



For Immediate Release
February 5, 2024

Media Contact

Ed Barsotti, Volunteer Manager, Bicycle Infrastructure Assistance Program
Email: ed@floridabicycle.org; Phone: (630) 781-2338

Florida Schools Urged to Use Free, Online Lessons for Driving and Bicycle Safety Schools can earn up to \$500 by engaging students in educational, interactive quizzes

(Winter Garden, Fla.) – To improve safety on roadways and prevent traffic-related injuries, schools across Florida are encouraged to adopt a complimentary educational lesson offered by the Florida Bicycle Association. Geared toward young drivers and children who use bicycles, the online modules aim to improve safety for people across the Sunshine State.

As part of a limited-time pilot program, schools can enroll to receive up to \$2 per student for each high school or elementary school student completing a module. Each school can earn up to \$500 out of the total funding pool of \$9,200. Middle schools will be included in future cycles of the program.

“Considering that young drivers will be navigating our roads for many years to come, now is the time to help them establish safe driving practices and good attitudes toward people on bicycles,” said Kelly Morphy, Executive Director of the Florida Bicycle Association. She added, “With the growing demand for transportation independence and healthier options for getting around, it’s crucial that we engage young people in bicycling, and empower them with the knowledge to keep themselves safe.”

The lesson is structured as interactive, learn-as-you-go quizzes that are completed in about 30 minutes. Three modules are available—one each for motorists, adult bicyclists, and child bicyclists. The lesson is free and online, making it an accessible and efficient addition to the classroom curriculum. High schools can opt into the motorist and adult bicyclist modules, and elementary schools will use the child bicyclist module.

School leaders and teachers can enroll via a simple form at FloridaBicycle.org/SafeStudents. Applications are accepted on a rolling basis. As funds are limited and expected to run out quickly, schools are encouraged to apply as soon as possible.

The pilot program is made possible by a \$10,900 grant provided to the Florida Bicycle Association by the Florida Department of Transportation. This grant channels federal highway safety funds into statewide projects and local communities. Florida Bicycle is managing the program and maintains the curriculum, which is publicly available at FLBikeSafetyQuiz.com. The program is modeled after a similar initiative in Illinois that has engaged 250,000 students to date.