

ALERT TODAY, ALIVE TOMORROW

2019 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six
1000 NW 111 Avenue
Miami, Florida 33172

SEPTEMBER 2019

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Summary Report

This summary report is an outline of the “Alert Today, Alive Tomorrow” campaign that was implemented for the Florida Department of Transportation (FDOT), District Six, from May to August 2019. This public outreach effort was held as part of the FDOT Traffic Operations Division. In line with FDOT’s mission, which states that the department is committed to “providing a safe transportation system that ensures the mobility of people and goods and preserves the quality of our environment and communities,” the campaign was designed to create awareness and to keep the roadways in Miami-Dade and Monroe counties safer.

1.0 Campaign Description

Alert Today, Alive Tomorrow is a state-wide campaign developed by FDOT. Florida’s focus on the safety of pedestrians and bicyclists is a dynamic and coordinated effort that includes many individuals and partners throughout the state. Locally in District Six, the long-term priority of the campaign is to increase awareness of pedestrian and bicycle laws and advise of the dangers of jaywalking and drivers not yielding to pedestrians when making left and right-hand turns. In order to communicate this message effectively, FDOT has developed a targeted Alert Today, Alive Tomorrow campaign.

The key strategy of the inaugural campaign was to develop the local brand and strengthen the foundation of partners and community support to maximize communications resources and help spread the safety messages. This campaign targeted drivers of all ages in Miami-Dade and Monroe counties. As a result, the team sought out partnerships with local municipalities, organizations and academic institutions in order to reach the audience effectively through outreach events, multi-agency enforcement operations and the distribution of multilingual collateral materials including a campaign poster, interactive email blasts and social media messaging.

1.1 Campaign Limits

The team was tasked with implementing a public outreach campaign within the boundaries of FDOT District Six, which includes both Miami-Dade and Monroe counties. The branded elements implemented as part of the District Six campaign were developed by the District’s team of FDOT personnel and consultants.

1.2 Campaign Team

The team was led by Bike and Pedestrian Traffic Specialist Isis Sotolongo, District Six Community Traffic Safety Program Coordinator Carlos Sarmiento, and the District Six Communications Office. The consulting firm that facilitated the 2019 campaign was Media Relations Group, LLC. Additionally, the team included The Corradino Group, Infinite Source Communications and Graph Code, which were used as resources for event staffing and the partner resources website.

The first meeting of the 2019 team was held in December 2018. Subsequent meetings were held as needed to review materials, arrange for the production of collaterals and the PSA, or coordinate participation in upcoming outreach events.

2.0 Campaign Goals

The campaign’s main goal was to increase awareness regarding the dangers of jaywalking and drivers not yielding to pedestrians when making left and right-hand turns. The team was given the following scope of work to achieve these goals:

- Research statistics
- Prepare campaign materials as needed (campaign collaterals, eblasts, branding)
- Develop unique and effective campaign outreach methods, including:
 - Postcard/brochure for law enforcement to hand to drivers
 - Comprehensive social media outreach
 - Public Service Announcement (PSA)



- Develop and strengthen partnerships with local municipalities and organizations to effectively disseminate the campaign message
- Administrative Support – Develop and produce materials for all related meetings, both internal and external. These materials include sign-in sheets, agendas, handouts and kits.
- Staff and attend outreach events
- Coordinate media coverage and leverage opportunities for earned media placements
- Collect and analyze partner data and develop a final report with the findings
- Produce and distribute digital and printed final reports

While many outreach tactics were dependent on electronic distribution methods (particularly email and social media), personal interaction with the public at the outreach events was also a crucial element to the campaign.

2.1 2019 Campaign

	2019
Campaign Partners	62
Outreach Events	10
Multi-Agency Enforcement Operations	2
Overall Campaign Impressions*	10 million*

Using data from partner surveys, an estimated 10,013,112 people were reached during the 2019 campaign.

**Number of impressions reported by partners as of September 4, 2019; does not include every instance of people who viewed the campaign materials, articles and news stories.*

3.0 Partnership Development

The team focused on developing partners that would help to effectively spread the safety messages and provide materials and resources that would assist in this endeavor. The following methods of contributing to the campaign were suggested to potential partners:

- Promoting the campaign message within their organizations
- Using internal and external communication methods to disseminate “Alert Today Alive Tomorrow” messaging, achievements and success stories, and provide information about how others can get involved
- Teaming with local law enforcement and community members to support their efforts to improve safe driving, walking and cycling patterns in the community
- Working with local media outlets to reach as many people as possible
- Participating in or sponsoring one or more of the local outreach events
- Providing educational and promotional items to distribute at local outreach events
- Partnership with local agencies and police departments to perform enforcement details

3.1 Strategy and Approach

A preliminary list of potential partners (including agencies that were involved in previous District Six safety campaigns) was identified by the team. The team was tasked with making contact with each potential partner and gauging their interest in joining the 2019 campaign. Based on their level of



interest, follow-up meetings with key personnel were scheduled in order to discuss the details of the campaign and determine what resources were available.

A website with campaign resources (fdotsafetyresources.com) was developed for the partners' use and provided collateral materials that highlighted the campaign's look and messaging. As new and existing partners confirmed their participation, their respective logos were added to the campaign materials in order to highlight their commitment to the campaign and to public safety.

Contributions from partners were limited to existing budgets and resources; however, all opportunities for increasing outreach and dissemination of collaterals were researched and, if feasible, were implemented as part of the campaign.

