

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

500-085-17
SAFETY
05/18

Applicant Information

Applicant Agency: City of Hollywood
Implementing Agency: Hollywood Police Department
Concept Paper Title: 2020 Speed and Aggressive Driving Grant
Priority Area for Concept Paper: Speed/Aggressive Driving
Amount Requested: \$40,000.00

Type of Project: Local
Type of Request: Continuation - 2019
Previous Year's Project Number (if Continuation):

Head of Agency

Name:	Christopher O'Brien	State:	Florida
Title:	Chief of Police	Zip:	33021
Address 1:	3250 Hollywood Blvd	Phone:	(954) 967-4300
Address 2:		Extension:	
City:	Hollywood	Email:	COBRIEN@hollywoodfl.org

Project Contact

Name:	Ronald Cannella	State:	Florida
Title:	Sergeant	Zip:	33021
Address 1:	3250 Hollywood Blvd	Phone:	(954) 967-4567
Address 2:		Extension:	6282
City:	Hollywood	Email:	RCANNELLA@hollywoodfl.org

Statement of the Problem:

From 2014 to 2017, the City of Hollywood experienced a significant and steady increase in fatal traffic crashes. From 2017 to 2018, fatal traffic crashes remained at this increased level.

The City of Hollywood is a principle City within Broward County and has a population of 151,998. The City of Hollywood has a land area of over 27 square miles. Major roadways which travel through the City of Hollywood include; Interstate 95, Florida's Turnpike, US 1, Dixie Highway, State Road Seven, A1A, State Road 824, State Road 820, State Road 822, State Road 848, State Road 817, and State Road 818. These major roadways generate a substantially high level of vehicular traffic through the City of Hollywood.

The Hollywood Police Department Investigated 10 fatal traffic accidents in 2014, 7 fatal traffic accidents in

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2015, 13 fatal traffic accidents in 2016, 20 fatal traffic crashes in 2017, and 18 fatal traffic accidents in 2018. Investigators assigned to determine causation of these accidents have identified speed and aggressive/improper driving patterns as the most common factors of these accidents.

Several roadway construction projects are underway within the City of Hollywood and will be concluded within the upcoming year(s). Many of these roadway projects include expanding roadways with the addition of travel lanes. The roadway expansion will provide increased opportunities for aggressive motorists to attain dangerous speeds.

Supporting Data:

In 2014, the Hollywood Police Department issued 19,367 Uniform Traffic Citations.
In 2015, the Hollywood Police Department issued 28,833 Uniform Traffic Citations.
In 2016, the Hollywood Police Department issued 22,130 Uniform Traffic Citations.
In 2017, the Hollywood Police Department issued 20,438 Uniform Traffic Citations.
In 2018, the Hollywood Police Department issued 14,056 Uniform Traffic Citations.

In 2014, the Hollywood Police Department investigated 681 traffic accidents with injuries.
In 2015, the Hollywood Police Department investigated 783 traffic accidents with injuries.
In 2016, the Hollywood Police Department investigated 804 traffic accidents with injuries.
In 2017, the Hollywood Police Department investigated 836 traffic accidents with injuries.
In 2018, the Hollywood Police Department investigated 721 traffic accidents with injuries.

In 2014, the Hollywood Police Department investigated 10 fatal traffic accidents.
In 2015, the Hollywood Police Department investigated 7 fatal traffic accidents.
In 2016, the Hollywood Police Department investigated 13 fatal traffic accidents.
In 2017, the Hollywood Police Department investigated 20 fatal traffic accidents.
In 2018, the Hollywood Police Department investigated 18 fatal traffic accidents.

The rise in accidents involving injuries and significant rise in accidents involving death identify a specific need which is not included in the 2019 Highway Safety Matrix.

In regards to Speed and Aggressive Driving, the FY2019 Highway Safety Matrix - Ranking of Cities indicates Hollywood ranks 17th out of 32 cities. The FY2019 Highway Safety Matrix - Ranking of Counties indicates Broward County ranks 1st out of 25.

Proposed Solution:

The Hollywood Police Department's proposed initiative to reduce traffic accidents involving fatalities and injuries includes conducting deliberate enforcement which targets speed and aggressive driving and community outreach. This is inline with specific NHTSA countermeasures for Speed and Speed Management outlined in Chapter 3, Enforcement, sections 2.2 to 2.3, and Communications and Outreach, section 4.1.

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The Project Coordinator (Traffic Unit Sergeant) will utilize RMS and Crime View systems to identify high accident locations and the peak days and times when they occur. Members of the Hollywood Police Department will be strategically deployed with the aforementioned data in mind. Members of the Hollywood Police Department will utilize high visibility enforcement techniques to target speeding and aggressive drivers at these high accident locations. Members will utilize Department issued speed detection devices to enforce speeding statutes. Department speed trailers will be deployed strategically at identified accident locations.

