

Alert Today, Alive Tomorrow Bicycle & Pedestrian Mini-Safety Campaign

Summary Report



FLORIDA DEPARTMENT OF TRANSPORTATION

District Six

1000 NW 111 Avenue

Miami, Florida 33172

APRIL 2021

CAMPAIGN OBJECTIVE

This campaign was coordinated by Florida Department of Transportation (FDOT) in conjunction with Bal Harbour Village, City of Sunny Isles Beach, Town of Bay Harbor and the Town of Surfside to target pedestrian/bicycle related issues affecting the safety and mobility of pedestrians and cyclists within the limits of these municipalities. It also served to educate the community about Florida laws and the dangers at high-risk locations identified as part of the High Crash List, Fatal Crash Review, and the Pedestrian Bike Program.

CAMPAIGN PARTNERS

- Bal Harbour Village Police Department
- City of Sunny Isles Beach Police Department
- Town of Bay Harbor Islands
- Town of Bay Harbor Islands Police Department
- Town of Surfside Police Department

SOCIAL MEDIA

Social media messaging and a distribution calendar were provided to all partners. To facilitate the dissemination of the campaign messaging, Outlook calendar invites were sent on a weekly basis to all partners reminding them of the scheduled posts. *See appendix for the images that were distributed.*

Social Media Schedule	
Post #1	February 16, 2021
Post #2	February 18, 2021
Post #3	February 23, 2021
Post #4	February 25, 2021
Post #5	March 2, 2021
Post #6	March 4, 2021
Post #7	March 9, 2021
Post #8	March 11, 2021
Post #9	March 30, 2021
Post #10	April 1, 2021
Post #11	April 6, 2021
Post #12	April 8, 2021
Post #13	April 13, 2021

CAMPAIGN REACH SUMMARY

Campaign Partners	5
Outreach Events	1
Multi-Agency Enforcement Operations	2
Overall Campaign Impressions	470,869

CAMPAIGN EVENTS/ENFORCEMENTS

Sunny Isles Beach PD - Multi-Agency Educational/Enforcement Event - NE CTST

April 14, 2021

Location: various locations in Bal Harbour Village, Town of Surfside and City of Sunny Isles Beach

Through the mutual-aid agreement and the FDOT Community Traffic Safety Team (CTST) program, 10 participating law enforcement agencies were effectively able to educate the general public on traffic safety and those that violated traffic safety laws were cited accordingly within the municipalities of Bal Harbour Village, Town of Surfside and the City of Sunny Isles Beach. This operation yielded a total of 1 arrest, 145 citations, 60 written warnings, and 226 traffic safety educational materials distributed.

Sunny Isles Beach PD - Collins Avenue High Visibility Enforcement Detail

April 25, 2021

Location: various locations in the City of Sunny Isles Beach

Sunny Isles Beach Police Department conducted a High Visibility Enforcement Detail as part of their FDOT Safety Grant requirement. *See appendix for more information.*

Bay Harbor Islands Police Department - Bike Rodeo

April 25, 2021

Location: 1185 95 Street, Bay Harbor Islands

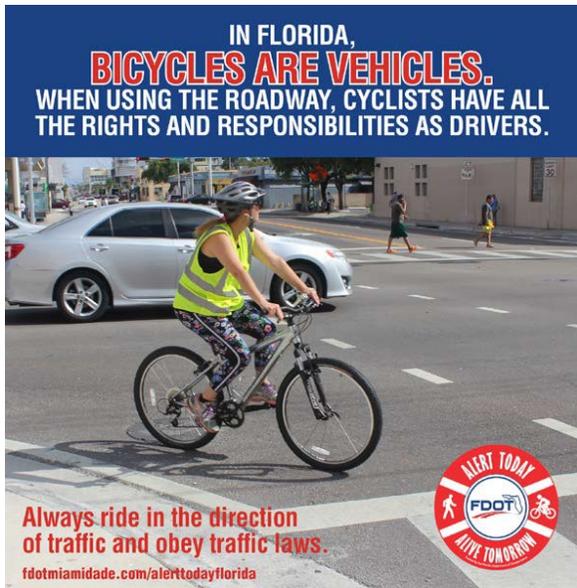
Bay Harbor Islands Police Department hosted a Bike Rodeo Event to introduce and educate children on bicycle safety skills. A total of 260 safety materials were handed out.

