



2025 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 2025. 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 drivers, passengers, pedestrian and bicyclist safety. In District Six, the campaign is committed to raising awareness about safety laws, particularly addressing the dangers of jaywalking and drivers failing to yield to pedestrians when turning right or left. To communicate this essential message, FDOT developed a targeted "Alert Today, Alive Tomorrow" campaign with the tag line "Every Trip, Every Time."

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 towards 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 Castillo and the District Six Communications Office, the team executed 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, comprised of FDOT staff and consultants, including the consulting firm Infinite Source Communications Group. Additionally, Marlin Engineering coordinated the high-incident data research and provided on-site staffing support at events.

The campaign kick-off meeting took place on July 16, 2025, 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 focus on promoting safe driving practices and reducing traffic fatalities. 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 and other governmental partners
 - 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 2025 Campaign

	2025
Campaign Partners	69
Outreach Events	42
Overall Campaign Impressions*	11 million+*

Using data from media buys and partner participation, an estimated 10,755,176 people were reached during the 2025 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 where 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 2025 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 (<https://fdotsafetyresources.com/alert-today/alert-today-alive-tomorrow/>) 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,

**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



the website, and email blasts. Below is an enumeration of the partners who have participated in the Alert Today, Alive Tomorrow campaign:

- 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 Four
- Vizcaya 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

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- FDOT District Six 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 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

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 held on July 16 at 10 a.m., and invitations were extended to all partners to participate. Refer to appendix F for the invite, PowerPoint presentation and summary report.

4.2 Outreach Events

The campaign team organized and/or attended 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.



2025 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

JULY 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	1	2	3	4	5
6	7	8	9 D2D: Monroe County Visitor Centers drop-off	10	11	12 Back-to-School Health & Safety Fair – Homestead
13	14	15	16	17	18 D2D: Brickell Avenue at SE 5 Street & SE 8 Street]	19 Back-to-School Health & Safety Fair –Miami
20 Coral Gables Historic Bike Tour Materials	21 D2D: Alton Road from 16 Street to 5 Street	22	23	24	25 D2D: SR 934/ NW 79 St & NW 21 St to NW 11 AVE	26 Run Together Against Breast Cancer 5K/10K/13.1

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2025 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

					Miami Beach Bandshell, 7275 Collins Avenue, Miami Beach, FL 33141 Time of event: 6:00 p.m. – 8:00 p.m.	
27	28	D2D: SR 5/US 1/South Dixie Highway from Madruga Court to SW 78 Street	D2D: NW 54 Street from NW 32 Avenue to NW 22 Avenue	31		



2025 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

AUGUST 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2 Back to School Health Fair – Miami Gardens
3 Vizcaya Village Farmers Market	4 D2D: SR A1A/Collins Avenue from south of 189 Street to north of 172 Street	5 National Night Out Islamorada National Night Out 2025 Wilbur B. Bell Park	6 D2D: Monroe County Visitor Centers drop-off	7	8 D2D: SR 698/West Flagler Street from SW 37 Avenue to west of SW 27 Avenue	9
10	11 D2D: NW 22 Avenue from NW 23 Street to NW 38 Street 2025 SCHOOL BLOCK PARTY 3 PM - 7 PM NORTH MIAMI PUBLIC LIBRARY	12 D2D: SR 7/ NW 7 Ave from NW 7 St to NW 20 St	13 Metrorail Transfer Station - Hialeah 4 to 6 p.m.	14 D2D: SR 5/US 1/Biscayne Boulevard from NE 209 Street to Point East Drive	15 D2D: SR 5/US 1/Biscayne Blvd from NE 1 St	16
17 Coral Gables Historic Bike Tour	18 D2D: SR 817/NW 27 Ave & NW 187 St to north of NW 170 Terr	19 D2D: SR 934/NW 79 Street from NW 12 Avenue to west of NW 2 Avenue	20 D2D: SR 915/ NW 6 Ave from NE 6 Ave to NE 131 St FDOT District Six Breezeway	21 D2D: Lower Keys Truman Waterfront Market/Florida Keys	22 D2D: SR 933/ NW 12 Ave from SW 3 Ave/ Coral Way to SW 4 St	23

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



2025 Alert Today, Alive Tomorrow (ATAT) – Outreach Events Calendar

24	25 D2D: SR 934/ NW 79 St from NW 8 Ave to NW 1 Ave FIU event 10am – 3pm FIU First night event 6pm – 11pm	26 D2D: SR 9/ NW 27 Ave from NW 66 St to NW 83 St FIU Event Panthers on the Move with FIU	27 FIU event 10am – 3pm FDOT District Six Breezeway (3 hrs.)	28 D2D: SR 907 Alton Rd from Macarthur Caway to Lincoln Rd FIU event 10am – 3pm	29 Miami Critical Mass D2D: SR 90/SW 7 Street from Brickell Avenue to SW 2 Avenue	30
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Safety Newsletter



ABOUT THIS EDITION

Our newsletter now comes in a printable format with more stories and data. The eblast is a brief summary with a link to this edition. fdotsafetyresources.com



FDOT District Six Safety Newsletter – October 2025

Building a Culture of Safety Across South Florida



OUR AIM TO ZERO.

**For every trip, every time,
stay alert today, be alive tomorrow.**

FDOT District Six's Alert Today, Alive Tomorrow (ATAT) campaign is a grassroots movement saving lives through awareness, education, and community action, to improve pedestrian, and bicycle safety.

Across Miami-Dade and Monroe counties, District Six has been engaging residents, students, and families to safer streets and reduce pedestrian, bicyclist, and micromobility crashes.

Scan the QR CODE and learn more about Community Traffic Safety Team (CTST)



Welcome to the October 2025 Edition of the FDOT District Six Safety Newsletter.

This quarter's edition highlights our ongoing commitment to roadway safety through community outreach events under the Alert Today, Alive Tomorrow and Drive Safe campaigns, new state laws that strengthen traffic safety enforcement, and recent engineering improvements that enhance access and protection for drivers and pedestrians.

In This Issue:

Alert Today, Alive Tomorrow

Grassroots safety outreach reaches 10,000+ residents across South Florida, from college campuses to community health fairs.

Page 2

Target Zero in Action

Local voices share stories of loss, resilience, and the shared goal of "zero fatalities."

Page 4

Drive Safe 2025

FDOT District Six Launches 2025 Safety Campaign, a Mission to Save Lives on Our Roads.

Page 7

Policy & Partnerships

New State Law Allows Local Governments to Restrict Micromobility Device Use.

Page 10

Here is the Latest

Florida's Strategic Highway Safety Plan (SHSP): A Roadmap to Zero.

Page 11

Safety Spotlight

SR 915/NE 6 Avenue and NE 139 Street – Enhancing Safety and Access.

Page 14

[See complete newsletter here.](#)

Events

Back to School Health & Safety Fair at Charles Hadley Park





[See more events in Appendix E.](#)

Community Voices: In Their Own Words

“More than half of serious crashes involve males 22–27—way more than I expected.” — MDC student at Miami Dade College Kendall safety event.

“Local data helps it click—do you have Miami-Dade specifics?” — MDC attendee at Miami Dade College Kendall safety event.

“Even one life lost is too many.” — Parent & local teacher, Miami Gardens Back to School Health Fair.

“Cover stress and multitasking—people don’t realize the impact.” — MDC student at Miami Dade College Kendall safety event.

“I’ll post the Creole flyers in my restaurant—people need to see this.” — Miami Gardens resident at Miami Gardens Back-to-School Health Fair.

5.0 Campaign Messaging

The team was assigned the responsibility of upholding the brand and identity of the recurring ATAT 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



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

FDOT Florida Department of TRANSPORTATION

Home About FDOT Contact Us Maps and Data Offices Performance Projects

South Florida Roads (Miami-Dade and Monroe Counties)

Alert Today, Alive Tomorrow Campaign

SAFETY DOESN'T HAPPEN BY ACCIDENT

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

DRIVERS
YIELD TO PEDESTRIANS WHEN TURNING RIGHT ON RED

PEDESTRIANS
STAY SAFE CROSS THE STREET AT A CROSSWALK

The Florida Department of Transportation (FDOT) Division Six recently launched the Alert Today, Alive Tomorrow campaign for Miami-Dade and Monroe counties.

Pedestrians have the right-of-way when they are already in the crosswalk. Motorists and bicyclists are required to slow down and must stop before the crosswalk.

If you want to help spread the word, please use the resources below:

- Campaign Photos (Download) (Google)
- Fly Card (Download) (Google)
- PSAs (Download)

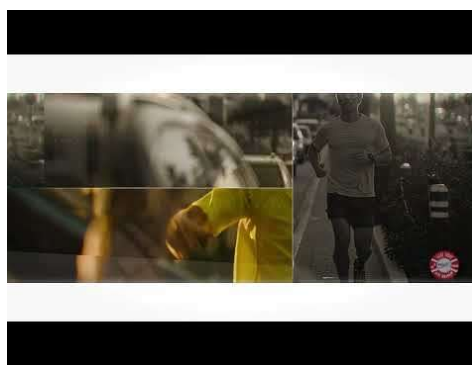
Visit the Alert Today/Alive Tomorrow website at www.alerttodayflorida.com.

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 District Six social media sites. Social media impressions amounted to an estimated 433,042. Refer to the appendix for visual representations of 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. The **"Don't Leave Home without a Safety Plan"** (below right) currently has 144K views.



5.4 Advertising

5.4.1 Real Xposure Programmatic/Digital

Real Xposure Inc. conducted a programmatic digital campaign in August 2025 implemented through two PSAs (above) and ads distributed on YouTube and the Google Partner Network (news websites, relevant blogs, mobile Apps, Connected TVs, etc.). The campaign reached 955,679 impressions, surpassing the 800,000 impression goal made at the onset of the campaign.

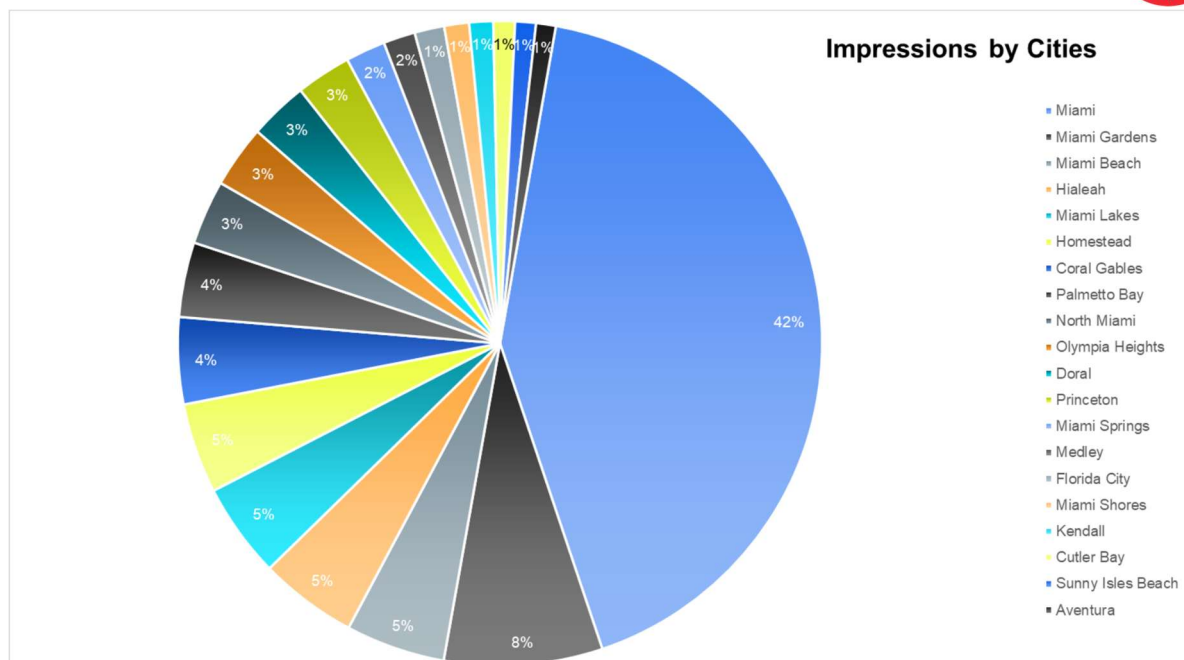
Campaign Overview

- Goal: Raise awareness on pedestrian & cyclist safety.
- Two PSAs on YouTube & Google partner sites.
- Devices: Mobile, Connected TV, Tablet, Desktop.
- Audience: 18–64-year-old bikers, bicyclists, pedestrians, drivers.
- Location: Miami-Dade & Monroe counties.

