

ALERT TODAY, ALIVE TOMORROW

2021 Campaign Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six
1000 NW 111 Avenue
Miami, Florida 33172

OCTOBER 2021

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Table of Contents

1.0 Campaign Description	2
2.0 Campaign Goals	2
3.0 Partnership Development	3
4.0 Campaign Events	8
5.0 Campaign Messaging	8
6.0 Future Campaign Goals.....	10
7.0 Campaign Feedback	11
Appendix A – Campaign Posters	13
Appendix B – Email Blasts.....	16
Appendix C – Social Media Images	20
Appendix D – Tip Cards.....	23
Appendix E – Event Photos	26
Appendix F – Other Coverage	37



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 July to October 2021. 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 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 communication 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, and the distribution of multilingual collateral materials including a campaign poster, interactive email blasts and social media messaging. Due to the COVID 19 pandemic, fears remain in the community. Our partners resumed events on a smaller scale, and there were fewer attendees.

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 2021 campaign was Media Relations Group, LLC. Additionally, the team included The Corradino Group, and Graph Code, which were used as resources for event staffing and the partner resources website.

The first meeting of the campaign team was held in July 2021. 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, social media messaging)
- 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 and educational outreach efforts
- 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) due to the COVID 19 pandemic, personal interaction with the public at outreach events was also a crucial element to the campaign. During this campaign, we saw the COVID 19 restrictions loosen up and some partners resumed events. We witnessed residents beginning to integrate into the community and attend these events, even if it was in smaller numbers than in the pre-Covid days. Our outreach teams used facial masks and social distancing at all in-person events.

2.1 2021 Campaign

	2021
Campaign Partners	54
Outreach Events	18
Overall Campaign Impressions*	16.8 million*

Using data from partner surveys, an estimated 16,857,469 people were reached during the 2021 campaign.

**Number of impressions reported by partners as of October 18, 2021. This 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 contacting each potential



partner and gauging their interest in joining the 2021 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 2021 Alert Today, Alive Tomorrow campaign.

- AA Auto Traffic School & Class "E" Testing Center
- Aventura Hospital and Medical Center
- Bean Automotive Group (Lexus of Kendall, Kendall Toyota, Lexus of West Kendall, West Kendall Toyota)
- City of Aventura Police Department
- City of Coral Police Department
- City of Florida City
- City of Homestead
- City of Homestead Police Department
- City of Key West
- City of Key West Police Department
- City of Layton
- City of Marathon
- City of Miami
- City of Miami Beach
- City of Miami Beach Police Department
- City of Miami Department of Fire Rescue
- City of Miami Gardens
- City of Miami Neighborhood Service Center
- City of Miami Police Department
- City of North Miami Beach Police Department
- City of Opa-locka Police Department
- City of Opa-locka/Public Works
- City of Sunny Isles Beach
- FDOT District Six
- Florida Department of Health (Monroe)
- Florida International University Police Department
- Jackson Health System
- KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)
- Mack Cycle & Fitness
- Miami Shores Village
- Miami Shores Village Police Department
- Miami Springs Police Department
- Miami-Dade County Schools
- Miami-Dade Fire and Rescue
- Miami-Dade Police Department
- Miami-Dade Transportation Planning Organization (TPO)
- Monroe County Sheriff's Office
- Nicklaus Children's Hospital
- North Bay Village
- Pinecrest Bakery
- Port Miami Tunnel
- RED - Responsible & Educated Drivers
- South Florida Regional Transportation Authority (SFRTA)
- State Farm
- Sun Guide TMC - District VI
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Medley and Police Department
- Town of Miami Lakes
- Town of Miami Lakes Department of Communications and Community Affairs
- University of Miami Police Department
- Urban Health Partnerships Inc.
- Village of Palmetto Bay
- Village of Pinecrest Police



3.3 Partnership Contributions

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

AA Auto Traffic School & Class "E" Testing Center

Campaign information was displayed via social media reaching thousands. Also, tip cards were distributed during learner's permit and driving test to students and parents.

City of Coral Gables Police Department

Social media was utilized to reach approximately 48,540 Facebook, Twitter, and Instagram followers.

City of Homestead

Social media messaging was utilized to reach more than 522,000 impressions.

City of Layton

Two campaign eblasts were distributed to 314 individuals. Additionally, tip cards were distributed to 50 people.

City of Marathon

Social media was utilized to distribute campaign messaging five times reaching over 47,665 views.

City of Miami

Social media platforms were utilized to share campaign messaging to over 300,000 followers.

City of Miami Department of Fire Rescue

The department published campaign messaging on all social media platforms reaching over 84,000 views.

City of Miami Neighborhood Service Center

One campaign eblast was distributed to 150 individuals.

Florida Department of Health – Monroe

Two eblasts were distributed throughout the campaign to 84 recipients.

Florida International University Police Department

Social media was utilized to distribute campaign messaging to 9,500 followers on four occasions. Additionally, one eblast was distributed to approximately 300 individuals throughout the campaign.

Jackson Health System

Social media messaging was used to reach 7,577 Facebook, 2,525 Twitter and 2,685 Instagram followers five times.

KiDZ Neuroscience Center (WalkSafe & BikeSafe)

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

Miami Shores Village

Social media messaging was utilized to reach over 24,000 followers.

Miami-Dade County Public Schools

Social media was utilized to reach 2,330,660 views.



Miami-Dade Fire and Rescue

Campaign materials were distributed at various MDRF events. Additionally, social media was utilized to share campaign messaging to 12,000 followers seven times.

Miami-Dade Police Department

Campaign eblasts were distributed to approximately 60 individuals throughout the campaign.

Miami-Dade Transportation Planning Organization (TPO)

Social media messaging was used to reach over 24,000 followers. Also, campaign eblasts were distributed to approximately 10,000 individuals.

Monroe County Sheriff's Office

Campaign eblasts were distributed to approximately 300 individuals throughout the campaign. Additionally, social media was utilized to distribute campaign messaging to 37,000 followers on four occasions.

North Bay Village

Social media messaging was utilized to reach more than 48,000 individuals.

Pinecrest Bakery

The campaign poster ad was displayed across 18 Pinecrest Bakery locations, rotating every 2 minutes for 24 hours each day reaching more than 881,280 people.

South Florida Regional Transportation Authority (SFRTA)

Over 1,000 tip cards were placed on card racks at the train stations and social media messaging was utilized to reach 20,000 Facebook, 5,500 Twitter, and 3,200 Instagram followers.

