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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Miami Beach is in High-Gear with Bicycle and Pedestrian Safety *—A Series of National Bike Month Activities Planned —*

Miami Beach, FL – A City of Miami Beach bicycle and pedestrian safety initiative is currently underway, with the goal of reducing the number of accidents between motor vehicles and cyclists/pedestrians through education and enforcement.

In commemoration of National Bike Month in May, the city is partaking in a series of events:

- On May 7 at 8 a.m., in celebration of National Bike to School Day, the city has partnered with the University of Miami BikeSafe Program and Fienberg Fisher K-8 Center students for a Bike to School Day ride.

A group of sixth through eighth grade students will ride approximately one mile from Flamingo Park to their school. Bike safety messages will be delivered, along with a bike raffle for participating students.

- On May 10, 8:30 a.m., as part of the monthly Miami Beach Community Bike Ride, the city and representatives from the Florida Department of Transportation (FDOT) will be delivering bicycle safety information to riders attending the event. There will also be a brief discussion on the safety aspects of properly riding a bicycle on roadways.

The Community Bike Ride starts at the Miami Beach Bicycle Shop located on 5 Street at Washington Avenue and is fully escorted by the Miami Beach Police Department (MBPD). From the bike shop, the ride travels to the north city limits and returns to the shop for a total of approximately 14 miles. Helmet use is required to participate in the ride.

- On May 13, 6:30 p.m.—8:30 p.m., at the Miami Beach Golf Club, the city will also be hosting a public workshop to discuss Bike Miami Beach, a comprehensive plan to develop a Miami Beach complete streets network. The plan aims to re-balance transportation priorities and ensure bicycle and pedestrian connectivity and walkability by taking into account the input of pedestrians, cyclists, tree canopy advocates and the community. The workshop will include a mapping exercise where residents can draw their preferred routes for incorporation into the plan.
- On May 16, as part of National Bike to Work Day, the city is encouraging their employees to cycle to work and/or use other transportation modes to get to work instead of driving. The city has provided detailed alternatives, which include bicycle and public transportation routes to getting to Miami Beach from various areas of South Florida.

An \$89,920 grant was awarded to MBPD to fund a pedestrian and bicycle safety enforcement campaign by the University of Florida's Center for Urban Transportation and Research. In the first week of April, High Visibility Enforcement (HVE) Detail Squads educated people in high-traffic intersections on safe behaviors. HEV squads progressed to issuing warnings, and are now issuing citations. Squad locations are strategically placed based upon analysis of accident sites from the MBPD Accident Investigation Unit. Between April 7 and April 20, 612 warnings were issued.

In addition to enforcement, the city has included cyclist and pedestrian safety messages to parking meter receipts, major event period materials (Spring Break/Memorial Day weekend), MB magazine, e-newsletters, social media and MBTV. They have also partnered with the Alliance for Aging organization to teach pedestrian safety to elders during a series of workshops.

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