



June 5, 2009

Sergeant Joseph Raulerson
Gainesville Police Department
Traffic Safety Team
721 NW 6th Street
Gainesville, FL 32602
Raulersonjh@cityofgainesville.org

Dear Sergeant Raulerson:

A lack of driver compliance with the pedestrian right-of-way laws at crosswalks puts pedestrians at an increased risk of collision. To improve pedestrian safety and prevent potential conflicts between pedestrians and unyielding drivers, the National Highway Traffic Safety Administration (NHTSA) has contracted with Western Michigan University (WMU) to study the impact of law enforcement, combined with increased publicity about the enforcement effort, on drivers' compliance with the pedestrian yield the right-of-way laws.

Based on our preliminary analysis of driver yielding behavior, Gainesville has been identified as a strong candidate to participate in this research project and assess the effectiveness of the program. WMU encourages you to submit an application for this program.

The community selected for this program will be able to choose from a variety of countermeasures and tailor the program to their specific needs, while receiving technical support from the WMU team of experts. In addition, WMU will provide start-up funds to the community through a subcontracting agreement in the amount of \$50,000 that can be used to defray program costs. WMU estimates that a minimum of 130 hours may be needed for enforcement of pedestrian safety laws over the one-year course of this project. Furthermore, the WMU research team will assist the community to solicit additional funding and resources. As a part of the subcontracting agreement, the selected community will be required to provide WMU with data needed to evaluate the program. This may include crash data, vehicle speed data, number of citations, etc. WMU will be responsible for evaluating the program to determine the extent to which the program is successful.

The community selected would need to donate an intercept survey (see attached program description for more information) to determine the perceived enforcement of crosswalk

laws. This survey may not be paid for using NHTSA funds. WMU will assist the community in developing the survey and in finding persons to conduct the survey at a low cost. However, the community will have to collect the data.

If interested, please submit an application by June 24, 2009 that consists of two letters of support, demonstrating your willingness to participate in the study. One letter should come from the police department and should indicate the level of enforcement possible, and the second should come from the city manager's or mayor's office, or the pedestrian coordinator, and should indicate the amount of outreach support available. Each letter should address the questions and issues outlined in the attachment titled "Program Application for HVE of Pedestrian Right-of-Way." A more detailed description of the program and expectations are enclosed.

Please note that an affirmative response from your community will be thoroughly considered, but does not guarantee selection to participate in the study. Thank you for your time and consideration. Feel free to contact me if you have any questions: ron.vanhouten@wmich.edu or 269-929-2609.

Sincerely,



Dr. Ron Van Houten
Professor

Enclosures: 2

Cc Russ Blackburn
Dr. J.E Louis Malenfant
Mr. Richard Blomberg
Mr. Ranjit Walia
Mr. Terrance Schiavone (NHTSA-Region 4)
Ms. Eunyoung Lim (NHTSA Project Manager)