Sun Guide TMC - District VI

Campaign information was posted as newflash items on SunGuide.info. Also, campaign graphics were utilized in presentations given by the team for safety slide PSA, reaching approximately 300 individuals.

Town of Bay Harbor Islands and Police Department

One campaign eblast was distributed to approximately 100 individuals. Additionally, approximately 300 tip cards were distributed during the campaign.

Town of Medley and Police Department

Campaign messaging was published on the police department's website and social media platforms reaching more than 4,000 views.

Town of Miami Lakes

Fifty tip cards were distributed, and social media messaging was utilized to reach 14,800 followers three times.

University of Miami Police Department

Approximately 4,300 tip cards were distributed at various UMPD events. Additionally social media messaging was utilized to reach over 106,700 impressions.

Village of Palmetto Bay

One campaign eblast was distributed to approximately 2,300 individuals during the campaign. Social media messaging was also utilized to reach the Village's 11,000 followers twice.

**2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



Village of Pinecrest Police

Campaign information was distributed via social media (Instagram/Facebook) reaching thousands. Additionally, the Village hosted a bicycle safety event with FDOT and Bike 305 on September 19, 2021. The event reached hundreds of cyclists and included a mock crash site. The event received media coverage from channels 4, 7, and 10.



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 Wednesday, July 21 at 10 a.m., a virtual meeting was held, and all partners were invited to attend.

4.2 Outreach Events

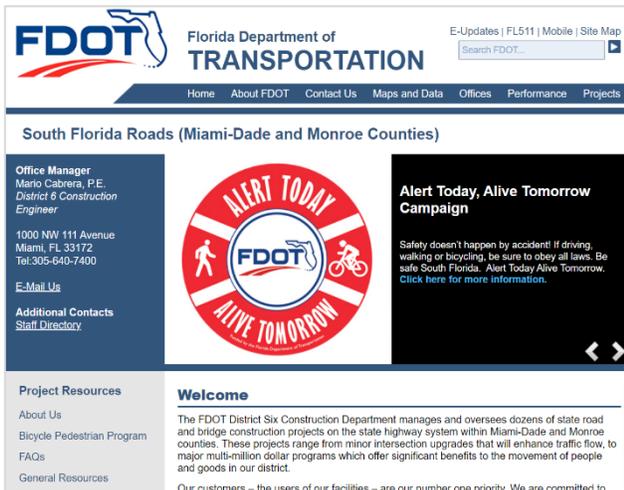
The campaign partners teamed up with FDOT to provide opportunities to disseminate the campaign materials and share the message. These events were geared towards an array of audiences throughout the community and included interactive activities and games.

5.0 Campaign Messaging

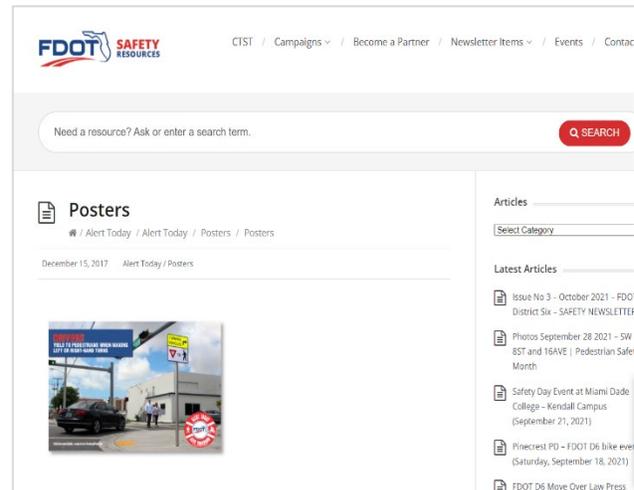
The team was tasked with developing the brand and identity of this new campaign. All materials adhere to the same look and style in order to stay in line with a consistent and clear message. To reach a broader audience, all materials were provided in English, Spanish and Creole.

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 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 3 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.

6.0 Future Campaign Goals

The 2021 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.
- **Increase In-Person Outreach** – As we return to a “new normal” we hope to continue increasing in-person outreach while adhering to safety protocols. Face to face contact with the public in our community is of utmost importance and a key component to the success of our campaigns. We will continue to work with our partners to maximize in in person events.



7.0 Campaign Feedback

"Let's continue to keep the roads safe. Promote more people stopping correctly at stop signs. Also, cars being parked on the wrong side of the road especially on residential areas. Thank you!"

-- Nieves Colmenero, AA Auto Traffic School & Class "E" Testing Center

"It was very educational."

-- Sgt. Erasmo Lopez, Coral Gables Police Department

"It was great, easy to post, and captions were thought out. There was a slight issue with accessing images, but it was resolved quickly by your team."

-- Camila Varcарcel, City of Homestead

"Continue to remind people to drive safely. It is more and more dangerous on the Overseas Hwy due to commercial and private drivers not paying attention.... either eating texting or taking pictures."

-- Mimi Young, City of Layton

"This program was well received by our followers and those we encountered at events."

-- Gioanna Grieco, City of Miami Department of Fire-Rescue

"It is an excellent campaign"

-- Captain Delrish Moss, Florida International University Police Department

"It would be helpful to receive a Google document or Sheet with all posts to easily see the breakdown and follow your guide vs. calendar invites. Thank you."

-- Tania Leets, Jackson Health System

"For a number of years, our programs have consistently expressed to FDOT D6 that safety messaging is no longer a discussion of putting misplaced onus on people on foot or people on bicycles (plus micro mobility users + people using mobility aids), but rather, safety messaging is a discussion of culture change towards the safe systems approach, Complete Streets, and safe street design. However, the content provided for this year's campaign mirrors the victim-blaming undercurrent of all previous Alert Today campaigns. The focus remains blaming the vulnerable road user for their predicament, rather than acknowledging the safety threat that drivers are consistently posing. Or, for that matter, the road designs that cause drivers to behave irresponsibly in the first place. Fact is, people walking, or riding WILL come up with their own solutions - illegal, unsafe, or otherwise - if what's "correct" doesn't necessarily feel safe or serve their needs, e.g., when a crosswalk signal has unnecessary delay, or a bike lane is not protected and feels dangerous to use when traffic comes up from behind. Now, we realize FDOT cannot outright criticize their own road designs, and we're not expecting or asking for that. However, FDOT *can* use these campaigns to bring forth new narratives about the improvements in street design coming forth, rather than blaming users for problems inherent in the design of a given street. Proper messaging would also build the necessary culture change required to ensure safe streets projects do not die at the hands of Florida's car-centric attitudes - which often rear their head at the public meetings required to make these safe streets happen. This said, we reported that we created only one tweet with FDOT materials, but this does not tell the whole story. Our program staff determined only ONE of the FDOT ATAT image/messages - the one indicating that turning drivers must yield to pedestrians - was deemed appropriate to use. As such, during the same scheduling as the main Alert Today campaign, we ran eight

