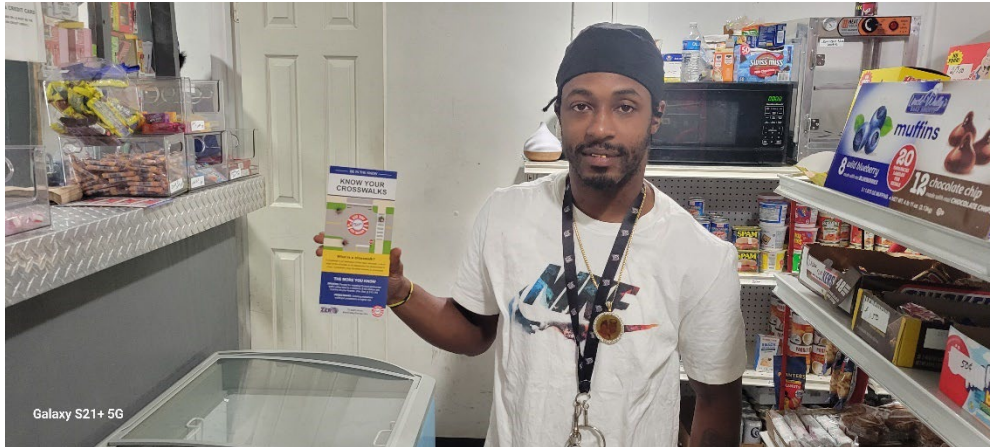
2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



NW 79 Street between NW 12 Avenue and NW 2 Avenue



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



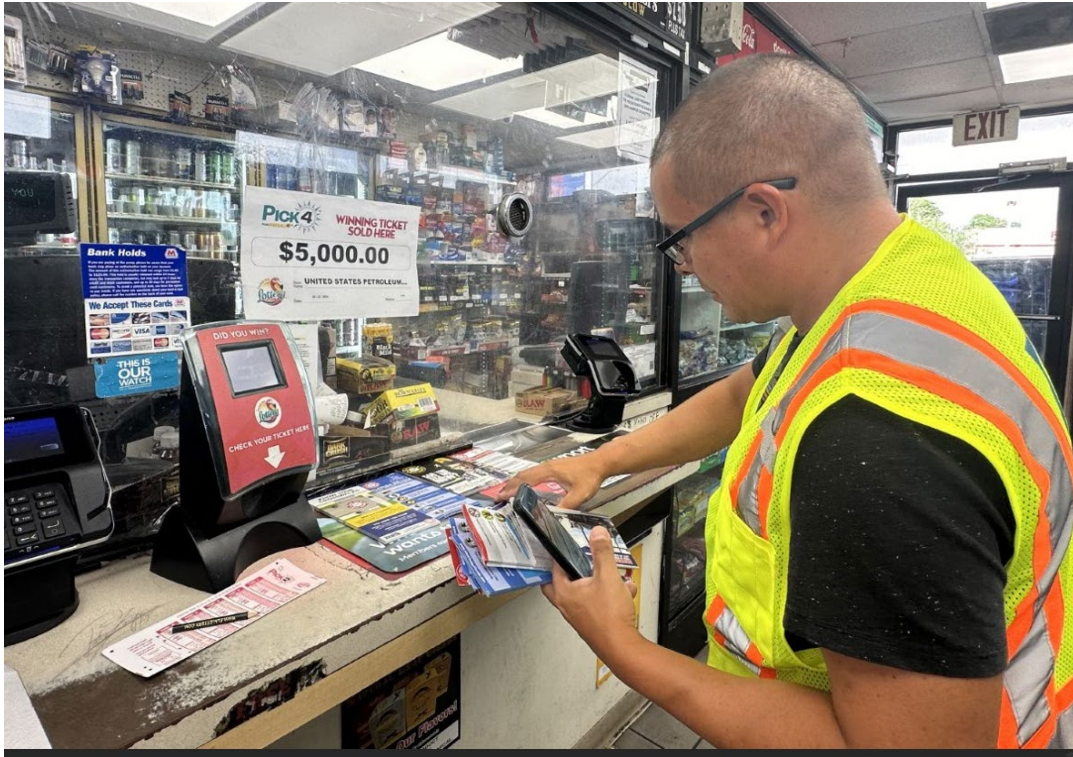
NW 54 Street Corridor from I-95 to NW 22 Avenue



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



NW 54 Avenue and NW 17 Avenue



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Alton Road between 16th Street and 15th Street



SR5/US 1 from Biscayne Boulevard to NE 209 Street



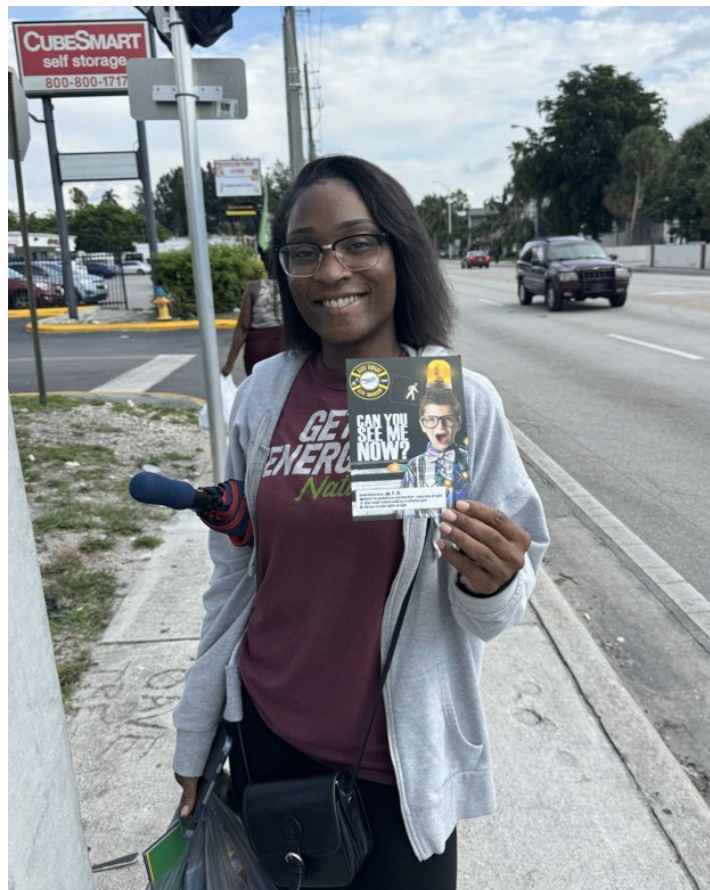
**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Miami Gardens Drive and NW 27 Avenue



NW 6 Avenue from 150th Street to 135th Street



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Collins Avenue from 189 Street to 172 Street



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



North Miami Drive between 125 Street and NE 6 Avenue



Summaries

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

ATAT Event: Crandon Park Coastal Cleanup

Date: July 27, 2024

Time: 7:30 a.m. - 12:00 p.m.

Location: 6747 Crandon Blvd, Key Biscayne, FL 33149

Staff Attended:

- Baret Hazell, Marlin Engineering

- SuOm Francis, Marlin Engineering

Event Summary:

The Outreach Team assembled at the Crandon Park office, located at 6747 Crandon Blvd, Key Biscayne, FL 33149, to join forces with other partners, including Michelle from Miami Seaquarium and Ruben from the Miami Dade Park volunteer program. The team arrived early for setup and coordination.

Upon arrival, the Outreach Team was briefed on the event's guidelines, emphasizing the importance of environmental sustainability. According to the welcome package, no visibly branded flags or tents were allowed. Additionally, the volunteer program encourages minimizing single-use and plastic-wrapped items and prohibits glass and Styrofoam in the parks. Despite these restrictions, we were welcome to share information and engage with volunteers and interested visitors. Initially assigned to Shelter B, we moved to Shelter C, where we could use the FDOT tablecloth on the existing benches. The team prepared tote bags for the volunteers and park attendees interested in the safety campaign.

Due to the heat advisory, volunteer arrival times varied, with some scheduled participants canceling or not showing up. On average, each volunteer collected about ten pounds of trash. Notably, nine of the top ten items found during cleanups were made of plastic, with over 85% of all collected items being plastic. Roughly 15% of the items were small plastic fragments, while 13% were large plastic fragments.

Last year, the volunteer program saw 15-20 volunteers each month during the summer of 2023. However, with the extreme heat this summer, only five volunteers participated in June 2024. The program typically experiences higher attendance during the school year, particularly around April and May, when they can reach up to 50 volunteers. This information helps set expectations for volunteer turnout in August.

The partnership between FDOT and the Crandon Park Coastal Cleanup Volunteer Group is vital for promoting environmental stewardship and community engagement. Our strategic positioning at a high-traffic park area allowed us to distribute numerous educational pamphlets on pedestrian, bicycle, and driver safety. We tailored our approach to the audience, providing detailed explanations and answering questions to ensure a clear understanding of the campaign's goals.



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

The event highlighted the importance of collaborative efforts in maintaining active park areas. The high number of community members, including bikers and runners, enjoying Key Biscayne on Saturday underscored the need for ongoing education and outreach. This partnership not only supports environmental cleanup efforts but also promotes safety awareness among park visitors.

Despite the challenges posed by extreme heat, the event successfully brought together volunteers and partners to address environmental issues and promote safety. The partnership with Crandon Park is expected to continue growing, fostering a cleaner and safer community for all.

By working together, we can make a significant impact on both environmental conservation and public safety, ensuring that Key Biscayne remains a vibrant and enjoyable space for everyone.

Feedback from Attendees:

- **Michigan State College Student:** Currently on break and wanted to use the time to make a positive contribution. He participated in coastal beach cleanups during high school and continues to be passionate about environmental conservation.
- **Local Resident 1:** This was not his first-time volunteering for the coastal beach cleanup. He has a deep love for animals and is acutely aware of the harmful effects plastic has on marine wildlife in the area.
- **Local Resident 2:** She appreciated the effort to clean the beaches of microplastics and looks forward to participating in more cleanup events in the future.

Materials Distributed:

- Tip Card, "Can You See Me Now?" /15
- Tip Card, Know Your Crosswalks /15
- Tip Card, Drivers Yield to Ped. / 15
- Brochure, Florida Pedestrian Signs / 15
- Brochure, Seguridad en los cruces peatonales" (Pedestrian Crosswalk Safety) Spanish /25
- Target Zero Stickers / 15
- FDOT Pen /15
- FDOT Small Towels / 20
- Sunglasses / 20
- Tote Bag / 25
- Pull String Backpack / 5

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

Event Photos:



Photo 1 – Outreach team member suOm with Michelle from Miami Seaquarium. Michelle is a teacher and is educating locals and expanding the program.



Photo 2 – Outreach Team with Michelle from Miami Seaquarium.



Photo 3 – A local volunteer home from college decided to use his time to assist in the coastal cleanup effort.



Photo 4 – Ruben from the Miami Dade Park volunteer program weighing trash from one volunteer.

**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



2024 Alert Today, Alive Tomorrow Campaign – Event Summary



Photo 5 – Outreach team with Michelle from Miami Seaquarium and Ruben from the Miami Dade Park volunteer program.



Photo 6 – Ruben from the Miami Dade Park volunteer program got an FDOT swag bag.

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

SHENANDOAH PARK NATIONAL NIGHT OUT FESTIVAL

Date: August 06, 2024

Time: 4 p.m. – 8 p.m.

