



# TOOLKIT



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# EXTERNAL VISIBILITY PROMOTING TIPS

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Thank you for participating in Florida Department of Transportation (FDOT) High Visibility Enforcement (HVE) Program. HVE is part of the [Alert Today Florida](#) statewide pedestrian and bicycle safety campaign to deter unsafe behaviors by improving compliance of Florida's traffic safety laws. It uses a proven, multifaceted approach, combining: (1) education, (2) high visibility enforcement, (3) engineering countermeasures, and (4) evaluation.

To enhance the visibility of your enforcement and educate the public about the consequences of unlawful traffic behavior, we've provided some tools and suggestions to fit your local needs and objectives.

## News Releases (Templates Included)

*Recommended actions:*

- Issue a news release about your agency stepping up pedestrian and bicycle safety enforcement aimed at educating motorists, bicyclists, and pedestrians on traffic, made possible by a contract from the Florida Department of Transportation.
- Issue a news release mid-way through the HVE program citing your Agency's progress and results to date.
- Promote pedestrian safety during Pedestrian Safety Month in October.
- Promote bike safety during Florida Bicycle Month in March.

## Social Media Content (Templates Included)

*Recommended actions:*

- Post HVE participation and progress to your social media channels including Facebook, Instagram, and twitter, to encourage others to share, use #AlertTodayFlorida.
- Incorporate a customize graphic acknowledging your participation in the HVE program. Check out the free tool, [Canva.com](#).
- Access safety tips cards, videos and other educational materials at [Alert Today Florida](#).

## Story Ideas and Safety Information

*Recommended actions:*

- Encourage a journalist to ride along with police officers or deputies as you work a corridor if permitted in your area
- Provide statistics showing the reductions of violations, crashes and injuries at the specific corridors as a result of the HVE program
- Share news releases internally, with local safety groups and home-owner associations and request publication in newsletters, on websites and social media

Have a question about the media kit? Please contact Angel Williams, Coordinator, Institute of Police Technology and Management (IPTM) at the University of North Florida. [angel.williams@unf.edu](mailto:angel.williams@unf.edu). (904) 620-4748 (Direct).



# SAMPLE RELEASE HVE ANNOUNCEMENT

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize this release for your use.

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**INSERT LOCAL ENFORCEMENT AGENCY LOGO**

**FOR IMMEDIATE RELEASE: (DATE)**

**CONTACT:** First and Last Name  
Phone Number, E-mail address

## **[Local Enforcement Agency] Participates in High Visibility Enforcement Program to Improve Pedestrian and Bicycle Safety**

**[Dateline]- [County Name]** ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. To help reverse this trend, **[Local Enforcement Agency]** is participating in the Florida Department of Transportation High Visibility Enforcement (HVE) Program aimed at educating motorists, bicyclists, and pedestrians on Florida's traffic laws to improve safety on **[city/county]** roads.

Starting this month through May 2023, **[Local Enforcement Agency]** will have additional **[deputies/officers]** on patrol at specific corridors with a high occurrence of pedestrians and bicyclists' crashes. Special attention will be directed towards increasing awareness of the dangerous behaviors that are contributing to serious and fatal injuries at these locations. **[Deputies/ Officers]** will look for drivers speeding, failing to stop for pedestrians in crosswalks, conducting improper turns or signal violations, and using hand-held devices while driving.

**[Deputies/ Officers]** also will watch for pedestrians who cross the street illegally or fail to yield to motorists who have right-of-way. Bicyclists will be stopped for riding against traffic, riding at night without lights or not abiding by the same laws as motor vehicles. **[Deputies/ Officers]** will issue warnings and citations only when appropriate.

"Whether you are on foot, behind the wheel, or on a bike, you have a responsibility to share the road safely," said **[local law enforcement official]**. "Understanding the rules of the road helps ensure we all arrive at our destination safely and makes our streets safer for everyone."

Funding for this program is provided through a contract with University of North Florida's Institute of Police Technology and Management (IPTM) funded by the Florida Department of Transportation. **[Local Enforcement Agency]** will receive funds for overtime hours for officers to conduct operations and for special training on Florida's bicycle and pedestrian laws, procedures and best practices.