CAMPAIGN SUMMARY

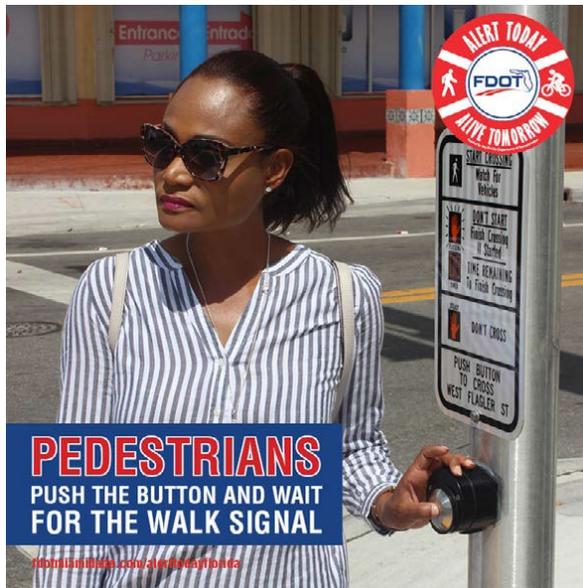
This safety campaign was launched to address numerous pedestrian related issues affecting the tri-city area community. To educate motorists and pedestrians on best practices while driving, walking, or biking throughout the State-roadway System. Part of the material used in the social media posts were customized or designed for the purpose and needs of this campaign. All the events were supported with educational materials provided by FDOT.

APPENDIX – SOCIAL MEDIA IMAGES

Post #1



Post #2



Post #3



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



fdotmiamidade.com/alerttodayflorida

Post #4



WHEN LEGALLY USING THE SIDEWALK, CYCLISTS ARE REQUIRED TO OBEY PEDESTRIAN SIGNALS, GIVE PEDESTRIANS AN AUDIBLE WARNING WHEN APPROACHING, AND RIDE AS A PEDESTRIAN.

SAFETY TIPS:
Stay alert and avoid distractions
Avoid using head sets
At crosswalks, walk your bike to the other side



fdotmiamidade.com/alerttodayflorida

Post #5



PEDESTRIANS
CROSS THE STREET AT A CROSSWALK



fdotmiamidade.com/alerttodayflorida

Post #6



BE ALERT WHEN TRAVELING AT NIGHT OR IN INCLEMENT WEATHER



fdotmiamidade.com/alerttodayflorida

Post #7



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

fdotmiamidade.com/alerttodayflorida



Post #8

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

Post #9



<https://youtu.be/vOfNpghLW7w>

Post #10



SHARE THE ROAD

fdotmiamidade.com/alerttodayflorida



Post #11



SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS

fdotmiamidade.com/alerttodayflorida



Post #12



VEHICLES SHOULD YIELD TO PEDESTRIANS WHILE EXITING A DRIVEWAY.

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Post #13



APPENDIX – MULTI-AGENCY ENFORCEMENT COVERAGE



CITY OF SUNNY ISLES BEACH



5/6/2021

Traffic Safety in Sunny Isles Beach - City of Sunny Isles Beach

[Coronavirus \(COVID-19\) Updates & Information](#)

English



TI TRAFFIC SAFETY IN SUNNY ISLES BEACH

Road Report – Thursday, April 29, 2021

The Sunny Isles Beach Police Department continues to conduct high visibility enforcement details on Collins Avenue to increase awareness of and compliance with traffic laws. On Sunday, April 25, we conducted an additional detail which resulted in 194 educational contacts with pedestrians, bicyclists and motorists.

