



## Florida Department of Transportation

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### **FDOT Kicks-Off 2024 “Drive Safe” Campaign**

*Running from October through the end of December*

**MIAMI, Fla.** – The Florida Department of Transportation (FDOT) will kick-off the 2024 “Drive Safe” campaign, aimed at raising awareness about the dangers of aggressive driving. Running through the end of the year, the campaign will utilize community outreach, social media messaging, Public Service Announcements (PSAs), and other initiatives to reach drivers throughout Miami-Dade and Monroe counties.

In partnership with local agencies and organizations, FDOT is working to amplify the campaign’s message and engage the community. A Virtual Partner Kick-Off Meeting will be held on October 8, 2024 at 11 a.m. to discuss campaign goals and partnership efforts. To join the meeting, click on the following link: [Join the meeting now](#). Additionally, outreach events will be held at various locations, offering the public valuable information on how to recognize and avoid aggressive driving behaviors. Attendees will also receive practical tips on how to promote safer driving habits.

FDOT invites the community to participate and become advocates for road safety and help us reach our Target Zero goal of zero fatalities and serious injuries statewide.

For more information on the campaign and upcoming events, please contact Community Safety Traffic Specialist, Shieda Castillo at (305) 470-5313 or via email at [Shieda.Castillo@dot.state.fl.us](mailto:Shieda.Castillo@dot.state.fl.us). You can also visit the campaign’s website at [www.southflroads.com/drivesafe-md](http://www.southflroads.com/drivesafe-md).

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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.