**2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT**



alternative road safety tweets mirroring FDOT's topics for that week - but utilizing our own messaging and images. These same posts were tagged with the #AlertTodayFL (two with #AlertTodayFlorida by error) and #BeSafeFlorida hashtags. These nine total tweets were split between BikeSafe and WalkSafe. Each of the alternative-take posts dealt with either driver responsibility or Complete Streets-type messaging (utilizing designs seen in the latest FHWA PEDSAFE and BIKESAFE Countermeasures and FDOT's latest FDM), and each of them were received exceptionally well (only three posts failed to exceed 50 likes and 20 retweets each - an impressive achievement if we do say so ourselves). In total, these nine Tweets gained no less than 133 total retweets and 359 total likes, for a total of 492 entirely organic engagements (not including replies or engagements from quote tweets). And when one DOES include replies and engagements from quote tweets, this number jumps to a whopping 561 engagements on BikeSafe and 886 on WalkSafe (with 15889 and 32825 impressions, respectively). From what we've seen, these numbers exceeded the *total* likes and engagements from FDOT and all other partners combined over the same campaign. While we can't see the minute data relating to the more accurate impression and engagement data, the fact is that road safety messaging is becoming much more about creating safe places for vulnerable road users and not about blaming them for their own safety on unsafe infrastructure - and the public acceptance of the comparative content is an example of such. In fact, we discovered that traffic engineer Don Kostelec even criticized the 2021 Alert Today campaign on social media using its own hashtags. We're not saying this to insult anyone at FDOT or MRG who is behind the current campaign, but to encourage both entities to do MUCH BETTER. You can't expect to assemble a focus group of people who are primarily drivers and expect to get a result that's progressive about safety messaging for people on foot or bicycles. Car-centric messaging isn't appropriate anymore, and this is already being reflected in the engineering in the FDM from FDOT Central. It'd be very nice to see this finally reflected in District 6."

-- Kurt Kaminer, KIDZ Neuroscience Center at the Miami Project to Cure Paralysis (Walk Safe/Bike Safe)

"Great campaign, unfortunately all the changes here slowed down our posts a bit."

-- Nuria Serrano, Miami-Dade Fire and Rescue

"Continuous flyers and distribution of other information are essential to get the message out to the public. Keep up the good work!"

-- Irelene King Allen, Miami-Dade Police Department

"Excellent Campaign. The photoshoot for posters came out great and the client was happy to use as PSA in team presentations."

-- Alicia Torrez, Sun Guide TMC - District VI



Appendix A – Campaign Posters









Appendix B – Email Blasts



SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 20.1



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 alerttodayflorida.com



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.



PEDESTRIANS

PUSH THE BUTTON AND WAIT FOR THE WALK SIGNAL



SAFETY DOESN'T HAPPEN BY ACCIDENT

Alert Today, Alive Tomorrow Campaign eblast volume 21.2



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

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



It's **SAFER** to walk on the
SIDEWALK.



**WHEN CROSSING THE STREET,
ALWAYS LOOK BOTH WAYS.**



fdotmiamidade.com/alerttodayflorida

When **DRIVING**, **WALKING** or **BICYCLING** Follow these tips:



PEDESTRIANS

- Be visible. Walk in well-lit areas.
- Wear bright or reflective clothing. Be seen, be safe.
- Assume drivers do not see you.
- Use a crosswalk. Push the button to activate the walk signal.
- Look left, right and left again before crossing the street.

BICYCLISTS

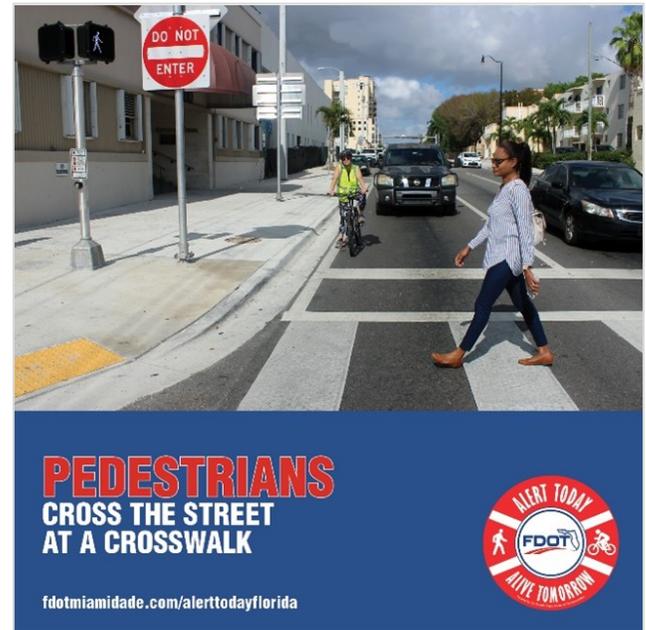
- Turn on your front white light and red taillight at night. Red reflectors are also required.
- Stay visible. Choose well-lit bicycle routes.
- Wear a helmet always, the brighter the better.
- Bicycles on the road are vehicles.
- Obey all traffic signs, signals, and lane markings.
- Yield to traffic when appropriate. It's better to be safe than "to be right."

