

**Florida Department of Transportation**RON DESANTIS
GOVERNOR605 Suwannee Street
Tallahassee, FL 32399-0450KEVIN J. THIBAUT, P.E.
SECRETARY

September 16, 2020

Tony Jones, Chief
Gainesville Police Department
545 NW 8th Ave
Gainesville, Florida 32601RE: The City of Gainesville Distracted Driving Program
CPG-2021-Gainesville-00241

Dear Tony Jones:

The Florida Department of Transportation (FDOT) State Safety Office is pleased to inform you that your agency has been selected to receive subgrant funding for the 2021 Federal fiscal year, which begins October 1, 2020. The following concept paper has been accepted and included in the FDOT FY2021 Highway Safety Plan (HSP) with the following project number, title, and funding levels below:

Original Amount Requested	Subgrant Funding Awarded
\$55,000.00	\$25,000.00
FY2021 HSP Project Number	
DD-2021-00241	
FY2021 HSP Project Title	
Gainesville Distracted Driving Program	

Based upon funding levels awarded to the State of Florida for the Federal fiscal year by the National Highway Traffic Safety Administration (NHTSA), subgrant awards may not be the same as the amount requested in your concept paper and the award does not mean that everything listed in the concept paper, including any equipment requests, were approved and/or funded.

Subgrant Application forms are now accessible in the FDOT Traffic Safety Subgrant Management System and include guidance and FDOT program manager notes regarding anything that was unallowable or restricted. Step by step instructions can also be found in the system under "Training Materials".

We look forward to working with you on this project. If you have any questions, please feel free to contact me by email at chris.craig@dot.state.fl.us. Additional information can also be found on our website at: <http://www.dot.state.fl.us/safety/3-Grants/Grants-Home.shtm>.

Sincerely,

DocuSigned by:
B87DFAD45D7C4E4
Chris Craig, CPM, FCCM
Traffic Safety Administrator
Florida Department of Transportation

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION
HIGHWAY SAFETY CONCEPT PAPER
Concept Paper Summary

Applicant Information

Applicant Agency:	City of Gainesville
Implementing Agency:	Gainesville Police Department
Concept Paper Title:	The City of Gainesville Distracted Driving Program
Priority Area for Concept Paper:	Distracted Driving
Amount Requested:	\$55,000.00
Type of Project:	Local
Type of Request:	Continuation - 2020
Previous Year's Project Number (if Continuation):	DD-20-04-06

Head of Agency

Name:	Tony Jones	State:	Florida
Title:	Chief	Zip:	32601
Address 1:	545 NW 8th Ave	Phone:	(352) 393-7500
Address 2:		Extension:	
City:	Gainesville	Email:	jonestr@cityofgainesville.org

Project Contact

Name:	Summer Hallett Kerkau	State:	Florida
Title:	Sergeant	Zip:	32601
Address 1:	545 NW 8th Ave	Phone:	(352) 393-7741
Address 2:		Extension:	
City:	Gainesville	Email:	kerkauns@cityofgainesville.org

Statement of the Problem:

Gainesville is the largest city and the county seat of Alachua County. The city has a population over 125,000 residents and the University of Florida, a nationally top-ranked university, attracts over 50,000 students and their families every year. Gainesville receives a large number of visitors during collegiate and national sporting events. Each year, more than 100,000 people flood the city for the NHRA drag race, Gatornationals and tens of thousands of fans flock to Florida Field to watch the University of Florida Gators play football.

Technological advances have made the cell phone something that was once a convenience to something that we now take everywhere with us and something that we cannot live without. The benefit of being easily accessible every minute of the day is not without its consequences. Those consequences come in the form of distractions from the task at hand and when that task is driving a vehicle the results can be deadly. The Florida

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Department of Transportation 2021 Highway Safety Matrix ranks Gainesville 5th of 33 cities with population of 75,000 and above for Distracted Driving. In 2018, of the 5,089 crashes within the city limits and 1,297 of those crashes showed that the driver was distracted. In 2019, of the 6,070 crashes in Gainesville, 1,259 were contributed to distracted driving.

* Gainesville also saw nearly a 20% increase in distracted driving related crashes from 2017 to 2018 and 19.28% increase from 2018 to 2019.

*Information gathered from Florida's Integrated Report Exchange System (FIRES) and Signal 4 Analytics.