Performance Insights

- Strong audience reach with household co-viewing impact.
- Engagement rate exceeded benchmarks.
- Video retention is strong at 25% and 50% completion levels.
- Campaign drove awareness, with modest website traffic

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[See impressions by zip codes here.](#)

Key Performance Results

Impressions: 955,679

Co-Viewed Impressions: 1,142,501

Engagement Rate: 23% (vs. 10–15% benchmark)

Website Clicks: 421

Video Completion Rate: 27%

50% Completion: 35%

25% Completion: 46%

Viewability: 73% (above Google's standard)

[See complete report here.](#)

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 and Radio Commercial

A campaign ad ran multiple times throughout the month of August on the Key West Citizen Newspaper, amounting to an estimated 8,000 readerships. The radio commercial aired 432 times during the campaign.

NOTICE OF MEETING
Advisory Steering Committee
City of Key West
Monday, August 21, 2023 at 9:00 PM
1000 White Street, City Hall
Committee Chairmen

NOTICE OF PUBLIC HEARING
ON PROPOSED ORDINANCE
The following ordinance is being introduced by the City of Key West and is subject to public hearing. The ordinance is being introduced by the City of Key West and is subject to public hearing. The ordinance is being introduced by the City of Key West and is subject to public hearing.

IN CASE YOU MISSED IT
County cleans conservation lands

By [Name] for [Organization]

The county has announced that it will be cleaning up its conservation lands. The county has announced that it will be cleaning up its conservation lands. The county has announced that it will be cleaning up its conservation lands.

NOTICE OF PUBLIC HEARING
ON PROPOSED ORDINANCE
The following ordinance is being introduced by the City of Key West and is subject to public hearing. The ordinance is being introduced by the City of Key West and is subject to public hearing. The ordinance is being introduced by the City of Key West and is subject to public hearing.

NATION / WORLD

As hurricane season collides with immigration agenda, fears increase for those without legal status

By [Name] for [Organization]

As hurricane season collides with immigration agenda, fears increase for those without legal status. As hurricane season collides with immigration agenda, fears increase for those without legal status. As hurricane season collides with immigration agenda, fears increase for those without legal status.

PHOTOGRAPH BY [Name]

The photograph shows a person in a boat, likely a migrant, in the water. The photograph shows a person in a boat, likely a migrant, in the water. The photograph shows a person in a boat, likely a migrant, in the water.

Every Trip, Every Time — Safety First

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

FDOT **ZERO**
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6. Must be a resident of the parish for at least 6 months
7. Must be a resident of the parish for at least 6 months
8. Must be a resident of the parish for at least 6 months
9. Must be a resident of the parish for at least 6 months
10. Must be a resident of the parish for at least 6 months

For more information, visit www.stbern.org or call 504-335-1234.

IN CASE YOU MISSED IT

BYE BYE BOAT

County removes derelict trawler from Bahia Honda State Park

SPECIAL TO THE CITIZEN

A 53-foot trawler aground offshore of Bahia Honda State Park since April and visible from U.S. 1 was removed by the county this week.

All derelict vessel removals are conducted under a Florida Keys National Marine Sanctuary Permit.

This project was supported by Monroe County's \$3 million American Rescue Plan Act (ARPA) contract with the Florida Fish and Wildlife Conservation Commission, which is dedicated to accelerating derelict vessel removals throughout the Florida Keys, according to a news release from county spokeswoman Kristen Livengood. The contract enables the county to respond more quickly to problem vessels, thereby reducing environmental damage and enhancing waterway safety.

"Each removal reduces the risk to navigation, the environment, and public safety," said Senior Administrator for Marine

Resources Brittany Burtner. "By acting quickly and in partnership with state and federal agencies, we continue to make meaningful progress in protecting Florida Keys waters and natural resources."

The vessel was removed at a cost of \$129,850.

The grant began on Aug. 6, 2024, with the first vessel removed just weeks later. In June, a record 56 derelict vessels were removed, marking the highest single-month total.

The vessel removal contract is in effect through the end of the year.

The removal follows the early August removal of a 96-foot derelict submarine from the waters near Marathon, one of the most unusual and challenging projects in Monroe County's derelict vessel removal program, Livengood said.

The still-floating vessel, dubbed the Yellow Submarine, was removed for \$195,000.

In April, the county coordinated the removal of a 66-foot former fishing vessel that ran aground offshore of Islamorada.

Monroe County and FWC have removed more than 130



PHOTOS BY BRITTANY BURTNER/ MONROE COUNTY

Monroe County removed a 53-foot trawler that has been aground offshore of Bahia Honda State Park since April. The vessel was visible from U.S. 1.

derelict vessels from Keys waters in the first six months of 2025 and nearly 250 derelict vessels during the past 12 months.

Currently, there are fewer than 80 vessels under investigation or pending removal, which is down from the historical range of 300 to 400 cases at any given time in the Florida Keys.

The county also promotes FWC's Vessel Turn-In Program, which allows owners to surrender at-risk vessels before they become derelict. To learn more about the program, visit myfwc.com/boating/waterway/vti/vi.

For information on Monroe County's derelict and abandoned vessel program, visit monroecounty-fl.gov/marineresources.

Moody's upgrades county school district's ratings

SPECIAL TO THE CITIZEN

Moody's Ratings has upgraded its long-term credit ratings for the Monroe County School District.

According to a news release from Deputy Superintendent Amber Archer Acevedo, the implications of the upgrade include:

- Reduced borrowing costs since a higher credit rating typically translates to lower interest rates when the district borrows money for capital projects, such as school construction or renovations.

- Enhanced investor confidence because the upgrade signals that the district is financially sound and well-managed, potentially attracting a broader investor base.

- Improved financial flexibility since lower borrowing costs can free up resources for other critical needs within the school district.

"We are proud to announce this ratings upgrade. It reflects the hard work and diligent efforts of the district when it comes to fiscal management of taxpayer dollars," Superintendent of Schools Edward Tierney said.

"Serving the students, families and citizens of the county by being fiscally responsible is a high priority and this shows we are meeting that challenge."

Moody's Ratings is one of the major independent bond rating agencies that assess the creditworthiness of entities like corporations, governments and school districts.

The issuer and sales tax ratings for the school district were upgraded from Aa2 to Aa1. Aa1 is a high-quality, investment-grade rating indicating a very low credit risk. It is the second-highest rating category, just below Aaa.

The "1" modifier indicates that the district is at the top of the "Aa" category. The sales tax rating specifically assesses the creditworthiness of debt secured by sales tax revenues.

The district's COPs rating was upgraded to Aa2 from Aa3. COPs refer to certificates of participation, which are a type of debt instrument often used by school districts. The upgrade to Aa2 signifies that the COPs issued by the district are also considered high quality and carry very low credit risk.

Publisher/From A1

"His entrepreneurial spirit and media background will provide an outstanding foundation for leading our highly talented multimedia team throughout the Keys," said Adams MultiMedia Regional President James F. Normandin.

Smith has already relocated to the Keys and is excited for his family, including his wife, Cam Harper-Smith, and child Kade to join him at the end of the fall semester.

Smith also has two adult children.

"I look forward to joining the community, getting involved and working with the businesses and non-profits to highlight everything that makes Key West and the Florida Keys great," Smith said.

In the past, Smith has worked closely with non-profits, was chairman of United Way in Virginia and took part in a variety of chambers of commerce. He also is looking forward to rejoining the ranks of Rotarians.

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- Heel Pain
- Joint Arthritis or Pain
- Muscle Tears
- Tendonitis/Tendon Injuries (Achilles or Others)

- Reconstructive & Trauma Surgeries
- Ligament Injuries
- Wound Care
- Nerve Injuries
- Bone Repair/Regeneration



91550 Overseas Hwy #107, Tavernier, FL 33070
5701 Overseas Hwy, Suite 10, Marathon, FL 33050
1111 12th Street, Suite 112, Key West, FL 33040

305-853-5151

AnkleAndFootSurgery.net



Every Trip, Every Time
— Safety First



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



THE ROAD BELONGS TO ALL OF US.



For additional information, visit our campaign website:
www.alerttodayflorida.com

HAVE SOMETHING TO SELL?
Place your classified ad
in the Keys Citizen for
NO CHARGE
for one month.

The item for sale must be less than \$400 and be some sort of merchandise or transportation.
The ad can be no longer than 4 lines; a photo can be included.
The ad will run for 2 weeks. If the item hasn't sold, we will run the ad for a third week as long as the price is dropped by 10%.
The same will happen for the fourth week.

No commercial advertisers – person to person only.
Inclusion of ad into our products varies with space availability.

KEYS CITIZEN
Contact Roger Gillis to place your ad:
305.292.7777 ext. 710210 | rgillis@keynews.com

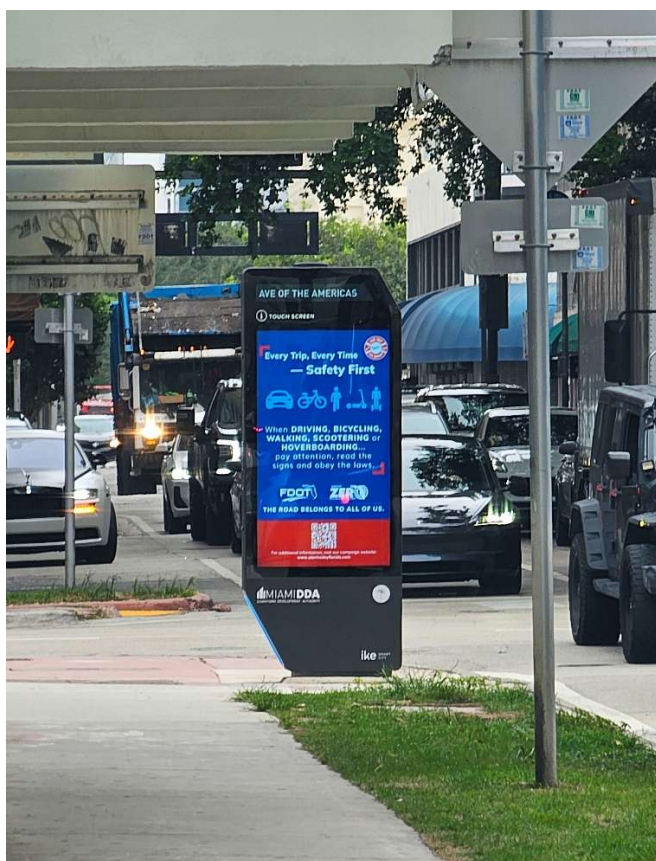
5.4.4 Fly Signs

A campaign banner was created to run throughout the campaign during Labor Day weekend with a plane sky banner advertising throughout the entirety of Miami Beach, with a contribution of roughly 80,000 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 715,012 impressions.



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



5.5 E-blasts (right)

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 (below)

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 District Six, 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.



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5.7 Press Release (below)

A press release was issued to media outlets to announce the 2025 Alert Today, Alive Tomorrow campaign.



For Immediate Release
July 7, 2025

Contact: FDOT District 6 Communications Office
(305) 470-5225 | FDOT-D6comm@dot.state.fl.us

FDOT to Launch 2025 “Alert Today, Alive Tomorrow” Campaign *From July through September*

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will launch the 2025 “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, minimize 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 16, 2025, 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. Join the meeting by clicking the link: <https://tinyurl.com/ATAT-2025-Virtual-Kick-Off>

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 cyclists 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.

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 Mark Plass, P.E., FDOT District Six Title VI Coordinator at (305) 470-5219 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Mark.Plass@dot.state.fl.us at least seven (7) 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 statewide transportation system that promotes the efficient movement of people and goods, supports the state’s economic competitiveness, prioritizes Florida’s environment and natural resources, and preserves the quality of life and connectedness of the state’s communities.

6.0 Future Campaign Goals

The 2025 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 the dissemination of relevant and educational campaign messaging to mass media and local media audiences without relying solely on paid advertising.

2. **Cultivating Key Partnerships:**

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

3. **Optimizing Digital and Social Networking Strategy:**

Continue to develop 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.

