



# CITY of HOLLYWOOD, FLORIDA

POLICE DEPARTMENT • 3250 HOLLYWOOD BLVD. • HOLLYWOOD, FLORIDA 33021-6967

*"A Leading Force In Professional Law Enforcement"*



Chris O'Brien  
Chief of Police

February 24, 2021

Mr. Chris Craig, Traffic Safety Administrator  
Florida Department of Transportation  
605 Suwannee Street  
Tallahassee, FL 32399-0450

RE: Concept Paper for year 2022, Speed/Aggressive Driving

Dear Mr. Craig,

I am writing to confirm that I am aware of and approve the Concept Paper being submitted by the Hollywood Police Department for review for FY 2022, titled "Speed and Aggressive Driving Enforcement 2021-2022". I believe the data provided will prove that we have a traffic safety need and have provided a proposed solution and budget for funding that will ultimately reduce speed and aggressive driving and reduce accidents and traffic fatalities. Thank you for your consideration in this matter.

Sincerely,

Chris O'Brien  
Chief of Police

**Our Mission:** We are dedicated to providing municipal services for our diverse community in an atmosphere of cooperation, courtesy and respect.  
We do this by ensuring all who live, work and play in the City of Hollywood enjoy a high quality of life.

**"An Equal Opportunity and Service Provider Agency"**

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

**Applicant Information**

<b>Applicant Agency:</b>	City of Hollywood
<b>Implementing Agency:</b>	Hollywood Police Department
<b>Concept Paper Title:</b>	Speed and Aggressive Driving Enforcement 2021-2022
<b>Priority Area for Concept Paper:</b>	Speed/Aggressive Driving
<b>Amount Requested:</b>	\$60,000.00

<b>Type of Project:</b>	Local
<b>Type of Request:</b>	Initial
<b>Previous Year's Project Number (if Continuation):</b>	

**Head of Agency**

<b>Name:</b>	Chris O'brien	<b>State:</b>	Florida
<b>Title:</b>	Chief of Police	<b>Zip:</b>	33021
<b>Address 1:</b>	3250 Hollywood Blvd	<b>Phone:</b>	(954) 967-4300
<b>Address 2:</b>		<b>Extension:</b>	
<b>City:</b>	Hollywood	<b>Email:</b>	cobrien@hollywoodfl.org

**Project Contact**

<b>Name:</b>	Joshua Czerenda	<b>State:</b>	Florida
<b>Title:</b>	Lieutenant	<b>Zip:</b>	33021
<b>Address 1:</b>	3250 Hollywood Blvd	<b>Phone:</b>	(954) 967-4224
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<b>City:</b>	Hollywood	<b>Email:</b>	jczerenda@hollywoodfl.org

**Statement of the Problem:**

From 2018-2020 the City of Hollywood has experienced a significant and steady rise in the number of fatal traffic crashes, and traffic accidents with bodily injuries.

The City of Hollywood is a principle city in Broward County with a residential population of 155,689, making it the 3rd largest Municipality in the County, and the 12th largest city in Florida. The City of Hollywood spans a land area of approximately 30 square miles. Within its jurisdictional limits there are two multi lane interstate roadways, Interstate 95 and the Florida Turnpike (SR 91) span the length of the City from North to South. Hollywood also contains multiple Major roadways such as SR 7, US 1, Dixie Hwy, A1A, SR 817, 818, 820, 822, 824 and 848. Also adding to traffic in the city are two Federal pedestrian and cargo railways.

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

These multi lane roadways generate a substantially high level of traffic throughout the day and due to the swell of workforce and tourist traffic, the daytime population easily exceeds 200,000.

Recently widened major roadways have allowed for increased traffic volume and speeds. Concurrent with trends, aggressive and improper driving patterns follow the above increases. Traffic analyst have concluded that speed and aggressive driving are the top causation factors for our investigated accidents.

Another challenge the Hollywood Police Department is facing is in regards to speed measuring equipment. The department is maintaining multiple radar units deployed to the Patrol division that are over 25 years old, some are older and have been decommissioned. These units although calibrated annually and function correctly, are built with dated technology that requires closer ranges for speed target acquisitions. The benefit of the new technology is offering greater reaction times for the Police Officers to identify the target, enter into traffic and affect the traffic stop, thereby enhancing the Officer's safety. Easier target acquisition is achieved with the newer devices, which also allows Officers deployed to multi lane roadways throughout the city to more efficiently and effectively issue speed warnings and Uniform Traffic Citations with a higher degree of courtroom accuracy. The last time the Hollywood Police Department purchased Radar/Lidar equipment was in 2017 and there were only six units purchased. These six units were issued to the Motor Unit because of their antiquated equipment which was hindering their duties and responsibilities. The funding of these units came from LETF and presently there is no availability in the City Budget for the replacement of any future speed measurement devices.

### **Supporting Data:**

In 2018 the Hollywood Police Department issued 15,291 Uniform Traffic Citations

In 2019 the Hollywood Police Department issued 16,897 Uniform Traffic Citations

In 2020 the Hollywood Police Department issued 9,399 Uniform Traffic Citations

In 2018 the Hollywood Police Department investigated 1510 traffic accidents with injuries, 18 being fatal and 22 with serious bodily injury.

In 2019 the Hollywood Police Department investigated 1388 traffic accidents with injuries, 16 being fatal and 27 with serious bodily injury.

In 2020 the City of Hollywood investigated 1236 traffic accidents with injuries, 18 being fatal and 23 with serious bodily injuries.