Supporting Data:

The Florida Department of Transportation 2021 Highway Safety Matrix ranks Gainesville 5th of 33 cities with population of 75,000 and above for Distracted Driving.

2015 2016 2017 2018 2019

Traffic Crashes 3,999 5,092 5,020 5,089 6,070

Traffic Fatalities 10 17 15 12 16

Traffic Injuries 1,394 1,693 1,716 1,704 1,779

Distracted Driving Crashes 878 1,112 1,082 1,297 1,259

County Fatalities 32 36 41 40 53

Proposed Solution:

The Gainesville Police Department is committed to taking every action to continue to drive down crashes and fatalities associated with distracted driving. The City of Gainesville in partnership with GPD and other City Departments to work toward Vision Zero using enforcement, education, engineering and evaluation.

Gainesville PD will conduct high visibility enforcement overtime details to target and educate those individuals that are driving distracted. GPD also plans to partner with local businesses to offer rewards or incentives for individuals who are observed not driving distracted in an effort to use positive reinforcement to gain compliance. Patrol and high visibility enforcement operations will also be deployed to areas where crashes are most prevalent. Operations will be conducted at least twice quarterly with at least two of the details commencing during the nighttime hours of 7:00 pm to 4:00 am

GPD will use Fatal Vision Distracted Driving goggles and education kit. These goggles and kit will be utilized for educational purposes during community meetings, high school and university educational demos, GPD and City of Gainesville sponsored Citizen Academics. These educational sessions will be conducted at least once a quarter.

On a monthly basis, Gainesville PD will utilize social media networking tools, including but not limited to Facebook and Twitter to raise awareness of the importance of not allowing distractions while driving. In addition, the department will partner with local resources such as the Community Traffic Safety Teams, School Resource Officers, the Florida Law Enforcement Liaison Local Area Network, community organizations and local media outlets promote safe, undistracted driving.

Printed education materials will be distributed during enforcement and educational operations. These materials will be sourced from agencies and organizations including, but not limited to, the National Safety

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Council, NHTSA, FDOT and the Center for Disease Control and Injury.

Sustainability:

The Gainesville Police Department remains committed to reducing the number of crashes, fatalities, injuries and severity of injuries on the highways, streets and roadways. Gainesville PD will continue to have a full-time traffic unit, including a DUI/DRE specialist to enforce traffic laws within the city limits of Gainesville. Our agency, without funding, will still conduct distracted driving enforcement and make a positive contribution on safe driving.

The Gainesville Police Department will continue to partner with local resources such as Community Traffic Safety Teams, the Florida Department of Transportation Law Enforcement Liaison, 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 sponsored by the FDOT Safety Office.

Project Objectives:

With the stated goal in mind, the Gainesville Police Department will work toward the following objectives:

Reduce traffic crashes by 2%,

Reduce injuries in traffic crashes by 2%,

Utilize social media networking tools to raise awareness to the Public about the dangers of distracted driving,

Provide printed education materials for distribution,

Develop a "Top 5" list of high crash and or fatality locations and conduct enforcement deployments at these problem locations.

Evaluation:

The success of this project will be measured by:

The number of motor vehicle crashes in the City of Gainesville is reduced by at least 2% when compared to the previous three year average.

A 2% reduction of the number of distracted driving related fatalities and injuries in the City of Gainesville when compared to the previous three year average.

The number of high visibility distracted driving overtime enforcement operations conducted.

The number of high visibility distracted driving overtime enforcement operations conducted during nighttime hours (7:00 pm to 4:00 am).

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The number of instances that distracted driving information and education is provided to the public through the use of social media tools and mainstream media outlets.

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Concept Budget Summary

			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
A. Personnel Services				
Personnel Overtime and Benefits	\$55,000	\$55,000		
Subtotal	\$55,000	\$55,000	\$0	\$0
			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
B. Contractual Services				
NA	\$0	\$0		
Subtotal	\$0	\$0	\$0	\$0
			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
C. Expenses				
NA	\$0	\$0		
Subtotal	\$0	\$0	\$0	\$0
			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
D. Equipment Costing \$5,000 or More				
NA	\$0	\$0		
Subtotal	\$0	\$0	\$0	\$0
			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
E. Indirect Cost:				
NA	\$0	\$0		
Subtotal	\$0	\$0		
Total Cost of Project			\$0	\$0