- 166 contacts with pedestrians
- 15 contacts with bicyclists
- 13 contacts with motorists
- 12 warnings issued (combined written and verbal warnings)

Safety Tip of the Week: April is Distracted Driving Awareness Month. Alerts and notifications on your phone are major distractions while driving. Set your phone to "Do Not Disturb While Driving" or "Airplane" mode while driving.

https://www.sibfl.net/traffic-safety/?fbclid=IwAR2RU0uCxX31Z9Kka_1Z6JjwowqehATRsaydG2ys_9trGNIeIXE9e2d_h48

1/7

Park Your Phone in the Pouch: We encourage all drivers to 'Park Your Phone in the Pouch,' whether that be in your bag, purse, glove compartment, or one of the City's phone pouch giveaways. Need an extra pouch? Stop by the Government Center main lobby to pick one up!

Key Statistics*

Since Initiation of the Zero-Tolerance Traffic Enforcement:

- Issued 2,222 citations
- Responded to 104 traffic crashes**
- 6,447,501 estimated total vehicles traveling through the City***

* Estimates are as of Tuesday, April 27, 2021 at 11:59 pm.

** "Crashes" is the FDOT required technical term for all accidents, ranging from single-vehicle minor accidents, including those in parking lots, to multi-car major accidents on state roads.

*** Estimates were taken from License Plate Reader (LPR) cameras located on Collins Avenue, the William Lehman Causeway, and Sunny Isles Boulevard.

State and National Statistics

- National Highway and Traffic Safety Administration (NHTSA) – Data for Pedestrian Fatalities
- Florida Highway Safety & Motor Vehicles (FLHSMV) – Distracted Driving Crash Dashboard

Safety Initiatives

Zero-Tolerance Traffic Enforcement – Ongoing

Initiated zero-tolerance traffic enforcement and a traffic safety educational campaign, inclusive of the safety initiatives listed below.

Collins Avenue High Visibility Enforcement Detail – February 26 – May 14

Through a contract with the University of North Florida in partnership with the Florida Department of Transportation's focused initiative to improve pedestrian and bicycle safety, the Sunny Isles Beach Police Department is conducting a high visibility enforcement detail on Collins Avenue to increase awareness of and compliance with traffic laws that

protect the safety of pedestrians and bicyclists. Learn more at sibfl.net/hve. View photos from the February 20 detail at our online photo gallery.

On 2/26, the SIBPD provided educational contact to:

- 451 Pedestrians
- 63 Bicyclists
- 87 Motorists

Increased Police Presence on 163 Street / Sunny Isles Boulevard – Ongoing

The Sunny Isles Beach Police Department has increased officer and patrol presence on 163 Street / Sunny Isles Boulevard. Officers will continue to conduct traffic stops for red-light runners, speeding, reckless driving and additional moving violations.

FDOT District 6 Multi-Agency Enforcement Event (April 14, 2021)



The Florida Department of Transportation (FDOT) District Six, along with the Bal Harbour, Surfside and Sunny Isles



Beach Police Departments, through its NE Community Traffic Safety Team program as well other law enforcement agencies conducted a multi-agency traffic safety enforcement and educational detail on Wednesday, April 14 , from 8 am to 5 pm. This event was made possible through the mutual-aid agreement and the Northeast (NE) Community Traffic Safety Team program. Law enforcement focused primarily on distracted driving (as part of the ongoing FDOT Put it Down campaign), aggressive driving, red-light running, speeding, seatbelt use, move-over law compliance, bike/pedestrian safety compliance and general traffic safety. Educational materials provided by FDOT were distributed during the operation.

This detail resulted in:

- 1 Arrest
- 145 Citations
- 53 Warnings
- 226 Educational Contacts

View photos from the April 14 Detail at our online photo gallery.

Hosted a Pedestrian and Bicycle Safety Forum with FDOT & Miami-Dade County – Thursday, March 25, 2021

On Thursday, March 25 we hosted a Pedestrian & Bicycle Safety Forum where residents shared their questions, comments, and concerns with City, County and State representatives. We look forward to evaluating the ideas discussed and working with FDOT to prioritize the viable options.

Hosted a School Safety Night at NSE/SIB K-8 School – Tuesday, March 23, 2021

Sergeant Estevez spoke to NSE/SIB K-8 students and their parents about pedestrian and bicycle safety at a School Safety Night event on Tuesday, March 23, 2021.