3.2 Campaign Partners

The partners' logos were included in many of the collateral materials, including the campaign posters, website and email blasts. The following is a list of the official partners that joined the 2019 Alert Today, Alive Tomorrow campaign.

- Aventura Hospital and Medical Center
- Bike 305
- City of Aventura
- City of Aventura Police Department
- City of Coral Gables
- City of Coral Gables Fire Department
- City of Coral Police Department
- City of Doral
- City of Doral Police Department
- City of Hialeah Gardens
- City of Hialeah Gardens Police Department
- City of Homestead
- City of Homestead Police Department
- City of Key West
- City of Key West Fire Department
- City of Key West Police Department
- City of Miami Beach Police Department
- City of Miami Fire Rescue
- City of Miami Fire Rescue
- City of Miami Gardens
- City of Miami Gardens Police Department
- City of Miami Springs
- City of Miami Springs Police Department
- City of North Miami
- City of North Miami Police Department
- City of Sunny Isles Beach
- City of Sunny Isles Beach Police Department
- City of Sweetwater
- City of Sweetwater Police Department
- FDOT Central Office
- FDOT District Six
- Ferrovial Services
- Florida Department of Health (Monroe)
- Florida Department of Health (Miami-Dade)
- Florida Department of Highway Safety and Motor Vehicles (FLHSMV)
- Florida Teen Safe Driving Coalition/ Students Against Destructive Decisions
- Islamorada Chamber of Commerce
- Kendall Regional Medical Center
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Mack Cycle & Fitness
- Miami Kids Magazine
- Miami-Dade County
- Miami-Dade County (Transit)
- Miami-Dade County Public Schools
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- North Bay Village
- North Bay Village Police Department
- Pinecrest Bakery
- PortMiami Tunnel
- The Florida Villager
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Medley
- Town of Medley Police Department
- Town of Surfside
- Town of Surfside Police Department
- Urban Health Partnerships Inc.
- Village of El Portal
- Village of El Portal Police Department



3.3 Partnership Contributions

Following is an overview of each partner's contributions and involvement throughout the campaign:

City of Aventura and Police Department

Twenty-five campaign posters were displayed reaching approximately 5,000 individuals in multiple buildings. Tip cards were distributed to 720 individuals. In addition, the City participated in a bicycle safety event, National Night Out, and at 12 red light camera traffic hearings where literature was presented to every violator in attendance.

City of Doral

Two campaign eblasts were distributed to 6,000 individuals. Social media was utilized to reach approximately 45,000 Facebook and Twitter followers. Additionally, campaign materials were published on the Police Department's page during the campaign.

City of Hialeah Gardens Police Department

The campaign eblasts were distributed throughout the campaign to 10 recipients. Two campaign posters were displayed reaching approximately 100 people. Three hundred and fifty tip cards were distributed as well. Campaign information was also distributed via the website and social media (Instagram/Facebook) reaching thousands.

City of Miami Gardens Police Department

Social media messaging was utilized to reach more than 10,000 Facebook, Twitter, Reminder and Ring followers.

City of Miami Springs Police Department

One campaign poster was displayed. Social media messaging was also utilized to reach more 1,000 Twitter and Nextdoor followers.

City of Sunny Isles Beach and Police Department

The campaign eblasts were distributed to approximately 5,600 individuals during the campaign. Social media messaging was also utilized to reach the Department's 1,347 Facebook and 1,161 Twitter followers.

Community Traffic Safety Team (CTST)

The CTSTs performed the multi-agency enforcement events throughout the campaign.

Florida Department of Transportation - District Six

The campaign poster reached approximately 100 views. Tip cards were distributed to 250 individuals. Campaign messages were posted weekly on Facebook and Twitter reaching thousands. Web banners reached approximately 9,300 views. Additionally, District Six distributed information at public meetings, pop-ups, community events and outreach events.

Florida Department of Health – Miami-Dade

The campaign materials were published in the internal blog reaching 13,000 Department of Health personnel.

Islamorada Chamber of Commerce

One campaign poster was displayed reaching approximately 900 people. The chamber placed ads in the annual publication of its Chamber Membership Directory, which is distributed to all of the Chamber member businesses, as well as prospective members.



KiDZ Neuroscience Center (WalkSafe & BikeSafe)

Campaign information was distributed to thousands of followers on the WalkSafe and BikeSafe Twitter pages.

Miami-Dade County Public Schools

Social media was utilized to reach 21,874 Twitter followers.

Miami-Dade Police Department

MDPD published campaign messaging on all social media platforms including Facebook (142,203) and Twitter (44,634).

Miami-Dade Transportation Planning Organization (TPO)

Campaign information was sent to at least 5,000 people in the TPO database. Social media messaging was used to reach 968 Facebook, 1,927 Twitter and 343 Instagram followers. Additionally, campaign materials were distributed at the Building a Better Little Havana event in Henderson Park.

Monroe County Sheriff's Office

Campaign eblasts were distributed to approximately 75 individuals throughout the campaign. Six posters were displayed at the Department headquarters and substations reaching approximately 1,200 people. More than 300 tip cards were also distributed. Additionally, social media was utilized to distribute campaign messaging to 50,000 Facebook and 20,000 Twitter followers.

Pinecrest Bakery

The campaign poster was displayed across 14 Pinecrest Bakery locations, rotating every 2 minutes for 24 hours each day reaching more than 362,900 people.

SADD - Students Against Destructive Decisions

Social media was utilized to reach thousands of Facebook, Twitter and Instagram followers.

