



February 12, 2014

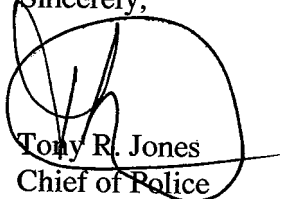
Kenneth L Ellis
Traffic Safety Administrator
Florida Department of Transportation
605 Suwannee Street
Tallahassee, FL 32399-0450

Dear Mr. Ellis,

The Gainesville Police Department and the City of Gainesville are very pleased to be afforded the opportunity to participate in the Florida Department of Transportation's (FDOT) High Visibility Enforcement Pedestrian Grant. Funding associated with this project will be utilized to enforce and promote the safety of our community.

We look forward to working with FDOT toward accomplishing the goals of this project.

Sincerely,


Tony R. Jones
Chief of Police

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION
HIGHWAY SAFETY CONCEPT PAPER**Agency:** Gainesville Police Department**Concept Paper Title:** City of Gainesville Pedestrian High Visibility Enforcement Program**Amount Requested:** \$40,000**Priority Area for Concept Paper:**

- | | |
|---|---|
| <input type="checkbox"/> Community Traffic Safety | <input type="checkbox"/> Police Traffic Services |
| <input type="checkbox"/> Impaired Driving | <input type="checkbox"/> Roadway Safety |
| <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> Speed/Aggressive Driving |
| <input type="checkbox"/> Occupant Protection/Child Passenger Safety | <input type="checkbox"/> Traffic Records |
| <input checked="" type="checkbox"/> Pedestrian/Bicycle Safety | |

Type of Request:

-
- Initial
-
- Continuation

Type of Project:

-
- Local
-
- Statewide

Head of Agency:Name: Tony JonesTitle: ChiefAddress: 413 NW 8th AveGainesville, Florida 32602Phone: (352) 393-7502 Extension: _____E-Mail: jonestr@cityofgainesville.org**Project Contact:**Name: Joe RaulersonTitle: SergeantAddress: 413 NW 8th AveGainesville, florida 32602Phone: (352) 393-7743 Extension: _____

Fax Number: (____) ____-____

E-Mail: Raulersoqh@cityofgainesville.org**FDOT USE ONLY:**

Concept Paper Number: _____

Assigned Module: _____

Postmark Date: _____

Planner Assigned: _____

Date Received: _____

Date Assigned: _____

Entered Into Database: _____

Planner Received: _____

Statement of the Problem: (Give details about the traffic safety problem that you want to correct. Include at least three years of crash, injury, fatality, and citation data to show the extent of the problem.)

The National Highway Traffic Safety Administration (NHTSA) ranks the State of Florida as having the third highest number of traffic fatalities in the nation and the highest for traffic fatalities involving pedestrians. The City of Gainesville ranks #7 in the Pedestrian City Matrix for the State of Florida and #2 in the bicycle City matrix. The Gainesville Police Department actively enforces violations of traffic laws including those identified in Florida State Statute 316.130. Gainesville has 311 miles of sidewalks, 20 miles of off road trails and almost 67 miles of bicycle lanes. Gainesville is a walkable community and has been recognized as the only city in the State of Florida to receive Bronze level recognition.

The National Highway Traffic Safety Administration estimates that a pedestrian is killed in a traffic crash every 120 minutes and injured in a traffic crash every 8 minutes. Pedestrian crashes account for 18.8% of all traffic fatalities in Florida. In the State of Florida in 2009, 7,676 pedestrians were injured in crashes with 482 fatalities. Gainesville and Alachua County are not isolated from this issue being a regional hub with numerous state roads and limited access highways. Gainesville is a sports destination bringing in 100,000 people for gatornationals and tens of thousands to the University of Florida for various events.

Last year in Gainesville, 123 traffic crashes involved pedestrians. A lack of driver compliance of the pedestrian right of way laws at crosswalks put pedestrians at an increased risk of collision along with pedestrians not adhering to laws. From October 2009 to March 2011, The City of Gainesville and the Gainesville Police Department partnered with the NHTSA and Western Michigan to study the effects of High Visibility Enforcement (HVE) with drivers yielding to pedestrians at mid-block cross walks. This program included a number of high visible enforcement operations an highly educational and engineering elements that drew the presence of enforcement. Yielding at staged crossings doubled during the grant period. During the details, 1177 warning citations were given and 399 citations issued.

Bicycle crashes in 2012 measured 106 or 2 a week with one fatal. In 2013, the city had 119 documented crashes. 83% of those riders were not wearing helmets. 85% of those crashes resulted in injuries. These vulnerable road users are have increased in frequency in the last few years.

In 2013, We conducted 34 pedestrian details via an FDOT grant. The results were 1003 traffic stops/contacts and issuing 956 citations.

