

STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION
HIGHWAY SAFETY CONCEPT PAPER

500-065-17
SAFETY
12/14

Applicant Agency: Tampa Police Department
Implementing Agency: Tampa Police Department
Concept Paper Title: Keeping Pedestrians and Bicyclists Safe in Tampa
Amount Requested: \$180,000.00

Priority Area for Concept Paper (Select Only One):

- | | |
|---|--|
| <input type="checkbox"/> Aging Road Users | <input checked="" type="checkbox"/> Pedestrian and Bicycle Safety |
| <input type="checkbox"/> Community Traffic Safety Outreach | <input type="checkbox"/> Planning and Administration (FDOT Only) |
| <input type="checkbox"/> Distracted Driving | <input type="checkbox"/> Police Traffic Services |
| <input type="checkbox"/> Impaired Driving | <input type="checkbox"/> Public Traffic Safety Professionals Training |
| <input type="checkbox"/> Motorcycle Safety | <input type="checkbox"/> Speed/Aggressive Driving |
| <input type="checkbox"/> Occupant Protection and Child Passenger Safety | <input type="checkbox"/> Teen Driver Safety |
| <input type="checkbox"/> Paid Media (FDOT Only) | <input type="checkbox"/> Traffic Records |
| | <input type="checkbox"/> Traffic Records Coordinating Committee (TRCC) |

Type of Project (Select Only One):

- Local Statewide

Type of Request (Select Only One):

- Initial Continuation – Year 2013

Previous Year's Project Number (if Continuation):

Ranking (if Local Project):

- City - 1 of 29 County - _____ of _____

OR Identified Need (Data outside of Fatalities and Injuries)

Head of Agency:

Name: Eric Ward
Title: Chief of Police
Address: 411 Franklin Street N.
Tampa, Florida 33602
Phone: (813) 276-3799 Extension: _____ E-Mail: eric.ward@tampagov.net

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Project Contact:

Name: James Reiser
Title: Sergeant
Address: 411 Franklin Street N.
Tampa, Florida 33602
Phone: (813) 276-3716 Extension: _____ E-Mail: james.reiser@tampagov.net

FDOT USE ONLY:

Concept Paper Number: SS

Assigned Priority Area: _____

Postmark Date: _____

Planner Assigned: _____

Date Received: _____

Date Assigned: _____

Entered Into Database: _____

Planner Received: _____

Statement of the Problem: (Provide details about the traffic safety problem that you want to address.)

The City of Tampa is a dynamic and growing community of 358,000+ people that serves as the central point for the Tampa Bay Region and is the third largest city in the State of Florida. Even in the face of an uncertain economy, the city and surrounding area is experiencing a consistent growth phase with focus in the downtown core and the rehabilitation of already established urban areas. According to U.S. Census Bureau statistics, the City of Tampa Experienced a +6.8% population increase between the year 2010-2014 and this trend is likely to continue. During the daytime business hours, the City of Tampa experiences a 48% increase in population by those who are employed or are visiting within the city limits. The city also offers several different entertainment and social options, varying from professional sports teams to cultural events that attract people into the city during non-business hours.

In the year 2015, The City of Tampa experienced a dramatic rise in fatal traffic crashes occurring within the city limits with 57 reported traffic fatalities. This was an increase of over 100% from 2014 and represented a higher number than the last highest year of 2013, which had 54 fatalities. An analysis of the traffic fatalities investigated by Tampa Police Department in 2015 showed that 21 of the 57 fatality cases involved a pedestrian or bicyclist. This number represents an over 100% increase from 10 pedestrian/bicycle fatalities in 2014. After a review of the pedestrian/bicycle fatalities that occurred in the year 2015, the Tampa Police Department found that in 17 of the 21 fatalities, the pedestrian/bicyclist played a direct role in the cause of the crash ultimately leading to their own deaths. In at least 8 of the pedestrian/bicycle fatality cases investigated by the Tampa Police Traffic Homicide Squad, alcohol and/or drug impairment of the pedestrian/bicyclist was a contributing factor in the crash. The other cases involve human factors ranging from distractions to failing to obey traffic laws that govern the safe movement of pedestrians along streets and sidewalks. As a result of factors mentioned, The City of Tampa has catapulted to the top of FDOT's Highway Safety Matrix. The FY2017 Florida Highway Safety Matrix designates the City of Tampa as first overall for pedestrian or bicyclist related traffic fatalities and serious injuries among cities with a population of 75,000 and above. The City also ranks in the highest 20% of all categories ranked on the FY2017 Highway Safety Matrix.