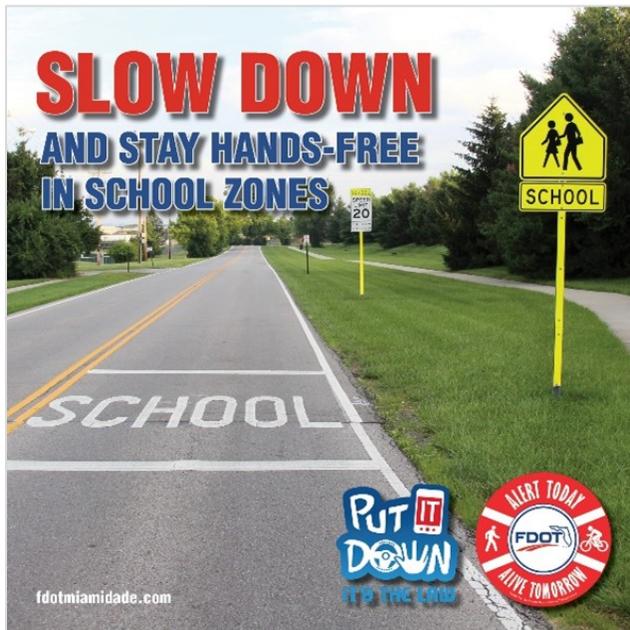
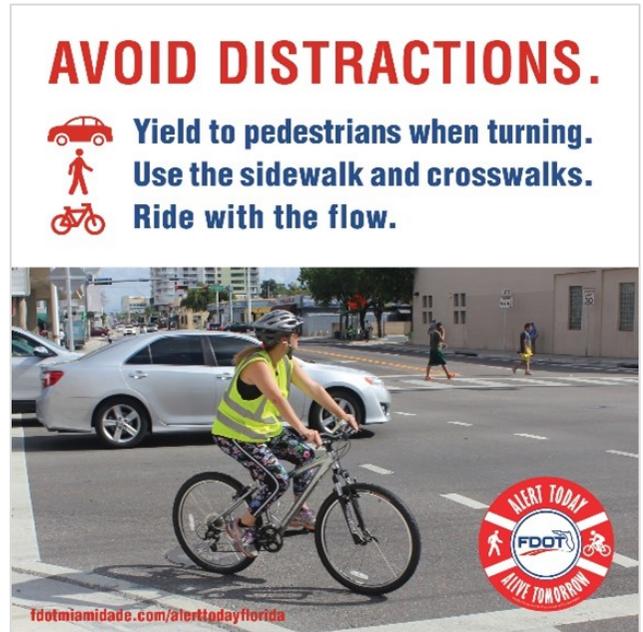
MOTORISTS

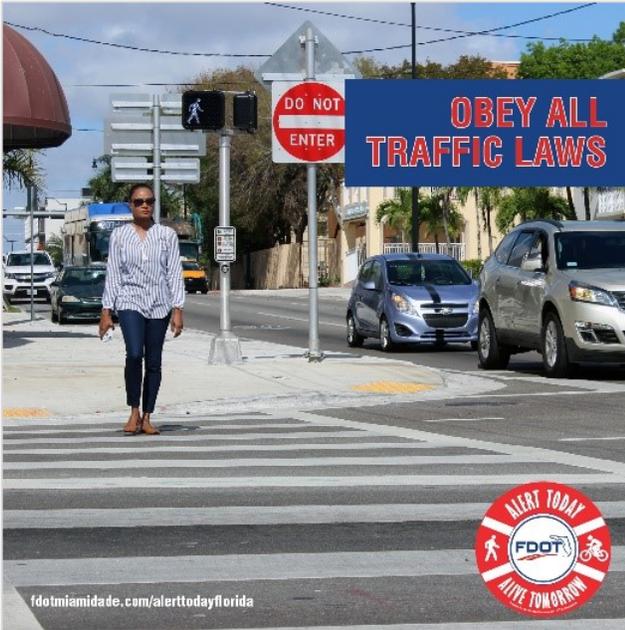
- Be alert! Pedestrians and bicyclists at night are not easily seen.
- Avoid distractions while driving; focus on the road.
- Always stop on red and watch out for pedestrians before making a right turn.
- Bicyclists are legal vehicles, move over when passing.
- Slow down! Speed is a major contributing cause of fatal crashes.



Appendix C – Social Media Images







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



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
SUCEDERÍA POR ACCIDENTE**



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



PEATONES
USEN EL CRUCE PEATONAL
AL CRUZAR LA CALLE

EVITA DISTRACCIONES.



Ceda el paso a los peatones al girar.



Use la acera y el cruce peatonal.



Maneje a favor del sentido del tránsito.

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

fdotmiamidade.com/alerttodayflorida



PWOTEKSYON MOUN SE PA BAGAY KI FÈT SOU CHANS



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



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

EVITE DISTRAKSYON.



Kite pyeton travèse lè w ap vire.



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



Sikile ak bekàn nan menm direksyon machin yo sikile.