Town of Bay Harbor Islands and Police Department

Four campaign posters were displayed reaching approximately 1,500 individuals. Social media was utilized to reach 1,800 Facebook followers. Additionally, campaign information was included in the newsletter reaching more than 6,400 people via mail and 1,400 via email.

Town of Medley and Police Department

Campaign eblasts were distributed to approximately 100 individuals. Two posters were displayed and reached approximately 1,000 views. Campaign messaging was published on the police department's website.

Town of Surfside Police Department

Approximately 350 tip cards were distributed during a pedestrian and bicycle safety operation. Campaign information was posted on the Town of Surfside website and Nextdoor.

Urban Health Partnerships Inc.

The campaign eblasts were distributed to approximately 1,004 individuals. Additionally, 60 tip cards were distributed, and social media messaging was utilized to reach Facebook (75), Twitter (362), and Instagram (969) followers.



4.0 Campaign Events

Various events were held throughout the campaign in order to spread the campaign message and engage the partners. In addition, campaign kick-off meetings and several multi-agency enforcement operations were held.

4.1 Campaign Kick-off Event

To kick-off the campaign, on Friday, May 31 at 10 a.m., a GoToMeeting Webinar was held, and all partners were invited to attend. More than 33 attendees participated.

4.2 Outreach Events

The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share the message. These events were geared towards an array of audiences throughout the community and included interactive activities and games.

4.3 Multi-Agency Enforcement Operations

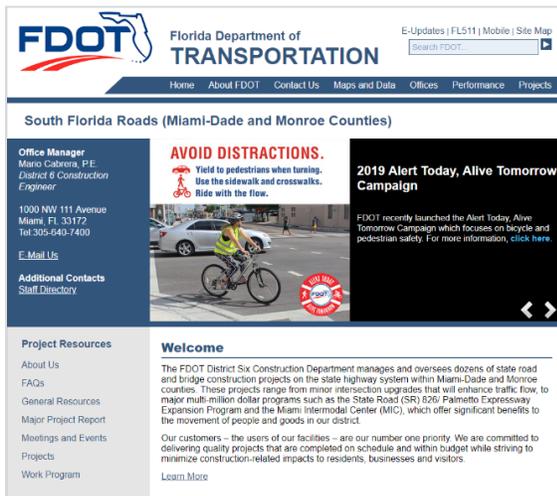
Several multi-agency enforcement operations took place where campaign materials were distributed. The purpose of the operations was for the apprehension and/or citation of drivers and for public education and awareness of the dangers of driving under the influence, aggressive driving, distracted driving, speeding, red-light running, move-over law violation, seat belt compliance, and general traffic safety. These educational/enforcement details were a success. Through the mutual-aid agreement and the CTST program, participating agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly.

5.0 Campaign Messaging

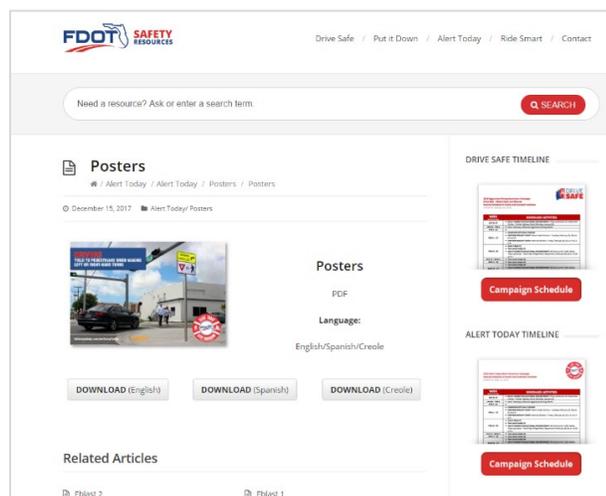
The team was tasked with developing the brand and identity of this new campaign. All materials adhere to the same look and style in order to stay in line with a consistent and clear message. To reach a broader audience, all materials were provided in English, Spanish and Creole.

5.1 Websites

The campaign utilized existing resources by posting the campaign launch on the District Six homepage on the scrolling web banner. In addition, the campaign was displayed at www.fdotmiamidade.com/alerttodayflorida. Partners were also able to access campaign materials and important information at fdotsafetyresources.com.



fdotmiamidade.com (scrolling web banner)



fdotsafetyresources.com



5.2 Campaign Posters

Campaign posters were designed and printed using the campaign messaging and branding for partners to display at various locations. Please see the appendix for images of the three posters.

5.3 Social Media and Web Banners

An online presence was the driving force of this campaign. Through social media and custom web banners, we were able to reach a larger audience and ultimately disseminate the information in a clear, concise manner. The social media messaging was highly visible with eye-catching simple graphics that elicit a response to the call to action. They were formatted so that they would be easily posted to outlets such as Facebook, Twitter and Instagram. Please see the appendix for images of these items.

5.4 Public Service Announcement (PSA)

The team developed a 30-second PSA in both English and Spanish to demonstrate the campaign message in a video format.



Filming of PSA

5.5 Advertising

5.5.1 Gas Station TV

Gas Station TV is an effective tool which reaches drivers while they are at the gas pump. The PSA, which emphasizes the importance of driving safe, is played so that motorists receive the safety messaging before they get back on the road. The PSA was shown in two languages (English and Spanish) at gas stations to successfully capture users.



Gas Station TV monitor

5.5.2 Freebee

Freebee is a free, electric transportation option that allows users to ride by simply downloading the Freebee app, requesting a ride and jumping onboard. While riding in the cars which are wrapped with the Alert Today, Alive Tomorrow branding, the drivers educate riders about the campaign and provide tip cards. Additionally, the PSA plays on the display monitors and riders are encouraged to practice safety when walking, biking, driving or riding. During the campaign, it is estimated that the Freebee vehicles received over 4.5 million impressions.