Alert Today, Alive Tomorrow Digital Media Campaign – March 2021

The Sunny Isles Beach Police Department is a partner in the Florida Department of Transportation's (FDOT) Alert Today, Alive Tomorrow campaign. The campaign is a focused effort that aims to increase awareness of pedestrians

 and bicycles on roadways and sidewalks. You can find campaign messaging on our Facebook and Twitter social media pages, or by visiting alerttodayflorida.com.



Distacted Driving Digital Media Campaign – Ongoing

The Sunny Isles Beach Police Department is a partner in the Florida Department of Transportation's (FDOT) Put it Down Distacted Driving Awareness Campaign. The campaign is a focused effort to raise awareness about the dangers of distracted driving. You can find campaign messaging on our Facebook and Twitter social media pages, or by visiting fdotmiamidade.com/putitdown.

Public Engagement Activities

Over the past few weeks, we have asked residents to submit their comments, questions and concerns regarding safety on the road. We received 17 new public comment cards over the past week, totaling 48 public comments thus far.

These comments included 27 recommendations for road safety improvements along with 18 statements expressing the need to correct drivers' behaviors. Two viable suggestions mentioned were the use of automated enforcement controls such as speed detection and red light cameras. We are pleased to announce that both of these concepts are in progress and updates on them will be shared as details are confirmed.

Additional highlights from these public comments included:

- All 48 public comment cards agreed that safer streets must be a top priority for our area.
- We received 27 recommendations for road safety improvements, some of which are already in progress or in discussion with FDOT and MDC.
- 18 individuals expressed the need to correct driver's behaviors including the need to eliminate right turns on red, drivers running red lights, and speeding on our roads.
- 14 comments emphasized that pedestrians and bicyclists must also follow the rules of the road and should be held accountable if they are not.
- 9 individuals felt that that an increase in police presence and enforcement on our roads was needed, while 7 individuals expressed gratitude for the Sunny Isles Beach Police Department's increased efforts. 3 individuals also felt that the increased presence made them more aware of their own behaviors.
- 9 individuals felt that safety on our roads was a shared responsibility among all users including motorists, pedestrians and bicyclists (including skateboarders and scooters).
- 6 individuals felt that a dedicated bike lane on Collins Avenue was needed, while 4 individuals felt that bicyclists need to be off-Collins for the safety of pedestrians.

Traffic Safety Tips

Please review these guidelines to ensure a safer experience in Sunny Isles Beach for residents and visiting pedestrians, cyclists and vehicular traffic. The speed limit on both state roads, Collins Avenue and Sunny Isles Boulevard, is 35 miles per hour. The speed limit on all side streets in the City is 20 miles per hour. At designated times, in school zones, the speed limit is enforced at 15 miles per hour.

On the Road

- Remember: pedestrians always have the right-of-way
- Use caution when turning and look both ways to ensure a pedestrian is not in a crosswalk
- When the pedestrian crossing light is flashing, vehicles MUST stop; it's the law
 - Keep in mind that a pedestrian crosswalk may be mid-block, not only at intersections

- Vehicles must come to a complete stop in both directions when a school bus is stopped with flashing lights.
- No stopping or standing is permitted in driving lanes
- Always wear a seat belt in the car
- Do not text while operating a motor vehicle. Distracted driving is dangerous and texting while driving is illegal. Florida Statute 316.305 allows law enforcement to stop motor vehicles and issue citations to motorists that are texting while driving.
- Florida Statute 316.306 prohibits the use of wireless communication devices in a handheld manner in school and work zones. An active work zone means that construction personnel are present or are operating equipment on the road or immediately adjacent to the work zone area.

On the Sidewalk

- Never assume a vehicle will stop for you; do not rely on drivers to see you
- Walk on sidewalks and do not leave the curb suddenly
- Cross at intersections with traffic lights featuring a lighted 'walking person'
- City Ordinance 2014-432 prohibits skateboards and hoverboards on sidewalks along Collins Avenue and Sunny Isles Boulevard

On a Bicycle

- Bicyclists may ride from Heritage Park in the north end of the City to Gateway Park in the south with only a short traverse onto Collins Avenue near Publix
- Always wear a bike helmet properly
- To be more visible to motorists use front and back flashing lights
- Use hand signals when turning or slowing to a stop
- While bicycles should have the right-of-way, make eye contact with drivers to understand their intentions

What's New

North Bay Road Pedestrian Bridge & Gateway Pedestrian Bridge

- These two bridges provide alternative routes to walking on the busy Collins Avenue and Sunny Isles Boulevard.