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

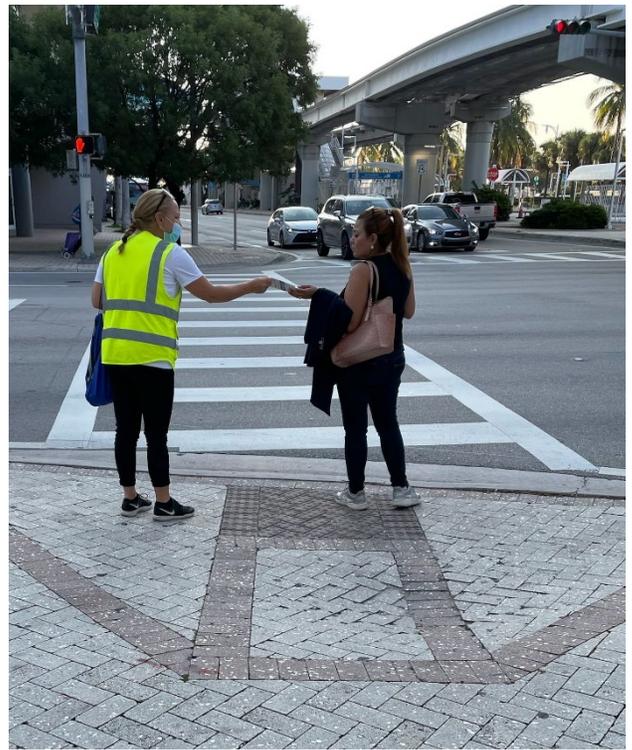
fdotmiamidade.com/alerttodayflorida



Appendix E – Event Photos



2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



US-1 Biscayne Blvd and NE 15 Street July 28, 2021

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



38th Annual National Night Out - City of Miami August 3, 2021



National Night Out and Back to School Night - Doral PD August 3, 2021

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



US-1 Biscayne Blvd and NE 15 Street August 4, 2021



Lexus and Toyota of Kendall August 7, 2021



Bal Harbour Police Bicycle Safety Event August 8, 2021

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SUMMARY REPORT

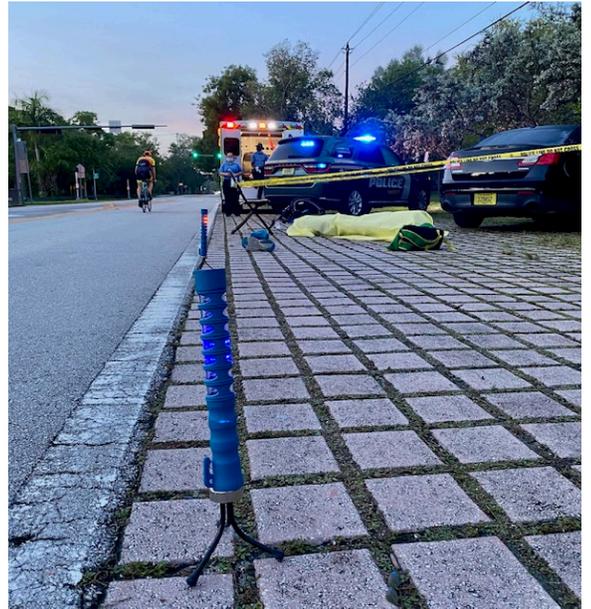


Miami Dade College West Campus - Safety Day August 15, 2021



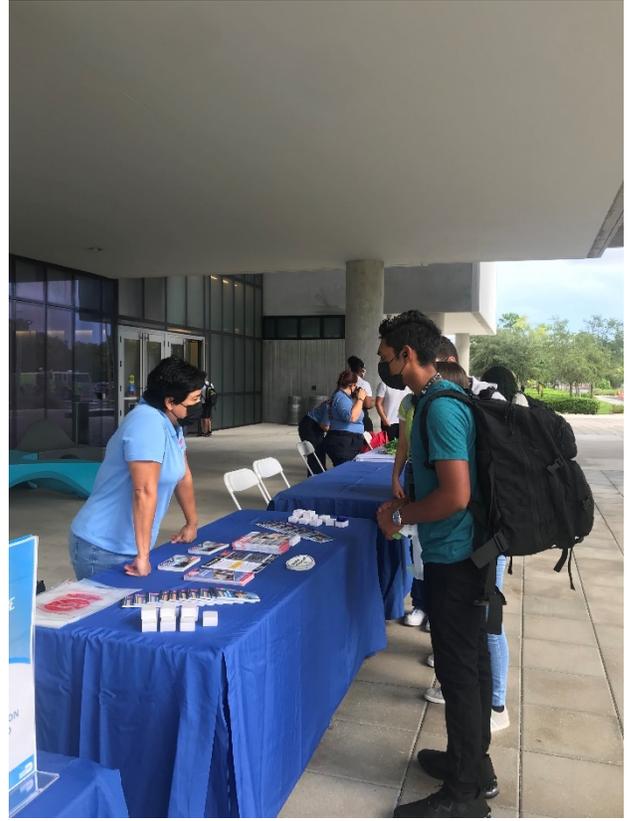
SR9 NW 27 Ave at NW 7 Street September 17, 2021

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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Pinecrest PD Bike Safety Event & Mock Crash Scene September 18, 2021

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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Miami Dade College Kendall Campus – Safety Day September 21, 2021

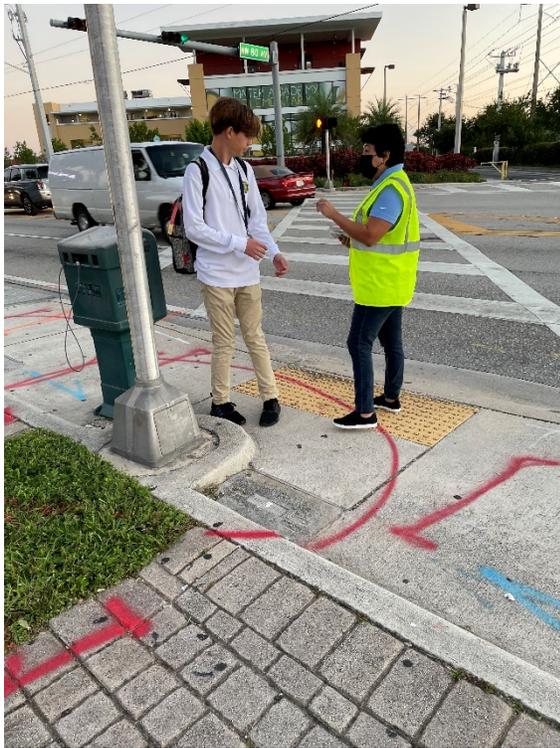


Miami Dade College Kendall Campus – Safety Day September 21, 2021

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SR9 NW 27 Ave at NW 7 Street September 24, 2021



SR932 NW 103 Street at NW 80 Avenue - Mater Academy-School September 28, 2021

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Miami Dade College North - 16th Annual Campus Safety Day September 29, 2021

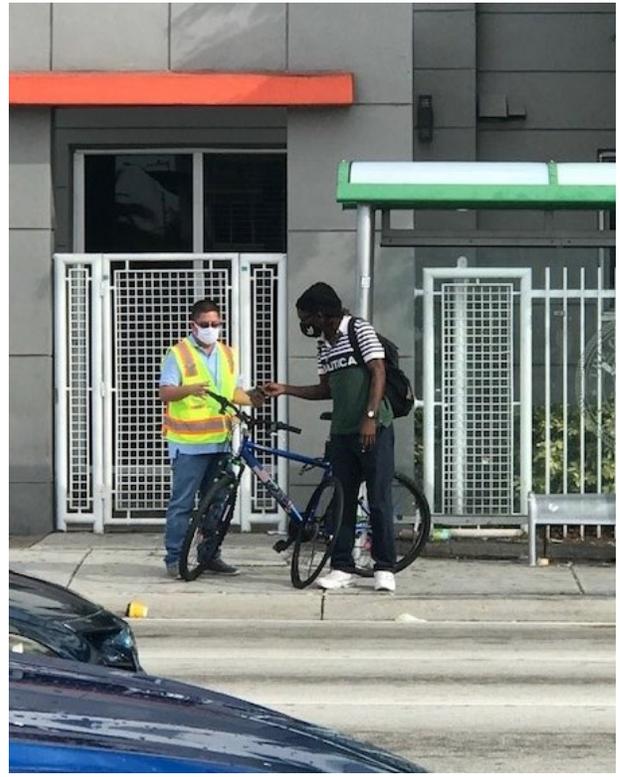


SR944 NW 54 St from NW 20 St to NW 12 Ave - SR944 NW 54 St at NW 31 Ave October 1, 2021