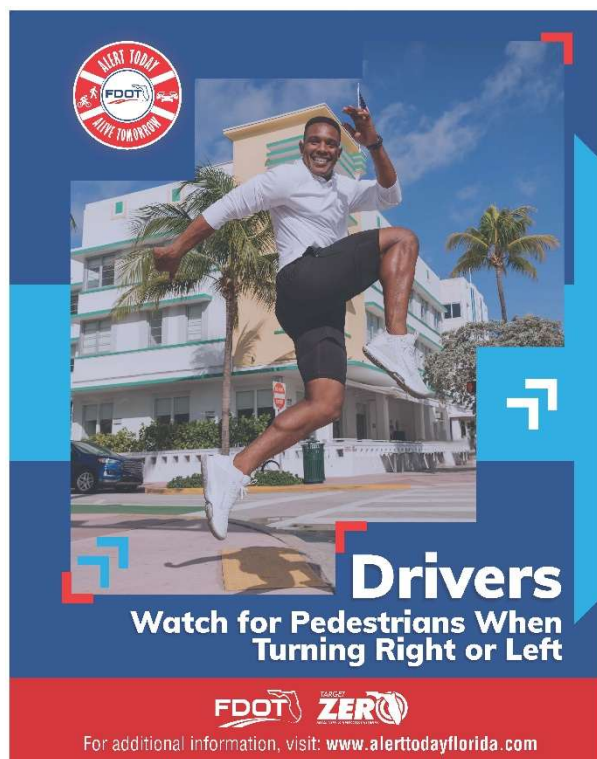
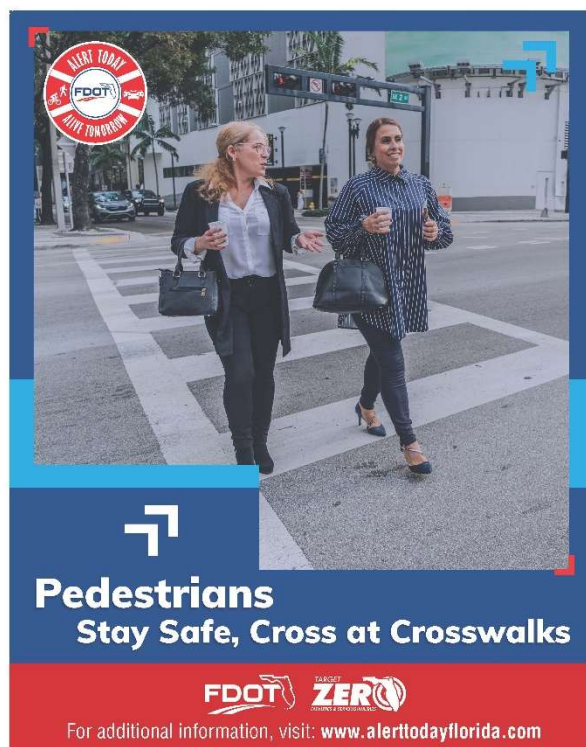
4. **Broadening Impact in Monroe County:**

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



**Every Trip, Every Time
— Safety First**



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

FDOT **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

In Florida, bicycles are vehicles with all the rights and responsibilities as motorists on the roads.



For additional information, visit our campaign website: www.alerttodayflorida.com



Pyeton
Pran Prekosyon, Travèse Nan Pasaj

FDOT **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

Pou plis enfòmasyon, vizite: www.alerttodayflorida.com



Chofè
Fè Atansyon Ak Pyeton Yo Lè W
Ap Vire Adwat Oswa Agoch

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Pou plis enfòmasyon, vizite: www.alerttodayflorida.com

**Chak Vwayaj, Chak Fwa
— Sekirite An Premye**



Lè w ap **KONDUI, MONTE BISIKLÈT,
AP MACHE, MONTE TROTÈT**
oubyen **MONTE HOVERBOARD...**
fè atansyon, li siy yo epi obeyi
lalwa yo.

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Nan Florid, bisiklèt se machin ki gen tout dwa ak
responsablite antanke chofè sou wout yo.



Pou plis enfòmasyon, vizite sit entènèt kanpay nou an: www.alerttodayflorida.com



Peatones

Manténganse Seguros, Crucen En
Los Cruces Peatonales



Para obtener información adicional, visite: www.alerttodayflorida.com



Conductores

Esté Atento A Los Peatones Al Girar
A La Derecha O A La Izquierda



Para obtener información adicional, visite: www.alerttodayflorida.com



Cada Viaje, Cada Vez
— La Seguridad Es Lo Primero



Al **CONducir**, andar en **BICICLETA**,
CAMINAR, andar en **PATINETE**
ELÉCTRICO o en **AEROTABLA**...
preste atención, lea las señales y
obedezca las leyes.



En Florida, las bicicletas son vehículos con todos los derechos y responsabilidades de los automovilistas en las carreteras.



Para obtener información adicional, visite el sitio web de nuestra campaña:
www.alerttodayflorida.com

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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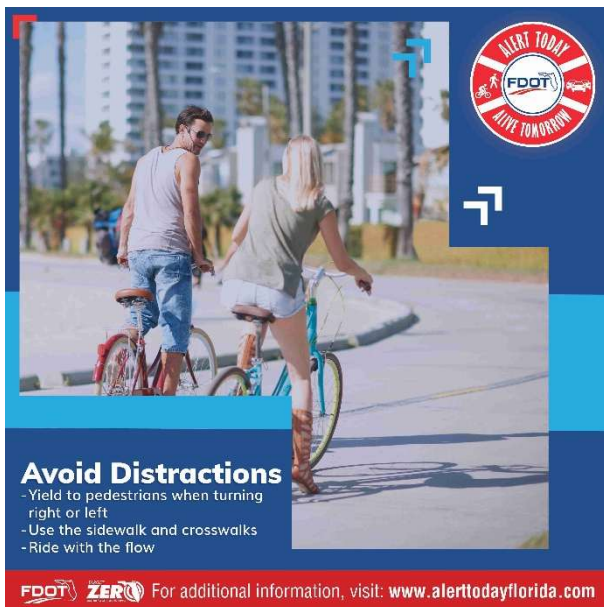


Drivers
Watch for Pedestrians
When Turning Right or Left

FDOT **TARGET ZERO**
FATALITIES & SERIOUS INJURIES

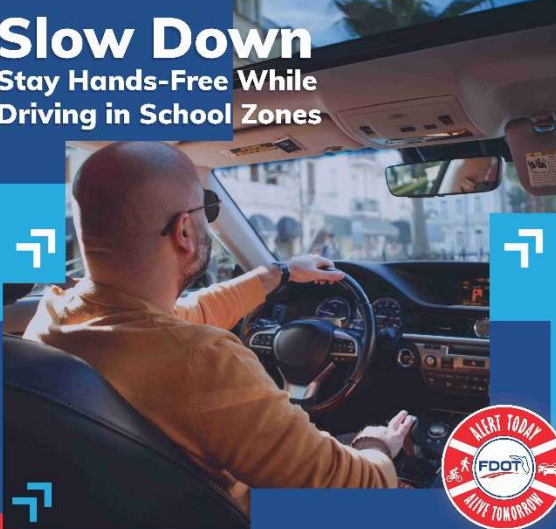
For additional information, visit:
www.alerttodayflorida.com

Appendix C – Social Media Images



Slow Down

Stay Hands-Free While Driving in School Zones



FDOT **ZERO** For additional information, visit: www.alerttodayflorida.com

Pedestrians

Stay Safe, Cross at Crosswalks



FDOT **ZERO** For additional information, visit: www.alerttodayflorida.com

Obey All Traffic Laws



FDOT **ZERO** For additional information, visit: www.alerttodayflorida.com

Don't Ride Distracted



FDOT **ZERO** For additional information, visit: www.alerttodayflorida.com



Drivers
Watch for Pedestrians When
Turning Right or Left

For additional information, visit: www.alerttodayflorida.com



**School's Out
Stay Safe**

For additional information, visit: www.alerttodayflorida.com



**Every Trip, Every Time
— Safety First**

Alert Today
Alive Tomorrow
Campaign
Kick-Off

For additional information, visit: www.alerttodayflorida.com



Bicyclists

- Be Aware Of Your Surroundings
- Signal Or Ring Your Bell To Notify Others Around You
- Be Predictable

For additional information, visit: www.alerttodayflorida.com

Appendix D – Tip Cards



Drivers
Watch For Pedestrians And
Bicyclists When Turning
Right Or Left

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

For additional information, visit:
www.alerttodayflorida.com



Pedestrians
Stay Safe at Crosswalks

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

For additional information, visit:
www.alerttodayflorida.com



Bicyclists
Be Aware Of Your Surroundings

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

For additional information, visit:
www.alerttodayflorida.com



**Every Trip, Every Time
— Safety First**

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

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

THE ROAD BELONGS TO ALL OF US.



For additional information, visit our campaign website:
www.alerttodayflorida.com



Ciclistas
Esté Atento A Su Entorno

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Para obtener información adicional, visite: www.alerttodayflorida.com

Cada Viaje, Cada Vez
— La Seguridad Es Lo Primero



Al **CONducir**, andar en **BICICLETA**, **CAMINAR**, andar en **PATINETE ELÉCTRICO** o en **AEROTABLA**... preste atención, lea las señales y obedezca las leyes.

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

En Florida, las bicicletas son vehículos con todos los derechos y responsabilidades de los automovilistas en las carreteras.

EL CAMINO ES DE TODOS.



Para obtener información adicional, visite el sitio web de nuestra campaña: www.alerttodayflorida.com



Peatones
Manténgase Seguro, Cruce En Los Cruces Peatonales

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Para obtener información adicional, visite: www.alerttodayflorida.com



Conductores
Esté Atento A Los Peatones Y Ciclistas Al Girar A La Derecha O A La Izquierda

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Para obtener información adicional, visite: www.alerttodayflorida.com



Chofè
Fè Atansyon Ak Pyeton
Ak Siklis Lè W Aap Vire
Adwat Oswa Agoch

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Pou plis enfòmasyon, vizite:
www.alerttodayflorida.com



Pyeton
Rete An Sekirite Nan
Pasaj Pyeton Yo

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Pou plis enfòmasyon, vizite:
www.alerttodayflorida.com



Siklis
Fè Atansyon Ak Sa K Ap
Antoure W La

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Pou plis enfòmasyon, vizite:
www.alerttodayflorida.com



**Chak Vwayaj, Chak Fwa
— Sekirite An Premye**

Lè w ap **KONDUI, MONTE BISIKLÈT,
AP MACHE, MONTE TROTÈT**
oubyen **MONTE HOVERBOARD...**
fè atansyon, li siy yo epi obeyi
lalwa yo.

FDOT TARGET **ZERO**
FATALITIES & SERIOUS INJURIES

Nan Florid, bisiklèt se machin ki
gen tout dwa ak responsablite
antanke chofè sou wout yo.

WOUT LA SE POU NOU TOUT.



Pou plis enfòmasyon, vizite sit entènèt kanpay nou an:
www.alerttodayflorida.com

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
FDOT
ALIVE TOMORROW

TARGET
ZERO
FATALITIES & SERIOUS INJURIES

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

FDOT

ALERT TODAY
FDOT
ALIVE TOMORROW

TARGET
ZERO
FATALITIES & SERIOUS INJURIES

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

Miami Dade College Kendall Campus Safety Fair

- 97 surveys total for both Kendall and North campuses



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Bike Walk Coral Gables

- Surveys 16



Run Together Against Breast Cancer –
- Surveys 21



Tri-Rail Safety Pop-up -10



UM Safety Fair - 43



**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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National Night Out Events

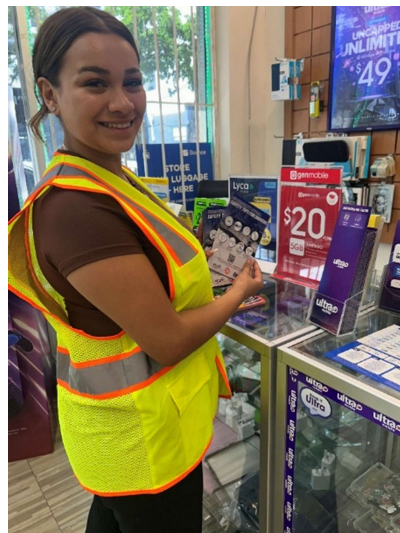
- 84 surveys total for two events



Door to Door Outreach at High-Incident Locations



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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Islamorada National Night Out Event



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Back to School Event in Miami Gardens