Government Center Pedestrian Crosswalk

- This mid-block, signalized crosswalk allows easy access to safely traverse Collins Avenue. In the future, the City plans to construct two pedestrian bridges over Collins Avenue.

The Meaning of Pedestrian Signals

If you wish to cross the street, you must push the crosswalk button and wait for the walking person signal before crossing.

Walking person symbol

- Stays on about 7 to 15 seconds
- ACTION: Walk briskly across the crosswalk.

Flashing hand symbol

- Counts down by seconds
- ACTION: Consider where you are before you take action. If you are in the middle of the crosswalk, keep walking briskly. If you are standing on the curb, stop. DO NOT start crossing; wait for the next walk signal. The flashing red hand tells you there is not enough time to begin walking.

NON-flashing hand symbol

- ACTION: DO NOT WALK
- Wait for the Walking Person signal to flash. Your safety is worth a few seconds more of wait time.

Read the full Road Report at sibfl.net/trafficsafety.



ROAD REPORT

YOUR TRAFFIC & PEDESTRIAN SAFETY



**Sunny Isles Beach Police Department**

21m · 🌐

**Road Report – April 16, 2021**

On April 14, we participated in an FDOT District Six Multi-Agency Enforcement Detail with other local law enforcement agencies. Officers focused on identifying and educating about distracted driving, aggressive driving, red-light running, speeding, seatbelt use, move-over law compliance, bike/pedestrian safety compliance and general traffic safety.

This detail resulted in:

- 1 Arrest
- 145 Citations
- 53 Warnings
- 226 Educational Contacts

Safety Tip of the Week: Talk to your teen drivers about eliminating distractions while on the road. Remind them that using their cell phone while driving is not only dangerous, but also against the law and may result in a suspended license.

Read the full Road Report at sibfl.net/trafficsafety.



APPENDIX – BIKE RODEO EVENT IMAGES





APPENDIX – PARTNER SOCIAL MEDIA POSTS

Search Facebook

Sunny Isles Beach Police Department

Contact Us Like

Videos See All

Today, Vice Mayor Larisa Svechin and Po...
18
1.2K Views · 11 weeks ago

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 20, 2015
- Page manager location: United States

Related Pages

Pelican Community Park

Sunny Isles Beach Police Department March 30 ·

#SafetyTipTuesday: The best way to keep yourself safe as a pedestrian is to cross where it's safe to do so, and where drivers are expecting pedestrian traffic. Always cross at a crosswalk. Push the crosswalk button and wait for the walking person signal before crossing.

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

book.com/sibpd/photos/a.491681491013004/1746175905563550/?_ft__[0]=AZUkg7H8BQGxoEcm0Bp6lEUKgkIG-07W2lbrl0lCdcNc9TE1qiaqed8DT4X0_Yrs7XcC0wUHS8zUq-8wMlknhDyeLb-kyJSK974Wcka_hWwCV66UjU94bFR0d9y83R1pnq

Search Facebook

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Related Pages

Pelican Community Park

Sunny Isles Beach Police Department March 25 ·

When entering or exiting a driveway, alley or parking garage, a driver must stop before the sidewalk area and yield to pedestrians on the sidewalk. Drivers waiting to turn left into a driveway need to yield not just to oncoming traffic, but also to pedestrians on the sidewalk.

VEHICLES SHOULD YIELD TO PEDESTRIANS WHILE EXITING A DRIVEWAY.

fdotmiamidade.com/alerttodayflorida

Carlos Sarmiento and 9 others · 2 Shares

here to search

Facebook

Sunny Isles Beach Police Department

Contact Us Like

18
1.2K Views - 11 weeks ago

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 20, 2015
Page manager location: United States

Related Pages

- Pelican Community Park Local Business Like
- North Miami Beach Polic... Law Enforcement Agency Like
- Sunny Isles Beach Found... Nonprofit Organization Like

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

Sunny Isles Beach Police Department
March 23 · 🌐

#SafetyTipTuesday: Did you know aggressive driving is illegal in Florida? <https://bit.ly/3vPIV41>

Aggressive driving takes many forms and puts everyone on the road at risk. We all have somewhere to go. Slow down and drive safe.