Location: 1800 SW 21st Ave, Miami, FL 33145

Staff Attended:

- Berardo Gomez, Marlin Engineering
- Spencer Mcknight, Marlin Engineering

Event Summary:

The outdoor safety campaign focused on promoting crosswalk safety, increasing awareness of pedestrian, bicyclist, and motorist safety, and emphasizing that "Alert Today, Alive Tomorrow." The event highlighted the importance of both marked and unmarked crosswalks, ensuring that all road users understand their responsibilities and the safety measures in place.

The campaign took place during the National Night Out festival at Shenandoah Park. The early arrival allowed the team to get one of the best booths near the entrance of the event which helped pull family's attention from the moment they walked in. The team spent about an hour setting up and pre-filling the bags with informational flyers as well as free give aways. The fun atmosphere gave people a lot of energy and positivity to the message of the campaign, especially the children.

At the end of the festival, the team was able to disperse everything but half of a box of both comic books. Half of what was left over was given to Community Outreach Officer Medoza, and half to the local library.

Key Highlights:

- **Marked and Unmarked Crosswalk Safety:** The campaign stressed the significance of using both marked and unmarked crosswalks correctly. Attendees were educated on the differences and the importance of vigilance at all types of crossings.
- **Pedestrian, Bicyclist, and Motorist Safety:** The initiative aimed to increase knowledge and awareness among pedestrians, cyclists, and drivers about the safety rules and practices that can prevent accidents.

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

- **"It Doesn't Happen by Accident" Theme:** This message was central to the campaign, reinforcing that safety is a deliberate effort requiring attention and adherence to guidelines by all parties involved.

Feedback from Attendees:

- **Community Outreach Police Officer:** The team interacted with other staff of the event, including Community Outreach Relations Officer Mendoza Pujols. Officer Mendoza is very interested in keeping in touch with FDOT regarding any unused materials that are left over from any campaign, she would be willing to take anything and help disperse the materials. Her e-mail is 42013@miami-police.org.
- **Librarian:** "The team interacted with other staff of the event, including a librarian from the local library located at the event. She was very happy to take a box of unused material that we were not able to hand out."

Materials Distributed:

- "Green Totes" – ±30
- "Grey Bags" +- 50
- "3* "Sunglasses" 20 set Boxes.
- Target Zero "Pens" 50 ±
- Target Zero "Stickers" 50±
- Target Zero "Flyer" 150±
- "Can You See Me Now" 230
- "School Bus Safety" 250±
- Recipe for Safe Driving 500±
- "Bike Lights" 20
- "Traffic Safety Comic Book" +500

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

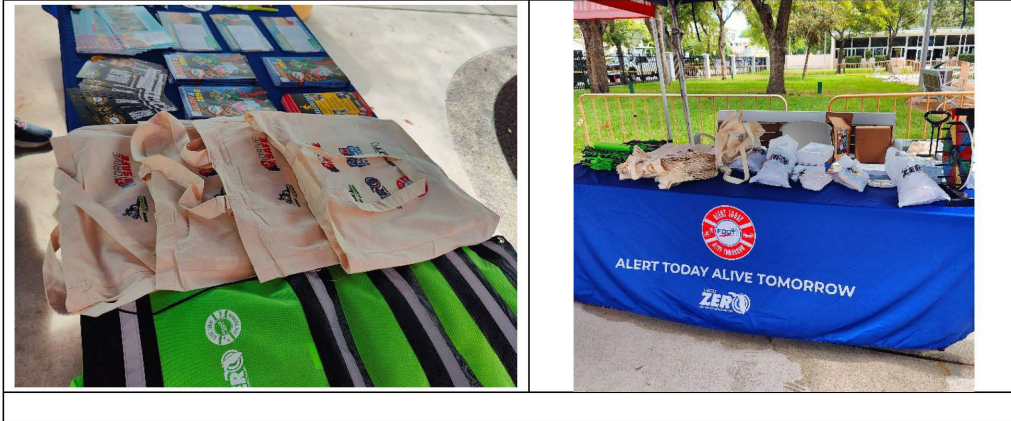
Event Photos:



**2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



2024 Alert Today, Alive Tomorrow Campaign – Event Summary



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

Free Family Fun Day: Back to School at History Miami Museum

Date: Saturday, August 10, 2024

Time: 9:30 a.m. - 4:00 p.m.

Location: History Miami Museum at 101 W. Flagler Street in Miami

Staff Attended:

- Baret Hazell
- SuOm Francis

Event Summary:

The Outreach Team attended a Free Family Fun Day at the History Miami Museum on Saturday, August 10, 2024 to distribute information for Alert Today, Alive Tomorrow safety campaign. This event focused on back-to-school advice, including information on how to interact with a stopped school bus on the road under various conditions. The event included information on Alert Today, Alive Tomorrow and Target Zero, both campaigns aim to reduce bicycle and pedestrian crashes.

The event was well attended, and the Outreach Team distributed over 250 prepared bags with information, including recipes and materials in Spanish depending on the patron. There was one Kreyol speaker that approached the Alert Today, Alive Tomorrow booth.

The giveaways were interesting to the patrons, especially the purple slap bracelet and the green drawstring bag. Bike lights were given to patrons who showed interest in the campaign and disclosed they cycle regularly. The Outreach Team also distributed large quantities of children's booklets.

Feedback from Attendees:

Many people commented on the drawstring bag, including the handles and brightness of the bag. A women remarked on the brightness of the bags, which is useful since they feel the need to be more visible at night in downtown when working at the metro station.

Given the set up at the event, the Outreach Team had the opportunity to interact for extended times with attendees with questions and suggestions. Many individuals wanted information on submitting complaints about:

- The need for repainting crosswalks in their neighborhoods;
- Lack of connectivity of existing separated or protected bike infrastructure; and
- Traffic light phasing changes affecting pedestrian flow in a neighborhood.



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

An attendee expressed that a light in front of her home was changed to “forever green” for vehicles recently, causing her to not be able to cross the street safely.

Materials Distributed:

- 125 Small booklets (Walker and Zom-B)
- 250 Large activity books
- 30 Tote bags
- 50 Drawstring bags
- 150 Sunglasses
- 250 Recipe cards
- 250 “Safe Mobility at intersections”
- 250 “Bicycle hand signals”
- 250 “Stop don't pass”
- 250 “Can you see me now?”
- 50 Pens
- 15 Bike lights
- 30 Slap bracelets

Event Photos:



Figure 1: Outreach campaign member Baret at table



Figure 2: Outreach campaign member suOm at table



Figure 3: Patrons received information about FDOT's safety campaigns



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

Figure 4: Outreach campaign member suOm at table with visitors

Figure 5: Patrons received information about FDOT's safety campaigns

Figure 6: Toddlers with prepared FDOT tote and drawstring bag



Figure 7: Patrons with safety materials and target zero bags.

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

Student Welcome Week at FIU - Modesto A. Maidique Campus (MMC) - Main Campus

Date: Monday, August 26, 2024

Time: 9:00 a.m. – 4:00 p.m.

Location: Ernest R. Graham Center, 10955 SW 15th Terrace, Miami, FL 33199

Staff Attended:

- Baret Hazell, Marlin Engineering
- Shieda Castillo, FDOT D6 - Community Safety Traffic Specialist

Event Summary:

On August 26, 2024, the Outreach Team immersed themselves in the vibrant atmosphere of FIU's Student Welcome Week, joining a bustling sea of fraternities, nonprofit organizations, and student groups eager to introduce their goals and missions to both new and returning students. Amidst the lively crowd, the "Alert Today, Alive Tomorrow" safety campaign took center stage, aimed at promoting crosswalk safety and raising awareness of pedestrian, bicyclist, and motorist responsibilities. With the powerful message, "Alert Today, Arrive Tomorrow," the campaign sought to leave a lasting impression on the student community.

Held at the heart of FIU's Ernest R. Graham Center, a dynamic corridor in West Miami-Dade, the campaign strategically engaged the diverse student body navigating the busy pathways between 117th and 107th Avenues. With the area experiencing a surge in residential and mixed-use developments, this space was ideal for interacting with students who rely on various modes of transportation, from walking and cycling to driving.

The primary objectives of the campaign were clear: to reduce distracted driving, increase seatbelt usage, deter impaired driving, and enhance pedestrian and bicycle safety. By distributing educational materials and facilitating meaningful conversations, the Outreach Team aimed to equip students with the knowledge to adopt safer road behaviors.

A key highlight of the campaign was its emphasis on **peer-to-peer education**. Understanding that teens and young adults are often more receptive to messages delivered by their peers, the campaign tapped into the power of positive reinforcement. Instead of scare tactics, the Outreach Team focused on dispelling myths about social norms, showcasing that safe driving behaviors—such as seatbelt usage and avoiding distractions—are more common than assumed. Through this approach, students were not only the recipients of the message, but also potential ambassadors of road safety, influencing their peers in meaningful ways.



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

The campaign successfully engaged a wide range of students and faculty members, fostering a sense of responsibility and encouraging participants to take an active role in promoting safer behaviors both on and off campus. As Welcome Week unfolded, the “Alert Today, Alive Tomorrow” campaign stood as a beacon of safety amidst the excitement, leaving students with an important message that would resonate long after the semester began.

Feedback from Attendees:

- **International Student from Bahamas Attendant:** *"I don't know how people drive here. It seems like most people are not afraid to break the law, and I hardly see the rules being enforced."*

Safety Tip: The campaign's emphasis on reducing distracted driving and boosting seatbelt usage addresses these very concerns. By promoting responsible driving behaviors and educating road users, the campaign aims to curb reckless actions on the road and encourage adherence to traffic laws, thereby enhancing overall safety.

- **Local Student Attendee:** *"I live in the City, and I just saw an accident coming here today. This is a good reminder that honestly, there is no need to rush."*

Safety Tip: This feedback underscores the importance of campaigns like "Alert Today, Alive Tomorrow" that remind drivers and pedestrians alike to prioritize safety over speed. The campaign's messaging on safe driving practices, including reducing impaired driving and promoting pedestrian awareness, helps ensure that accidents like the one witnessed are less frequent, creating safer streets for all.

- **Student Information Center Attendant:** *"Yes, you can leave a few of the tip cards with us. We will keep them at the front desk where students can see them. The material is important, and the tips can help someone avoid injury."*

Safety Tip: Providing accessible educational materials plays a key role in spreading safety awareness. By distributing tip cards that focus on pedestrian and bicycle safety, as well as driver responsibility, the campaign empowers students with knowledge that can be decimated to their peers and prevent accidents, ensuring they stay alert and safe on their daily commutes.

Materials Distributed:

- Flyer, “Can You See Me Now?” /120*
- Sunglasses / 90
- Target Zero Stickers / 90
- Brochure, Seguridad en los cruces peatonales" (Pedestrian Crosswalk Safety) Spanish /60*
- Know Your Crosswalks /80
- FDOT Pen /88
- Brochure, Florida Pedestrian Signs / 90 *
- Tip Card, Drivers Yield to Ped. / 120

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary

- FDOT Small Towels / 20
- Tote Bag / 98
- Pull String Backpack / 15

** also distributed to student information centers*

Event Photos:



[Photo 1] - Student coordinator promoting the Vision Zero initiative



[Photo 2] - Returning student excited for the new semester

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



2024 Alert Today, Alive Tomorrow Campaign – Event Summary



[Photo 3] - New students with tote & string bag filled with tip cards and promotional items



[Photo 4] - Returning students with tote bags



[Photo 5] - New students ecstatic with the useful tote bags & safety material



[Photo 6] - New students encouraged by the safety material and welcome week festivities



Alert Today, Alive Tomorrow Morada Art Walk Summary Report

Date: Tuesday, August 6, 2024

Time: 5:00 p.m. – 9:00 p.m.