*(continued)*

To keep the public safe, the **[Local Enforcement Agency]** offers the following tips when biking, driving or walking:

- Drivers: obey speed limits, never drive impaired, and always watch for pedestrians and bicyclists
- Bicyclists: obey traffic laws, ride in the direction of traffic, and use lights when riding at night
- Pedestrians: cross in crosswalks or at intersections, obey pedestrian signals, and make sure you are visible to drivers when walking at night

**About [Local Enforcement Agency]:**

**About Florida Department of Transportation (FDOT) Bicycle and Pedestrian Focused Initiative:** The Florida Department of Transportation (FDOT) developed Florida's Bicycle/Pedestrian Focused Initiative in 2011 to lead all efforts to improve pedestrian and bicycle safety in the state. The public education campaign was branded "Alert Today Florida." The goal of this initiative is to eliminate traffic crashes on Florida's roads that result in serious or fatal injuries to pedestrians and bicyclists. Objectives include advancing data collection, analysis, and evaluation to guide the implementation of comprehensive safety strategies directed towards areas with the highest representation of traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists. Additional information about pedestrian and bicycle safety is available at [www.alerttodayflorida.com/](http://www.alerttodayflorida.com/).

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# SAMPLE RELEASE

## HVE PROGRESS UPDATE

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize this release for your use.

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### INSERT LOCAL ENFORCEMENT AGENCY LOGO

**FOR IMMEDIATE RELEASE: (DATE)**

**CONTACT:** First and Last Name  
Phone Number, E-mail address

### **[Local Enforcement Agency] Stepping Up to Keep Pedestrians and Bicyclist Safe on [City/County] Roadways**

**[Dateline]**– Crashes involving pedestrians and bicyclists are more likely to result in fatal or serious injuries than any other types of crashes.

Since [Month], the **[Local Enforcement Agency]** has increased the number of patrol **[deputies/officers]** to raise awareness and encourage a culture of safety on [city/county] streets by conducting high visibility enforcement operations at locations with the highest number of traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists.

So far, the **[Local Enforcement Agency]** has produced the following results:

- [XX] Bicyclists Contacts
- [XX] Pedestrian Contacts
- [XX] Motorist Contacts
- **Other**

**[County]** ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. High Visibility Enforcement (HVE) efforts such as these are a crash mitigation tool designed to deter unsafe behaviors of all road users and increase voluntary compliance with traffic laws.

Funding for this program is provided through a contract with University of North Florida's Institute of Police Technology and Management (IPTM) and in partnership with the Florida Department of Transportation's Bicycle/Pedestrian Focused Initiative, which is a statewide effort to improve pedestrian and bicycle safety. **[Local Enforcement Agency]** will receive funds for overtime hours for officers to conduct operations and for special training on Florida's bicycle and pedestrian laws, procedures and best practices.



*(continued)*

To keep the public safe, the **[Local Enforcement Agency]** offers the following tips when biking, driving or walking:

- Drivers: obey speed limits, never drive impaired, and always watch for pedestrians and bicyclists
- Bicyclists: obey traffic laws, ride in the direction of traffic, and use lights when riding at night
- Pedestrians: cross in crosswalks or at intersections, obey pedestrian signals, and make sure you are visible to drivers when walking at night

**About [Local Enforcement Agency]:**

**About Florida Department of Transportation (FDOT) Bicycle and Pedestrian Focused Initiative:** The Florida Department of Transportation (FDOT) developed Florida's Bicycle/Pedestrian Focused Initiative in 2011 to lead all efforts to improve pedestrian and bicycle safety in the state. The public education campaign was branded "Alert Today Florida." The goal of this initiative is to eliminate traffic crashes on Florida's roads that result in serious or fatal injuries to pedestrians and bicyclists. Objectives include advancing data collection, analysis, and evaluation to guide the implementation of comprehensive safety strategies directed towards areas with the highest representation of traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists. Additional information about pedestrian and bicycle safety is available at [www.alerttodayflorida.com](http://www.alerttodayflorida.com).

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# FLORIDA BIKE MONTH SAMPLE RELEASE

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize this release for your use.

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**INSERT LOCAL ENFORCEMENT AGENCY LOGO**

**FOR IMMEDIATE RELEASE: (DATE)**  
**CONTACT:** First and Last Name  
Phone Number, E-mail address

## **March is Florida Bike Month [Local Enforcement Agency] Plans Bike Safety Enforcement Operations**

**[Dateline]**– **[City/County]** residents are increasingly riding bicycles to commute, for exercise, or just for fun. **[Local Enforcement Agency]** wants to remind everyone that, by law, bicycles on the roadway have the same rights and responsibilities as motorized vehicles; people’s choices, whether they are on two wheels or four, can affect the lives of those around them.

During the month of March, **[deputies/officers]** will be focusing on bicycle safety. Special patrols will be deployed at those corridors of the **[city/county]** where bicycle traffic and crashes are most prevalent in order to discourage unsafe behaviors by enforcing Florida traffic laws. **[Deputies/ Officers]** will issue warnings and citations only when appropriate.