SPEEDING IS ONE OF THE MOST COMMON AGGRESSIVE BEHAVIORS

fdotmiamidade.com/alerttodayflorida

ALERT TODAY FLORIDA

Carlos Sarmiento and 7 others 1 Comment 2 Shares

facebook.com/silbpd/

Facebook

Sunny Isles Beach Police Department

Contact Us Like

1.2K Views - 11 weeks ago

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Related Pages

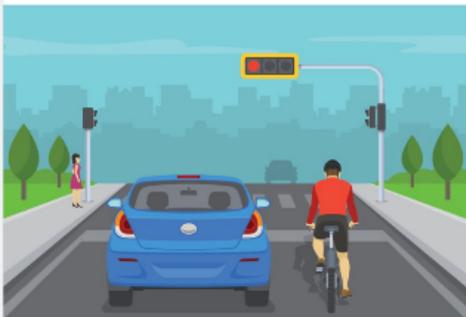
- Pelican Community Park Local Business Like
- North Miami Beach Polic... Law Enforcement Agency Like
- Sunny Isles Beach Found... Nonprofit Organization Like

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

Sunny Isles Beach Police Department
March 18 · 🌐

We all have a responsibility to look out for other road users; particularly those more vulnerable than ourselves. Remember to stay safe and share the road.

#ShareTheRoad



SHARE THE ROAD

fdotmiamidade.com/alerttodayflorida

ALERT TODAY FLORIDA

6

facebook.com/BHIPolice/

Facebook

Bay Harbor Islands Police Department

Call Now Like

About See All

9665 Bay Harbor Terrace Bay Harbor Islands, FL 33154

If you have an emergency, call 9-1-1. For non-emergency calls or any other non-emergency situations call the Bay Harbor Islands Police Depart 305-866-... See More

961 people like this

1,089 people follow this

61 people checked in here

<https://www.bayharborislands-fl.gov/160/Police>

(305) 866-6242

bmorin@bayharborislands-fl.gov

Offers free Wi-Fi

Always Open

Police Station · Law Enforcement Agency · Government Organization

This page is intended as an additional means for the Police Department to share

Write a comment...

Bay Harbor Islands Police Department

April 23 at 3:12 PM

Alert today - alive tomorrow!

1 Comment

Like Comment Share

facebook.com/BHIPolice/

Search Facebook

Bay Harbor Islands Police Department

Call Now Like

Interested

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 - April 10, 2014

Page manager location: United States

Related Pages

- North Miami Beach Police Law Enforcement Agency Like
- North Miami PD Police Station Like
- Coral Gables Police Alicia Gonzalez likes this Interest Like

Add Your Business to Facebook

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

Create Page

Bay Harbor Islands Police Department is in Bay Harbor Islands, Florida.

March 30

We all love to cut corners. FDOT South - Miami Area & the Bay Harbor Islands Police remind you when it comes to crossing the road, this is one corner you can't cut. Cross all roadways at marked pedestrian crosswalks when signs and signals indicate it is safe to do so. #AlertTodayFL #BeSafeFlorida <https://youtu.be/vOfNpghLW7w>

Type here to search

5:06 PM 5/4/2021



Bal Harbour Police Department

Call Now

Like

Message



Videos

See All



Here's a special message from Chief Rale...

35

717 Views · 5 days ago

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 - March 10, 2014

Page manager location: United States

Related Pages



Coral Gables Police
Alicia Gonzalez likes this

Like

Bal Harbour Police Department

March 10 · 🌐

!!! Be ALERT at all times !!!
Drivers must yield to pedestrians when turning. Be extra careful at night when pedestrians may be difficult to see. Avoid distractions and slow down. #SafetyTipTuesday #PutItDown

Bal Harbour Village Government
Mayor Gabriel Groisman... See More



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

fdotmiamidade.com/alerttodayflorida



7

1 Share