- Surveys 42



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT

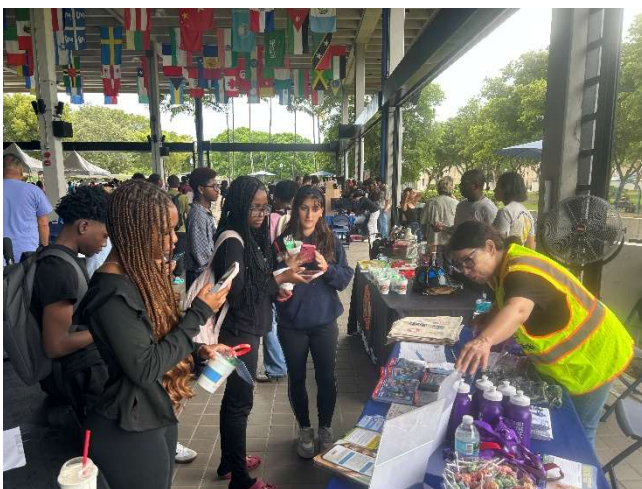


FIU - surveys 169 for two events

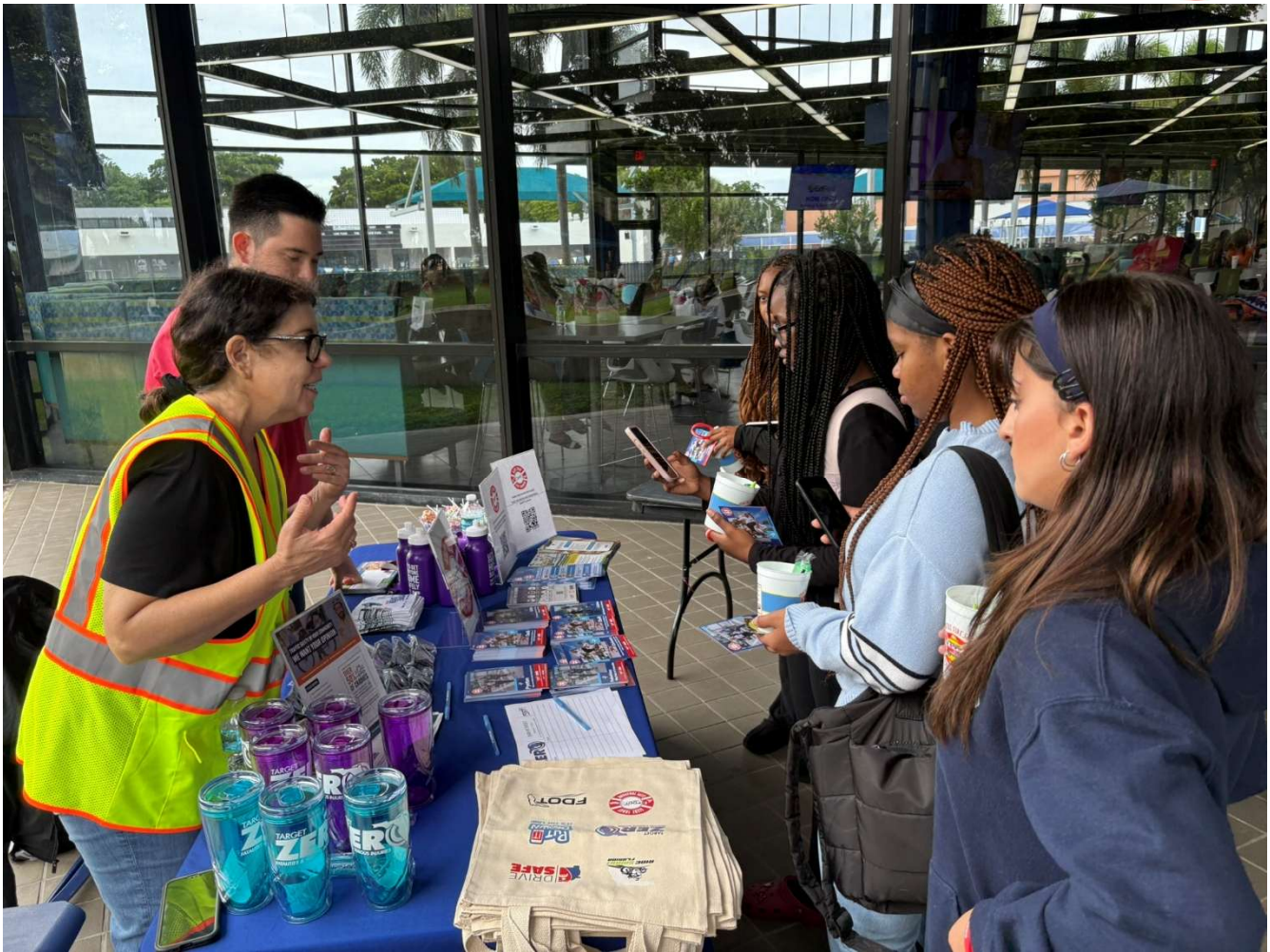




Miami Dade College North Campus Safety Event



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



**SAFETY DOESN'T
HAPPEN BY ACCIDENT**



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



DRIVERS

YIELD TO PEDESTRIANS WHEN
TURNING RIGHT ON LEFT



PEDESTRIANS

STAY SAFE
CROSS THE STREET AT A CROSSWALK



OUTREACH EVENTS



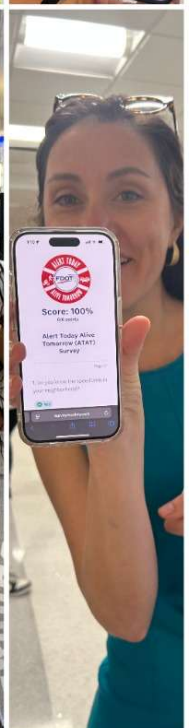
2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



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



OUTREACH EVENTS



Summaries

ATAT Outreach Event — ATAT Back to School Health Fair — Miami Gardens

Date: Saturday, August 2, 2025

Time: 9:00 a.m. to 12:00 p.m.

Location: at Bethel Evangelical Baptist Church (17601 NW 2nd Avenue, Miami Gardens, FL 33169)

Outreach Team:

- Baret Hazell, Marlin Engineering
 - RC, assistant from ISC
-

Event Summary

Bethel Church is a multicultural Haitian American congregation established in the 1970s to serve Miami's growing Haitian community. In 2005, the church moved to the current Miami Gardens location, where it "continues to thrive, serving as a spiritual and community hub for South Florida". The Back to School Health Fair — now in its 17th year — is an annual community "Back-to-School Bash" that provides local children with free school supplies, health resources, and family support as the new school year begins. This year's fair was a success, with over 120 attendees (mostly children and their parents) engaging with our traffic safety campaign alongside the church's school-supply distribution and health screenings.

Miami Gardens is a dense urban suburb in north-central Miami-Dade County, known for its predominantly African American and Caribbean population. Hosting the fair at a Haitian American church ensured culturally relevant outreach, as many families spoke both English and Creole. The church community's trust helped draw in local Haitian parents and children. Bethel's long history of serving Haitian immigrants and its **multilingual** ministry made it an ideal venue to connect with this community. The event provided "an incredible opportunity to interact with the children in our community tangibly by providing them with backpacks full of school supplies," as the church describes this annual initiative, which contributes to a smoother back-to-school transition for families in need. The positive turnout and energy at the fair underscored the church's role in community outreach and support.

Miami Gardens' urban layout is **dominated by wide roads, highways, and vast hard surfaces** (parking lots, commercial plazas, etc.), with most residents' dependent on transportation vehicles. The event site on NW 2nd Avenue is just west of the massive **Golden Glades Interchange**, where several major highways converge. This interchange alone carries over **400,000 vehicles each day**, making it one of South Florida's busiest and most congested traffic hubs. Local streets like NW 2nd Avenue

(also part of US-441/SR 7 corridor) see heavy car traffic and fast-moving vehicles, creating challenging conditions for pedestrians and cyclists. Not surprisingly, traffic safety is a pressing concern in this area. Miami-Dade County suffers more than **300 traffic fatalities each year** on its roads, and Miami Gardens itself has been identified as one of the nation's most hazardous cities for pedestrians (ranked 13th-worst in a recent national analysis). This high-risk environment – **high speeds, few crosswalks, and extensive “hard” paved surfaces that prioritize cars** – means children walking or biking face significant danger. Many neighborhoods in Miami Gardens were historically designed with **car-centric** infrastructure and lack ample sidewalks or bike lanes, making initiatives that promote safe driving and child pedestrian safety especially critical.

In this context, the **ATAT (Alert Today, Alive Tomorrow)** campaign's presence at the Back-to-School Fair was extremely important. The **mission** of the campaign is to eliminate traffic-related injuries and deaths – a goal aligned with Florida's broader **“Target Zero”** initiative (the statewide program aiming for zero transportation-related fatalities). By bringing the campaign's message directly to families, we addressed safety concerns that hit close to home for this community.

Most importantly, the **emotional feedback** from attendees like the mother who lost her son demonstrates that our campaign resonates on a personal level. By sharing her story, she not only found an outlet for her concerns but also reaffirmed our team's commitment to the cause. We assured her and others that **“Alert Today, Alive Tomorrow”** isn't just a slogan – it's a promise that we are working hard to change the traffic safety culture so that *every* student can travel without fear. We emphasized Florida's **Target Zero** goal – a statewide initiative striving for zero traffic deaths and serious injuries – and how community members can help by following safe practices and spreading the word. Many parents voiced support for this goal; one remarked, *“Zero fatalities sounds impossible, but we have to try – even one life lost is too many,”* echoing the Target Zero ethos that **no death is acceptable**.

By the close of the event, the church's **Back to School Bash** had given away hundreds of backpacks and supplies, and our team had successfully layered in the traffic safety message amid the fun. The event **“was successful, indicating positive community engagement and support for students”**, as noted by the organizers, and it highlighted how a church-led initiative can also advance public safety. The **outreach campaign's presence clearly added value** – multiple families left with not only school readiness items but also newfound awareness about road safety. The senior pastor of Bethel stopped by to thank our team and noted that he'd like to have us back next year, possibly to do a dedicated safety workshop for youth group teens.

Conclusion

The ATAT Back to School Health Fair event in Miami Gardens demonstrated the power of **community-focused outreach**. In a neighborhood characterized by heavy traffic and expansive hardscape, we successfully delivered life-saving messages in a culturally sensitive and engaging way. Reaching over 120 children and parents, distributing hundreds of educational items, and forging connections with community partners, the event met and exceeded our goals. The **Haitian community outreach** component was especially meaningful, given the local demographics, and it

ensured our campaign was inclusive and relevant. Each interaction – whether a child excitedly learning about pedestrian signals or a grieving mother finding solace in our mission – reinforced why we do this work.

Moving forward, the feedback and experiences from this event will inform our future efforts. We plan to follow up with Bethel Church and Miami Gardens officials to explore ongoing collaborations (such as safety presentations at churches or schools in the area). The success at 17601 NW 2nd Avenue on August 2, 2025, is a testament to how **grassroots outreach in urban areas** can spark change. By continuing to engage communities like Miami Gardens, we inch closer to the day when *every journey to school and back home is a safe one*. Together with our partners and residents, we remain committed to the vision of **Target Zero** – ensuring that all students and families in South Florida can travel without tragedy and truly making “**Everyone Home Safe**” a reality.

Feedback from Attendees

- **Miami Gardens Dad:** A Haitian father expressed gratitude for the safety outreach, requesting extra flyers to share at his restaurant.
- **Local Sentiment:** Several residents referenced recent pedestrian crashes in the area, including on NW 2nd Avenue, reinforcing the urgency of safety education.
- **Miami Gardens Mom:** A grieving mother shared her story of losing a son in a car crash; she expressed concern for her 17-year-old learning to drive.
- **Miami Gardens Teacher:** Strong verbal support for the “Target Zero” goal – with one parent/teacher stating: “Even one life lost is too many.”
- **Church Staff Member:** The church’s leadership praised the campaign’s impact and expressed interest in future youth-focused safety workshops.

Safety Tips from ATAT Campaign Messaging

- **Tip: Yield at Crosswalks**
Pedestrians already in a crosswalk have the right-of-way. Drivers—and bicyclists—must slow down and stop before entering the crosswalk.
- **Tip: Be Seen, Be Safe**
Nighttime visibility matters. Pedestrians and bicyclists should wear bright or reflective clothing, use lights or reflectors, and assume drivers may not see them.
- **Tip: Slow Down and Focus**
Speed causes over 27% of fatal crashes in Florida. Drivers should avoid distractions, keep their eyes on the road, and maintain safe distances from vulnerable users.

Materials Distributed

- **ATAT safety tip flyers** — 220 handed out. These bilingual tip cards (English/Kreyol/Spanish) provided quick facts on sharing the road with other modes of transportation.
- **ATAT green drawstring bags** — 125 bags given
- **ATAT hemp tote bags** — 15 distributed (a limited quantity of durable totes with the safety campaign branding, given to teachers and a few parents who asked for extra materials).
- **ATAT stickers** — 100 stickers
- **ATAT Flyers** — “Be Seen, Be Safe”: 120 units
- **ATAT Wristbands**: 150 units
- **Target Zero** — Pencils & Erasers: 150 units
- **Target Zero** — Microfiber cloth: 50 units
- **Target Zero** — Right on Red Rules: 120 units
- **FDOT Target Zero “Recipe for Safe Driving” cards** — 120 handed out.
- **Target Zero traffic safety color booklets (Red cover)** — 75 distributed.
- **Target Zero traffic safety booklets (Blue cover)** — 80 distributed.
- **Pre-made white goody bags** — 95 prepared bags were given out. Each bag contained **Ride Smart tip cards**, a **Target Zero recipe card**, and a **Target Zero Pencil and Eraser**. These goody bags were convenient to hand to families who were in a rush or stopping by our table briefly.