“As a motorist, avoiding a bicyclist seems like a no-brainer, but too many people are still paying with their lives,” said **[Official]**. “Unfortunately, crashes involving pedestrians and bicyclists are more likely to result in fatal or serious injuries than any other types of crashes. Everyone is responsible for safety on our **[city/county]** roads.”

**[County]** ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. High Visibility Enforcement (HVE) efforts such as these are a crash mitigation tool designed to deter unsafe behaviors of all road users, including motorists, pedestrians, and bicyclists.

**[Local Enforcement Agency]** wants to remind you of the following safety tips to help save a life.

*For drivers:*

- Look for bicyclists everywhere. Cyclists may not be riding where they should be or may be hard to see—especially in poorly lit conditions, including dusk/dawn/night and in poor weather.





(continued)

- Yield to bicyclists as you would motorists and do not underestimate their speed. Avoid turning in front of a bicyclist who is traveling on the road or sidewalk, often at an intersection or driveway.
- In parking lots, at stop signs, when backing up, or when parking, search your surroundings for other vehicles, including bicycles.
- Motorists turning right on red should look to the right and behind to avoid hitting a bicyclist approaching from the right rear. Stop completely and look left-right-left and behind before turning right on red.
- Obey the speed limit, reduce speed for road conditions, and drive defensively to avoid a crash with a cyclist.

*For bicyclists:*

- Drive with the flow, in the same direction as traffic.
- Obey street signs, signals, and road markings, just like a car.
- Assume the other person doesn't see you; look ahead for hazards or situations to avoid that may cause you to fall—like toys, pebbles, potholes, grates, or train tracks.
- No texting, listening to music, or using anything that distracts you by taking your eyes and ears or your mind off the road and traffic.
- Wear equipment to protect you and make you more visible to others, like a bike helmet, bright clothing (during the day), reflective gear, and a white front light and red rear light and reflectors on your bike (at night, or when visibility is poor).

This is part of **[Local Enforcement Agency]** participation in the Florida Department of Transportation's High Visibility Enforcement (HVE) Program aimed at educating motorists, bicyclists, and pedestrians on Florida's traffic laws to improve safety on **[city/county]** roads. Additional information about pedestrian and bicycle safety is available at [www.alerttodayflorida.com](http://www.alerttodayflorida.com).



# PEDESTRIAN SAFETY MONTH SAMPLE RELEASE

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize this release for your use.

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**INSERT LOCAL ENFORCEMENT AGENCY LOGO**

**FOR IMMEDIATE RELEASE: (DATE)**  
**CONTACT:** First and Last Name  
Phone Number, E-mail address

## **October is Pedestrian Safety Month** **[Local Enforcement Agency] Plans Pedestrian Safety Enforcement Operations to Deter Unsafe Behaviors on [City/County] Roadways**

**Dateline/Your City or County** – Whether it be in a parking lot, crosswalk, or on a road, everyone is a pedestrian. October is Pedestrian Safety Month and **[Local Enforcement Agency]** is committed to keeping streets safe for all road users, including those who walk.

During the month of October, **[deputies/officers]** will be ramping up pedestrian safety enforcement operations aimed at educating drivers and pedestrians on traffic laws meant to protect all roadway users. Special patrols will be deployed at **[##]** corridors where crashes are most prevalent and tickets or warnings will be issued only when appropriate.

“We’re hoping this enforcement period, during national pedestrian safety month, will help save the lives of **[city/county]** most vulnerable roadway users – pedestrians,” said **[Official]**. “When driving, put your phone down, focus on the road, and expect to see people walking and using mobility aids.”

**[County]** ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. High Visibility Enforcement (HVE) efforts such as these are a crash mitigation tool designed to deter unsafe behaviors of all road users, including motorists, pedestrians, and bicyclists.

Remember:

- Drivers, obey speed limits, never drive impaired, and always watch for pedestrians and bicyclists.
- Pedestrians, cross in crosswalks or at intersections, obey pedestrian signals, and make sure you are visible to drivers when walking at night.



*(continued)*





This is part of **[Local Enforcement Agency]** participation in the Florida Department of Transportation's High Visibility Enforcement (HVE) Program aimed at educating motorists, bicyclists, and pedestrians on Florida's traffic laws to improve safety on [city/county] roads. Additional information about pedestrian and bicycle safety is available at [www.alerttodayflorida.com](http://www.alerttodayflorida.com).