Freebee vehicles

5.6 Eblasts

Throughout the campaign, partners distributed the two eblasts available to their internal and/or external mailing lists according to the campaign timeline. The eblasts were interactive and featured safety messaging, videos, statistics and other relevant content for the campaign. These were offered in English and Spanish. Please see the appendix for images of the eblasts.



5.6 Tip Cards

Multilingual tip cards were developed and distributed to the partners and at events. The cards were double-sided and featured statistics and tips for drivers, bicyclists and pedestrians. Please see the appendix for images of the three tip cards.

5.7 Media Coverage

Many of the campaign partners published articles within their internal newsletters and/or news outlets. In addition, the team secured several media placements. Below is a sample of media outlets in which coverage was secured by the campaign efforts (see Appendix F for coverage).



6.0 Future Campaign Goals

The 2019 Alert Today, Alive Tomorrow campaign was a well-received and a very successful initiative launched by District Six leadership and the members of the team. As the team looks forward to future campaigns, there are certain goals that should be incorporated into outreach efforts. They include the following:

- **Obtain Earned Media** – By creating opportunities to achieve publicity of the campaign through promotional efforts, we can create awareness and spread campaign messaging to mass media audiences in a way other than paid media advertising.
- **Develop More Key Partnerships** – By working with additional partners, including the private sector, we will receive additional resources, marketing and collateral materials including giveaways, key contacts, and possibly even additional grants/funding for future campaigns.
- **Maximize Digital Campaign and Social Networking Strategy** – Continuing to develop the social media strategy is crucial to reaching a wider audience in future campaigns, especially when targeting younger demographic groups. Utilizing social media networks is a simple and effective way to post campaign content/messaging, and facilitate the distribution of information quickly, thereby turning the audience into active partners in the campaign. In addition, creating a digitally-focused campaign will allow for greater outreach.
- **Expand Presence in Monroe County** – By continuing to develop strategic partnerships in Monroe County and working with additional partners, the campaign will have an even larger impact in this area of District Six. This will increase the dissemination of campaign materials and information via outreach events and existing communications resources to residents of Monroe County during future campaigns.



7.0 Campaign Feedback

"We are proud to partner with FDOT for the Alert Today, Alive Tomorrow Campaign. It is imperative to bring awareness on public safety within transportation from both pedestrian and driver perspectives."

-- Urban Health Partnerships Inc.

"The operation with FDOT was an amazing experience. Reaching the number of citizens, we did in such a short amount of time was key to help educate pedestrians and bicyclists. We look forward to teaming up together again with FDOT."

-- Town of Surfside Police Department

"I love these! Our residents react well to these posts, and now that there are several campaigns, I really do feel we are raising the level of awareness to motorists, pedestrians and motorcyclists."

-- Town of Bay Harbor Islands



Appendix A – Campaign Posters









Appendix B – Email Blasts



SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 19.1



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



DRIVERS
YIELD TO PEDESTRIANS WHEN
MAKING LEFT OR RIGHT-HAND TURNS



PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

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



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.

Upcoming Event

- Joe Martinez Annual Health & Safety Expo (Saturday, July 27, 10 a.m. to 4 p.m., Fair and Expo Center – Darwin Fuchs Pavilion)

Thank you to our dedicated campaign partners





SU SEGURIDAD NO SUCEDER POR ACCIDENTE

Alerta Hoy, Vivo Mañana Campaña 19.1



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



CONDUCTORES
CEDAN EL PASO A LOS PEATONES CUANDO
DOBLAN A LA IZQUIERDA O A LA DERECHA



PEATONES
USEN EL CRUCE PEATONAL
AL CRUZAR LA CALLE

Para más información sobre la campaña Alerta Hoy, Vivo Mañana, por favor visite
fdotmiamidade.com/alerttodayflorida o alerttodayflorida.com



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.

Próximo evento

- Joe Martinez Annual Health & Safety Expo (sábado 27 de julio, 10 a.m. a 4 p.m., Fair and Expo Center – Darwin Fuchs Pavilion)

Gracias a nuestros patrocinadores por su dedicado apoyo a la campaña.





SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 19.2



Introducing the official Alert Today, Alive Tomorrow PSA

We're all responsible for keeping each other safe on our roads. If you're a bicyclist or pedestrian, make smart choices, maintain eye contact with drivers, and cross safely (bicyclists ride with traffic). If you're a driver, pay attention, don't be distracted, and watch for bicyclists and pedestrians. **Remember, safety is a two-way street.**

JAYWALKING (JĀ WŌK)

"Jaywalking" is not a legal term. It's a slang term for the right-of-way laws that specifically apply to pedestrians. Jaywalking is generally understood to be crossing the street at mid-block, instead of at a marked crosswalk or the nearest intersection.

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



SU SEGURIDAD NO SUCEDE POR ACCIDENTE

Alerta Hoy, Vivo Mañana Campaña 19.2



Introducción oficial de Alerta Hoy, Vivo Mañana PSA

Todos somos responsables de mantenernos seguros en nuestras carreteras. Si eres un ciclista o Peatón, tomar decisiones inteligentes, mantener el contacto visual con los conductores, y cruzar de forma segura (Ciclistas viajando con el tráfico). Si eres un conductor, preste atención, no se distraiga, y mire a los ciclistas y peatones. **Recuerde, la seguridad es una calle de dos vías.**

IMPRUDENCIA AL CRUZAR LA CALLE (JAYWALKING)

“Jaywalking” no es un término legal. Es un término informal para el derecho de paso con leyes que se aplican específicamente a los peatones. Jaywalking generalmente es cuando se está cruzando la calle a mitad de cuadra, en lugar de un cruce peatonal marcado o la intersección más cercana.