Location: Founders Park, 87000 Overseas Hwy, Islamorada, FL 33036

Staff Attended:

- Victoria Avery, Infinite Source Communications Group

Event Summary:

Victoria from Infinite Source Communications Group tabled at the National Night Out event in Islamorada, Florida. She had a table set up with numerous educational materials and free giveaways such as tote bags, bracelets, and recipes for safe driving. Victoria interacted with event attendees to share information about pedestrian and bicyclist safety and pass out materials. Many people were grateful to receive the free tote bags, and the recipe cards were a hit. The event was attended mostly by families with small children.

Feedback from Attendees:

- "Yielding to bicyclists and pedestrians is especially important here in the keys where so many people ride motorcycles and scooters."
- "I will use this recipe for safe driving and take a few for my friends, we love to fish and are excited to try the fish tacos."
- "Thank you for showing up and spreading these important safety messages."

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Bracelets
 - Pens
- Target Zero surveys
- Traffic campaigns tote bags

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Event Photos:



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Appendix F – Kick-Off Meeting Invitation



The graphic is a red and white invitation for the 2024 Alert Today, Alive Tomorrow Campaign Virtual Kick-Off Meeting. It features three photographs: a bridge with a bicycle lane, a green-painted bike lane, and a person's legs walking on a crosswalk. The text 'YOU'RE INVITED' is prominently displayed in white on a red background. Below it, the event details are listed: Wednesday, July 10, 2024, at 10:00 a.m. A link to join the meeting is provided in a dark blue box. Logos for FDOT and Target Zero are at the bottom.

2024

YOU'RE INVITED

*Alert Today, Alive Tomorrow Campaign
Virtual Kick-Off Meeting!*

Join us as we celebrate the launch of the 2024 campaign. This kick-off event aims to raise awareness, educate our community and partners, and promote a culture of safety for pedestrians and cyclists throughout our district.

 **10** Wednesday, July 10, 2024

 **10:00 a.m.**

Join the meeting by clicking the link:
<https://tinyurl.com/ATAT-Virtual-Kick-Off>

FDOT **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

Appendix G – Kick-Off Meeting PowerPoint Presentation



FLORIDA DEPARTMENT OF TRANSPORTATION (FDOT)

ALERT TODAY, ALIVE TOMORROW CAMPAIGN



Kick-Off Meeting

**July 10, 2024
10:00 a.m.**



The Florida Department of Transportation complies with various non-discrimination laws and regulations, including:

Title VI of the Civil Rights Act of 1964

Public Participation is being held without regard to race, color, national origin, age, sex, religion, disability, or family status.

For questions or concerns, you may contact either:

District Six

Florida Department of Transportation
Title VI Coordinator (interim)

Tish Burgher

1000 NW 111 Avenue
Miami, Florida 33172
(305) 470-5277

Tish.Burgher@dot.state.fl.us

Tallahassee Office

Florida Department of Transportation
State Title VI Coordinator

Stefan Kulakowski

605 Suwannee Street, MS 65
Tallahassee, Florida 32399
(850) 414-4742

Stefan.Kulakowski@dot.state.fl.us



We would like to recognize any federal, state, county or city officials who may be present.

Please select the “Raise Hand” feature on the control panel.



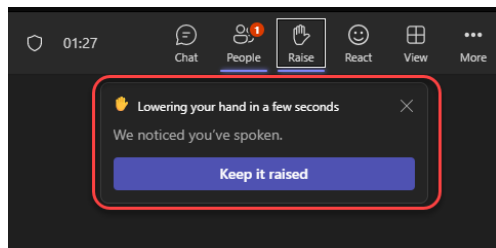
PROTOCOLS



This meeting is being recorded.



This recording and transcript will be available after the meeting.



Use the “Hand” button to raise your hand and ask a question.



Please keep your microphone muted and your camera off.



Use the “Chat” feature to ask the presenters a question.



Features may look different on a desktop and mobile device.

Technical Issues? Contact yaisel@iscprgroup.com or 786-956-2224.

AGENDA

- Welcome
- Campaign Objectives
- Statistics - The Why
- 2023 Campaign Overview
- Campaign Materials
- Advertisements
- Events
- Partnerships
- How to Support the Campaign
- Questions/Open Discussion





CAMPAIGN OBJECTIVES



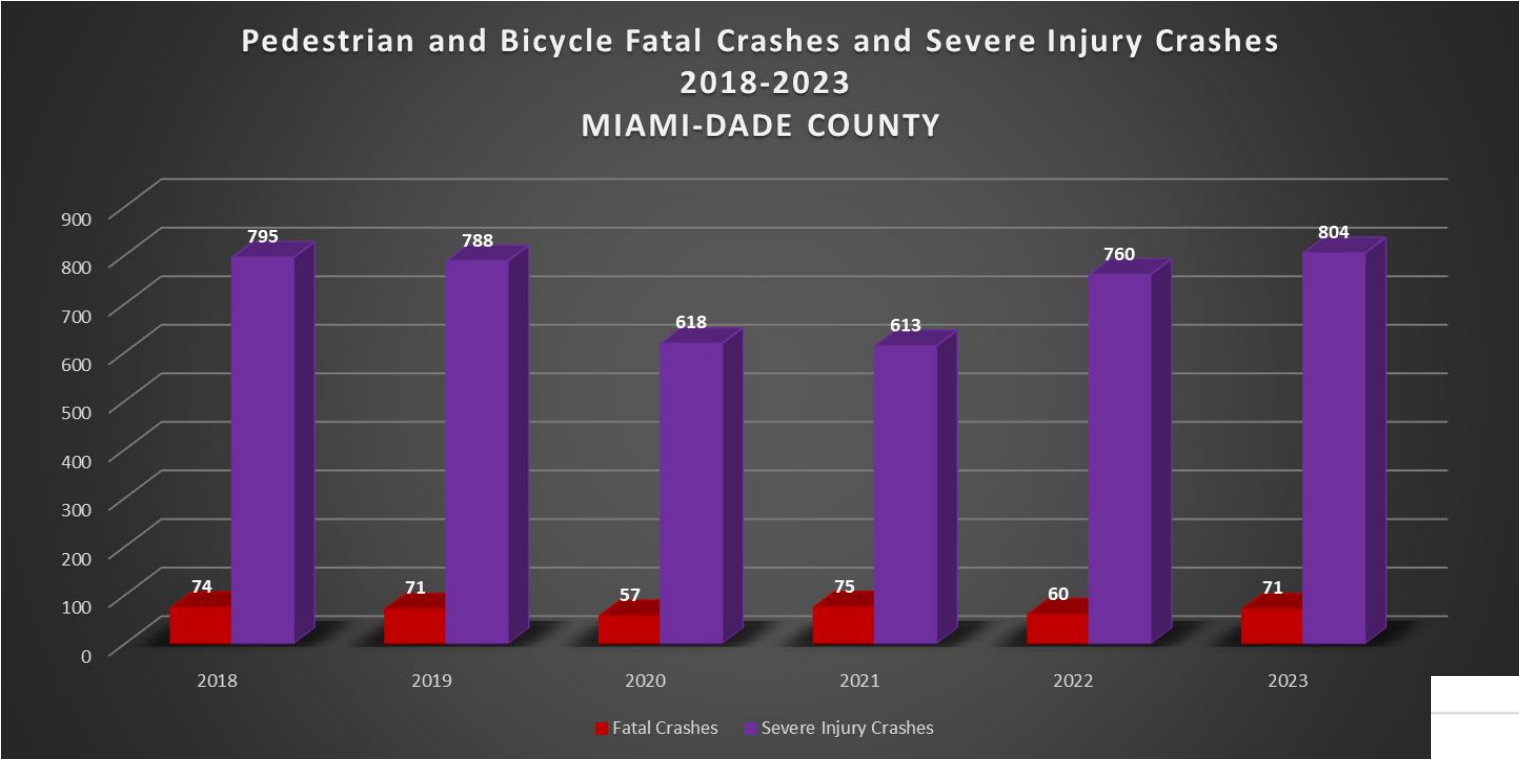
- Safety Education for Our Community
- Pedestrian Safety:
 - Always use crosswalks.
 - Drivers must yield to pedestrians when turning
- Bicyclist Rules:
 - Obey all traffic laws
- Signal Awareness:
 - Pay attention to red light alerts
- Safety Tips:
 - Avoid unsafe behaviors
 - Partner with the community to spread safety messages
 - Support law enforcement in education and enforcement efforts



CAMPAIGN STATISTICS



Miami Dade



	Fatal Crashes	Severe Injury Crashes	Total Crashes
2018	74	795	1095
2019	71	788	1100
2020	57	618	846
2021	75	613	912
2022	60	760	1131
2023	71	804	1178
	408	4,378	6,262

Source: FDOT

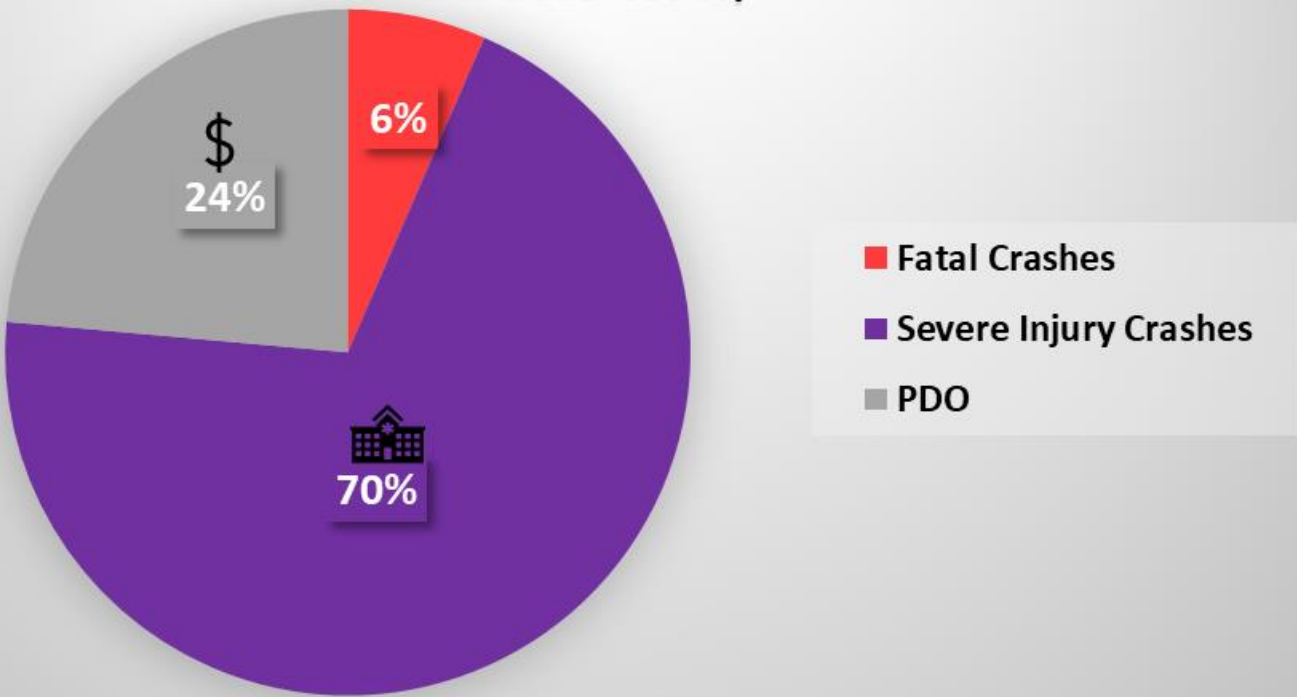


CAMPAIGN STATISTICS



Miami Dade

Pedestrian and Bicycle Fatal Crashes and Severe Injury Crashes
2018-2023
Miami-Dade County



