

**LEGISLATIVE #**

**110869a**

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

500-065-17  
SAFETY  
12/08

**Agency:** City of Gainesville  
**Concept Paper Title:** GPD Nighttime Occupant Protection Enforcement Program  
**Amount Requested:** \$37,800.00

**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 checked="" type="checkbox"/> Occupant Protection/Child Passenger Safety | <input type="checkbox"/> Traffic Records          |
| <input 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 Gainesville Police Department actively enforces violations of traffic laws including Occupant Protection. The City of Gainesville also ranks #2 on bicycle, #6 In Aggressive Driving, #5 on motorcycles, #7 on the pedestrian highway safety Matrix and #4 in the Teen Driving City Matrix for the State of Florida.

Nighttime traffic safety is a priority for The National Highway Transportation Safety Administration (NHTSA). According to published reports by the NHTSA, nighttime passenger vehicle occupant fatality rate is about three (3) times higher than the daytime rate. The data shows a decline in belt use among fatally injured passenger vehicle occupants as it gets later in the evening. Nighttime seatbelt campaigns often result in DUI and other arrests. Gainesville is one of eighteen cities in Florida that have been identified as having a high number of traffic fatalities in which safety belt usage was a sole or contributing factor. 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, including the 633,000 that watch Florida football. In 2010, 20% of the fatal crashes involved a person under the age of 20 not using a seatbelt in the City of Gainesville. The City of Gainesville is above the State and national average in population 15-19 year of age and double in the 20-24 year of age range according to CLRsearch.com.

The City of Gainesville is committed to reducing injuries and fatalities relating to lack of seat belt use.

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

<http://www.flhsmv.gov/hsmvdocs/CS2009.pdf>

[http://www.trafficsafetymarketing.gov/ciot/planner2011/PEAK/CIOT09\\_WTSC\\_NightSeatBelt\\_tag.pdf](http://www.trafficsafetymarketing.gov/ciot/planner2011/PEAK/CIOT09_WTSC_NightSeatBelt_tag.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.)

Although safety belt usage rate has increased due to the implementation of the primary seat belt law we have to realize that strategic enforcement coupled with education will increase the usage rate even more. This program aims to reduce traffic fatalities and injuries by implementing enforcement campaigns targeting nighttime occupant protection. Once a week the Gainesville Police Department will conduct a nighttime seatbelt enforcement detail. The City of Gainesville 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. The Project Director will collect and retain this data for the purpose of Safety Office inspections and reports. The primary focus for these operations will be to identify the violators of occupant protection laws at night.

The Project Director will be responsible for the allocation of personnel resources to this enforcement effort in order to achieve the greatest impact on increasing seatbelt usage in the community. The Project Director will coordinate these enforcement campaigns at least once per week, and will ensure enforcement is nighttime. 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 federal 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 grant funds to purchase a light tower to aggressively target nighttime occupant protection violators. This instrument will aid in visibility and safety of officers involved in operations and will aid in targeting occupants not restrained at night in darker areas.

In order to facilitate the delivery of this traffic safety message, agencies will partner with local resources such as their Community Traffic Safety Teams, 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.

**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 traffic crashes.

Reduce speed-related traffic crashes by 5%.

Reduce injuries in traffic crashes by 5%.

Reduce speed-related traffic injuries by 5%.

Increase safety belt compliance by 5% at nighttime.

Use Police Beat and other Social networking tools to raise awareness to the Public about the importance of seat belt use

Increase nighttime seatbelt citations by 25%.

Develop a "Top 10" list of high crash and/or fatality locations and conduct Operations each week at problem locations.

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

Enforcement locations will be determined via the following:

- o High-frequency crash locations.
- o High-frequency fatality locations.
- o Agency knowledge of areas prone to crashes, with a history of fatalities.
- Agency will re-evaluate these locations on a monthly basis to determine if enforcement locations need to be revised.
- The Project Director will submit a media report detailing print or electronic media (television/radio/web) articles or reports about the enforcement effort in their jurisdiction.
- The Project Director will provide the number of community awareness events attended and community outreach efforts conducted. The number of people in attendance at these events will be documented.

# CONCEPT PAPER BUDGET

List each item for which you are requesting funding and the estimated cost of the item(s). Equipment that has a unit cost of \$1,000 or more should be listed in the Operating Capital Outlay section.

BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	MATCH	
			STATE	LOCAL
<b>A. Personnel Services</b>				
Overtime Nighttime Seatbelt Enforcement	\$30,000	\$30,000	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
<b>Subtotal</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$ 0</b>	<b>\$ 0</b>
<b>B. Contractual Services</b>				
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
<b>Subtotal</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>
<b>C. Expenses</b>				
	\$ 0	\$0	\$0	\$0
	\$ 0	\$0	\$0	\$0
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	\$ 0	\$0	\$0	\$0
<b>Subtotal</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

