

**LEGISLATIVE #**

**110869c**

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION  
**HIGHWAY SAFETY CONCEPT PAPER**

500-065-17  
SAFETY  
12/08

**Agency:** Gainesville Police Department  
**Concept Paper Title:** City of Gainesville Pedestrian High Visibility Enforcement Program  
**Amount Requested:** \$30,000

**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:**

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**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. 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.

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 16.8% of all traffic fatalities in Florida.

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. 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. Yielding at staged crossings doubled during the grant period. During the details, 1177 warning citations were given and 399 citations issued. Each year in Gainesville, traffic crashes involving pedestrians average 140, almost 3 a week. A lack of driver compliance of the pedestrian right of way laws at crosswalks put pedestrians at an increased risk of collision. Starting in 2009, the City of Gainesville received funding for a one year program to increase driver yield percentages using several countermeasures. This program also included a number of highly visible enforcement operations and highly visible educational and engineering elements that drew attention to the presence of enforcement.

Year	2007	2008	2009	2010	2011
Traffic Crashes	4433	4313	4493	5192	5113
Traffic Injuries	559	598	677	640	666
Traffic Fatalities	14	5	6	5	7
County Fatalities	57	42	29	21	27

In 2010 fatalities, 40% of the crashes involved a pedestrian. In 2009 fatalities, 33% of the crashes involved a pedestrian and 33% involved a bicycle.

In 2009, The City of Gainesville was #7 with Cities population of 100,000 or greater in crashes per population.

Traffic Safety Facts 2007: Speeding (October 2008). DOT HS 810 998. Washington, DC :National Highway Traffic Safety Administration  
<http://www.flhsmv.gov/hsmvdocs/CS2009.pdf>

**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 two high visibility pedestrian enforcement operations per month targeting vehicles failure to yield to pedestrians in marked crosswalks and two high visibility pedestrian enforcement operations targeting pedestrians violating the right of way of vehicles. The HVE detail targeting vehicles will use pedestrian decoys to increase the efficiency of pedestrians right-of-way.

All department members will be trained in pedestrian 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. 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 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 twice 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 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. Every person that performs under this grant will complete the FDOT Safety Office Daily Activity Log. These logs will be submitted to the agency's Project Director, who will ensure that copies are attached to each claim for reimbursement.

The Gainesville Police Department plans to utilize the previously used sandwich boards stating Pedestrian Law Enforcement Operation during the detail. These devices will enforce correct behavior and further warn the public of operations.

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 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. The Gainesville Police department will also partner with other agencies in the area to assist with pedestrian problems

**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 5%.

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 pedestrain laws.

Increase Failure to yield to pedestrian citations by 50%.

Conduct observational studies at mid-block crossings and determine the yield rate of drivers to pedestrians.

**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 Breifing" sessions for the Traffic safety Team (similar to Compstat).

Record the number of total stops, FTYROW UTC, seatbelt UTC, child safety seat UTC, Total UTC, 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.





**CONCEPT PAPER BUDGET**

BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	MATCH	
			STATE	LOCAL
D. Operating Capital Outlay	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
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	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
Subtotal	\$ 0	\$ 0	\$ 0	\$ 0
E. Indirect Cost	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
Subtotal	\$ 0	\$ 0	\$ 0	\$ 0
<b>Total Cost of Project</b>	<b>\$30,000</b>	<b>\$ 0</b>	<b>\$30,000</b>	<b>\$ 0</b>