



Florida Department of Transportation

RON DESANTIS
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

KEVIN J. THIBAUT, P.E.
SECRETARY

June 1, 2021

Chief Chris O'Brien
Hollywood Police Department
3250 Hollywood Blvd.
Hollywood, FL 33021

RE: Alert Today Florida High Visibility Enforcement for Pedestrian and Bicycle Safety
Proposed Funding for Hollywood Police Department



Dear Chief O'Brien:

The Florida Department of Transportation (FDOT) has funding available to your agency for participation in Alert Today Florida's High Visibility Enforcement for Pedestrian and Bicycle Safety Program. This initiative is designed to educate the public in safe driving, walking, and biking behaviors and to increase compliance with traffic statutes. The goal of this data driven initiative is to reduce traffic crashes that result in serious and fatal injuries to both pedestrians and bicyclists.

The Florida Department of Transportation (FDOT) has provided funding to the Institute of Police Technology and Management (IPTM) at the University of North Florida to support this high visibility enforcement program. IPTM provides contracts to law enforcement agencies in priority counties to conduct high visibility education and enforcement operations in areas with the highest representation of serious or fatal injury traffic crashes involving pedestrians and bicyclists. High Visibility Enforcement funds are intended to assist in crash mitigation efforts.

Your agency has been identified as a priority agency within a county with the highest representation of traffic crashes resulting in serious or fatal injuries to pedestrians and bicyclists. As a result, the Florida Department of Transportation (FDOT) has allocated overtime reimbursement funding to your agency in the amount of \$37,486.36 to assist in our HVE efforts. Included with this letter are maps representing locations within your jurisdiction that have an over representation of serious pedestrian and bicycle crashes.

A Pedestrian and Bicycle Safety Focused Initiative High Visibility Enforcement (HVE) Roundtable meeting will be held on June 8, 2021 at the FDOT Broward Operations Center Auditorium at 5548 N.W. 9th Avenue, Ft. Lauderdale, FL 33309 from 2:00 p.m. to 4:00 p.m. We encourage you to take this opportunity to learn about how we have enhanced the program and simplified the reporting process. It is imperative that all enforcement agencies in the identified twenty-five (25) priority counties engage in this partnership to drive down fatalities on our roadways. Please review the enclosed maps and let us know if your agency is willing to be a part of the solution. Agencies that apply on or before August 31, 2021 will be eligible for the full funding allocation that has been set aside for you. On September 1, 2021, all funds that were previously set-aside for specific agencies will be released to the total county allocation and made available to any agency within the county to work specified areas within their jurisdiction. After December 31, 2021, all funding will be released for use in HVE efforts in any of the twenty-five (25) priority counties.

If you have questions regarding this initiative, please contact IPTM at ped.bike.safety@iptm.org or by phone at (904) 620-4203. If your agency is interested in participating in this high visibility enforcement program, please submit a letter of Intent to IPTM via email at ped.bike.safety@iptm.org. IPTM will then contact you regarding the details of the application and will assist with the contract process.

We look forward to the opportunity of working with you and the Hollywood Police Department in leading the way to reduce pedestrian and bicyclist fatalities. Our goal is zero deaths! Working together, we can make that happen.

Sincerely,

Trena McPherson, FCCM
State Bicycle Pedestrian Safety Program Manager

Forward to A/C Devlin

TM/sm