Event Photos



The poster is for the Bethel 17th Annual Back to School Health Fair. At the top, it features a large gold '50' with a circular seal inside that says 'BETHEL 50th ANNIVERSARY Year of Jubilee' and a green star. Below this, the text 'BETHEL 17th ANNUAL' is in white. The main title 'Back to School' is in large, stylized letters, with 'Back' in green, 'to' in white, and 'School' in white. Below 'School' is 'HEALTH FAIR' in pink. A large white banner curves around the title, containing the text 'FREE BACKPACKS, SCHOOL SUPPLIES' and 'HEALTH INFO/SCREENINGS AND MORE...'. To the left of the banner is an illustration of three children sitting on books. To the right is a red and blue backpack. Below the banner, it says 'YOUR KID MUST BE PRESENT TO RECEIVE SCHOOL SUPPLIES'. Further down, 'FREE FOOD DISTRIBUTION' is written in large yellow letters, followed by 'IN PARTNERSHIP WITH' and the logo for 'Primary Medical Care Center & Urgent Care Clinic'. The event details are listed at the bottom: 'SATURDAY AUGUST 2nd 2025 FROM 9:00 AM TO 12:00 PM', '17601 NW 2ND AVENUE MIAMI GARDENS FL 33169 INFO: 305-978-1590'. At the very bottom, it says 'SPONSORED BY:' followed by logos for 'Haitian American Chamber of Commerce', 'Loving Care Medical Center', 'Le Poir', 'The Wells Foundation', and 'Miami-Dade County'. A small 'BACK TO SCHOOL' banner with pencils is also visible.

BETHEL 17th ANNUAL

Back to School

HEALTH FAIR

FREE BACKPACKS, SCHOOL SUPPLIES

HEALTH INFO/SCREENINGS AND MORE...

YOUR KID MUST BE PRESENT TO RECEIVE SCHOOL SUPPLIES

FREE FOOD DISTRIBUTION

IN PARTNERSHIP WITH

Primary
Medical Care Center
& Urgent Care Clinic

SATURDAY AUGUST 2nd 2025
FROM 9:00 AM TO 12:00 PM

17601 NW 2ND AVENUE
MIAMI GARDENS FL 33169 INFO: 305-978-1590

SPONSORED BY:

Haitian American Chamber of Commerce
Loving Care Medical Center
Le Poir
The Wells Foundation
MIAMI-DADE COUNTY

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



Alert Today, Alive Tomorrow

North Miami Back to School Block Party

Date: 8.11.2025

Time: 12:00pm – 5:30pm

Location: NORTH MIAMI PUBLIC LIBRARY -835 NE 132ND STREET
NORTH MIAMI, FL 33161

Staff Attended:

- Letty Siqueiros
- Tatyana Kennedy

Event Summary:

Tatyana and Letty from Infinite Source Communications Group (ISC) participated in the North Miami Back to School Block Party held at North Miami Public Library on Monday, August 11, 2025. The team hosted an outreach table featuring educational materials, safety resources, and free giveaways including bike lights, keychains, drawstring bags, and more. They engaged with community members of all ages, promoting safe walking and biking practices and encouraging attendees to complete an online survey accessed through their phones using a QR code. Many area families attended the event that included music, food trucks and free health screenings.

Feedback from Attendees:

- Parents appreciated receiving safety resources as they prepare for the new school year.
- Many attendees mentioned the bike lights and reflective gear will help keep children safe walking or biking to school.
- Community members shared that they valued FDOT's presence and commitment to keeping students safe.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Pens
 - Sunglasses
 - Bike lights
 - First aid kits
 - keychains
- Target Zero surveys

- Traffic campaigns tote bags

Event Photos:



Alert Today, Alive Tomorrow D2D

Date: 7.21.2025

Time: 2:00PM – 5:00PM

Location: Alton Road from 16 Street to 5 Street (High-Incident location)

Staff Attended:

- Brainna Lanzas (ISC)
- Leticia Siqueiros (ISC)

Event Summary:

Brianna and Letty from Infinite Source Communications Group conducted an outreach for the Alert Today, Alive Tomorrow campaign in the area along Brickell Avenue, from Alton Road from 16 Street to 5 Street. As part of our initiative, they visited local businesses to engage with the community and distributed pedestrian and bicycle safety materials. The outreach focused on promoting awareness around staying alert and visible in high-traffic areas, encouraging both drivers and pedestrians to prioritize safety.

Feedback from Attendees:

- The team at OXXO Cleaners also expressed appreciation for the outreach, noting that many of their customers walk or bike in the area and that safety reminders like these are much needed and well received.
- At a convenience store mentioned that they've seen near-misses outside their shop and were glad to see a campaign focused on pedestrian and cyclist safety.

Materials Distributed:

- Pre-packed Bags for Bystanders (50)
- Variety Stacks of 20-30 - ATAT

Event Photos:

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Alert Today, Alive Tomorrow FIU Event Panthers on the Move

Date: 08/26/25

Time: 10:00am-3:00pm

Location: FIU Graham Center

Staff Attended:

- **Berardo (Marlin Engineering)**

Event Summary: Berardo from Marlin Engineering participated in the FIU Panthers on the Move event, held at the FIU Graham Center. The team hosted an outreach table featuring educational materials, safety resources, and free giveaways including ATAT tip cards, Target Zero recipe cards, bike lights, and more. They engaged with FIU students, faculty, and staff, promoting safe walking, biking, and driving practices while encouraging attendees to participate in the Target Zero safety pledge.

Feedback from Attendees: Students and staff expressed appreciation for FDOT's presence on campus, noting that the resources and giveaways are a helpful reminder to stay alert and practice safe travel habits, especially with the start of the new semester. Students really enjoyed the giveaways, with the tumblers being the favorite.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
- Pens
- Sunglasses
- Target Zero surveys
- Tumblers
- Lanyards
- Water Bottle

Event Photos:



Alert Today, Alive Tomorrow UM Safety Event

Date: 9.6.2025

Time: noon to 9 p.m.

Location: UM Rosenstiel Campus

Staff Attended:

- Brianna Lanzas (ISC)
- Spencer McKnight (Marlin)

Event Summary: Brianna Lanzas and Spencer McKnight participated in the University of Miami Safety Fair at the Rosenstiel Campus, an event geared toward students. The team hosted an outreach table with educational materials, safety resources, and giveaways such as bike lights, keychains, and drawstring bags.

They engaged with attendees of all ages, promoting safe walking and biking practices and encouraging pledge card sign-ups for pedestrian and bicyclist safety. Given that the Rickenbacker Causeway has a high volume of bicyclists, this outreach was especially relevant and impactful.

Feedback from Attendees:

- A Professor at UM Strong verbal support for the “Target Zero” goal
- Students appreciated the safety resources and left with a smile.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
- Sunglasses
- Bike lights
- Target Zero surveys

Event photo:



Alert Today, Alive Tomorrow Bike Walk Coral Gables

Date: Sunday, July 20, 2025

Time: 9:30am- 1:00pm

Location: Coral Gables Museum - 285 Aragon Ave, Coral Gables, FL 33134

Staff Attended:

- Brianna Lanzas (ISC)
- Jaela Smith (ISC)

Event Summary:

Brianna Lanzas and Jaela Smith from Infinite Source Communications Group participated in the Coral Gables Bike Walk event, held at the Coral Gables Museum. The team hosted an outreach table featuring educational materials, safety resources, and free giveaways including bike lights, keychains, drawstring bags, and more. They engaged with community members of all ages, promoting safe walking and biking practices and encouraging attendees to sign pedestrian and bicyclist safety pledge cards. A key highlight of the event was connecting with Vice Mayor Rhonda Anderson, who shared her support for the initiative. The outreach was a success, with enthusiastic participation, positive feedback, and meaningful conversations throughout the morning.

Feedback from Attendees:

- “It’s good to see safety being talked about at events like this.” – Event Attendee
- The bike light is perfect. I usually ride at night, so this is really helpful.” – Local Biker
- This is such important information. I walk every day and didn’t know about these stats.” – Community Resident

Materials Distributed:

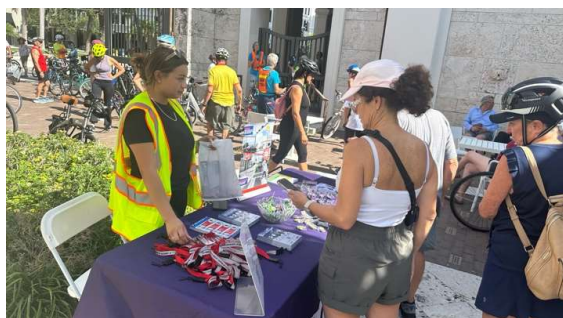
- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Pens
 - Sunglasses
 - Bike lights
 - Light-up keychains

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN SUMMARY REPORT



- Target Zero surveys
- Target Zero drawstrings' bags

Event Photos:



Alert Today, Alive Tomorrow 2025 National Night Out- Miami

Date: 8.5.2025

Time: 5:00pm – 9:00pm

Location: Wilbur B. Bell Park - 10301 SW 170th Terrace, Miami, Florida 33157

Staff Attended:

- Brianna Lanzas (ISC)

Event Summary:

Brianna from Infinite Source Communications Group participated in the 2025 National Night Out event by hosting a campaign tent featuring outreach materials focused on traffic and pedestrian safety. The event brought together families, local officials, and community members for a night of connection and awareness. One of the standout moments was when a City of Homestead officer expressed strong support for the outreach efforts and provided her contact information to coordinate a table at future city events.

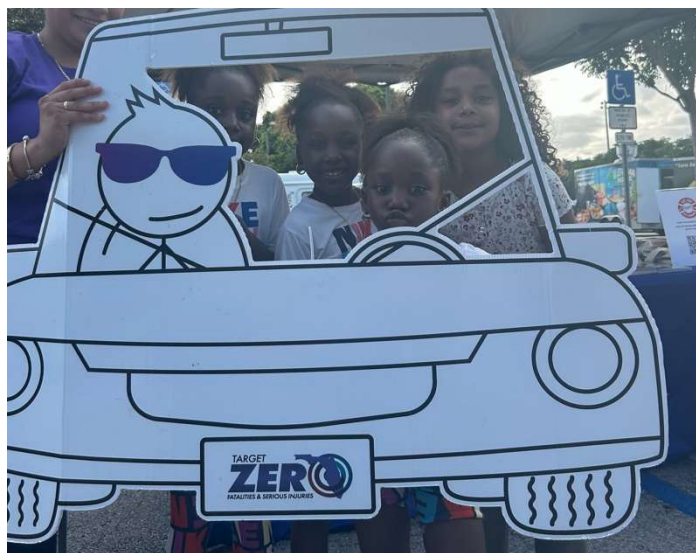
Feedback from Attendees:

- Many residents appreciated the outreach, especially parents preparing for back-to-school season.
- Target Zero tumblers were a huge hit among attendees.
- Officers showed strong interest in future collaboration opportunities.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Sunglasses
 - Bike lights
 - Lanyards
 - Tumblers
- Target Zero surveys
- Traffic campaigns tote bags

Event Photos:



Alert Today, Alive Tomorrow Miami Dade College North Campus Safety Fair

Date: Wednesday, September 17, 2025

Time: 10 a.m. to 1 p.m.

Location: MDC North Campus

Staff Attended:

- Maria Camacho (ISC)

Event Summary:

Maria Camacho with Infinite Source Communications Group (ISC) and Raul Pineda-Mendez, PhD, El Kimley-Horn participated in the Safety Fair on Wednesday, September 17, 2025. They hosted an outreach table featuring educational materials, safety resources, and free giveaways including bike lights, keychains, drawstring bags, and more. The team engaged with community members of all ages, promoting safe walking and biking practices and encouraging attendees to complete an online survey accessed through their phones using a QR code. Many area families attended the event that included raffles, free food and drinks, backpacks and other giveaways and even a helicopter presentation. They also invited male students to participate in Target Zero focus groups.

Feedback from Attendee:

Many students mentioned how important safety information was to them.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Pens
 - Sunglasses
 - Bike lights
 - Light-up keychains
- Target Zero surveys
- Target Zero drawstrings' bags

Event Photos:

**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Alert Today, Alive Tomorrow National Night Out - Islamorada

Date: Tuesday, August 5, 2025

Time: 4 to 8 p.m.