# SOCIAL MEDIA TEMPLATES







## HVE EVENT ANNOUNCEMENTS

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize these posts for your use.

Platform	
 	<p>Bike and Pedestrian Safety High Visibility Enforcement Launching in <b>[City/County/Community]</b> starting <b>[Month]</b></p> <p><b>[Local Enforcement Agency]</b> is stepping up for a <b>[##]</b>-month operation that will focus on bicycle and pedestrian safety. From now until May 2023, <b>[Local Enforcement Agency]</b> will have additional officers on patrol at <b>[##]</b> locations to help educate motorists, bicyclists and pedestrians about Florida’s traffic safety laws.</p> <p>Why? <b>[County name]</b> ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. <b>[Local Enforcement Agency]</b>, in partnership with @FLDOT and the #AlertTodayFlorida campaign, is on a mission to reverse this trend, starting now.</p> <p>Funding for this program is provided by @FLDOT.</p>
 	<p><b>[Local Enforcement Agency]</b> is on a mission to reduce crashes involving pedestrians and bicyclists on the streets of <b>[City/County/Community]</b></p> <p>The <b>[County Name]</b> community ranks in the top 25 in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. That’s why <b>[Local Enforcement Agency]</b> is joining @FLDOT #AlertTodayFlorida — a high-visibility enforcement and public awareness campaign calling on motorists, bicyclists and pedestrians to exercise greater caution and obey Florida’s traffic safety laws when on the road.</p> <p>Starting this <b>[Month]</b>, additional <b>[officers/deputies]</b> will be on patrol at <b>[##]</b> locations <b>[or site locations]</b> to help educate the public. <b>[Officers/deputies]</b> will also be giving out warnings and citations to motorists, bicyclists and pedestrians who fail to obey Florida’s traffic safety laws when on the road.</p> <p>Funding for this program is provided by @FLDOT.</p>



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Platform	
  	<p><b>[Local Enforcement Agency]</b> is on a mission to save lives with the launch of a High Visibility Enforcement campaign in partnership with @FLDOT and</p> <p>#AlertTodayFlorida - calling on <b>[Option: walk, bike, car emojis...]</b>  to exercise greater caution and obey Florida's traffic safety laws. Read more <b>[Link to Press Release]</b></p>
 	<p>Bicycle and Pedestrian Safety Enforcement Operations Planned for <b>[Date]</b></p> <p><b>[Local Enforcement Agency]</b> will conduct High Visibility Enforcement Operations through May 2023 with a focus on pedestrian and bicyclist safety. The department has identified areas where significant numbers of pedestrian and bicycle-related crashes have occurred and responded by deploying additional officers to those areas in an effort to increase awareness of, and compliance with, Florida traffic safety laws.</p> <p>Special attention will be directed toward drivers speeding, making illegal turns, failing to yield and stop for pedestrians in crosswalks, or any other dangerous violation. <b>[Officers/deputies]</b> will be watching for pedestrians crossing the street illegally, failing to yield to motorists who have the right of way and for bicyclists riding against traffic or at night without lights.</p> <p>Funding for this program is provided by @FLDOT</p>



# SOCIAL MEDIA TEMPLATES

## HVE PROGRESS UPDATES

These templates are provided to help you communicate about High Visibility Enforcement progress updates. As always, your personal perspective and stories provide additional depth. We encourage you to customize these posts for your use.








Platform	
 	<p><b>[County name]</b> ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. <b>[Local Enforcement Agency]</b> is committed to addressing traffic deaths on our streets as part of its partnership with @FLDOT and the #AlertTodayFlorida campaign</p> <p>Over the past <b>[length of HVE program to date]</b>, the <b>[Local Enforcement Agency]</b> has identified <b>[##]</b> locations where significant numbers of pedestrian and bicycle-related collisions have occurred and responded by deploying additional officers to those areas in an effort to prevent crashes resulting in serious or fatal injuries.</p> <p>To date, officers have:  <b>[Insert results on # contacts, # bike lights distributed, other actions]</b></p> <p>Funding for this program is provided by @FLDOT.</p>
 	<p><b>[Local Enforcement Agency]</b> is committed to keeping our streets safe for everyone. To help prevent crashes on our roads that result in serious or fatal injuries to pedestrians and bicyclists, the <b>[Local Enforcement Agency]</b> has conducted periodic High Visibility Enforcement (HVE) operations since <b>[date of 1<sup>st</sup> operation]</b>.</p> <p>Results to date:</p> <ul style="list-style-type: none"> <li>▪ <b>[##]</b> safety contacts</li> <li>▪ Handed out <b>[##]</b> bike lights</li> <li>▪ <b>[other actions]</b></li> </ul>
  	<p>Since <b>[Month]</b>, <b>[Local Enforcement Agency]</b> has issued more than [xx] warnings and tickets, distributed <b>[##]</b> bike lights and <b>[##]</b> safety materials about Florida's traffic laws. Learn more: <b>[link to release]</b> #AlertTodayFlorida</p>



# SOCIAL MEDIA TEMPLATES

## POST HVE EVENT

These templates are provided to help you communicate about High Visibility Enforcement events. As always, your personal perspective and stories provide additional depth. We encourage you to customize these posts by using local photos and images for your use.