Para más información sobre la campaña Alerta Hoy, Vivo Mañana, por favor visite fdotmiamidade.com/alerttodayflorida o alerttodayflorida.com



Próximos eventos

- **Live Healthy Little Havana Family Event** (Friday, July 12, 3 p.m. to 6:30 p.m., Henderson Park, 950 NW 3 Street, Miami, FL 33128)
- **Joe Martinez Annual Health & Safety Expo** (Saturday, July 27, 10 a.m. to 4 p.m., Fair and Expo Center – Darwin Fuchs Pavilion)



CONSEJOS PARA SU SEGURIDAD MIENTRAS CAMINA

- **Obedezca las leyes del tránsito.** Para su seguridad, siempre obedezca las leyes del tránsito peatonal.
- **Use las aceras o camine en sentido contrario al tráfico.** Si no hay aceras, camine en sentido contrario al tráfico de manera que pueda ver los vehículos que se aproximan.
- **Siempre utilice el paso peatonal.** Los cruces peatonales marcados en las intersecciones son los lugares más seguros para cruzar.
- **Mire dos veces.** Antes de cruzar, mire hacia la izquierda, luego hacia la derecha y nuevamente hacia la izquierda.
- **Manténgase visible.** Use ropa, zapatos, cintos y manillas de colores brillantes y que reflejen la luz.

Gracias a nuestros patrocinadores por su dedicado apoyo a la campaña.





Appendix C – Social Media Images



DRIVERS
YIELD TO PEDESTRIANS WHEN
MAKING LEFT OR RIGHT-HAND TURNS

fdotmiamidade.com/alerttodayflorida



PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

fdotmiamidade.com/alerttodayflorida



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

fdotmiamidade.com/alerttodayflorida



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





OBEY ALL TRAFFIC LAWS
As a road user, you should always obey the pedestrian traffic laws to be safe on the road.

ALERT TODAY
FDOT
ALIVE TOMORROW

fdotmiamidade.com/alerttodayflorida

PEDESTRIANS
PUSH THE BUTTON AND WAIT FOR THE WALK SIGNAL

ALERT TODAY
FDOT
ALIVE TOMORROW

fdotmiamidade.com/alerttodayflorida

CONDUCTORES
CEDAN EL PASO A LOS PEATONES CUANDO DOBLAN A LA IZQUIERDA O A LA DERECHA

ALERTA HOY
FDOT
VIVO MAÑANA

fdotmiamidade.com/alerttodayflorida

PEATONES
USEN EL CRUCE PEATONAL AL CRUZAR LA CALLE

ALERTA HOY
FDOT
VIVO MAÑANA

fdotmiamidade.com/alerttodayflorida



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



fdotmiamidade.com/alerttodayflorida

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.



fdotmiamidade.com/alerttodayflorida



OBEDEZCA TODAS LAS LEYES DE TRÁNSITO
Como usuario de las carreteras, siempre debe obedecer las leyes de tránsito peatonales para estar seguro.



fdotmiamidade.com/alerttodayflorida



PEATONES
EMPUJE EL BOTÓN Y ESPERE QUE APAREZCA LA SEÑAL PARA CRUZAR



fdotmiamidade.com/alerttodayflorida



CHOFÈ

KITE PYETON TRAVÈSÈ
LÈ W AP VIRE ADWAT OUBYEN AGOCH

fdotmiamidade.com/alerttodayflorida



PYETON

TRAVÈSÈ LARI A KOTE KI FÈT
POU PYETON TRAVÈSÈ

fdotmiamidade.com/alerttodayflorida



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

fdotmiamidade.com/alerttodayflorida



EVITE DISTRAKSYON.



Kite pyeton travèsè lè w ap vire.



Mache sou twotwa yo epi kote ki fèt pou pyeton travèsè 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







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



CONDUCTORES
CEDAN EL PASO A LOS PEATONES CUANDO
DOBLAN A LA IZQUIERDA O A LA DERECHA



**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.



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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



Appendix E – Event Photos



Live Healthy Little Havana Family event, July 12



South Miami Back to School event, July 25



Joe Martinez Annual Health & Safety Expo, July 27



1 Hotel South Beach Safety event, August 1



Hammocks Police Station National Night Out, August 6



City of Doral Back to School Night & National Night Out, August 6



Florida LEL Quarterly Meeting, August 7



Miami Beach CTST - Multi-Agency Enforcement/Educational Operation, August 14



Appendix F – Media Coverage

5/17/2019 Over 13 law enforcement agencies participate in Drive Safe campaign across South Florida – WSVN 7News | Miami News, Weather, Spo...

SHARE

MAY 16, 2019

Over 13 law enforcement agencies participate in Drive Safe campaign across South Florida



Rebecca Vargas

VIRGINIA KEY, FLA. (WSVN) - Drivers who chose to ignore speed readers on Thursday morning could not ignore the ticket they received afterwards.

Several law enforcement agencies worked together to assist with a traffic enforcement operation.

Officers could be seen lined up alongside the Rickenbacker Causeway in Virginia Key, pulling over countless speeding drivers.

"You got to slow down. You're going too fast, and you should be slowing down in this area," said Mathew Torres, who was pulled over for speeding.