Location: Founder's Park - Islamorada

Staff Attended:

- Maria Camacho (ISC)

Event Summary:

Maria Larrazaba and Maria Camacho with Infinite Source Communications Group (ISC) participated in the National Night Out in Islamorada on Tuesday, August 5, 2025. They hosted an outreach table featuring educational materials, safety resources, and free giveaways including bike lights, keychains, drawstring bags, and more. The team engaged with community members of all ages, promoting safe walking and biking practices and encouraging attendees to complete an online survey accessed through their phones using a QR code. Many area families attended the event that included raffles, free food and drinks, backpacks and other giveaways and even a helicopter presentation.

Feedback from Attendee:

- The team connected a resident to a traffic officer regarding a traffic signal crosswalk button not working correctly at Woods Avenue and US 1.

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Pens
 - Sunglasses
 - Bike lights
 - Light-up keychains
- Target Zero surveys
- Target Zero drawstrings' bags

Event Photos:

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Alert Today, Alive Tomorrow Run Together Against Breast Cancer Event

Date: 7.26.2025

Time: 6:30am – 1:00pm

Location: Key Biscayne

Staff Attended:

- Brianna Lanzas (ISC)
- Leticia Siqueiros (ISC)

Event Summary:

Brianna Lanzas and Leticia Siqueiros with Infinite Source Communications Group participated in the Run Together Against Breast Cancer event on Saturday, July 26, 2025. As part of the Alert Today, Alive Tomorrow campaign, they hosted an outreach table featuring pedestrian and bicycle safety materials, interactive activities, and free giveaways such as sunglasses, keychains, drawstrings bags, tumblers, etc. They shared tips on staying visible while walking or biking and encouraged attendees to complete an online safety survey using a QR code.

Feedback from Attendees:

- Participants were very receptive to the safety materials and messages. One runner shared, “I never thought about how important visibility is when jogging early in the morning these tips are really helpful.”

Materials Distributed:

- ATAT tip cards
- ATAT marketing materials
- Target Zero recipe cards
- Target Zero marketing materials
 - Sunglasses
 - Tumblers
 - Drawstrings bags
 - Light-up keychains
- Target Zero surveys
- Traffic campaigns tote bags

**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Event Photos:



Appendix F – Kick-Off Meeting Invitation



YOU'RE INVITED

**Alert Today
Alive Tomorrow**

**Partner
Kick-off**

Join us as we launch the 2025 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.

Join the meeting by clicking the link below.

FDOT

TARGET
ZERO
FATALITIES & SERIOUS INJURIES

10 a.m.

July 16, 2025

tinyurl.com/ATAT-2025-Virtual-Kick-Off

Appendix G – Kick-Off Meeting PowerPoint Presentation

Double Click to view Kick-Off Meeting PowerPoint:



Appendix H – Press Release



Florida Department of Transportation

RON DESANTIS
GOVERNOR

1000 N.W. 111 Avenue
Miami, Florida 33172

JARED W. PERDUE, P.E.
SECRETARY

For Immediate Release
July 7, 2025

Contact: FDOT District 6 Communications Office
(305) 470-5225 | FDOT-D6comm@dot.state.fl.us

FDOT to Launch 2025 “Alert Today, Alive Tomorrow” Campaign *From July through September*

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will launch the 2025 “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, minimize 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 16, 2025, 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. Join the meeting by clicking the link: <https://tinyurl.com/ATAT-2025-Virtual-Kick-Off>

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 cyclists 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.

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 Mark Plass, P.E., FDOT District Six Title VI Coordinator at (305) 470-5219 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Mark.Plass@dot.state.fl.us at least seven (7) 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 statewide transportation system that promotes the efficient movement of people and goods, supports the state’s economic competitiveness, prioritizes Florida’s environment and natural resources, and preserves the quality of life and connectedness of the state’s communities.

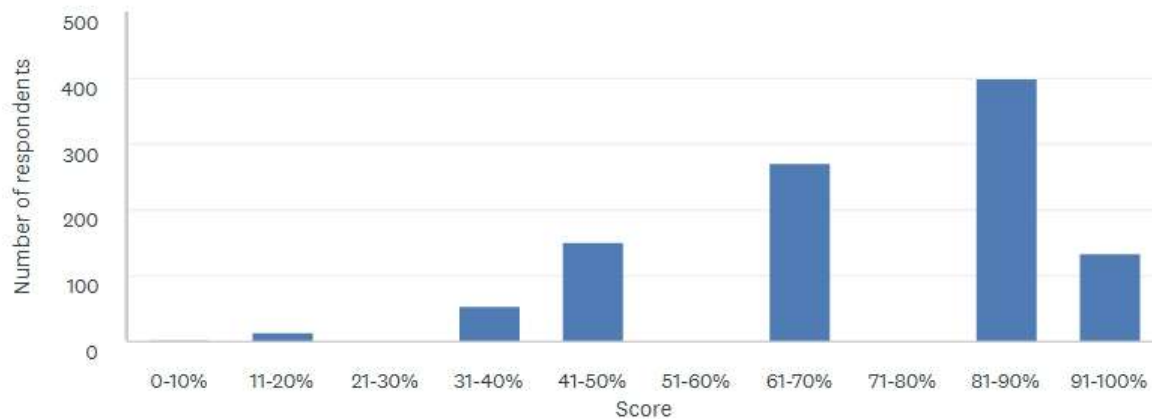
Appendix I – Survey Results

Quiz Summary



AVERAGE SCORE

72% • 4.3/6 PTS



STATISTICS

Lowest Score

0%

Median

83%

Highest Score

100%

Mean: 72%

Standard Deviation: 19%

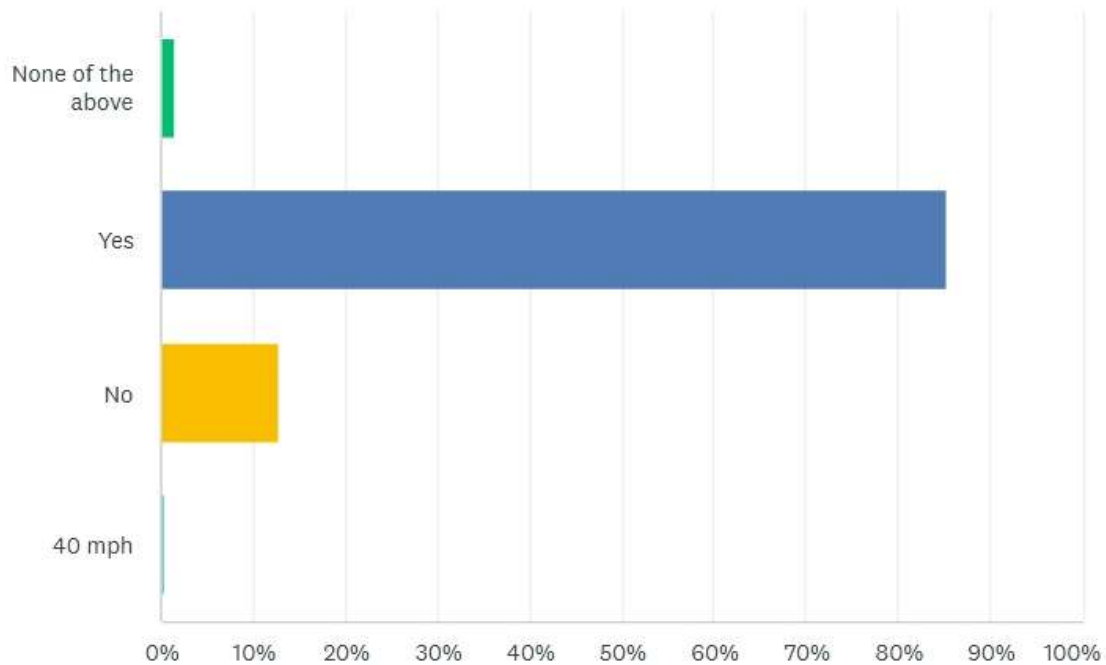
Question Ranking

QUESTIONS (6)	DIFFICULTY	AVERAGE SCORE
Q5 What is a safe distance for bicyclists to keep between themselves and nearby cars?	1	32%
Q4 How should bicyclists alert pedestrians when passing?	2	70%
Q2 What should drivers do before making a left-hand or right-hand turn?	3	73%
Q6 Florida law allows local governments to regulate the use of e-bikes and scooters by age.	4	85%
Q1 Do you know the speed limit in your neighborhood?	5	85%
Q3 Drivers must keep their hands on the wheel while moving through a school zone?	6	89%

Q1

Do you know the speed limit in your neighborhood?

Answered: 1,030 Skipped: 0



QUIZ STATISTICS

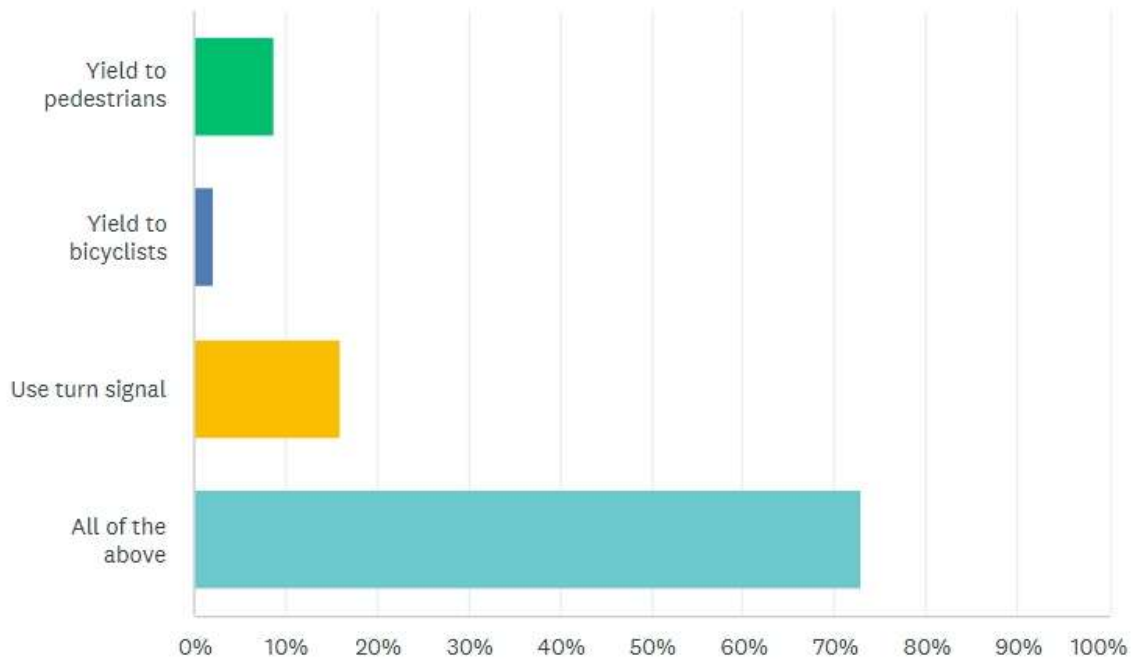
Percent Correct 85%	Average Score 0.9/1.0 (85%)	Standard Deviation 0.35	Difficulty 5/6
------------------------	--------------------------------	----------------------------	-------------------

ANSWER CHOICES	SCORE	RESPONSES
None of the above	0/1	1.46% 15
✓ Yes	1/1	85.24% 878
No	0/1	12.82% 132
40 mph	0/1	0.49% 5
TOTAL		1,030

Q2

What should drivers do before making a left-hand or right-hand turn?

Answered: 1,030 Skipped: 0



QUIZ STATISTICS

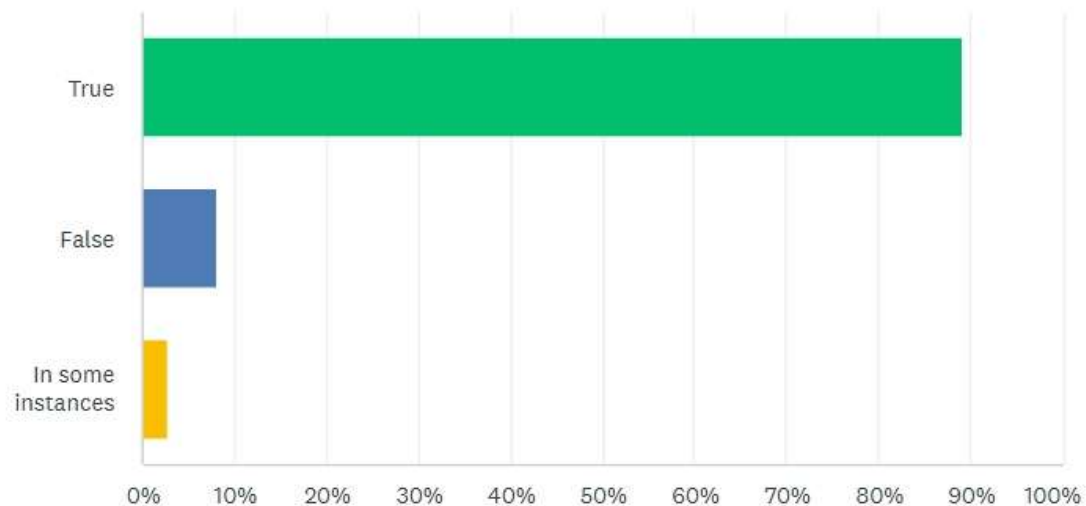
Percent Correct 73%	Average Score 0.7/1.0 (73%)	Standard Deviation 0.44	Difficulty 3/6
------------------------	--------------------------------	----------------------------	-------------------

ANSWER CHOICES	SCORE	RESPONSES	
Yield to pedestrians	0/1	8.74%	90
Yield to bicyclists	0/1	2.23%	23
Use turn signal	0/1	16.02%	165
✓ All of the above	1/1	73.01%	752
TOTAL			1,030

Q3

Drivers must keep their hands on the wheel while moving through a school zone?

