



ALERT TONIGHT FLORIDA

Talking Points

- Everyone Walks. From our first steps, walking means independence.
- And for many of us, our first mode of transportation was a bicycle. I still remember the first times I rode alone to a friends house and to school. Those were the days!
- But like everything else, many things change. I learned to ride as a carefree child without a worry in the world. But as an adult I understand the safety challenges that are a part of everyday walking...and every day riding.
- Pedestrians and bicyclists are not the same as other road users.
 - They don't have the protection of an automobile.
 - No seatbelt.
 - No airbag.
- And the most recent data shows that something as simple as the sun going down increases my risk of being involved in a crash.
- In 2013 78% of fatal pedestrian crashes and 46% of fatal bicycle crashes in Florida happened at night.
- Let's face it, it's harder to see when you drive at night. And failing to see a pedestrian or bicyclist can be fatal.
- Most drivers say they never saw them. What will it take for **YOU** to see them?



- ALWAYS be on the lookout for pedestrians and bicyclists. Especially at night.
- And if you are walking or riding your bike at night, wear something bright or reflective.
- Carry a light when you walk.
- Make sure you have lights on your bike.
- Make sure **YOU** can be seen!
- If we all stay alert when we drive and make sure we are visible when we walk and bike, we can reduce these statistics.
- **But it's not really about statistics, it's about saving lives.**
- Pay close attention every time you get in the car. Make yourself visible every time you walk or bike. It can mean the difference between life and death.
- And in the end, that's what really matters! **Because EVERY LIFE COUNTS!**

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