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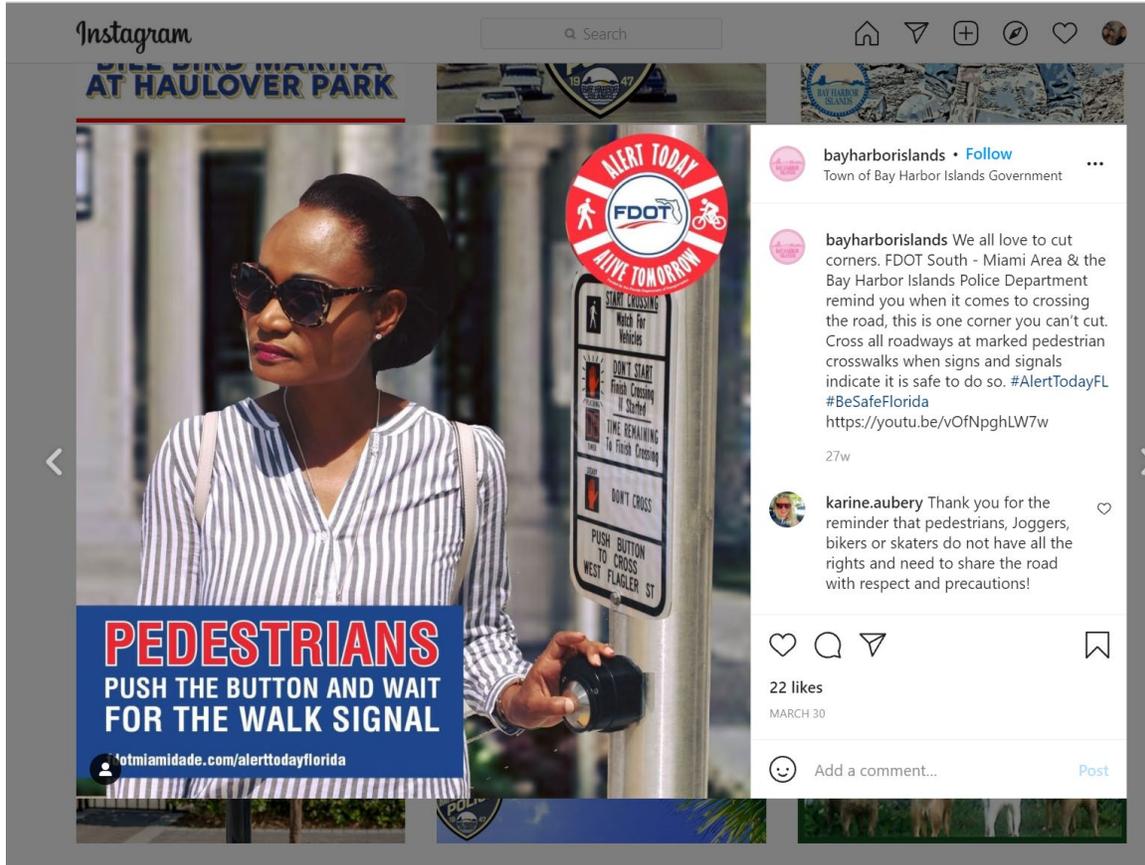
SR944 NW 54 St from NW 20 St to NW 12 Ave - SR 944NW 54 St at NW 31 Ave October 6, 2021



