



September 12, 2014

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## **FDOT Launches “Drive Safe Krome Avenue” Aggressive Driving Campaign**

*Local Organizations Partner to Combat Unsafe Driving on Krome Avenue*

**Miami** — The Florida Department of Transportation (FDOT) announces the launch of the “Drive Safe Krome Avenue” campaign. Motorists who speed, tailgate, run red lights or pass without care, will pay a higher price for their dangerous driving along Krome Avenue, as the Florida Highway Patrol (FHP) continues to crack down on aggressive drivers and FDOT educates motorists about the importance of safe driving.

Aggressive driving is defined as the operation of a motor vehicle in a manner that endangers or is likely to endanger persons or property, according to the National Highway Traffic Safety Administration (NHTSA). “Krome Avenue is a major artery in our transportation system and it is our commitment to the public that we continue to provide a safe corridor for all motorists,” said FDOT District Six Secretary Gus Pego. “Safe driving and sharing the road can save a life.”

Local law enforcement agencies, municipalities and the Metropolitan Planning Organization (MPO) have partnered with FDOT to promote and educate the “Drive Safe Krome Avenue” message, as well as informing the public about new roadway features that will be implemented along Krome Avenue. Education efforts will be focused on the traveling public who use Krome Avenue as a major local and regional access road. The campaign will begin in September 2014 and run approximately through March 2015, and includes extensive media availabilities and community outreach events along the corridor and throughout the county.

“We are committed to making Krome Avenue safer and one way to do that is by reducing the number of crashes related to aggressive driving,” said FHP Major Sammie Thomas Jr. “We can reduce crashes if we all take responsibility on the roadway and avoid aggressive driving behaviors. Together we can save lives.”

According to a recent study by the NHTSA, 60 percent of drivers reported they consider aggressive drivers to be a major personal threat to themselves and their families.

For more information, please contact the FDOT District Six Media Outreach Specialist Ivette Ruiz-Paz, at (305) 470-5349 or via email at [ivette.ruiz-paz@dot.state.fl.us](mailto:ivette.ruiz-paz@dot.state.fl.us) or FDOT District Six Community Traffic Safety Coordinator Carlos Sarmiento, at (305) 470-5437 or via email at [carlos.sarmiento@dot.state.fl.us](mailto:carlos.sarmiento@dot.state.fl.us).

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