Community outreach will be facilitated through the Department's Social Media site. Additionally, there are 17 Civic Associations within the City of Hollywood. These groups meet once a month. Officers will attend these meetings to provide safety messaging. This messaging will be underscored through the use of message boards and high visibility enforcement within the association area.

The funding requested will be utilized to fund personnel cost for enforcement operations mentioned above. The project coordinator will ensure funds are utilized appropriately and sustained throughout the grant 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.

Neighborhood Officers assigned to the monthly Civic Association meetings will continue to provide safety reminders and messaging at their monthly meetings. Safety reminders including high accident locations will be updated on the Departments social media site on a recurring basis.

Project Objectives:

Utilizing this grant funding, members of the Hollywood Police Department will:

- Reduce speed related traffic accidents by 3% when compared to the 5 year average.
- Reduce traffic accidents with injuries 3% when compared to the 5 year average.
- Reduce fatal traffic accidents by 5% when compared to the 5 year average.
- Increase Speed/Aggressive Driving related Citations by 10%.
- Attend all 17 Civic Associations within the City of Hollywood and provide traffic safety messaging.
- Conduct a minimum of two large scale, multi-divisional traffic enforcement operations within the grant period.

Members of the Hollywood Police Department will identify high accident locations utilizing crash data and conduct high visibility speed /aggressive driving enforcement operations. Operations will be conducted on days

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and at times which are identified by accident data. High Visibility Operations will be conducted to reduce accidents and in turn lower the frequency of injuries.

Evaluation:

An outcome evaluation of the overtime enforcement and community outreach activities initiated under the terms of the grant will be conducted at the conclusion of the grant period. The evaluation will determine:

- The percentage of reduction of speed related traffic accidents.
- The percentage of reduction of accidents with injury
- The percentage of reduction of fatal traffic accidents.
- Effectiveness (number of citations, contacts, community reaction) of multi-divisional operations conducted.
- The percentage of increase in speed/aggressive driving related citations issued.
- Number of speed/aggressive, traffic safety educational outreach contacts performed.

An impact evaluation method will be used to monitor the success of the grant program. Enforcement locations will be evaluated on a weekly/monthly basis and citizen input/complaints will be considered and evaluated throughout the funding period. Reported traffic crashes and citation data related to the funded enforcement activities will be monitored to ensure the selected enforcement areas are being effectively addressed and if revisions are needed. Activity of officers working the enforcement detail will be captured on activity sheets as required and data from prior years will be used to determine the effectiveness of the enforcement activities.

A record will be kept of any Media releases, Social Media posts, and web correspondences of grant funded activities.

The Traffic Sergeant will be responsible for directing the enforcement activities and the deployment of officers into areas identified for enforcement. Data will be monitored to ensure identified problem areas are being addressed. The use of federal grant funds will be continuously evaluated to ensure the funds are available to meet the objectives throughout the grant period.

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Concept Budget Summary

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			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
A. Personnel Services				
Overtime Salary and Benefits	\$40,000	\$40,000	\$0	\$0
Subtotal	\$40,000	\$40,000	\$0	\$0

			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
B. Contractual Services				
Subtotal	\$0	\$0	\$0	\$0

			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
C. Expenses				
Subtotal	\$0	\$0	\$0	\$0

			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
D. Equipment Costing \$5,000 or More				
Subtotal	\$0	\$0	\$0	\$0

			Match	
BUDGET CATEGORY	TOTAL	FEDERAL FUNDING	STATE	LOCAL
F. Indirect Cost:				
Subtotal		\$0	\$0	\$0

Total Cost of Project	\$40,000	\$40,000	\$0	\$0
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Please submit this report to your agency's System Admin

Authorized contacts may enter a case 24/7 using:

Customer Connect Web Portal: <https://support.superion.com>**Support Line:** 888.663.7877 (888.ONE.SUPP)**AFTER HOURS 8PM - 8AM (EST):****Urgent or Critical: Call the Support Line****Non-Critical or Minor:** Call the Support Line on the next business day or open a portal case.

Program: Mobile Field Reporting

Version:

Licensed To: Hollywood Police Department

User Id:

Problem #: 1426 OLE error code 0x80040112: Class is not licensed for use.

Module: LEADCONV

Line: SELECT frsuper

Line Number: 41

Table: VTAMAINL2

To the best of your ability, please specify the exact steps that were performed prior to this problem occurring.
You may use the area below.

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