Platform	
 	<p>The results are in from <b>[Local Enforcement Agency]</b>'s recent High Visibility Enforcement (HVE) event at <b>[###]</b> locations aimed to improve pedestrian and bicycle safety.</p> <ul style="list-style-type: none"> <li>▪ Total Safety Education Contacts:</li> <li>▪ Total Warnings and Citations:</li> <li>▪ Total Bike Lights Distributed:</li> </ul> <p>Why are we doing this? <b>[County]</b> ranks in the top 25 counties in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. Enforcement efforts such as these are targeted to reverse that trend by increasing compliance with Florida's traffic safety laws.</p> <p>Funding for HVE is provided by @FLDOT and is part of the #AlertTodayFlorida campaign.</p>
  	<p>The <b>[Local Enforcement Agency]</b> ramped up patrols as part of our commitment to keep our streets safe for all road users, including those who walk and bike. For over <b>[###]</b> months, <b>[Officers/Deputies]</b> made <b>[###]</b> safety contacts and issued <b>[###]</b> warnings/citations. #AlertTodayFlorida</p>
 	<p>Florida is #1 in the nation for bicycle fatalities and #3 in the nation for pedestrian fatalities, and our county ranks in the top 25 in Florida for traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists. That's why <b>[Local Enforcement Agency]</b> is on a mission to improve pedestrian and bicycle safety in our community.</p> <p>One way we're doing this is through High Visibility Enforcement (HVE) operations as part of the #AlertTodayFlorida campaign funded by the @FLDOT. These enforcement efforts focus primarily on education to motorists, pedestrians, and bicyclists, in order to increase safe practices and compliance with Florida traffic safety laws.</p> <p>Since <b>[date]</b>, we have made <b>[###]</b> safety contacts to increase awareness of, and compliance with, Florida's traffic safety laws.</p>



# SOCIAL MEDIA TEMPLATES

## DID YOU KNOW?

These templates are provided to help you communicate about traffic safety laws and tips to say safe walking, biking or driving. As always, your personal perspective and local photos provide additional depth.

Platform	
 	<p>#DidYouKnow that under Florida law, pedestrians are required to use the sidewalk if one is available?</p> <p>Per FL statute 316.130, if there is a sidewalk, pedestrians are not allowed to walk on the roadway. If there is no sidewalk, pedestrians must walk on the left side facing traffic, a safe distance away from the travel lane.</p>
 	<p>#DidYouKnow that high visibility enforcement (HVE) operations are designed to <b>educate</b> motorists, walkers and bikers on safe behaviors and to increase compliance with traffic laws? The goal of HVE events is not to issue citations, but to bring awareness to the actions that motorists, pedestrians, and bicyclists can all take to help reduce traffic crashes.</p> <p><b>[Local Enforcement Agency]</b> will be conducting HVE operations from <b>[date]</b> to <b>[date]</b> at <b>[locations]</b> where the highest number of traffic crashes occur that result in serious and fatal injuries for pedestrians and bicyclists.</p> <p>#AlertTodayFlorida</p>
 	<p>#DidYouKnow that at a crosswalk with a pedestrian signal, you should not begin crossing until the steady walking sign is illuminated?</p> <p>Once the hand starts flashing or the countdown begins, it is no longer legal to enter the crosswalk. #AlertTodayFlorida</p>
 	<p>#DidYouKnow that even if there are not painted lines, every corner is a crosswalk?</p> <p><b>Be In The Know:</b> The penalty for violating Florida’s pedestrian traffic safety laws is a minimum \$164 citation and 3 points on your license.</p> <p><a href="#">[Link to Alert Today crosswalk tip card]</a></p>
 	<p>#DidYouKnow crosswalk patterns may vary, but they always mean the same thing? Motorists must stop at a marked crosswalk and remain stopped until the pedestrian crosses the street.</p> <p>Whether walking or driving, stay #AlertTodayFlorida</p>