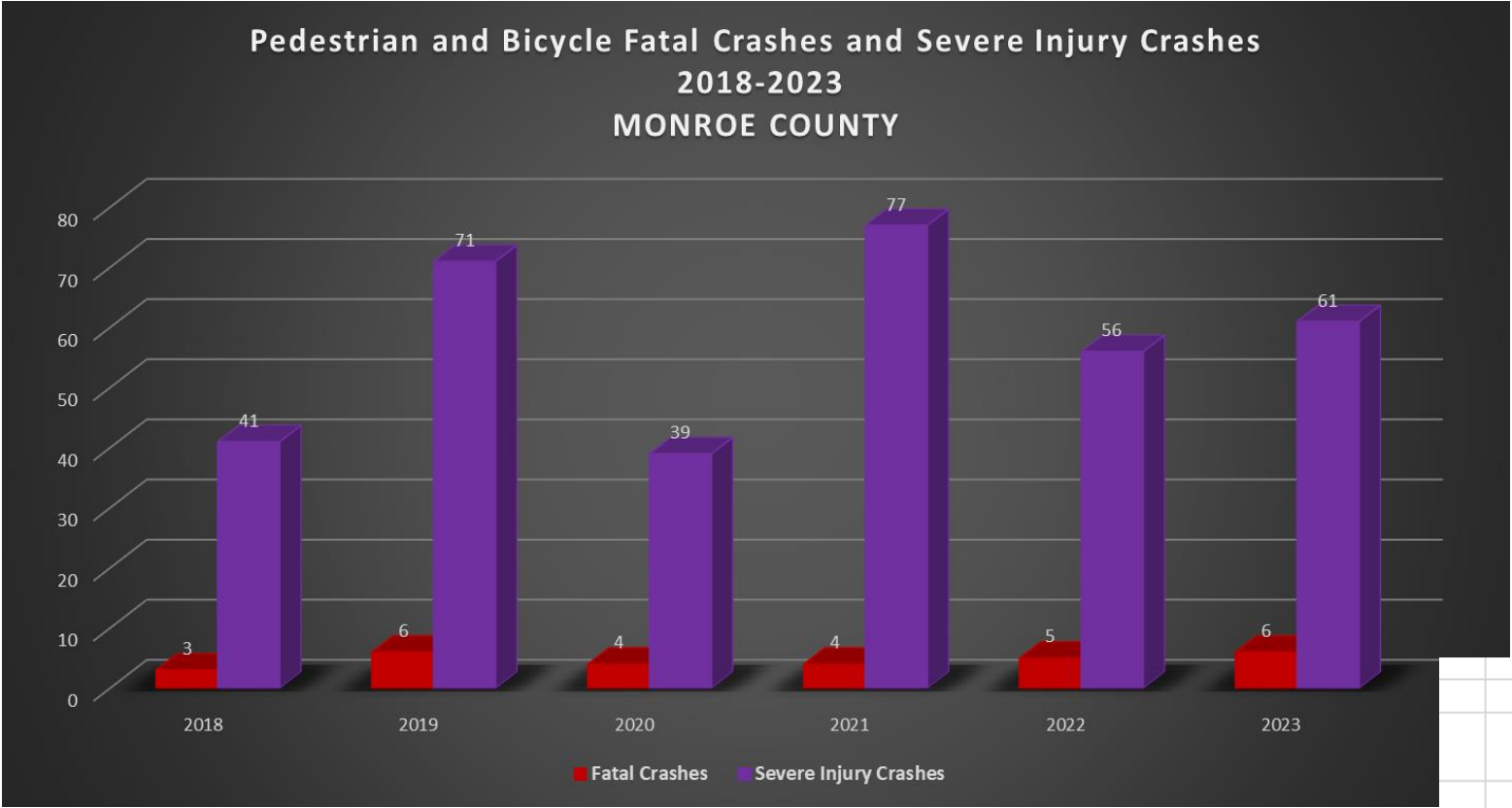
Fatal Crashes	Severe Injury Crashes	PDO	Total Crashes
408	4,378	1,476	6,262
7%	70%	23%	

Source: FDOT



CAMPAIGN STATISTICS

Monroe County



	Fatal Crashes	Severe Injury Crashes	Total Number of Crashes
2018	3	41	54
2019	6	71	88
2020	4	39	54
2021	4	77	95
2022	5	56	70
2023	6	61	85
	28	345	446

Source: FDOT

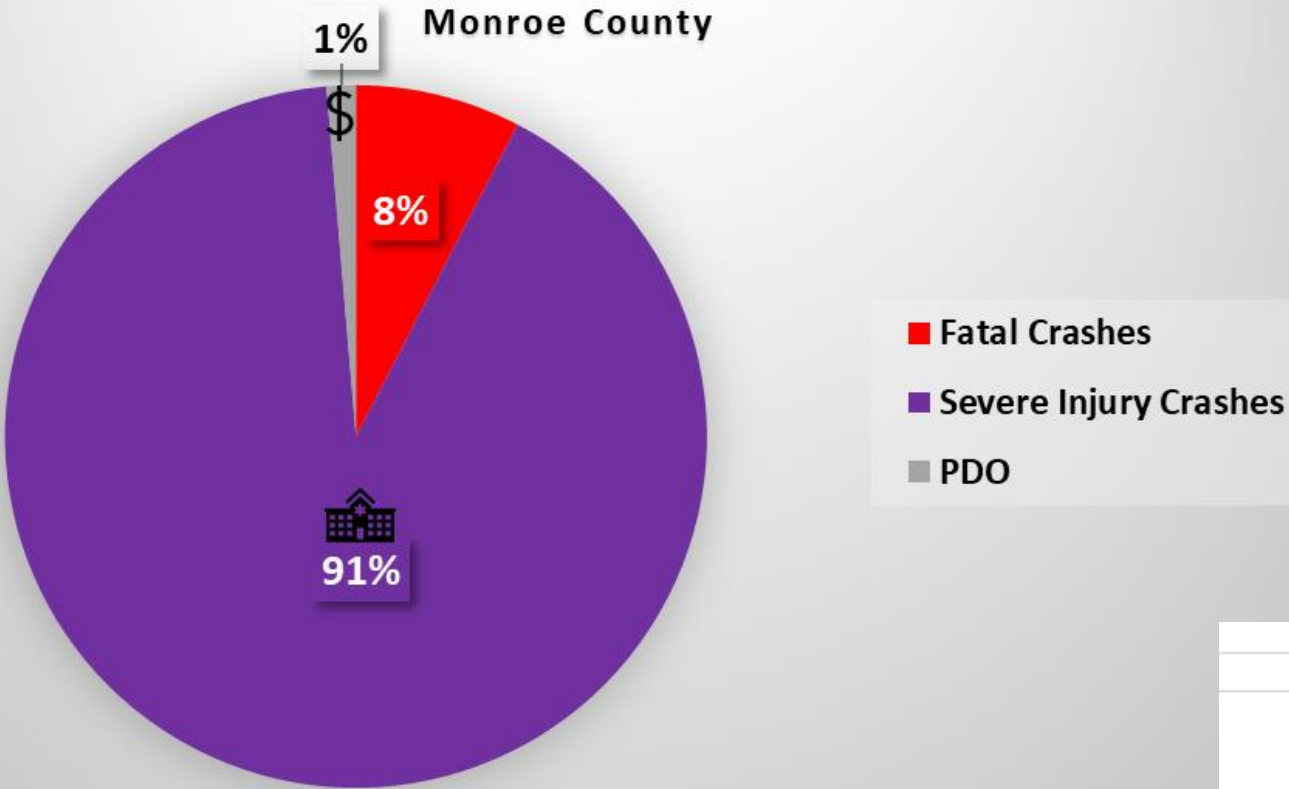


CAMPAIGN STATISTICS



Monroe County

Pedestrian and Bicycle Fatal Crashes and Severe Injury Crashes
2018-2023



Fatal Crashes	Severe Injury Crashes	PDO	Total Number of Crashes
34	406	6	446
8%	91%	1%	

Source: FDOT

2023 CAMPAIGN OVERVIEW

Campaign Partners	69
Outreach Events	26
Overall Campaign Impressions*	24 million+*

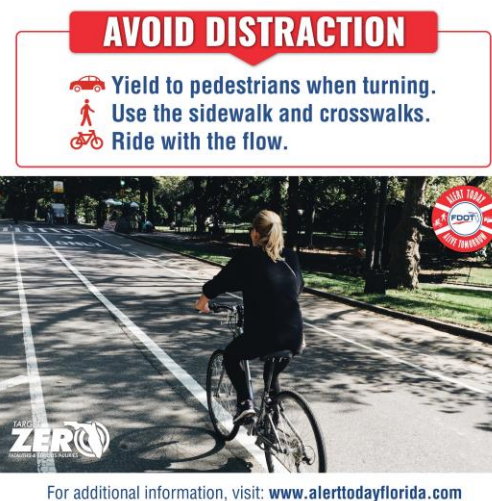




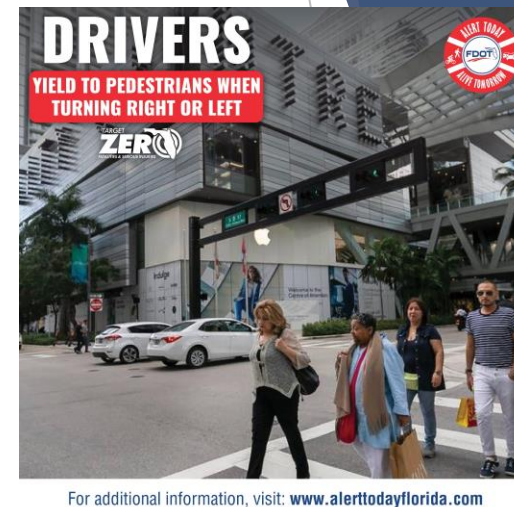
CAMPAIGN MATERIALS



- Materials available in three languages (available upon request)
 - English
 - Spanish
 - Creole
- Printed:
 - Bike/Ped Tip Card
 - Micromobility Tip Card
 - Micromobility Posters
- Electronic:
 - Email Blasts
 - Social Media Images
 - Custom Web Banners and Ads
 - PSA (Video)
- All materials (electronic and print) available for download:
fdotsafetyresources.com



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com



TIP CARDS

- Available in English, Spanish and Creole
- Perfect for distribution at events or frequently visited businesses

**MICROMOBILITY DEVICES
SAFETY TIPS FOR RIDERS**

Wear a helmet and reflective gear Obey speed limits Adhere to signage Cross at designated crosswalks

Know and follow local laws Stay alert and avoid distractions Use marked lanes when possible Signal to pedestrians or riders when passing

For additional campaign information, visit the following website or scan the QR code. www.alerttodayflorida.com

FDOT ALERT TODAY TARGET ZERO

**MICROMOBILITY DEVICES
SAFETY TIPS FOR DRIVERS**

Slow down for micromobility devices Give 3 feet of space Be patient and courteous Check your blind spots

Yield to riders Use your turn signals Respect bike lanes Be attentive when making turns

For additional campaign information, visit the following website or scan the QR code. www.alerttodayflorida.com

FDOT ALERT TODAY TARGET ZERO

SAFETY DOESN'T HAPPEN BY ACCIDENT

When **DRIVING**, **WALKING** or **BICYCLING**... pay attention, read the signs and obey the laws.

**PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK**

AVOID DISTRACTIONS.

Yield to pedestrians when turning.
 Use the sidewalk and crosswalks.
 Ride with the flow.

IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.

fdotmiamidade.com/alerttodayflorida



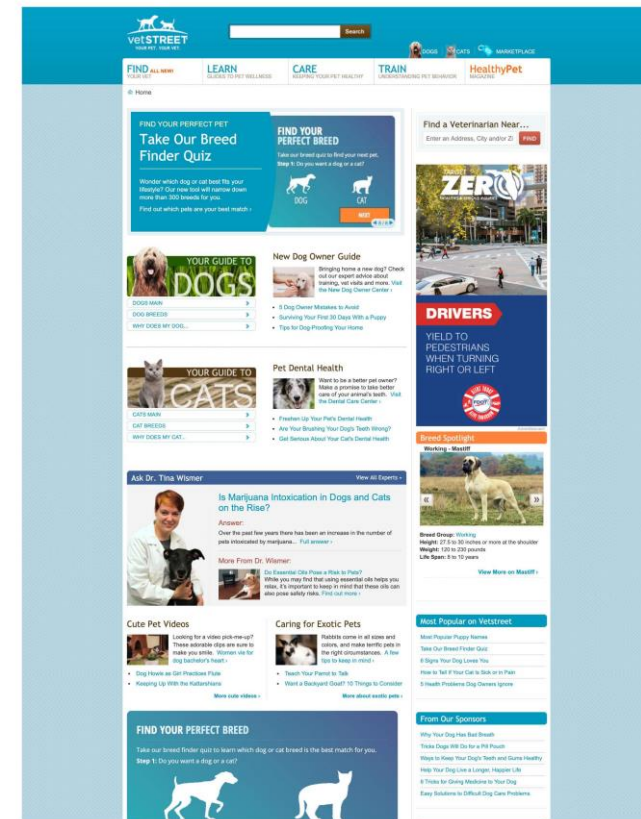


PAID ADVERTISEMENTS



Advertisements will take place throughout Miami-Dade and Monroe counties.

- Programmatic Digital
- Freebee
- Keys Online Newspapers
- Keys Printed Newspapers
- IKE





EMAIL BLASTS

- Distributed throughout the campaign (2 total)
 - *Also available on resources website*
- Forward to your organization's email distribution list
- TO BE UPDATED



SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 22.1



When **DRIVING**, **WALKING** or **BICYCLING**...
pay attention, read the signs and obey the laws.



DRIVERS

YIELD TO PEDESTRIANS WHEN
TURNING RIGHT OR LEFT



PEDESTRIANS

STAY SAFE
CROSS THE STREET AT A CROSSWALK



For more information about the Alert Today, Alive Tomorrow Campaign,
please visit alerttodayflorida.com

UPCOMING EVENTS

- **Miami Beach CTST Multi-Agency Educational/Enforcement Operation:** Miami Beach Police Department (Thursday, July 2, 8 a.m. to 1 p.m.)
- **NW CTST Multi-Agency Educational/Enforcement Operation:** Medley Police Department (Friday, August 5, 7 a.m. to 1 p.m.)
- **Miami Kids Magazine Back to School Event:** Sunset Mall, 5701 Sunset Drive, South Miami, Florida 33143 (Saturday, August 13, 11 a.m. to 2 p.m.)

WALKING SAFETY TIPS



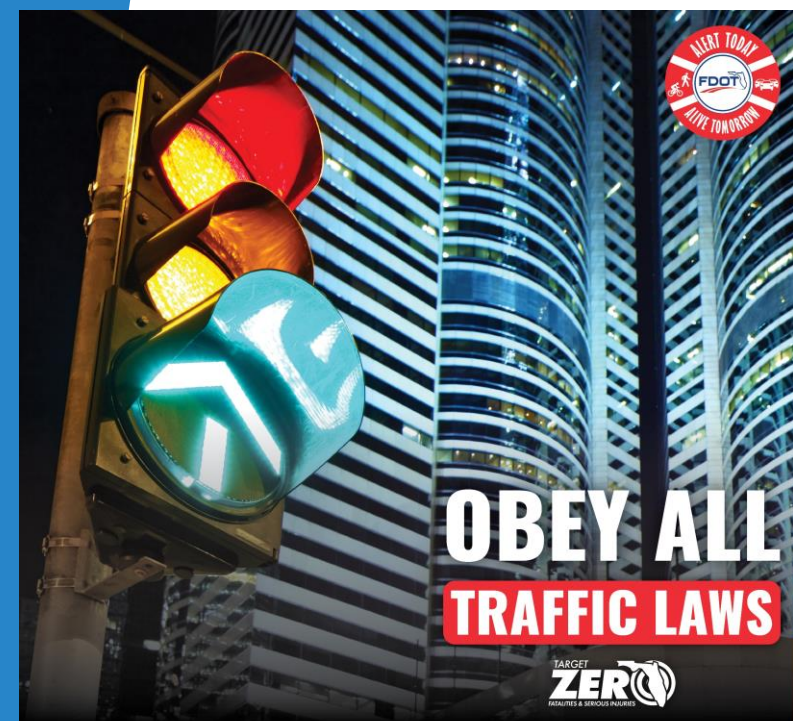
- **Obey all traffic laws.**
As a road user, you should always obey the pedestrian traffic laws to be safe on the road.
- **Use sidewalks or walk against the direction of traffic.**
If no sidewalks are present, walk against the direction of traffic so you can see oncoming vehicles.
- **Always use the crosswalk.**
The marked crosswalk at signalized intersections is the safest place to cross.
- **Look then look again.**
Look left, right, then left again before crossing.
- **Be visible.**
Wear bright colors and reflective accessories such as belts, clothes, wristbands and shoes.

Thank you to our dedicated campaign partners





SOCIAL MEDIA POSTS



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com

- Distributed weekly throughout the campaign
- Formatted for Facebook, X, Instagram
- All materials (electronic and print) available for download: fdotsafetyresources.com



SOCIAL MEDIA POSTS



- Use hashtag:
#alerttodayflorida
- District Six/ATAT social media handles (if you prefer to retweet/post)

Facebook:

@MyFDOTMiami

@AlertTodayFlorida

X:

@MyFDOT_Miami

@AlertTodayFL

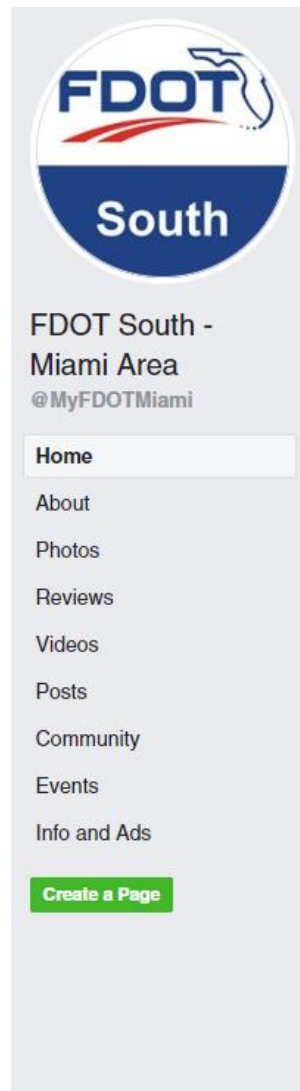
Instagram:

@MyFDOT_Miami

YouTube:

MyFDOTMiami

AlertTodayFlorida





SOCIAL MEDIA & EBLAST TIMELINE



JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12 + Post #1	13
14	15	16	17	18	19 + Post #2	20
21	22	23	24	25	26 + Post #3	27
28	29	30	31			

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 + Post #4	3
4	5 + Eblast #1	6	7	8	9 + Post #5	10
11	12	13	14	15	16 + Post #6	17
18	19	20	21	22	23 + Post #7	24
25	26	27	28	29	30 + Post #8	31

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 + Post #9	7
8	9	10	11	12	13 + Post #10	14
15	16 + Eblast #2	17	18	19	20 + Post #11	21
22	23	24	25	26	27 + Post #12	28
29	30					

All materials (electronic and print) available for download: fdotsafetyresources.com.



2024 ATAT EVENTS CALENDAR



Community events will take place throughout the District - fairs, door-to-doors.

JULY 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Door to Door: SR 90/SW 7 Street from Brickell Avenue to SW 2 Ave (9:00 AM -12:00 PM)	3 Door to Door: Brickell Avenue at SE 5 Street & SE 8 Street (9:00 AM -12:00 PM)	4	5	6
7	8	9	10	11 Door to Door: SR 934/NW 79 Street from NW 12 Avenue to west of NW 2 Avenue (9:00 AM -12:00 PM)	12	13
14	15	16 Door to Door: NW 17 Avenue from South of NW 71 Street to NW 54 Street (9:00 AM -12:00 PM)	17	18 Keys Door to Door, Morada Way July Art Walk (6:00 PM – 9:00 PM) (Tentative)	19 Crandon Marina Coastal Cleanup (2:00 PM – 5:00 PM) (Tentative)	20 Hemingway 5K Sunset Run & Paddleboard Race (3:00 PM – 10:00 PM)
21 Bike Walk Coral Gables – Cool Canopies Tour (10:00 AM – 1:00 PM)	22 Door to Door: Alton Road from 16 Street to 5 Street (9:00 AM -12:00 PM)	23	24 Door to Door: SR A1A/Collins Avenue from south of 189 Street to north of 172 Street (9:00 AM -12:00 PM)	25	26 Miami Critical Mass Bike Ride (6:30 PM – 8:30 PM) (Tentative)	27
28 TriKB Key Biscayne Triathlon (5:30 AM – 11:00 AM)	29	30 Door to Door: SR 5/US 1/ Biscayne Boulevard from NE 209 Street to Point East Drive (9:00 AM -12:00 PM)				

Door-to-Doors will take place at high incident locations

Miami-Dade County Events
Monroe County Events
Door-to-Door Events



2024 ATAT EVENTS CALENDAR



Community events will take place throughout the District - fairs, door-to-doors.

AUGUST 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
					Back to School Strong at Venture X (12:00 PM – 3:00 PM) (Tentative)	
4 Key West Artisan Market @ Higgs Beach (10:00 AM – 2:00 PM) (Tentative)	5	6 Door to Door: SR 817/NW 27 Avenue from north of NW 187 Street to north of NW 170 Terrace (9:00 AM -12:00 PM)	7 Keys Door to Door	8 Door to Door: NE 6 Avenue from north of NE 150 Street to north of NE 135 Street (9:00 AM -12:00 PM)	9	10 Get In Gear Community Ride North Miami (8:00 AM – 10:00 AM) (Tentative) Free Family Fun Day: Back to School at History Miami Museum (10:00 AM – 3:00 PM) (Tentative)
11	12 Door to Door: SR 5/US 1/ Biscayne Boulevard from NE 1 Street to NE 28 Street (9:00 AM -12:00 PM)	13	14 Mayor and Council Back to School Block Party (4:00 PM – 6:00 PM) (Tentative), Marathon Chamber Business After Hours (5:30 PM – 7:30 PM) (Tentative)	15	16 Crandon Marina Coastal Cleanup (2:00 PM – 5:00 PM) (Tentative)	17
18 Bike Walk Coral Gables – Arboretum and Everglades Tour (10:00 AM – 1:00 PM), (Tentative) Game On! Key Largo Triathlon Summer (6:50 AM – 1:00 PM) (Tentative)	19	20 Door to Door: SR 5/US 1/ South Dixie Highway from Madruga Court to SW 78 Street (9:00 AM -12:00 PM)	21	22 Door to Door: SR 5/US 1/ South Dixie Highway from SW 216 Street to NW 112 Avenue (9:00 AM -12:00 PM)	23 Keys Door to Door	24
25	26 Door to Door: SR 698/West Flagler Street from SW 37 Avenue to west of SW 27 Avenue (9:00 AM -12:00 PM)	27	28 Door to Door: SR 9/NW 27 Avenue from NW 57 Street to NW 41 Street (9:00 AM -12:00 PM)	29	30 Miami Critical Mass Bike Ride (6:30 – 8:30 PM) (Tentative)	31

Events will occur they are confirmed

Miami-Dade County Events
Monroe County Events
Door-to-Door Events



2024 ATAT EVENTS CALENDAR



Community events will take place throughout the District - fairs, door-to-doors.

