

C7 BA A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE MOTION OF THE COMMITTEE FOR QUALITY EDUCATION, MADE AT ITS MAY 28, 2024 MEETING, AND DIRECTING THE CITY ADMINISTRATION TO PROMOTE FLORIDA DEPARTMENT OF TRANSPORTATION'S SAFETY CAMPAIGN "ALERT TODAY, ALIVE TOMORROW" BEGINNING EARLY AUGUST 2024 IN PARTNERSHIP WITH PUBLIC, PRIVATE, AND CHARTER SCHOOLS WITHIN THE CITY OF MIAMI BEACH.

MIAMI BEACH

COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: City Attorney Ricardo J. Dopico

DATE: June 26, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE MOTION OF THE COMMITTEE FOR QUALITY EDUCATION, MADE AT ITS MAY 28, 2024 MEETING, AND DIRECTING THE CITY ADMINISTRATION TO PROMOTE FLORIDA DEPARTMENT OF TRANSPORTATION'S SAFETY CAMPAIGN "ALERT TODAY, ALIVE TOMORROW" BEGINNING EARLY AUGUST 2024 IN PARTNERSHIP WITH PUBLIC, PRIVATE, AND CHARTER SCHOOLS WITHIN THE CITY OF MIAMI BEACH.

ANALYSIS

The attached Resolution was prepared at the request of the sponsor, Vice-Mayor Laura Dominguez.

FISCAL IMPACT STATEMENT

N/A

Applicable Area

Citywide

Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?

No

Is this item related to a G.O. Bond Project?

No

Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? No

If so, specify the name of lobbyist(s) and principal(s):

Department

City Attorney

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, ACCEPTING THE MOTION OF THE COMMITTEE FOR QUALITY EDUCATION, MADE AT ITS MAY 28, 2024 MEETING, AND DIRECTING THE CITY ADMINISTRATION TO PROMOTE FLORIDA DEPARTMENT OF TRANSPORTATION'S SAFETY CAMPAIGN "ALERT TODAY, ALIVE TOMORROW" BEGINNING EARLY AUGUST 2024 IN PARTNERSHIP WITH PUBLIC, PRIVATE, AND CHARTER SCHOOLS WITHIN THE CITY OF MIAMI BEACH.

WHEREAS, "Alert Today, Alive Tomorrow" is a campaign launched by Florida Department of Transportation ("FDOT"), to raise awareness about traffic safety issues and encourage responsible behaviors on the road, particularly in Miami-Dade and Monroe counties; and

WHEREAS, the campaign aims to decrease distracted driving, and enhance pedestrian and bicycle safety by employing educational materials, public service announcements, and outreach programs to educate drivers, passengers, pedestrians, and cyclists; and

WHEREAS, FDOT underscores the importance of staying alert while driving, adhering to traffic laws, and respecting fellow road users to help achieve the overarching goal of reducing traffic crashes and fatalities statewide; and

WHEREAS, at its May 28, 2024 meeting, the City's Committee for Quality Education passed a motion recommending that the Mayor and City Commission promote the "Alert Today, Alive Tomorrow" campaign in partnership with Miami Beach public, private, and charter schools; and

WHEREAS, partnering with FDOT to promote the "Alert Today, Alive Tomorrow" campaign in local schools will provide students with vital knowledge and skills to navigate roads safely as pedestrians, cyclists, and future drivers; and

WHEREAS, the involvement of local schools in this campaign will foster a collaborative approach to traffic safety education, ensuring that young people are equipped with the information they need to make responsible decisions on the road.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission hereby accept the motion of the Committee for Quality Education, made at its May 28, 2024 meeting, and direct the City Administration to promote Florida Department of Transportation's safety campaign "Alert Today, Alive Tomorrow" beginning early August 2024 in partnership with public, private, and charter schools within the City of Miami Beach.

PASSED and ADOPTED this ____ day of _____, 2024.

ATTEST:

Rafael E. Granado, City Clerk

(sponsored by Vice-Mayor Laura Dominguez)

Steven Meiner, Mayor

APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION

City Attorney

6/17/2024

Date