Answered: 1,030 Skipped: 0



QUIZ STATISTICS

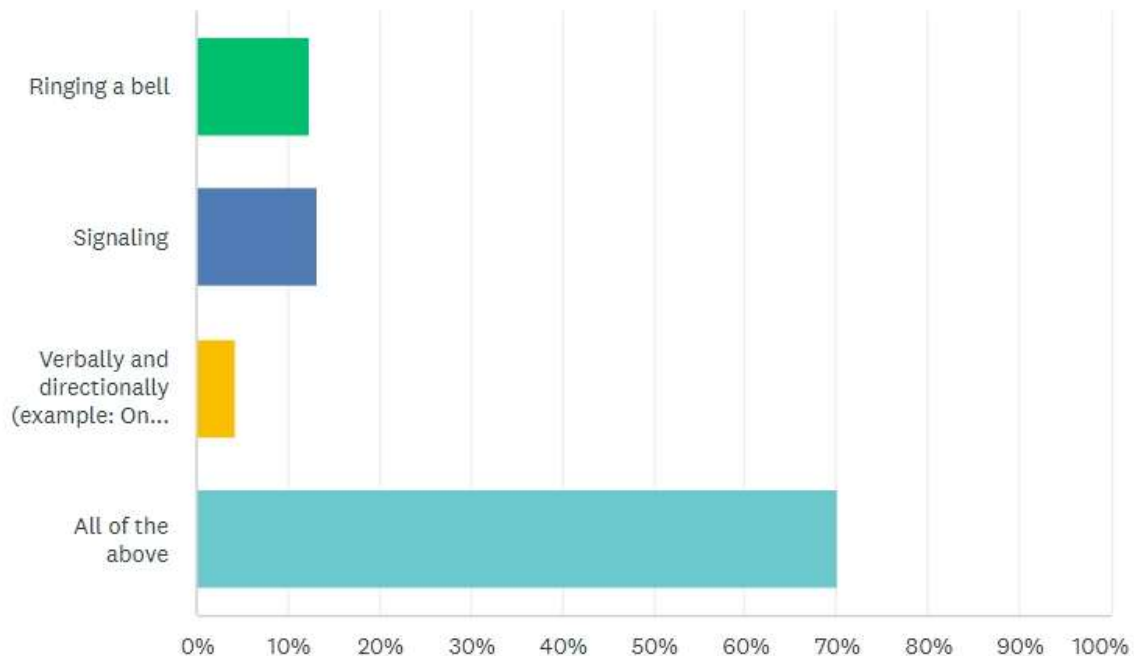
Percent Correct 89%	Average Score 0.9/1.0 (89%)	Standard Deviation 0.31	Difficulty 6/6
------------------------	--------------------------------	----------------------------	-------------------

ANSWER CHOICES	SCORE	RESPONSES
✓ True	1/1	89.13% 918
False	0/1	8.06% 83
In some instances	0/1	2.82% 29
TOTAL		1,030

Q4

How should bicyclists alert pedestrians when passing?

Answered: 1,030 Skipped: 0



QUIZ STATISTICS

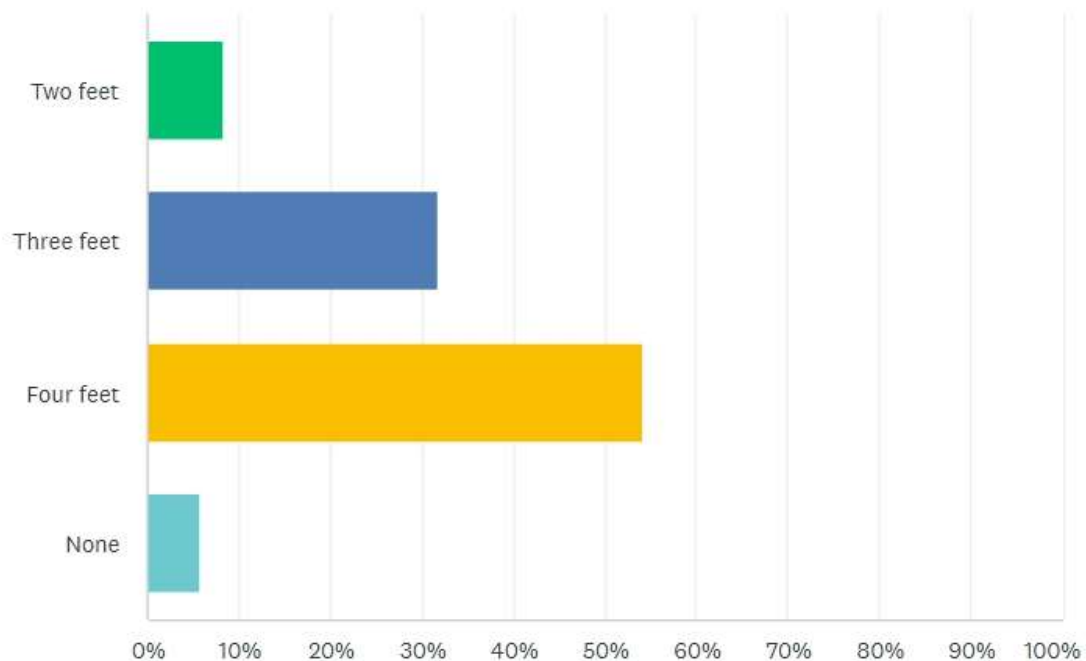
Percent Correct 70%	Average Score 0.7/1.0 (70%)	Standard Deviation 0.46	Difficulty 2/6
------------------------	--------------------------------	----------------------------	-------------------

ANSWER CHOICES	SCORE	RESPONSES	
Ringling a bell	0/1	12.43%	128
Signaling	0/1	13.30%	137
Verbally and directionally (example: On your left!)	0/1	4.17%	43
✓ All of the above	1/1	70.10%	722
TOTAL		1,030	

Q5

What is a safe distance for bicyclists to keep between themselves and nearby cars?

Answered: 1,030 Skipped: 0



QUIZ STATISTICS

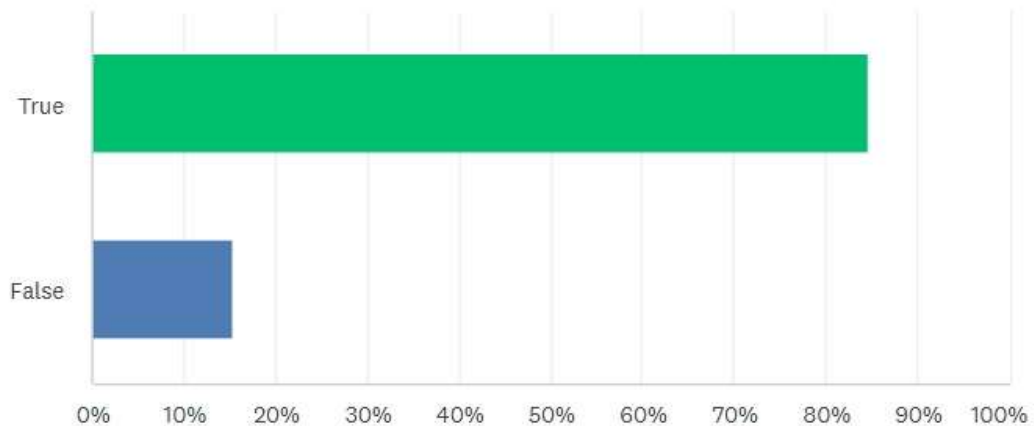
Percent Correct 32%	Average Score 0.3/1.0 (32%)	Standard Deviation 0.47	Difficulty 1/6
------------------------	--------------------------------	----------------------------	-------------------

ANSWER CHOICES	SCORE	RESPONSES	
Two feet	0/1	8.35%	86
✓ Three feet	1/1	31.84%	328
Four feet	0/1	54.08%	557
None	0/1	5.73%	59
TOTAL			1,030

Q6

Florida law allows local governments to regulate the use of e-bikes and scooters by age.

Answered: 1,030 Skipped: 0



**2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



QUIZ STATISTICS			
Percent Correct 85%	Average Score 0.8/1.0 (85%)	Standard Deviation 0.36	Difficulty 4/6
ANSWER CHOICES	SCORE	RESPONSES	
✓ True	1/1	84.66%	872
False	0/1	15.34%	158
TOTAL			1,030

Appendix J – Other Campaign Coverage



myfdot_miami



**Slow Down
Watch for Children**

For additional information, visit: www.alerttodayflorida.com

myfdot_miami Watch out! Summer is here — kids are out playing outside!

Every Trip, Every Time — Safety First! #alerttodayflorida

August 2

 myfdot_miami



Stop for School Buses



  For additional information, visit: www.alerttodayflorida.com

 5   

myfdot_miami Don't forget to stop for school buses — kids are crossing the street!

Every Trip, Every Time — Safety First! #alerttodayflorida

August 15

myfdot_miami



Don't Ride Distracted

FDOT TARGET ZERO For additional information, visit: www.alerttodayflorida.com

5 1

myfdot_miami Don't ride distracted.

Stay alert and keep our streets safe... more

September 5

 myfdot_miami



Bicyclists

- Be Aware Of Your Surroundings
- Signal Or Ring Your Bell To Notify Others Around You
- Be Predictable

  For additional information, visit: www.alerttodayflorida.com

 3    

myfdot_miami Keep your eyes peeled and ride carefully, especially when turning right or left... more

September 26

citynmb

SAFETY DOESN'T HAPPEN BY ACCIDENT.

www.AlertTodayFlorida.com

**WHEN DRIVING, WALKING, OR BICYCLING...
PAY ATTENTION.
READ THE SIGNS.
LEARN THE RULES.**

AVOID DISTRACTIONS.
 STOP BEFORE TURNING RIGHT ON RED.
 USE THE SIDEWALK AND CROSSWALKS.
 BICYCLE PREDICTABLY, WITH TRAFFIC.

AlertTodayFlorida Funded by FDOT AlertTodayFL

10

citynmb Safety doesn't happen by accident. Whether you're driving, walking, or biking, staying alert and following the rules of the road can save lives... more

July 31

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



citynmb

2/6

Obey all traffic laws. If no sidewalks are present, walk against the direction of traffic so you can see oncoming vehicles.	Avoid distractions while driving. Focus on the road.	Always wear a helmet. Ride in the same direction of traffic on the street. Obey all traffic signs, signals, and lane markings.
Always use the crosswalk. Push the button to get the walk signal.	Pass bicyclists safely. Allow at least three feet between your vehicle and the bicyclist.	Yield to traffic when appropriate. It's better to yield than "be in the right" and risk injury.
Be visible. Wear bright, reflective colors on your clothes, shoes, belts and wristbands.	Slow down! Speed is the cause of 32% of all fatal crashes.	Be visible. Position yourself in the lane so others can easily see you. Always use a headlight and taillight at night.

www.AlertTodayFlorida.com

10

citynmb Safety doesn't happen by accident. Whether you're driving, walking, or biking, staying alert and following the rules of the road can save lives... more

July 31

cityymb

**SU
SEGURIDAD
NO SUCEDE
POR ACCIDENTE.**

ALERTA HOY
FDOT
VIVO MAÑANA

3/6

www.AlertTodayFlorida.com

**MIENTRAS MANEJE, CAMINE
O ANDE EN BICICLETA...
PRESTE ATENCIÓN.
LEA LAS SEÑALES.
APRENDA LAS REGLAS.**

EVITE DISTRACCIONES.   

