

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

Applicant Information

Applicant Agency: City of Hollywood
Implementing Agency: Hollywood Police Department
Concept Paper Title: Hollywood's Pedestrian and Bicyclist Safety Initiative
Priority Area for Concept Paper: Pedestrian and Bicycle Safety
Amount Requested: \$40,000.00

Type of Project: Local
Type of Request: Initial
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:

The City of Hollywood is a principle coastal city within Broward County and has a population of 151,998. This number swells during the winter months by approximately 500,000 (A November 13, 2011 Sun Sentinel article reported 500,000 snowbirds visited Broward County). 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 City of Hollywood's Sustainability Action Plan, cites "Increasing transit, walking, and biking" as being beneficial to the City. As this push towards an increased pedestrian and bicyclist population increases, the

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

potential serious and fatal consequences can not be overlooked.

Investigation and review of the serious bodily injury and fatal crashes from 2016 to 2018 identified 40% involved either a pedestrian or bicyclist.

From 2016 to 2018, the percentage of traffic accidents involving pedestrians or bicyclists that resulted in serious bodily injury or a fatality has steadily increased from 35% to 42.5%.

The Hollywood Police Department has a full-time traffic unit consisting of 4 Motor Officers and 2 Traffic Homicide Detectives. This level of staffing is not easily able to provide the type of enforcement levels that would have a meaningful impact on the issue. In order to adequately address this and other identified issues, the Hollywood Police Department has to employ targeted directed patrols. The funding of these targeted enforcement activities through grant sources would help to address this serious safety concern.

Supporting Data:

Total accidents involving a pedestrian or bicyclist:

2016 - 185

2017 - 160

2018 - 133

Total serious bodily injury or fatal accidents:

2016 - 48

2017 - 46

2018 - 40

Total serious bodily injury or fatal accidents involving a pedestrian or bicyclist:

2016 - 17

2017 - 20

2018 - 17

While the number of overall accidents involving a pedestrian or bicyclist have decreased, the percentage that resulted in the serious bodily injury or death of the pedestrian or bicyclist has increased from 35% to 42.5%.

The percentage of all accidents involving pedestrians or bicyclists that resulted in serious bodily injury or death increased from 9% to 12.78%.

During this time frame, there has been a decline in citations issued to pedestrians and bicyclists:

2016 - 197

2017 - 150

2018 - 64

In regards to Pedestrian or Bicyclist, the FY2019 Highway Safety Matrix - Ranking of Counties ranks Broward County 2nd out of 25. The FY2019 Highway Safety Matrix - Ranking of Cities, indicates Hollywood ranks 15th out of 32 cities.

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

500-085-17
SAFETY
05/18

Proposed Solution:

The Hollywood Police Department would like to implement the specific NHTSA countermeasures outlined for pedestrian related crashes in Chapter 8, sections 3.1 and 3.2, impaired pedestrians, 4.5, pedestrian regulations. For bicycle related crashes, the countermeasures outlined in Chapter 9, 3.2 to 3.4, bicycle regulations, and sections 4.1 and 4.2, vehicle drivers and bicyclists.

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 vehicles, pedestrians and bicyclists. Members will utilize Department issued message boards to promote safety messaging. Department message boards will be deployed strategically at identified high incident/accident locations.

Through grant funding, we will decrease pedestrian and bicycle involved crashes by increasing the number of officers conducting directed enforcement and patrols through grant funded overtime. Officers will use the educate, warn, enforce model. Using analysis of accident and incident data, grant funded officers will be directed to target the areas identified and conduct pedestrian and bicyclist safety enforcement and education. Pedestrians and bicyclists will be educated on the traffic laws and on the proper use of sidewalks, crosswalks, roadways and safety zones. Pedestrians and bicyclists will also be educated on how to make themselves conspicuous to traffic and to limit their exposure to a potential crash involving a motor vehicle. Using FDOT resources in the form of printed literature, officers will distribute pedestrian and bicyclist safety handouts during any contacts. These materials will clearly outline the rights and responsibilities of pedestrians and bicyclists.

Officers will also educate vehicle drivers in regards to pedestrian and bicyclist safety, traffic laws, and driver responsibilities as it relates to encounters with pedestrians or bicyclists on the roadway. On observing an infraction or violation and conducting a stop, Officers will use the encounter as an opportunity to educate and inform drivers. Education will not take the place of issuing a citation when appropriate.

As the homeless population is generally a pedestrian or bicyclist population, they are at a greater risk for accidental death or injury. Specific educational outreach will take place at the Broward Outreach, a 75 bed homeless shelter, and the Jubilee Center, a "soup kitchen" that provided lunch to 150 clients, Monday through Friday, and an area drug treatment center (Methadone clinic), all of which are within the City. Additional education and outreach will be provided to the Broward County Multi Agency Homeless Task Force by our Hollywood Officers.

Community outreach will be further 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 the Department's 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.

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

600-066-17
SAFETY
05/18

The purpose of this enforcement and educational campaign will be to maintain such a visible presence, underscored with constant repeated safety messaging, that it influences the behavior of the community and creates a long lasting reduction in the amount of pedestrian and bicyclist involved accidents, as well as to reduce accident related injury and deaths.

Sustainability:

At the conclusion of the grant period, enforcement and education efforts, and public outreach efforts will continue with Officers of the Traffic Unit, and the Neighborhood Services Unit. Traffic Officers will continue to enforce and educate drivers, pedestrians, and bicyclists during regular encounters. Officers from the Neighborhood Services Unit and Traffic Unit will continue outreach and educational initiatives at monthly civic meetings and during various City and community functions.

Overtime selective directed enforcement activities will cease.

Project Objectives:

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

- Reduce pedestrian and bicycle involved accidents by 5% when compared to the 3 year average.
- Reduce pedestrian and bicycle serious bodily injury/fatal related accidents 5% when compared to the 3 year average.
- Increase pedestrian and bicycle citations by at least 50% from 2018.
- Perform outreach and education at the area Social Services hubs identified above.
- Attend all 17 Civic Associations within the City of Hollywood and provide traffic safety messaging.
- Conduct a minimum of 20 crosswalk traffic enforcement operations within the grant period.
- Conduct a minimum of two large scale, multi-divisional enforcement/education operations within the grant period.

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 pedestrian and bicycle involved accidents.
- The percentage of reduction of pedestrian and bicycle serious bodily injury/fatal related accidents.
- The increase of pedestrian and bicycle citations.
- Effectiveness (number of citations, contacts, community reaction) of multi-divisional operations conducted.
- Effectiveness (number of citations, contacts, community reaction) of crosswalk traffic enforcement operations conducted.
- The percentage of increase in speed/aggressive driving related citations issued.
- Number of 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

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

500-065-17
SAFETY
05/18

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 Department 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.

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

500-065-17

SAFETY

05/18

			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
E. Indirect Cost:				
Subtotal				
Total Cost of Project	\$40,000	\$40,000	\$0	\$0