SR934 79 Street at NW 7 Avenue October 11, 2021

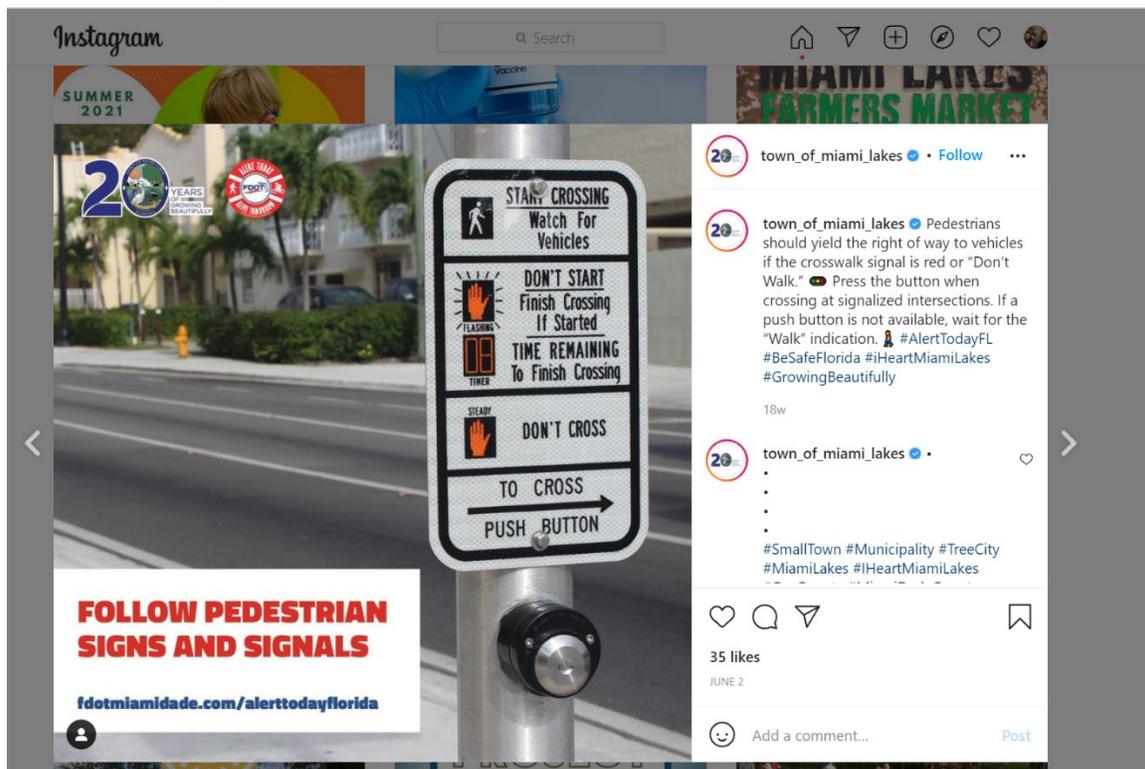


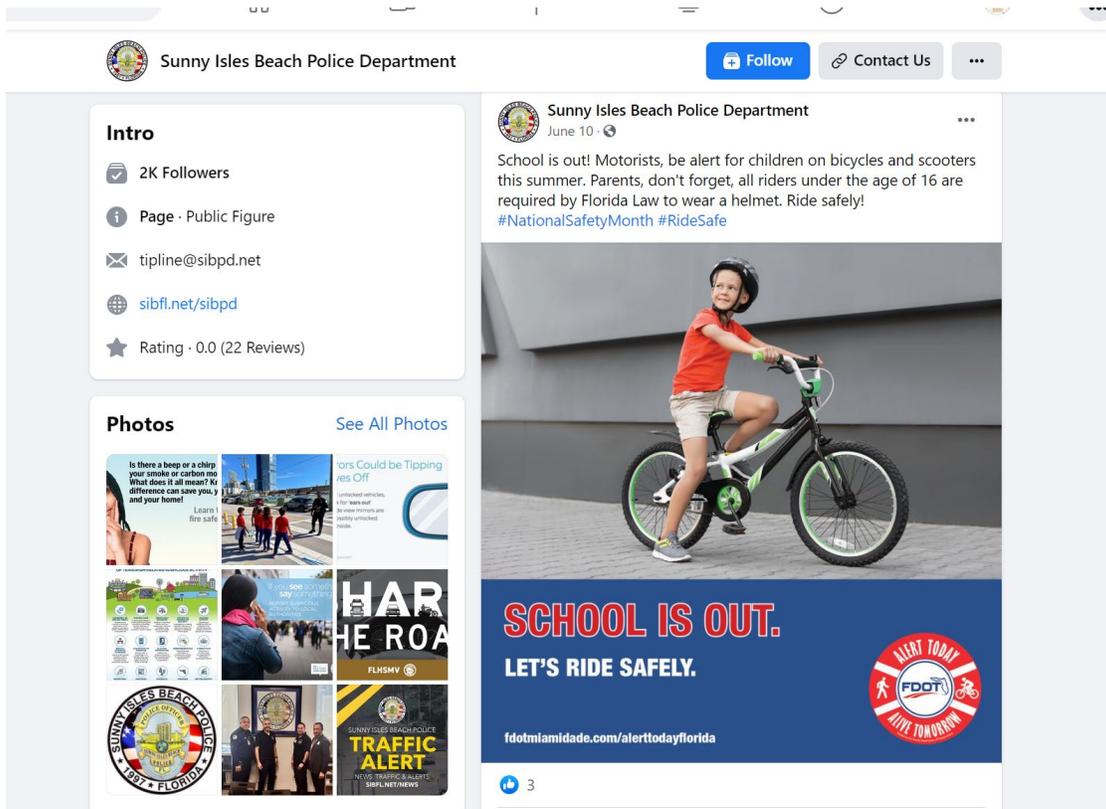
Appendix F – Other Campaign Coverage



w.instagram.com/p/CPnuxajxis/

My Fortiva MyFIU Log On | Vendor Re... Home - DemandStar Verizon business ac... PlusPortals - Redike... CLEARANCE Adjust...





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actionteam@nbvillage.com

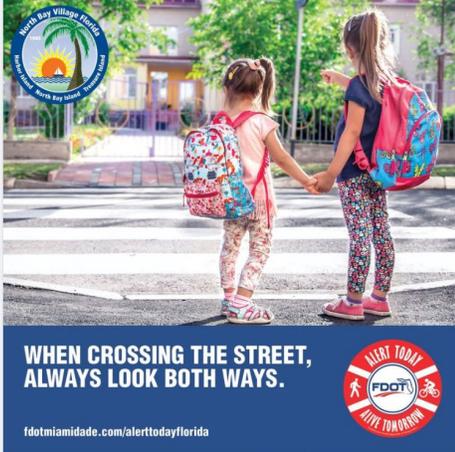
northbayvillage-fl.gov

Photos [See All Photos](#)



North Bay Village · October 5 at 9:43 PM

If you see a car, wait until it goes by. Then look left, right, left again. When no cars are coming, walk — do not run — across the road. Keep looking left-right-left for cars while you are crossing. #AlertTodayFL #BeSafeFlorida #NorthBayVillage



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Photos [See All Photos](#)



North Bay Village · July 28

Pedestrians should yield the right of way to vehicles if the crosswalk signal is red or "Don't Walk." Press the button when crossing at signalized intersections. If a push button is not available, wait for the "Walk" indication. #AlertTodayFL #BeSafeFlorida #NorthBayVillage



FOLLOW PEDESTRIAN SIGNS AND SIGNALS

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2 Comments

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Photos See All Photos

North Bay Village July 26 · ...

Pedestrians should always walk on the sidewalk. If there is no sidewalk available, walk along the grassy shoulder, facing traffic. #AlertTodayFL #BeSafeFlorida #NorthBayVillage

fdotmiamidade.com/alerttodayflorida

3 1 Comment

Village of Palmetto Bay Follow Contact Us ...

Page · Public Figure
(305) 259-1234
villagenews@palmettobay-fl.gov
palmettobay-fl.gov
Closed Now

Photos See All Photos

Village of Palmetto Bay September 2 · ...

NO DISTRACTIONS: Please make sure to pay attention, read the signs and obey all the laws when driving, walking or bicycling. #PalmettoBayProud #TeamPB #PBalwaysworkingforyou #FDOT

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Village of Palmetto Bay

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Columbus Day

Break Breast Cancer Awareness Month

Village of Palmetto Bay Community Workshop

Happy 60th Anniversary

Village of Palmetto Bay August 24

Remember to PUT IT DOWN in school zones and to always STOP for the school bus!
#PalmettoBayProud
#PBalwaysworkingforyou
#putitdown
#backtoschool2021

2

Like Comment Share

Twitter

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← Tweet

Palmetto Bay @PalmettoBayVig

Remember to PUT IT DOWN in school zones and to always STOP for the school bus!
#PalmettoBayProud
#PBalwaysworkingforyou
#putitdown
#backtoschool2021

4:02 PM · Aug 24, 2021 · Twitter Web App

Search Twitter

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Sign up now to get your own personalized timeline!

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Sign up with Apple

Sign up with phone or email

By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use.

Relevant people

Palmetto Bay @PalmettoBayVig

A family-oriented community of 25,000 residents along the beautiful Biscayne Bay in South Miami-Dade County. Visit our Village Hall at 9705 E. Hibiscus St.

What's happening

COVID-19 · LIVE

Biden's vaccine mandate for workers is supported by legal

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Pinecrest Police Department Send Message Like Search More

Page Transparency See All
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

- Page created - October 23, 2012
- Page manager location: United States

Related Pages

- Trail Glades Gun Range Like
- Miami Firefighters and P... Like
- Pinecrest Youth Advisory... Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.