SEPTEMBER 2024						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Door to Door: SR 933/NW 12 Avenue from US 41 to NW 7 Street (9:00 AM -12:00 PM)	3	4 Door to Door: SR 7/US 441/NW 7 Avenue from NW 6 Street to south of NW 20 Street (9:00 AM -12:00 PM)	5	6 Key Largo Community Ride (6:00 PM – 9:00 PM) (Tentative)	7
8	9	10 Community Action Day @ Greynolds Park (9:00 AM – 11:30 AM) (Tentative)	11	12 Door to Door: NW 22 Avenue from NW 23 Street to NW 38 Street (9:00 AM -12:00 PM)	13	14 Get in Gear Community Ride North Miami (8:00 AM – 10:00 AM) (Tentative)
15 Bike Walk Coral Gables – Tour of Parks/Gables Cycle Day (10:00 AM – 1:00 PM) (Tentative)	16	17 Door to Door: NW 54 Street from NW 32 Avenue to NW 22 Avenue (9:00 AM -12:00 PM)	18	19 Keys Door to Door	20	21
22	23 Keys Door to Door	24	25 Door to Door: NW 545 Street from NW 2 Avenue to SR 5/US 1 (9:00 AM -12:00 PM)	26	27 Key West Critical Mass (7:00 PM – 9:00 PM) (Tentative)	28
29	30 Door to Door: SR 7/US 441 from NW 215 Street to NW 204 Street (9:00 AM -12:00 PM)					

Contact us to include event opportunities to our calendar

Miami-Dade County Events
Monroe County Events
Door-to-Door Events

*The events calendar will be uploaded to fdotsafetyresources.com



FDOT CAMPAIGN PARTNERS



- State agencies
- Local municipalities
- Police and fire departments
- Healthcare organizations
- Educational institutions
- Non-profit organizations





HOW YOU CAN SUPPORT



BECOME A SAFETY PARTNER!

- Promote the campaign message within your department or organization
- Share the campaign materials using your department's or organization's communication resources and databases
- Join us or sponsor one or more of our outreach events or enforcement details
- Help generate local media interest for the campaign
- Invite us to participate in your department's or organization's events
- Share your ideas with us
- **Track your outreach to measure our effectiveness**



2024 SAFETY CAMPAIGNS



Alert Today, Alive
Tomorrow Campaign

July - September



October - December

Drive Safe/Target Zero -
Aggressive Driving Campaigns





PARTNER FOLLOW UP & PARTICIPATION



Our team will be reaching out occasionally via phone/email to check on your participation and progress updates and provide guidance, if needed.

What we are looking for:

- ☐ Have you forwarded our **e-blasts**?
- ☐ Approximately how many **posters** did your organization display or distribute?
- ☐ Approximately how many **tip cards** did your organization distribute?
- ☐ Did you publish campaign messaging or materials on your organization's **social media sites**, such as Facebook or X?
- ☐ Did you publish campaign materials on your organization's **website**? If so, please provide the approximate number of pageviews your website receives and a link to the page.
- ☐ Did you post the **TV monitor images or PSA** on any scrolling screens or monitors? If so, please estimate how many views were received.
- ☐ Did you host or attend any **events** during the campaign? If so, please list the event name, location, date and approximate event attendance.
- ☐ We want to hear your opinion. Please provide any **feedback** about the campaign below. And once again, thank you for all your efforts!

QUESTIONS





Thank You!

FOR MORE INFORMATION

Shieda Castillo

Community Safety Traffic Specialist

Florida Department of Transportation - District 6

Phone: (305) 470-5313 Email: Shieda.Castillo@dot.state.fl.us

Yaisel Gonzalez

Community Outreach Specialist

Infinite Source Communications Group

Phone: (786) 956-2224 Email: Yaisel@iscprgroup.com

All materials (electronic and print) available for download: fdotsafetyresources.com.

Appendix H – Press Release



Florida Department of Transportation
1000 N.W. 111 Avenue
Miami, Florida 33172

RON DESANTIS
GOVERNOR

JARED W. PERDUE, P.E.
SECRETARY

For Immediate Release
July 3, 2024

Contact: Tish Burgher
(305) 470-5277 | Tish.Burgher@dot.state.fl.us

FDOT to Launch 2024 “Alert Today, Alive Tomorrow” Campaign *From July through September*

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will launch the 2024 “Alert Today, Alive Tomorrow” campaign this July across Miami-Dade and Monroe counties, running through September. This initiative aims to raise awareness, educate our community and partners, eliminate unsafe behaviors and promote a culture of safety for pedestrians and cyclists. Organized in collaboration with local authorities, community leaders, and safety advocates, the campaign's goal is to create a safer environment and reduce incidents involving pedestrians and cyclists on our roadways.

A Virtual Partner Kick-Off Meeting is scheduled for July 10, 2024 at 10 a.m. During the meeting, FDOT project staff will discuss the campaign's goals and objectives with partners. These partners play a crucial role in helping FDOT spread the campaign message throughout the District and serve as vital connections to the community.

To spread safety messages, the campaign will run media advertisements, attend community fairs and sporting events, visit businesses door-to-door, and give presentations at schools and committees. Representatives will directly engage residents, providing educational materials to enhance community safety and protect pedestrians and bicyclists on our roads.

For more information about the campaign, please contact Community Safety Traffic Specialist, Shieda Castillo at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us, or Community Outreach Specialist Yaisel Gonzalez at (305) 640-8122 or via email at yaisel@iscprgroup.com.

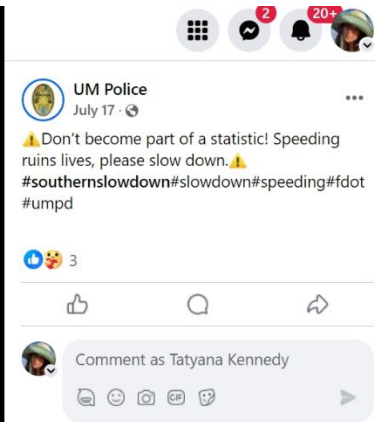
FDOT encourages public participation without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who need special assistance under the Americans with Disabilities Act of 1990, or who need translation services (free of charge), should contact Tish Burgher at (305) 470-5277 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Tish.Burgher@dot.state.fl.us at least five (5) days prior to the meeting.

###

SouthFLRoads.com | X: [@MyFDOT_Miami](https://twitter.com/MyFDOT_Miami) | Facebook: [@MyFDOTMiami](https://www.facebook.com/MyFDOTMiami)

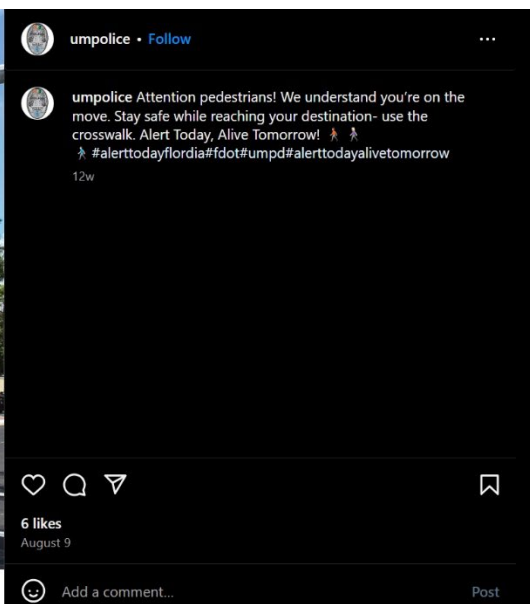
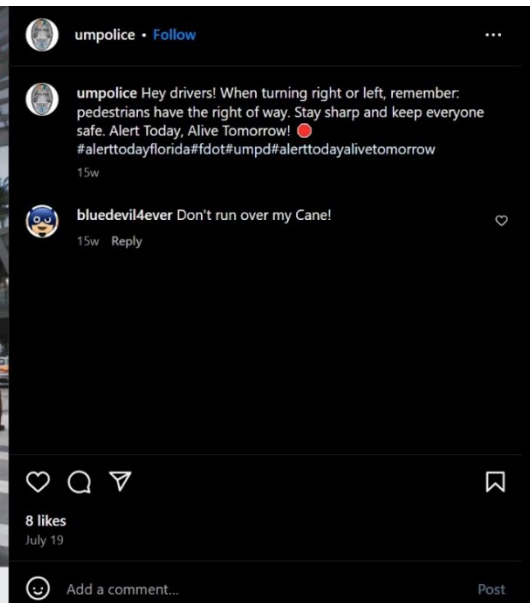
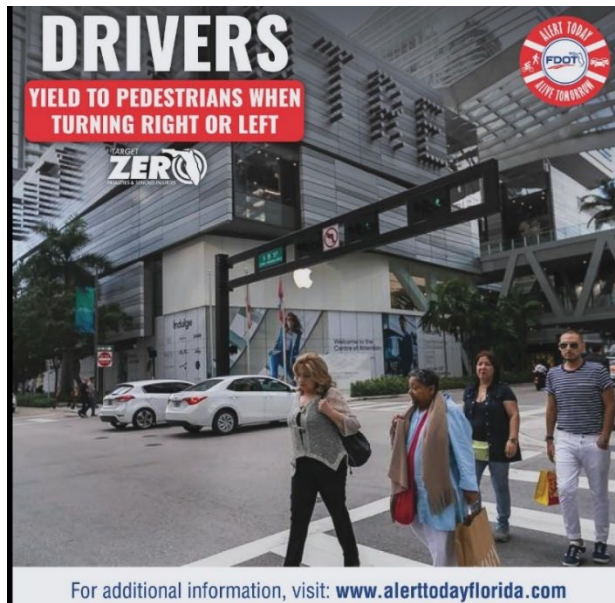
The Florida Department of Transportation's mission is to provide a safe transportation system that ensures the mobility of people and goods, enhances economic prosperity, and preserves the quality of the state's environment and communities. The department is committed to building a transportation system that not only fits the current needs of Florida's residents and visitors, but also enhances mobility throughout the state to accommodate its consistent and rapid growth. The unique nature of the Sunshine State provides numerous opportunities to achieve the department's mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities.

