



Florida Department of Transportation

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FDOT to Launch 2025 “Alert Today, Alive Tomorrow” Campaign *From July through September*

MIAMI, Fla. – The Florida Department of Transportation (FDOT) will launch the 2025 “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, minimize 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 16, 2025, 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. Join the meeting by clicking the link: <https://tinyurl.com/ATAT-2025-Virtual-Kick-Off>

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

For 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.

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 Mark Plass, P.E., FDOT District Six Title VI Coordinator at (305) 470-5219 or in writing at FDOT, 1000 NW 111 Avenue, Miami, FL 33172 or by email at: Mark.Plass@dot.state.fl.us at least seven (7) days prior to the meeting.

SouthFLRoads.com | X: [@MyFDOT_Miami](https://twitter.com/MyFDOT_Miami) | Facebook: [@MyFDOTMiami](https://www.facebook.com/MyFDOTMiami)

The Florida Department of Transportation's mission is to provide a safe statewide transportation system that promotes the efficient movement of people and goods, supports the state's economic competitiveness, prioritizes Florida's environment and natural resources, and preserves the quality of life and connectedness of the state's communities.