Year	2009	2010	2011	2012	2013
Traffic Crashes	4493	5192	5113	4361	5121
Traffic Injuries	677	640	666	1437	1384
Traffic Fatalities	6	5	7	7	9
County Fatalities	29	21	27	37	34

In 2010, crashes involving a pedestrian accounted for 18.8% of the fatal crashes in the State.

In 2013 fatalities, 22% of the crashes involved a pedestrian.

Proposed Solution: (Explain the countermeasures that you plan to implement to correct the problem and how the funding that you have requested will support those countermeasures.)

The Gainesville Police Department will use grant funds to conduct one high visibility pedestrian enforcement operation per month targeting vehicles failure to yield to pedestrians in marked crosswalks, one high visibility pedestrian enforcement operation targeting pedestrians violating the right of way of vehicles and one high visibility details enforcing bicycle safety laws. The HVE detail targeting vehicles will use pedestrian decoys to increase the efficiency of pedestrians right-of-way.

All department members utilized will be trained in pedestrian and bicycle laws and enforcement operations. Gainesville Police will utilize resources to conduct high-visibility, zero-tolerance enforcement operations at locations identified by the Project Director as having a high frequency of traffic crashes and/or fatalities with pedestrians/bicycles. The Project Director will collect and retain this data for the purpose of Safety Office inspections and reports. Existing message boards will be utilized to discourage drivers from poor driving behavior during the grant period and will be located in the designated areas with high pedestrian crash rates. Radio PSAs will be used during the grant period to encourage proper driver, bicycle and pedestrian behavior.

The Project Director will be responsible for the allocation of personnel resources to this enforcement effort in order to achieve the greatest impact of increasing driver yielding rates. The Project Director will coordinate these enforcement campaigns at least once per month per detail type, and will ensure that the day/time of enforcement is alternated from week to week. The intent of this measure is to prevent motorists/pedestrians and bicyclist from determining that this enforcement is conducted on specific days in the agency's jurisdiction and to adjust their attention to the law accordingly. In addition, the Project Director will ensure that these funds are used in a prudent and conservative manner, in order to allow these funds to be used throughout the fiscal grant year.

The Gainesville Police Department plans to utilize 36" signage stating Crosswalk Law Enforcement Operation during the decoy details. This will help as another mechanism to correct behavior and further warn the public of operations. Officers on the bicycle enforcement details will promote the Gainesville Bicycle registration program in an effort to reduce bicycle thefts. The tablets requested in the Aggressive Driving/speed grant in 2013 would be used to enter the data on bicycles trying to track and reduce the over 400 bicycles stolen in the City of Gainesville in 2012.

In order to facilitate the delivery of this traffic safety message, the City of Gainesville will partner with local resources such as their Community Traffic Safety Team, and the Florida Law Enforcement Liaison Local Area Networks, community organizations, and local media outlets. The City of Gainesville will continue to promote the Bicycle and Pedestrian Program offering free bicycle and/or pedestrian presentations. The Gainesville Police Department will also participate in all statewide public awareness and enforcement campaigns and law enforcement challenges (Florida Law Enforcement Challenge, Click It or Ticket Challenge) sponsored by the FDOT Safety Office.

Project Objectives: (List the short term goals that you have for the project. Some should be quantifiable, such as, "To reduce the number of people killed and injured in crashes by 5% compared to last year's statistics.")

Working toward the stated goal the Gainesville Police Department will:

- Reduce the number of traffic crashes .
- Reduce the number of pedestrian-related traffic crashes by 2%.
- Reduce the number of bicycle-related traffic crashes by 2%
- Reduce the number of pedestrian-related traffic fatalities by 5%.
- Reduce the number of injuries in traffic crashes by 5%.
- Use Police Beat and other Social networking tools to raise awareness to the Public about pedestrian and bicycle laws
- Increase Failure to yield to pedestrian citations by 5%
- Distribute educational material during operations explaining pedestrian or bicycle laws.

Evaluation: (Explain how you will determine if the project is a success.)

- Production data for each quarter of the program's calendar year will be measured against data from the corresponding time period of the previous year. Objectives not meeting projections will be prioritized in terms of resource deployment and operational consideration.
- Conduct weekly "Tactical Briefing" sessions for the Traffic safety Team (similar to Compstat)
- Record the number of total stops, FTY to Ped UTC, seatbelt UTC, child safety seat UTC, Total UTC, bicycle citations, Pedestrian citations , and total arrests.
- Record the number of Public demonstrations conducted by the City of Gainesville Pedestrian High Visibility Enforcement Program and total number of people reached at those events.
- Record the total number of presentations made by the City of Gainesville Pedestrian High Visibility Enforcement Program to include local schools and the total number of college and high school students reached.
- Conduct observational studies at mid-boc crossings to check yield percentage

