



Florida Department of Transportation

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FDOT Kicks-Off 2026 “Alert Today, Alive Tomorrow” Campaign to Increase Pedestrian and Bicycle Safety *Running from July through September*

MIAMI, Fla. – The Florida Department of Transportation (FDOT) announces the kick-off of the 2026 “Alert Today, Alive Tomorrow” campaign to promote a culture of safety for pedestrians and bicyclists. In Miami-Dade and Monroe counties, 90 severe bike or pedestrian injuries resulting from roadway accidents and 25 fatalities were reported this year.

Running from July through September, the “Alert Today, Alive Tomorrow” campaign aims to raise awareness about pedestrian and bicycle safety by providing safety education that emphasizes minimizing unsafe behaviors. 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 bicyclists on our roadways.

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 additional information, please contact the Florida Department of Transportation Communications Office at (305) 470-5349.

For real-time traffic and lane closure information, drivers are encouraged to visit www.fl511.com.

Remember, wearing a safety belt is the single most effective way to protect people and reduce fatalities in motor vehicle crashes. Always be safe and remain alert while driving in construction zones.

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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.