



Florida Department of Transportation

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The Florida Department of Transportation (FDOT) Launches the 2024 “Ride Smart Florida” Campaign

MIAMI, Fla. – The Florida Department of Transportation (FDOT) is launching the 2024 "Ride Smart Florida" safety campaign in Miami-Dade and Monroe counties to promote motorcycle safety. The campaign emphasizes making smart decisions for the well-being of riders and road users. It will run from May through June, using media ads, social media, and PSAs to promote safety messages. This year, it includes safety information for motorized scooters, e-bikes, and e-scooters. A virtual kick-off meeting is scheduled to inaugurate the campaign on May 1, 2024, at 10 a.m. During this meeting, agency and community partners will convene to discuss collaborative efforts and support initiatives aimed at spreading safety messages across our District. Furthermore, a community event in partnership with Peterson's Harley Davidson of Cutler Bay is set for May 18, 2024, from 12 p.m. to 4 p.m.

FDOT will work together with local agencies and organizations to disseminate crucial safety tips. These include wearing helmets and protective eye gear, avoiding speeding and reckless maneuvers, having a license to operate a scooter and adhering to traffic regulations for scooter and e-bike use. By collaborating with community partners, FDOT aims to reduce incidents involving motorcycles, gas scooters, and e-bikes. Outreach events across various locations will offer opportunities for the public to learn about road safety best practices. FDOT encourages active participation in these events to advocate for safer roads, contributing to the goal of Zero Fatalities and Serious Injuries statewide.

For more campaign details, to stay informed about upcoming events, or to join as a campaign partner, 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. You can also visit the campaign's website at: www.ridesmartflorida.com.

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its year-round warm climate provides numerous opportunities to achieve the department's mission through multiple transportation modes including highways/streets, air, rail, sea, spaceports, transit, and the ever-expanding deployment of bicycle & pedestrian facilities