 **EN LA LUZ ROJA, PARE ANTES DE DOBLAR HACIA LA DERECHA.**

 **USE LA ACERA Y EL CRUCE PEATONAL.**

 **MANEJE LA BICICLETA DE MANERA PREDECIBLE CUANDO HAYA TRÁFICO.**

Financiado por el Florida Department of Transportation

 CUTR 1A1030

 AlertTodayFlorida   AlertTodayFL

10

cityymb Safety doesn't happen by accident. Whether you're driving, walking, or biking, staying alert and following the rules of the road can save lives... more

July 31


citynmb




4/6

CONSEJOS PARA LOS CICLISTAS

CONSEJOS PARA LOS PEATONES

Maneje a favor del sentido del tránsito. Obedezca las señales del tránsito y las marcas en los carriles.

Ceda el paso cuando sea apropiado. Es mejor ceder el paso, aunque se tenga la razón, que correr el riesgo de lesionarse.

Manténgase visible. Sitúese en el carril de forma tal que otros puedan verle. Siempre use una luz delantera y una trasera cuando sea de noche.

Preste atención a los autos estacionados. Si el carril de bicicletas se encuentra adyacente a la zona donde los autos estacionados abren las puertas, evite manejar cerca de esta área.

Obedezca las leyes del tránsito. Si no hay aceras, camine en sentido contrario al tráfico de forma tal que pueda ver los vehículos que se aproximan.

Siempre use el cruce peatonal. Empuje el botón para que aparezca la señal de cruzar.

Manténgase visible. Use ropa, zapatos, cintos y manillas de colores brillantes y que reflejen la luz.

Mire dos veces. Antes de cruzar, mire hacia su izquierda, luego hacia su derecha y nuevamente hacia su izquierda.

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 10





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July 31

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SE PREKOSYON KI EVITE AKSIDAN.



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**LE WAP KONDUJ, MACHE,
MONTE BISIKLÉT...
FÈ ATANSYON
LI PANO SINYALIZASYON YO.
APRANN REGLEMAN YO.**

PA DISTRE.   
 **KANPE AVAN OU VIRE A DWAT SOU LIMYE WOUJ.**
 **MACHE SOU TWOTWA AK PASAJ POU PYETON**
 **YO, FÈ ATANSYON AK BISIKLÉT, AK SIKILASYON.**

Se Depatman Transpo Florida ki patrone mesaj sa a.

SIRLE ZEW
SAVING AS MANY LIVES

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6/6

KONSEY POU SIKLIS (MOUN KI SOU BISIKLÉT)	KONSEY POU PYETON
Monte bisiklèt nan menm direksyon ak sikilasyon nan lari an. Respekte tout siy sikilasyon yo, ak mak liy ki atè yo.	Respekte tout lwa sikilasyon yo. Si pa gen twotwa, mache sou bò lari a kote ou ka wè machin yo kap vin anfas ou.
Kanpe pou bay lòt pase nan sikilasyon, lè sa fè sans. Pito ou bay pase, olye ou eseye montre ke ou gen rezon epi pran chans blese.	Toujou mache nan pasaj pou pyeton yo. Peze bouton an pou li ba ou siyal pou traverse a.
Fè moun wè ou. Kondui nan yon sèl liy pou lòt moun ka wè ou. Toujou limen limye devan ak deye yo nan nwit.	Fè moun wè ou. Mete rad ki gen gwo koulè, mete koulè ki klere sou rad ou, soulye ou, sentuwon, ak braslè ou.
Toujou veye pou wè machin ki stasyonè yo. Pa kondui nan "zòn pòt" la, menm si liy bisiklet la pre li.	Gade, apre sa gade ankò. Gade a goch, gade a dwat, gade a goch ankò avan ou traverse lari a.

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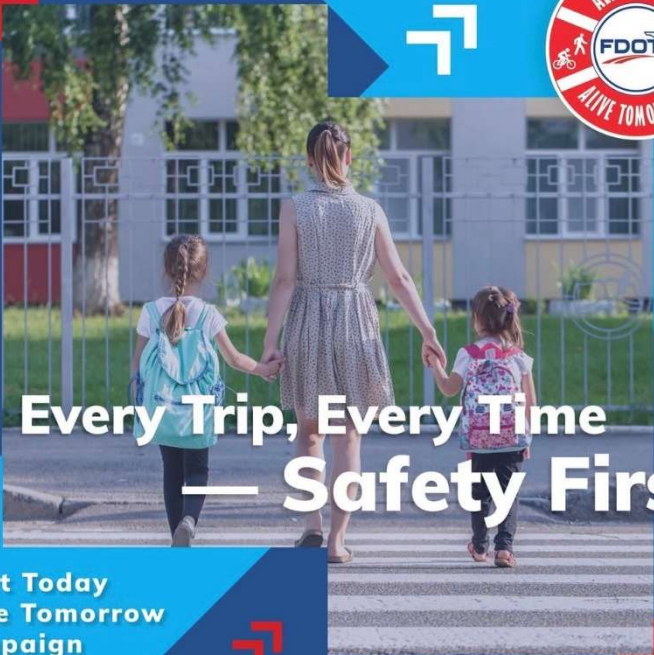
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July 31

 myfdot_miami



Every Trip, Every Time — Safety First

Alert Today
Alive Tomorrow
Campaign
Kick-Off

  For additional information, visit: www.alerttodayflorida.com

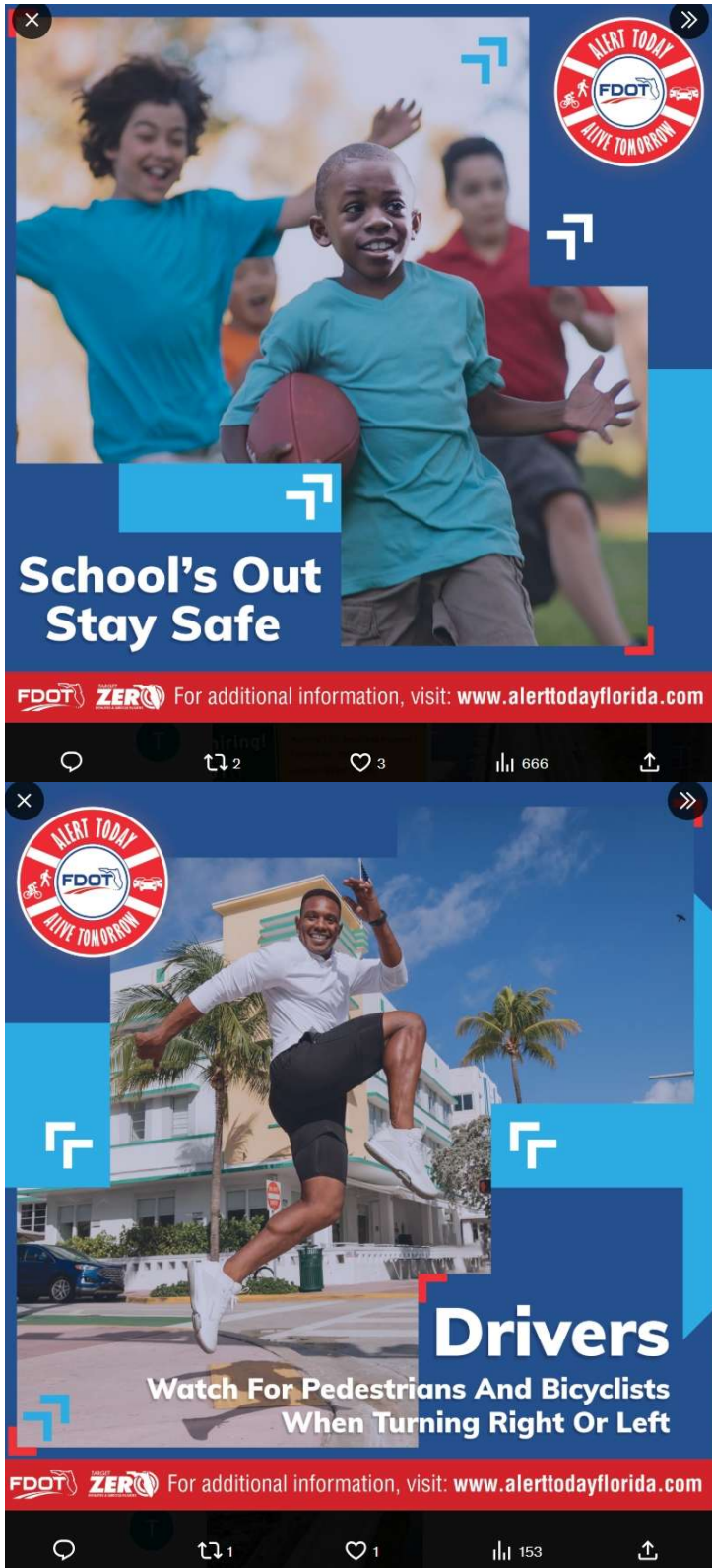
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myfdot_miami Safety Campaign Alert Today, Alive Tomorrow launches this month!
Every Trip, Every Time — Safety First! #alerttodayflorida
July 15

2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



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Drivers, keep your eyes open! It's Summer and the kids are out playing outside!
Every Trip, Every Time — Safety First!
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Keep your eyes peeled and drive carefully especially when turning right or left!

Every Trip, Every Time — Safety First!
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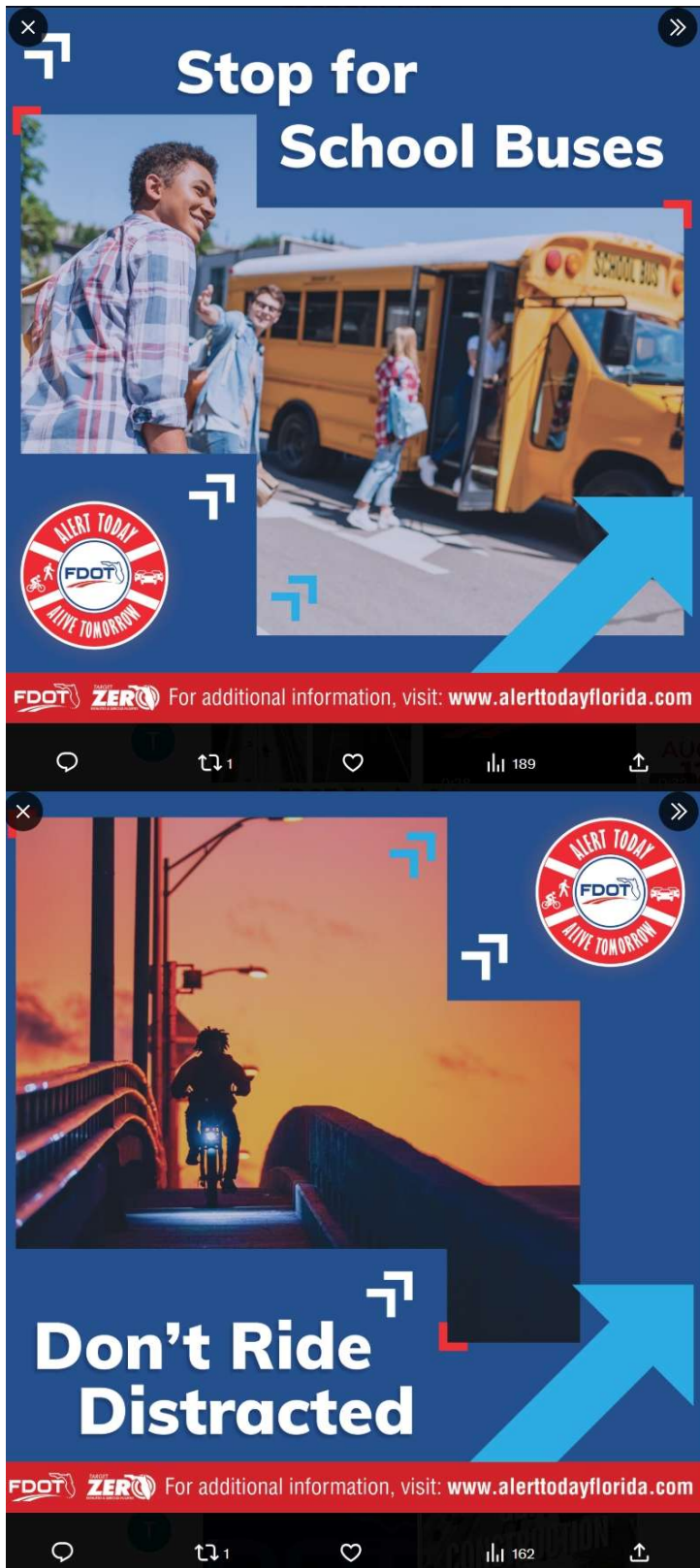
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2025 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



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Don't forget to stop for school buses - kids are crossing the street!

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Don't ride distracted.

Stay alert and keep our streets safe!

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