Appendix I – Other Campaign Coverage

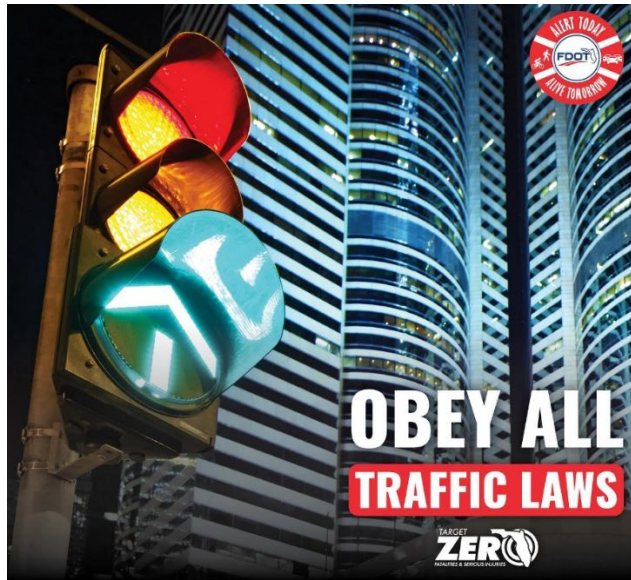


For additional information, visit: www.alerttodayflorida.com

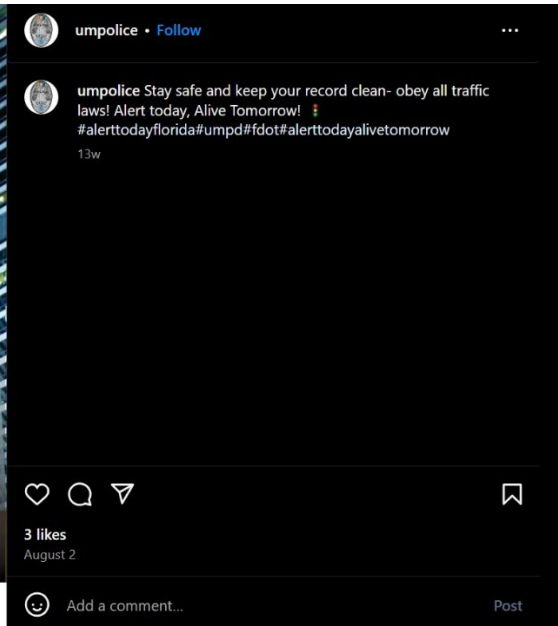
2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



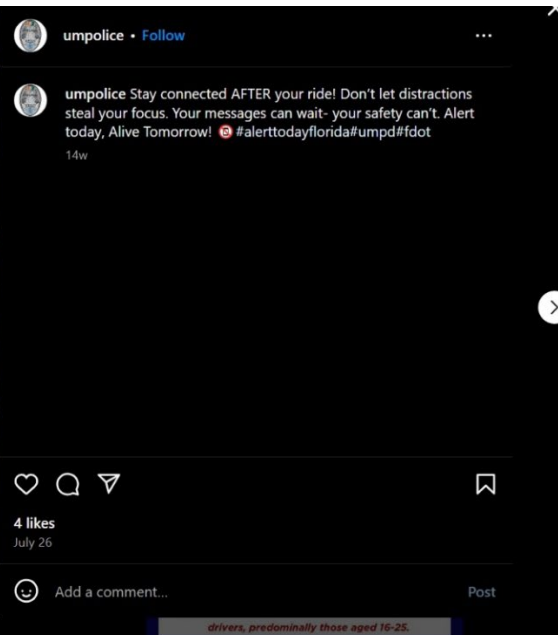
2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



For additional information, visit: www.alerttodayflorida.com



For additional information, visit: www.alerttodayflorida.com



drivers, predominantly those aged 16-25.

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Slow Down!



In 2019 and 2023 speeding contributed for 10% of fatalities.

In 2022 there were more than 13,296 crashes involving speeding.

84% of speeding involved fatalities involved male drivers, predominantly those aged 16-25.

umpolice • Follow

No comments yet.
Start the conversation.

10 likes
July 17

Add a comment... Post



**SCHOOL'S OUT
STAY SAFE**

TARGET ZERO

For additional information, visit: www.alerttodayflorida.com

umpolice • Follow

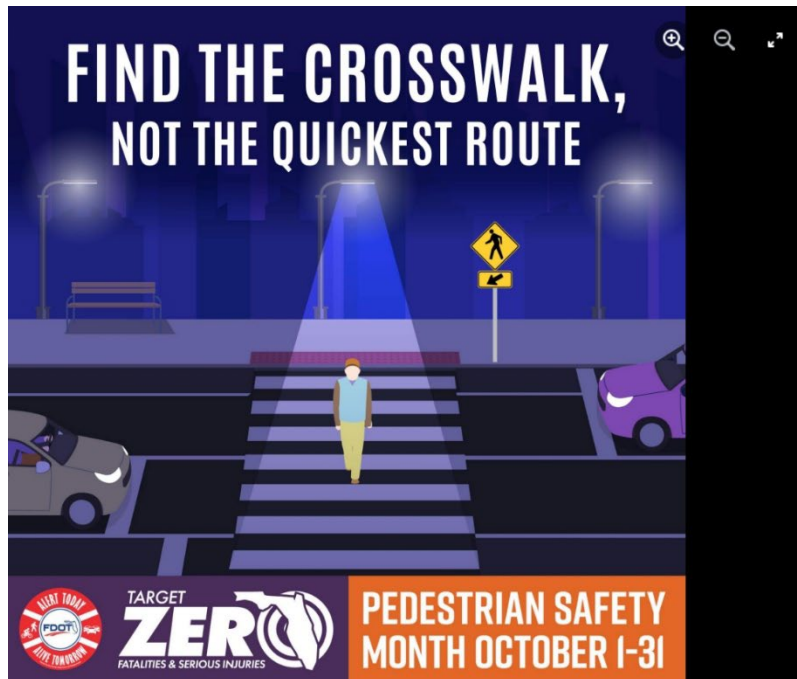
umpolice Summer is here and school is out! Keep your eyes peeled and drive carefully- kids are out playing! Stay alert and keep our streets safe! 🚗 #alerttodayflorida#fdot#umpd

16w

7 likes
July 12

Add a comment... Post

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Florida Department of Transportation
October 24 at 11:14 AM · 🌐

No time saved is worth risking your life.

From 2016-2019, nearly 41% of pedestrian crashes happened when a driver hit a person crossing the road outside of a crosswalk, even when there was one nearby. Don't take unnecessary risks – always use designated crosswalks when available.

#PedestrianSafetyMonth

35 9 5

Most relevant ▾

Barbara Russo Bardell
Maybe we could share this on the Publix page 🙄

Comment as Tatyana Kennedy



Florida Department of Transportation
October 23 at 4:01 PM · 🌐

During #PedestrianSafetyMonth, FDOT is proud to highlight the ways we're enhancing the safety of our transportation network through recent pedestrian-focused projects statewide.

From enhanced LED lighting at over 2,500 intersections to increase nighttime pedestrian visibility for motorists, to the installation of thermal imaging cameras & LiDAR technology on all state-owned moveable bridges to help bridge tenders detect pedestrians before operating, we're working hard to en... See more

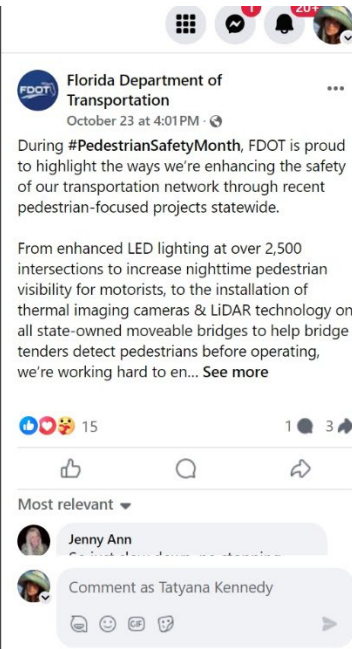
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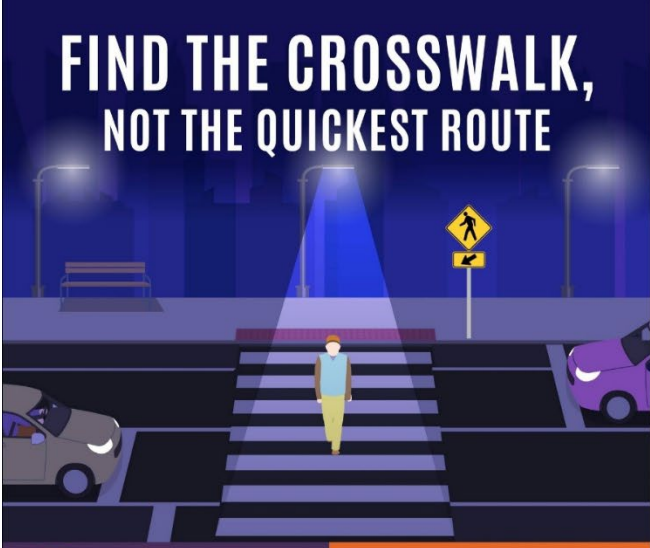
Most relevant ▾

Jenny Ann
@jennyann...

Comment as Tatyana Kennedy

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT





**FIND THE CROSSWALK,
NOT THE QUICKEST ROUTE**

my_fdot • Follow

my_fdot No time saved is worth risking your life.

From 2016-2019, nearly 41% of pedestrian crashes happened when a driver hit a person crossing the road outside of a crosswalk, even when there was one nearby. Don't take unnecessary risks – always use designated crosswalks when available.

#PedestrianSafetyMonth

1w

12 likes
October 24

Add a comment... Post

ALERT TODAY
FDOT
ALIVE TOMORROW

TARGET
ZERO
FATALITIES & SERIOUS INJURIES

**PEDESTRIAN SAFETY
MONTH OCTOBER 1-31**



**SLOW DOWN FOR
PEDESTRIANS**

my_fdot • Follow

my_fdot During #PedestrianSafetyMonth, FDOT is proud to highlight the ways we're enhancing the safety of our transportation network through recent pedestrian-focused projects statewide.

From enhanced LED lighting at over 2,500 intersections to increase nighttime pedestrian visibility for motorists, to the installation of thermal imaging cameras & LiDAR technology on all state-owned moveable bridges to help bridge tenders detect pedestrians before operating, we're working hard to ensure that everyone gets home safely.

Learn more >> bit.ly/3YA1xRR

1w

26 likes
October 23

Add a comment... Post

ALERT TODAY
FDOT
ALIVE TOMORROW

TARGET
ZERO
FATALITIES & SERIOUS INJURIES

**PEDESTRIAN SAFETY
MONTH OCTOBER 1-31**

2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



OCTOBER IS

PEDESTRIAN SAFETY MONTH

DRIVERS:

- Slow down for pedestrians and be prepared to stop.
- Look out for pedestrians at all times.

PEDESTRIANS:

- Wear bright or reflective clothing.
- Always cross streets at crosswalks.
- Walk facing traffic.

my_fdot With October as #PedestrianSafetyMonth, remember to always engage in safe behaviors on the road – both as a pedestrian and motorist. By carrying out responsible actions like yielding to pedestrians and always using designated crosswalks, we can help ensure that everyone gets home safely.

2w

21 likes
October 18

Add a comment

When

walking

or

driving

biking

...Pay attention, read the signs and obey the laws.

For additional information, visit: www.alerttodayflorida.com

FDOT District 6
@MyFDOT_Miami

Whether you're driving, walking, or cycling... Stay focused, heed the signs, and follow the rules of the road. Alert Today, Alive Tomorrow!