The speed traps are part of a larger project called the Drive Safe Campaign, designed to keep the roads of South Florida safe.

"We have over 13 law enforcement agencies patrolling the area, looking for aggressive drivers, those who are not wearing seat belts, those who are following too closely and not obeying the laws, and also for bicyclists. We're stopping them and also educating them to follow the rules of the roadway," said Florida Department of Transportation Campaign Manager Carlos Sarimento.

The Florida Department of Transportation is working alongside the University of Miami and over a dozen police agencies in the campaign.

The goal of the project is to remind drivers and cyclists to follow the rules of the road.

"The self-correctness is key," said University of Miami Police officer Alexandria Martinez.

She said cellphones and the car's radio contribute to drivers not paying attention to their speed.

"They're distracted [with the] radio, phone, and that speed is building up. Before they know it, they're way over the speed limit, so every time they catch themselves and it tells them how fast they're going, you'll see they correct it," said Martinez.

The presence of law enforcement, in addition to the speed readers, has been proven to be deterrents.

Sharing the road with pedestrians and cyclists is a common issue that the annual campaign is bringing awareness to.

"They abide by, more or less, the same rules that a vehicle does. You'll see sometimes they don't do that, and that's why you have accidents, and they get hurt," said Martinez. "We want to create safer roads. It's our responsibility to educate the public."

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More from WSVN.com

<https://wsvn.com/news/local/over-13-law-enforcement-agencies-participate-in-drive-safe-campaign-across-south-florida/>

1/2



5/17/2019 Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos | Tu Ciudad Univision 23 Miami | Univision

PORTADA TV SHOWS FAMOSOS HORÓSCOPOS NOTICIAS INMIGRACIÓN DEPORTES LIGATV MX MÁS

UNIVISION 23 MIAMI



Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos

Las autoridades pretenden erradicar la violencia y mejorar la seguridad en las carreteras de Miami-Dade, pero sobretodo en esta zona donde se presentan varias violaciones a las leyes de tránsito.

LEER TRANSCRIPCIÓN

UNIVISION
16 May 2019 – 1:19 PM EDT

COMPARTE

ESTÁS VIENDO

Realizan una jornada educativa en Key Biscayne para concientizar a los conductores violentos
2:29

Alrededor de 500 mil firmas fueron reunidas para exigir que la temporada final de Game



5/17/2019

Aumentan seguridad vial en el sur de Florida - Telemundo 51



Inicio **Noticias** El Tiempo Entretenimiento Deportes Más

EN VIVO



81°

Conócenos

VIDEOS MÁS VISTOS



Vacaciones de pesadilla en Disney: terminó en la cárcel!



Maduro furioso: su reacción a la suspensión de vuelos



Policia: hispana madre de 3 hijos muere apuñalada por ex



Policia: intenta secuestrar a un niño en un McDonald's

Los medicamentos que se usan para tratar la hipertensión pueden tener un efecto en la gestación, o ser alérgica al denosumab o a cualquiera de los componentes de Prolia®.

Aumentan seguridad vial en el sur de Florida

Tan solo en el 2018, la Florida tuvo más de 500 muertos por accidente en motocicletas.

Por **TELEMUNDO 51**

Publicado jueves 16 de mayo de 2019



El departamento de transporte de Florida, la Universidad de Miami y 13 agencias para el cumplimiento de la ley se unieron en una campaña para salvar vidas.

"Conduzca con cuidado, conduzca inteligentemente" es una campaña que desde tempranas horas de este jueves en un área cercana a Key Biscayne las autoridades se enfocaran en el cumplimiento de la seguridad al conducir.

Carlos Sarmiento, del Departamento de Transporte de Florida, aseguró "que la conducción agresiva es no ceder el paso, cambiar de carril inapropiadamente, hacer pasos impropios, seguir demasiado de cerca, no atender las señales de tráfico y manejar a exceso de velocidad".

Autoridades del departamento de Transporte de Florida pidieron a conductors estar alertas y evitar distracciones, obedecer señales de tránsito y usar cinturones de seguridad para conducir de forma segura.

"Ahora que Uber tiene bicicletas eléctricas y patinetas en el Downtown de Miami es sumamente necesario que los conductores y todo el que este manejando preste mucha atención a la calle", dijo Javier Correoso, vocero de Uber en Florida.



SECCIONES

23 UNIVISION
MIAMI - FT. LAUDERDALE



CAMPAÑA SOBRE SEGURIDAD DE PEATONES Y CICLISTAS

23
@Univision23

Autoridades de Miami Beach unen esfuerzos para educar a peatones y conductores sobre la prevención de accidentes

Ante el creciente número de incidentes registrados en vías de la ciudad, se dio inicio a una jornada en la que se analizó el respeto que la comunidad tiene por las señales de tránsito. Además, trabajadores de la ciudad estuvieron entregando volantes y dando recomendaciones de seguridad a los transeúntes.

UNIVISION
14 Ago 2019 - 01:49 PM EDT

COMPARTE   



Appendix G – Other Campaign Coverage

From: McElwee, Natalie
Sent: Tuesday, June 11, 2019 10:01 AM
To: FDOT-outlook users <FDOT-outlookuser@dot.state.fl.us>
Subject: 10@10 Tuesday, June 11, 2019



Tuesday, June 11, 2019

Natalie McElwee, 850-414-4592
Natalie.McElwee@dot.state.fl.us

[FDOT Pedestrian Safety Public Service Announcement](#)
By Staff, Florida Department of Transportation District 6

Don't cut corners when crossing the road. FDOT provides tips on what drivers and pedestrians can do to walk and bike safely. You can view the Spanish version here:
<https://youtu.be/wia93ZZ37j4>.



