

NEWS RELEASE

Public Information Office, 400 NW 2 Ave., Room 220, Miami, Florida 33128
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MIAMI POLICE DEPARTMENT

Date: May 13, 2015

Subject: MIAMI POLICE PEDESTRIAN AND BICYCLE
SAFETY EDUCATION AND ENFORCEMENT CAMPAIGN



The Miami Police Department, in conjunction with and funded by the Florida Department of Transportation (FDOT), will initiate a Pedestrian and Bicycle Safety Campaign.

Beginning in May 2015, the City of Miami Police Department will deploy police officers throughout the city at intersections that have been identified as hazardous to both, pedestrians and bicyclists. Those intersections were identified by the frequency of prior incidents and/or locations as having a high potential for incidents based on the level of pedestrian and/or bicycle traffic.

During the first phase of the program, officers will distribute flyers containing pedestrian and bicycle safety tips specifying state laws and requirements that apply to pedestrians, bicyclists and motorists.

The second phase of the program will focus on High Visibility Enforcement of traffic laws, with an emphasis on motorists, who endanger pedestrians and bicyclists. During this phase, The Miami Police Department will show “zero tolerance” for motorists who violate Florida’s traffic laws. The goal of this campaign is to raise the awareness of state traffic laws applicable to pedestrians, bicyclists, and motorists in an effort to reduce crashes, injuries and fatalities.

This effort is in conjunction with the Florida Department of Transportation’s “Alert Today Florida” campaign.

Members of the local media are invited and encouraged to support our effort by promoting this information during their local news coverage. For additional information, please call (305) 603-6540 or visit <http://www.AlertTodayFlorida.com>

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Reviewed by: Lieutenant Albert Vila

Case: N/A

Transmittal Date & Time **May 13, 2015**

Rodolfo Llanes, Chief of Police