#alerttodayflorida

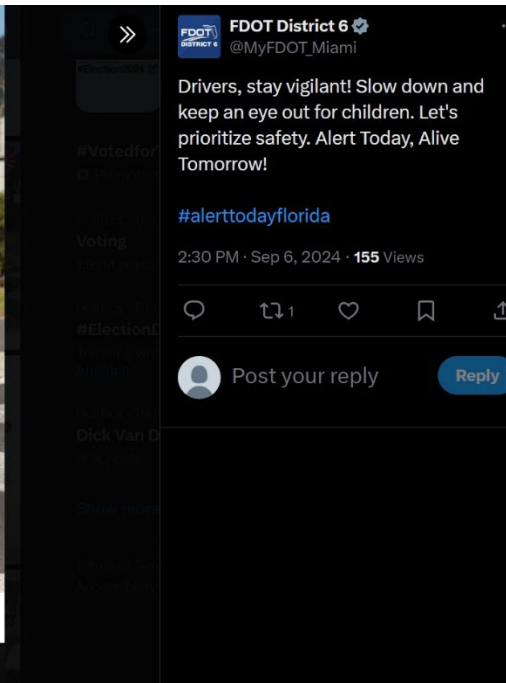
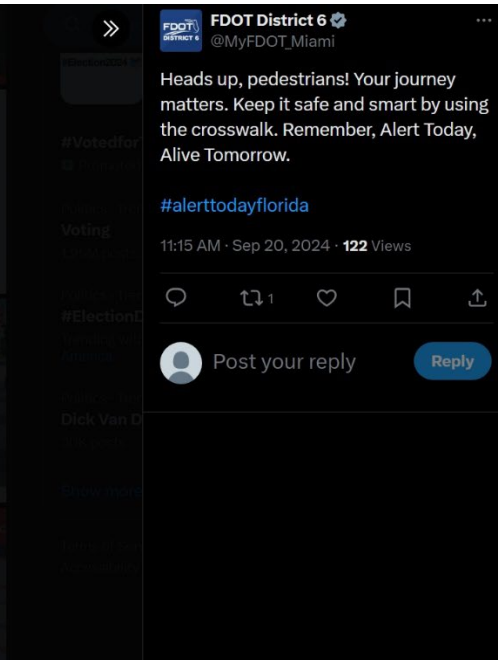
10:50 AM · Sep 13, 2024 · 138 Views

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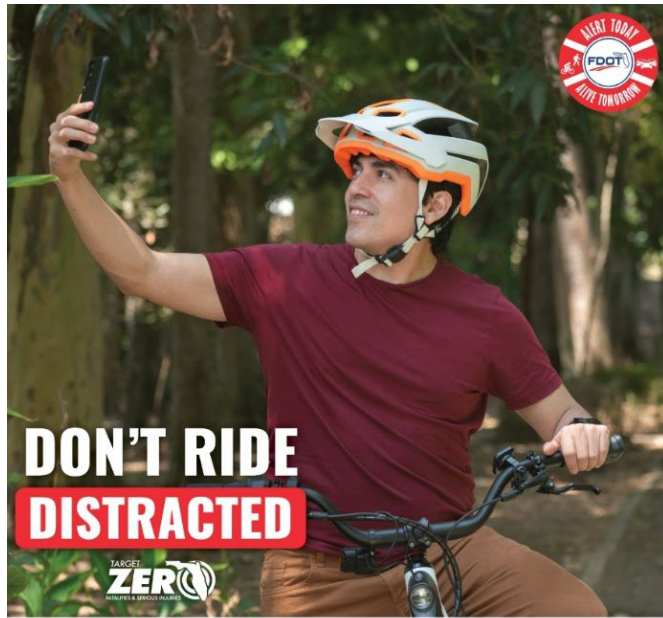
Post your reply

Reply

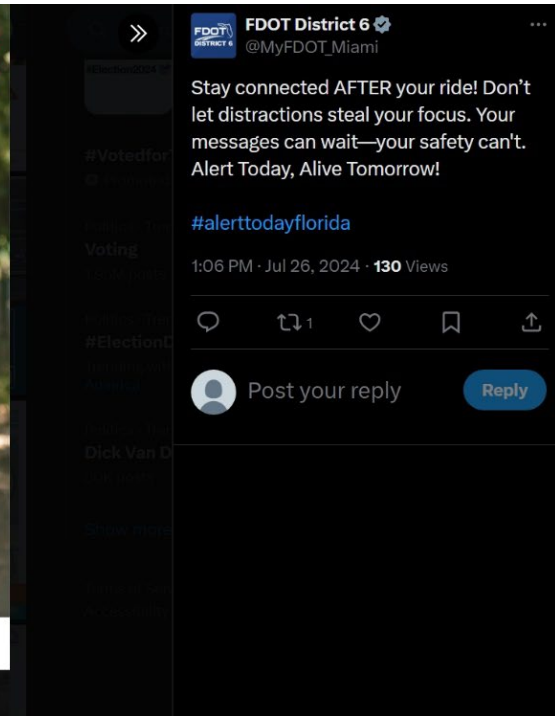
2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



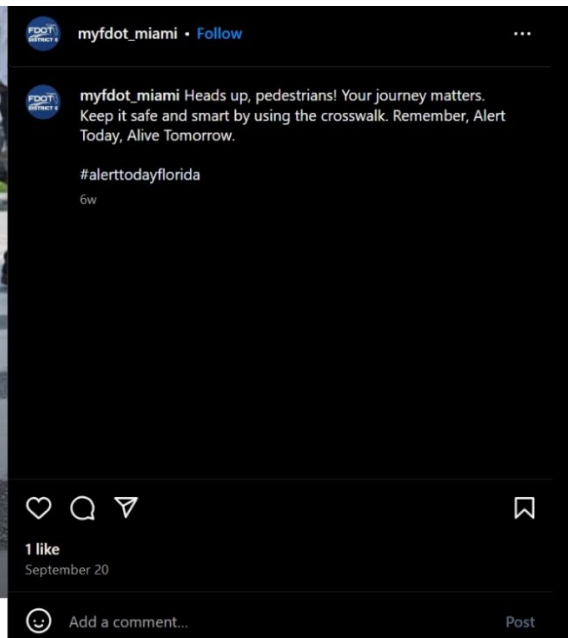
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SUMMARY REPORT



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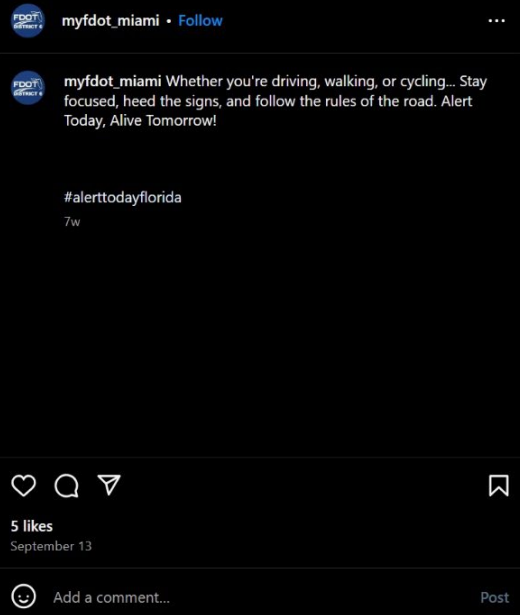
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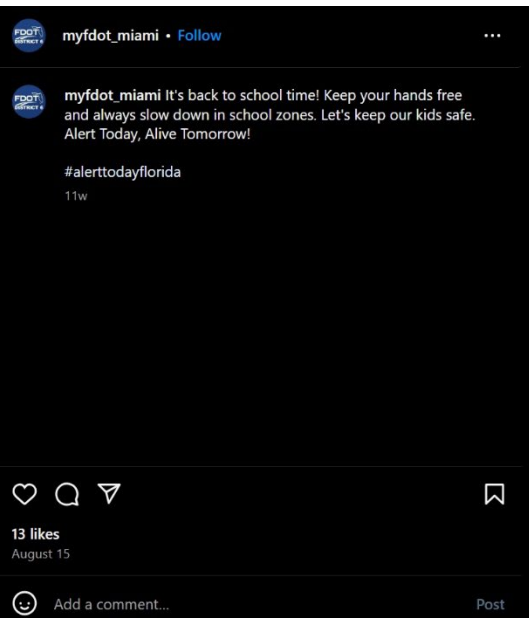
When  driving
or  biking
walking 
...Pay attention, read the signs and obey the laws.



For additional information, visit: www.alerttodayflorida.com



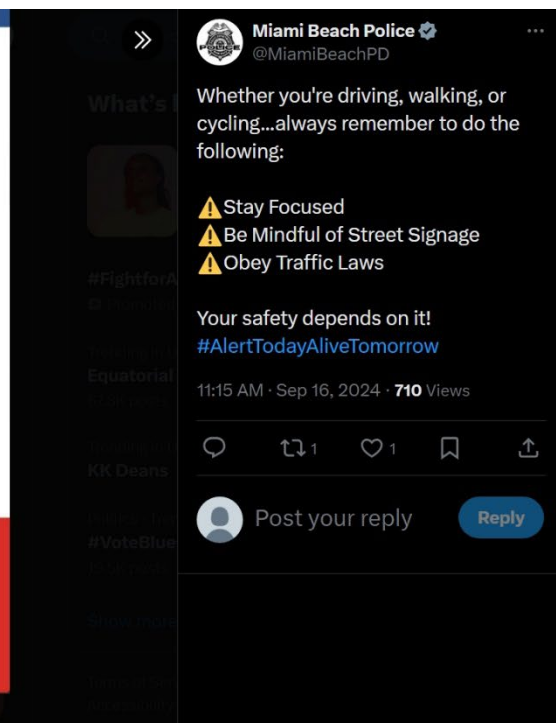
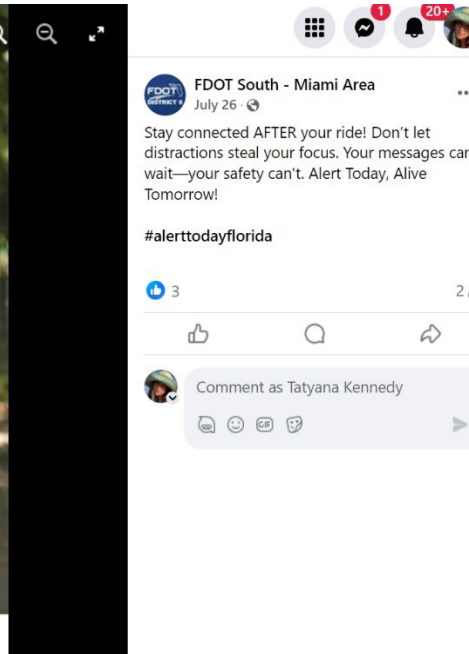
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2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



For additional information, visit: www.alerttodayflorida.com



2024 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



When

walking **or** **driving** **biking**

...Pay attention, read the signs and obey the laws.

TARGET ZERO FATALITIES & SERIOUS INJURIES

ALERT TODAY FDOT ALIVE TOMORROW

For additional information, visit: www.alerttodayflorida.com

Miami Beach PD
September 16 · 🌐

Whether you're driving, walking, or cycling...always remember to do the following:

- ⚠️ Stay Focused
- ⚠️ Be Mindful of Street Signage
- ⚠️ Obey Traffic Laws

Your safety depends on it!
#AlertTodayAliveTomorrow

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Most relevant ▾

Most relevant is selected, so some comments may have been filtered out.

Comment as Tatyana Kennedy

💬 😊 📷 🧐 ➦