GAZETTE

SEPTEMBER 2019



POLICE & FDOT JOIN FORCES FOR PEDESTRIAN SAFETY

Members of the Surfside Police Department and the Florida Department of Transportation (FDOT) recently distributed safety tips and information from the Alert Today, a campaign that focuses on promoting pedestrian safety and to reduce future traffic incidents. Residents and visitors received educational materials and prizes for citizens using sidewalks and crosswalks.

The five areas covered went from the 93rd Street and Collins Avenue to the business district. Local business owners were also provided with educational materials to distribute to visiting customers. Approximately 350 pieces of educational materials were distributed. Many citizens expressed their gratitude for the initiative. Special thanks to Jeanette Gorgas and Isis Sotolongo for organizing the FDOT team. For additional information on public safety, contact Sgt. Jay Matelis at (305) 861-4862 or email jmatelis@townofsurfsidefl.gov.



SURFSIDE POLICE DEPARTMENT
FLORIDA DEPARTMENT OF LAW ENFORCEMENT
UNIFORM CRIME REPORT
JANUARY-JUNE 2019

The Florida Department of Law Enforcement Uniform Crime Report for January to June 2019 has been released. The numbers reinforce that Surfside is a very safe community. Violent Offenses and Property Offenses are compared to the first six months of 2018. Total Violent offenses decreased from 4 to 2. Total Property Offenses increased from 37 to 65. The increase in property offenses is related to a number of bicycle thefts early in the year. Detectives made an arrest in connection with the bicycle thefts and the trend stopped. The SPD clearance rate for all Index Crimes increased by 3.2%.

VIOLENT OFFENCES	2018	2019	% CHANGE
Murder	0	0	
Rape	0	1	
Robbery	0	0	
Aggravated Assault	4	1	-75%
Violent Offences Total	4	2	-50%
PROPERTY OFFENCES	2018	2019	% CHANGE
Burglary	9	9	-
Larceny	37	65	75.7%
Motor Vehicle Theft	3	1	-66.7%
Property Offence Total	49	75	53.1%
Total Index Offenses	53	77	45.3%
Clearance Rate for Index Crimes	22.6	23.4	3.2%



City of Coral Gables Retweeted

 **FDOT District 6** @MyFDOT_Miami · Jun 14

Remember to always use the crosswalk when crossing the street. Visit [@AlertTodayFL](#) for more important safety information.



PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

fdotmiamidade.com/alerttodayflorida



4 6 13

City of Coral Gables Retweeted

 **FDOT District 6** @MyFDOT_Miami · Jun 3



DRIVERS
YIELD TO PEDESTRIANS WHEN
MAKING LEFT OR RIGHT-HAND TURNS

fdotmiamidade.com/alerttodayflorida



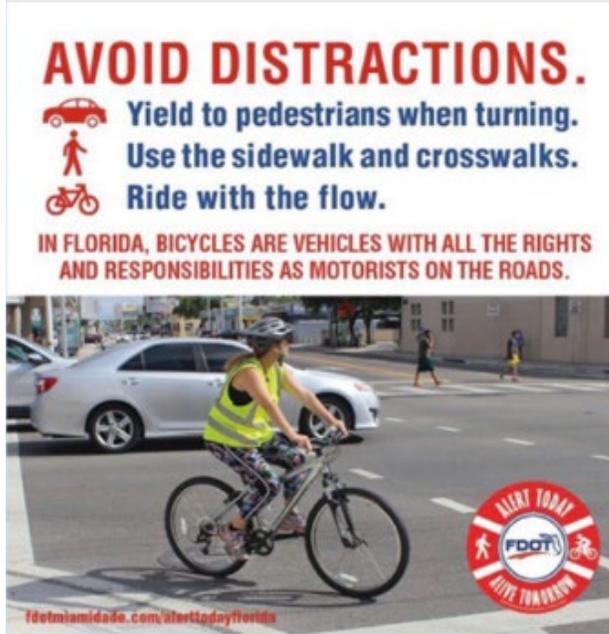
3 5 14



City of Doral
June 27 · 🌐

...

The Doral Police Department reminds you that if you're behind the wheel, driving should be your **ONLY** concern. Alert today, Alive tomorrow.
#doralproud #followtherules FDOT South - Miami Area



👍 6

2 Comments 2 Shares

👍 Like

💬 Comment

➦ Share



City of Doral
June 11 · 🌐

...

Be Alert Today, Alive Tomorrow! Being aware of these simple laws can save a life. <https://youtu.be/vOfNpghLW7w> FDOT South - Miami Area



YOUTUBE.COM

FDOT Pedestrian Safety Public Service Announcement-English

👍 9

2 Shares



City of Doral @Cityofdoral · Jun 18

No matter how you're getting around, PAY ATTENTION and OBEY THE RULES!
@MyFDOT_Miami



3 3 3



Sunny Isles Beach Police Department

June 28 · 🌐

Safety doesn't happen by accident. Don't let one foolish act ruin a thousand other great ones. #AlertTodayAliveTomorrow



YOUTUBE.COM

FDOT - Pedestrian Safety

Commit to being a safe driver, pedestrian, and bicyclist. Alert Today, Alive...

12



Sunny Isles Beach PD @SIBPD · Jun 26

We're proud to be a partner of @MyFDOT's #AlertTodayAliveTomorrow campaign. As a busy & densely populated city, pedestrian safety is one of our top priorities. Learn more at alerttodayflorida.com. #SIBSafetyFirst



Miami-Dade County Public Schools
@miamischools

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Miami-Dade County Florida

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.