[Create Page](#)

Pinecrest Police Department
August 24 · 🌐

Repost from @miamischools

School is back in session! Don't forget to STOP for the yellow bus! Also, help us keep our students safe by putting down your phone while driving. #AlertTodayFL #BeSafeFlorida #SafetyFirstMDCPS @MyFDOT_Miami

ep =6& cft [0]=AZXq lrl0C8uXsq05Pe2BRGM0cY8paLZip53Nnk-wxASLXc7o 0C-bTIE K24pSk36vczXt20Mhbz5soZnrnmJt8H1jlsqLrXNP7vTBr4Az78aFie2mR4ny-q23FXba45

Instagram Search Home Activity Post Share Heart Profile

Educational Advisory Council meeting for this school year

pincrestpolice · Follow

pincrestpolice Repost from @miamischools

School is back in session! Don't forget to STOP for the yellow bus! Also, help us keep our students safe by putting down your phone while driving. #AlertTodayFL #BeSafeFlorida #SafetyFirstMDCPS @MyFDOT_Miami

6w

17 likes
AUGUST 24

Add a comment... Post



Florida Keys Sheriff @mcsonews · Aug 23
Sheriff's Office to perform high visibility enforcement to improve pedestrian and bicycle safety: floridakeyssheriff.blogspot.com

1 4

AA AUTO Driving School & Class "E" Driver... Send Message Like

Page Transparency See All
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.
Page created - February 27, 2014

Related Pages

- Florida Safeway Driving ... Driving School Like
- Pecan's Day Spa Day Spa Like
- South Florida Homeland ... Defense Company Like

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Showcase your work, create ads and connect with customers or supporters.
Create Page

AA AUTO Driving School & Class "E" Driver Testing Center
September 2, 2020

Like Comment Share



AA AUTO Driving School & Class "E" Driver... [Send Message](#) [Like](#) [Search](#) [More](#)

Page Transparency [See All](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - February 27, 2014

Related Pages

- Florida Safeway Driving ... Driving School [Like](#)
- Pecan's Day Spa Day Spa [Like](#)
- South Florida Homeland ... Defense Company [Like](#)

Add Your Business to Facebook

Showcase your work, create ads and connect with customers or supporters.

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AA AUTO Driving School & Class "E" Driver Testing Center
August 29, 2020 · 🌐

BE PATIENT IN ROAD CONSTRUCTION ZONES.

CONSTRUCTION ZONES AREN'T THERE TO PERSONALLY INCONVENIENCE YOU. THEY'RE NECESSARY TO IMPROVE THE ROADS FOR EVERYONE.

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING DRIVE SAFE

1

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West Kendall Toyota

View Inventory Like Message

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BEAN AUTOMOTIVE GROUP is responsible for this Page.

Page manager locations: United States, Canada

Related Pages

- Ralph Nerette - Pini Real ... Real Estate Agent Like
- Kendall Hyundai Car Dealership Like
- Southwonder Clothing (Brand) Like

Add Your Business to Facebook
Showcase your work, create ads and connect with customers or supporters.
Create Page

West Kendall Toyota
September 2 ·

If driving, walking or bicycling, be sure to pay attention and obey all laws. #BeSafeFlorida #AlertTodayFL @MyFDOT @AlertTodayFlorida

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

fdotmiamidade.com/alerttodayflorida



West Kendall Toyota @WKendallToyota

As a road user, you should always obey pedestrian traffic laws to be safe on the road. #BeSafeFlorida #AlertTodayFL @MyFDOT @AlertTodayFlorida

2:29 PM · Aug 31, 2021 · recurpost.com

1 Like

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
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Miami-Dade County Public Schools

Send Message Liked

DCPS encourages users to interact with each other in a respectful and meaningful manner way on the M-DCPS wall and... See More

Photos See All

VIDEOS See All

Miami-Dade County Public Schools August 31 ·

Help us avoid a tragedy. Let's do our part to eliminate traffic fatalities. #AlertTodayFL #BeSafeFlorida #SafetyFirstMDCPS Florida Department of Transportation Alert Today Florida

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

fdotmiamidade.com/alerttodayflorida

2 12 18

Miami-Dade Schools @MDCPS · Aug 17

Be a responsible pedestrian by obeying traffic laws! Pedestrians are required by law to use sidewalks and obey traffic control devices, including crosswalk markings. #AlertTodayFL #BeSafeFlorida #SafetyFirstMDCPS @MyFDOT @AlertTodayFL

TRAFFIC LAWS

2 5 12

Miami-Dade Schools @MDCPS · Aug 17

Now hiring bus drivers! Apply today by visiting jobs.dadeschools.net and be a part of the @MDCPS family.

@CityofMiami

Miami-Dade Police @MiamiDadePD Follow

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What's happening

NFL · Yesterday Patriots at Texans

Los Angeles Times · Yesterday California's offshore oil rigs are decades old. Why the industry resists decommissioning them

Euronews Next · 2 hours ago Meet Xavier: The new robot patrolling the streets for 'anti-social behaviour'

Entertainment · Trending Jon Kent

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



UM Police

Send Message Like

Write a comment...

Photos See All

Videos See All

UM Police
September 13 at 11:38 AM · 🌐

Follow the rules of the road and #DriveSafe. #umiami FDOT South - Miami Area

FOLLOW THE RULES OF THE ROAD:

- Maintain adequate following distance
- Allow others to merge
- Use turn signals
- Use your high beams responsibly

FDOT
fdotmiamidade.com/drivesafe-md

STOP AGGRESSIVE DRIVING

UM Police

Happy Fourth Of July

Have a safe and happy Fourth of July!...

6
35 Views · 14 weeks ago

celular put... My Fortiva MyFIU Log On | Vendor Re... Home - DemandStar Verizon business ac... PlusPortals - Redike... CLEARANCE Adjust...

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HONORS AMERICA'S WORKFORCE

DRIVE SAFER ON

When DRIVING, WALKING

umpolice • Follow

umpolice As a road user, you should always obey pedestrian traffic laws to be safe on the road. #BeSafeFlorida #AlertTodayFL @myfdot_miami @my_fdot @alerttodayflorida

5w

17 likes
AUGUST 31

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UPOLICE
University of Miami Police Department

2021 ALERT TODAY, ALIVE TOMORROW CAMPAIGN
SUMMARY REPORT



Instagram

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**SLOW DOWN
AND STAY HANDS-FREE
IN SCHOOL ZONES**

fdotmiamidade.com

PUT IT DOWN IT'S THE LAW

ALERT TODAY ALIVE TOMORROW

UPOLICE University of Miami Police Department

umpolice • Follow

umpolice School is back in session for most Floridians. Remember to drive safely, slow down and stay hands-free in school zones. #PutItDown #AlertTodayFL @myfdot_miami @my_fdot @alerttodayflorida

7w

11 likes
AUGUST 19

Add a comment... Post