



Florida Department of Transportation

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For Immediate Release

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FDOT to Launch 2024 “Alert Today, Alive Tomorrow” Campaign

From July through September

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will launch the 2024 “Alert Today, Alive Tomorrow” campaign this July across Miami-Dade and Monroe counties, running through September. This initiative aims to raise awareness, educate our community and partners, eliminate unsafe behaviors and promote a culture of safety for pedestrians and cyclists. Organized in collaboration with local authorities, community leaders, and safety advocates, the campaign's goal is to create a safer environment and reduce incidents involving pedestrians and cyclists on our roadways.

A Virtual Partner Kick-Off Meeting is scheduled for July 10, 2024 at 10 a.m. During the meeting, FDOT project staff will discuss the campaign's goals and objectives with partners. These partners play a crucial role in helping FDOT spread the campaign message throughout the District and serve as vital connections to the community.

To spread safety messages, the campaign will run media advertisements, attend community fairs and sporting events, visit businesses door-to-door, and give presentations at schools and committees. Representatives will directly engage residents, providing educational materials to enhance community safety and protect pedestrians and bicyclists on our roads.

For more information about the campaign, please contact Community Safety Traffic Specialist, Shieda Castillo at (305) 470-5313 or via email at Shieda.Castillo@dot.state.fl.us, or Community Outreach Specialist Yaisel Gonzalez at (305) 640-8122 or via email at yaisel@iscprgroup.com.

FDOT encourages public participation without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who need special assistance under the Americans with Disabilities Act of 1990, or who need translation services (free of charge), should contact Tish Burgher at (305) 470-5277 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Tish.Burgher@dot.state.fl.us at least five (5) days prior to the meeting.

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