Accident investigators and analyst assigned to determine causation of the accidents have identified speed, aggressive and improper driving patterns as the most common factor. Within the last 3 years, a number of roadways have been expanded due to the rise in traffic volume. Roadways such as SR 7 and A1A have enlarged, opening the opportunity for faster speeds, more motorists, and higher frequencies of accidents. Broward County ranks #1 for Aggressive driving according to the FDOT Highway Safety Matrix FY2022, identifying that Hollywood is the 2nd largest municipality in the county, its location and resources make it a prime location for those who live, work or visit Broward county.

Data compiled using OSSI and RMS police records management software.

### **Proposed Solution:**

The FY20 FDOT Speed and Aggressive Driving operations performed by the Hollywood Police Department

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

were seriously and negatively affected by the widespread issues with Covid-19. The reduction of citizen contacts and motorists on the roadways resulted in a lower number of Uniform Traffic Citations being issued. Even with the reduced amount of motorist on the roadway however, the number of accidents with serious bodily injury and fatalities continued its rising trend.

Grant funding will be utilized to purchase new speed measurement devices, and fund personnel cost associated with High Visibility Enforcement Operations targeting aggressive drivers and speeding violators. The Project Coordinator (Traffic unit Sergeant) will utilize the Police Records Management Software (RMS) and Crime View analytic software to identify the high accident locations and the peak days and times when they occur. Officers of the Hollywood Police Department will be strategically deployed with the aforementioned data in mind, as well as addressing any specific complaints identified through community outreach.

During the Grant period, operations will also be directed towards the City's 17 Civic Associations to enhance community awareness and cooperation.

Members will utilize Department issued speed detection and measurement devices to enforce FL State speeding Statutes. Members will use strategic information to monitor identified High Frequency locations of aggressive drivers, i.e. rail crossings, multi lane roadways, and areas with fewer traffic control devices

Department speed trailers and electronic message boards will also be deployed at identified accident and driving complaint locations. The Project Manager will ensure funds are appropriately utilized and sustained throughout the Grant funding cycle.

### **Sustainability:**

The Hollywood Police Department is committed to the safe movement of vehicles and pedestrians throughout the city of Hollywood. The Hollywood Police Department maintains a full time Traffic Unit which consists of both Sworn and Civilian Personnel. The Hollywood Police Department Traffic Unit actively enforces State Traffic Laws to reduce traffic accidents and facilitate the safe and expeditious traffic flow of vehicular traffic.

The Hollywood Police Department routinely conducts city funded traffic enforcement operations. The Hollywood Police Department will continue to take the appropriate actions to ensure the safety of all motorists and pedestrians within the City of Hollywood.

### **Project Objectives:**

Utilizing Grant funding Members of the Hollywood Police Department will:

(Based on 3 year average)

- Reduce total amount of traffic accidents
- Reduce fatal traffic accidents by 5%
- Reduce traffic accidents with injuries by 5%
- Reduce speed related traffic accidents by 3%
- Increase speeding citations by 5%

At least 2 multi-division operations will be conducted city wide during the Grant period, and Members will attend at least 2 Civic meetings within each of the 17 Community Associations during the Grant Period.

## HIGHWAY SAFETY CONCEPT PAPER

## Concept Paper Summary

With the Purchase of new speed detection and measurement equipment, equipment that is no longer functional or serviceable can be replaced, and more units can be deployed to the Patrol division, resulting in more effective enforcement. Approximately 1/3, \$20,000.00 will be utilized to fund the purchase of the new equipment.

**Evaluation:**

Data for each quarter of the grant period will be measured against data collected from the corresponding period(s) for the prior year(s). If it is determined that the planned enforcement operation has not made the anticipated impact, a new operations will be formatted to adjust to the needs of the global operational goal.

Weekly briefings will be held to discuss areas of concern, community feed back, and any other subjects that affect the progress of the operations.

Records of all activity will be maintained by the Project Coordinator (Traffic Sergeant) to include the following:

- Warnings and citations issued
- Placement of speed measurement and electronic messaging trailers
- Educational material distributions
- Social media and Media press releases
- Civic Association meeting attendance
- Number of operations conducted throughout the grant period
- Number of speed measurement devices replaced/ purchased

**STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION**  
**HIGHWAY SAFETY CONCEPT PAPER**  
**Concept Paper Budget**

BUDGET CATEGORY	NARRATIVE:	FEDERAL FUNDS	MATCH	TOTAL	INDIRECT ELIGIBILITY
<b>A. Personnel Services</b>					
Overtime and Salary Benefits	Overtime will be used to pay for salaries	\$40,000	\$0	\$40,000	
<b>Subtotal</b>		<b>\$40,000</b>	<b>\$0</b>	<b>\$40,000</b>	
<b>B. Contractual Services</b>					
<b>Subtotal</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	
<b>C. Expenses - Any purchase with a per item unit cost of \$200 or more from any line item within this Category, excluding software, must have FDOT State Safety Office written approval, prior to purchase.</b>					
<b>Subtotal</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	
<b>D. Equipment Costing \$5,000 or More</b>					
Speed Measurement Devices	Purchase of radar and lidar equipment which will replace outdated units	\$20,000	\$0	\$20,000	
<b>Subtotal</b>		<b>\$20,000</b>	<b>\$0</b>	<b>\$20,000</b>	
<b>E. Indirect Cost</b>					
%		\$0		\$0	
<b>Subtotal</b>		<b>\$0</b>		<b>\$0</b>	
<b>Total Cost of Project</b>		<b>\$60,000</b>	<b>\$0</b>	<b>\$60,000</b>	