3

2 Shares

Like Comment Share

2019 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Miami-Dade County Public Schools
July 12 · 🌐

Be safe on the road! Obey all traffic laws. #AlertTodayAliveTomorrow FDOT South - Miami Area Alert Today Florida

OBEY ALL TRAFFIC LAWS
As a road user, you should always obey the pedestrian traffic laws to be safe on the road.

fdotmiamidade.com/alerttodayflorida

Miami-Dade County Public Schools
July 3 · 🌐

Wait for the walk signal to begin crossing the street.
#AlertTodayAliveTomorrow FDOT South - Miami Area Alert Today Florida

PEDESTRIANS
PUSH THE BUTTON AND WAIT FOR THE WALK SIGNAL

miamidadefl.com/alerttodayflorida

19

3 Shares

2019 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Miami-Dade Police @MiamiDadePD · Jul 8
Safety doesn't happen by accident. Be #AlertToday to be #AliveTomorrow.

PEDESTRIANS
PUSH THE BUTTON AND WAIT
FOR THE WALK SIGNAL

<https://www.miamidade.com/alerttodayflorida>

4

Miami-Dade TPO Retweeted

FDOT District 6 @MyFDOT_Miami · Jun 14
Remember to always use the crosswalk when crossing the street. Visit @AlertTodayFL for more important safety information.

PEDESTRIANS
CROSS THE STREET
AT A CROSSWALK

[fdotmiamidade.com/alerttodayflorida](https://www.miamidade.com/alerttodayflorida)

4 6 13

Miami-Dade TPO Retweeted

Miami-Dade DTPW @GoMiamiDade · Jun 13
EDIT: Our initial tweet left out the fact that train conductors will still blow their horns if they perceive an emergency on or near the tracks. In addition, trains



 **Town of Bay Harbor Islands**
June 24 · 🌟

Alert today, alive tomorrow. Avoid distractions and #arrivealive.

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

👍 4 3 Shares

 **BayHarborIslands** @BayHarborIsland · Jun 2

Ours is a community where we enjoy walking. Drivers, yield to pedestrians when making left or right-hand turns. Put down your phone, put on your safety belt & keep your mind & your eyes on the road. @BHIIPolice & @MyFDOT_Miami remind us Alert today = alive tomorrow. #ArriveAlive



DRIVERS

YIELD TO PEDESTRIANS WHEN MAKING LEFT OR RIGHT-HAND TURNS

fdotmiamidade.com/alerttodayflorida



🗣️ 1 🔄 1 ❤️ 2



UHP Urban Health Partnerships July 8 - 🌐

Calling all pedestrians! Jaywalking is dangerous not only for pedestrians, but for all users on the road. Become more aware of your surroundings and use your city crosswalks and buttons to make your next move, a safe one! FDOT South - Miami Area Alert Today Florida

👍 Like 💬 Comment ➦ Share

UHP Urban Health Partnerships June 24 - 🌐

It is so easy to get distracted these days. Brush up on the following safety tips as part of the #AlertTodayAliveTomorrowCampaign -takes less than a minute! FDOT South - Miami Area Alert Today Florida

<p>AVOID DISTRACTIONS.</p> <ul style="list-style-type: none"> 🚗 Yield to pedestrians when turning. 🚶 Use the sidewalk and crosswalks. 🚲 Ride with the flow. <p><small>IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.</small></p>	<p>EVITA DISTRACCIONES.</p> <ul style="list-style-type: none"> 🚗 Ceda el paso a los peatones al girar. 🚶 Use la acera y el cruce peatonal. 🚲 Maneje a favor del sentido del tránsito. <p><small>EN LA FLORIDA, LAS BICICLETAS SON VEHICULOS CON TODOS LOS DERECHOS Y LAS RESPONSABILIDADES DE LOS AUTOMOVILISTAS.</small></p>

👍 Like 💬 Comment ➦ Share



UHP Urban Health Partnerships June 24

It is so easy to get distracted these days. Brush up on the following safety tips as part of the #AlertTodayAliveTomorrowCampaign -takes less than a minute! FDOT South - Miami Area Alert Today Florida

<p>AVOID DISTRACTIONS.</p> <ul style="list-style-type: none">Yield to pedestrians when turning.Use the sidewalk and crosswalks.Ride with the flow. <p>IN FLORIDA, BICYCLES ARE VEHICLES WITH ALL THE RIGHTS AND RESPONSIBILITIES AS MOTORISTS ON THE ROADS.</p>	<p>EVITA DISTRACCIONES.</p> <ul style="list-style-type: none">Ceda el paso a los peatones al girar.Use la acera y el cruce peatonal.Maneje a favor del sentido del tránsito. <p>EN LA FLORIDA, LAS BICILETAS SON VEHICULOS CON TODOS LOS DERECHOS Y LAS RESPONSABILIDADES DE LOS AUTOMOVILISTAS.</p>
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Like Comment Share

Florida Teen Safe Driving Coalition June 20

Whether you're a pedestrian, cyclist, or driver: you have a duty to obey all traffic laws! Be safe and we all benefit. #AlertToday #AliveTomorrow

2



Florida Teen Safe Driving Coalition
June 7

...

Stay alert, and arrive alive! Avoid distractions when driving, always.
#drivesafe #teentrafficsafety #arrivealive #AlertToday #alivetomorrow
#SafeDriving #dot

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.**



4

2 Shares