The Tampa Police Department Maintains a full-time traffic squad of 15 Officers. During FY2015, The department's Traffic Squad was able to address pedestrian traffic safety issues by working an overtime pedestrian grant provided by The Center for Urban Transportation Research (C.U.T.R.) The grant cycle ended in May 2015 and due to budget constraints The Tampa Police Department was not able to continue overtime funding for additional pedestrian/bicycle enforcement. After the Grant ended, the Tampa Police Department investigated another 12 pedestrian/bicycle fatalities through the end of 2015, eventually ending the year with 21 pedestrian/bicycle fatalities. The Tampa Police Department continues to identify pedestrian and bicycle safety as one of its top public safety priorities. The Tampa Police Department did apply for a renewal of the pedestrian grant, but the department was not selected as a grant recipient for the next phase that commenced during the second half of 2015. The Tampa Police Department feels that if the department had received additional grant funding to continue the pedestrian and bicycle enforcement started during the first half of the year, the department could have possibly had a positive effect on the number of pedestrian/bicycle fatalities through the end of 2015.

In the past, the Tampa police department has been a recipient of the Pedestrian/Bicycle Safety Grant and would like to be considered for funding in FY2017. The Tampa Police Department would use the grant funding to promote roadway safety and education for pedestrian and bicyclists, along with enforcing the applicable traffic laws in the interest of public safety. This request also supports the "Vision Zero" program that is currently being evaluated by the City of Tampa and is supported by the Florida Department of Transportation.

Supporting Data: (Include at least three years of crash, injury, fatality, and citation data, to show the extent of the problem. If outside the top 20% for your city or county, provide further details to support your identified need.)

1) Traffic Crash data for Bicyclists and Pedestrians:

	2013	2014	2015
Total Crash reports	6,520	7,384	8,400
Pedestrian Crashes	234	159	141
Pedestrian Injuries	206	141	121
Pedestrian Fatalities	11	8	19
Bicycle Crashes	160	96	65
Bicycle Injuries	134	88	59
Bicycle Fatalities	5	2	2

Source: Signal 4 Analytics, University of Florida

2) Pedestrian and Bicycle Citations:

	2013	2014	2015
Bicycle Citations	1,109	537	277
Pedestrian Citations	1,260	295	194

Source: Tampa Police Records

The Florida Highway Safety Matrix lists the City of Tampa as 1st overall in pedestrian and bicycle related incidents compared to 29 cities with a population over 75,000. The city is also listed in the Highest 20% of the affected category over the past three year period. Analysis shows a decrease in the number of pedestrian citations issued in 2015, which correlates to the loss of grant funding in that year. The alarming increase in pedestrian fatalities shows additional safety education and enforcement is needed.

Proposed Solution: (Provide the specific countermeasure(s), chapter, and section you plan on implementing from the NHTSA Countermeasures That Work guide, found at: <http://www.ghsa.org/html/publications/countermeasures.html>. Explain how the countermeasure(s) that you plan to implement will address the problem and how the funding that you have requested will support those countermeasure(s). If no NHTSA countermeasure(s) exist, explain the basis of your selected strategy and how it will be effective.)

The Tampa Police Department would like to implement specific NHTSA countermeasures outlined for pedestrian related crashes in Chapter 8, sections 4.1 to 4.7 - concerning all pedestrian regulations and Chapter 8, sections 3.1 and 3.2 - Impaired pedestrians. In addition to Pedestrian related crashes, the Tampa Police Department will implement Bicycle Countermeasures outlined in Chapter 9, sections 3.1 to 3.4 - concerning all bicycle regulations and Chapter 9, sections 4.1 and 4.2 - relating to vehicle drivers and bicyclists. The steps utilized to implement these countermeasure will consist of the following activities:

With funding provided from this grant, we propose to decrease pedestrian/bicycle involved crashes by increasing the number of traffic officers on patrol through grant funded overtime. Following an analysis of areas having higher numbers of pedestrian/bicycle involved incidents, grant funded traffic officers will be directed to target those areas for pedestrian/bicycle safety education and enforcement. Officers will have the advantage of using directed patrol by utilizing grant funding to concentrate solely on pedestrian/bicycle safety and enforcement. Pedestrians and bicyclists will be educated on the traffic laws and the proper use of the sidewalks, roadways and safety zones. Pedestrians and bicyclists will also receive education on how to make themselves conspicuous to traffic and limit their exposure to a potential crash involving a motor vehicle. Using the invaluable resources of our local Florida Department of Transportation offices, we will distribute already existing pedestrian/bicycle safety handouts, which clearly outline the rights and responsibilities in an easily understood fashion. These handouts are also available in Spanish, enabling officers to reach out to our large Hispanic population as well.

In addition, officers will educate vehicle drivers in regards to pedestrian/bicycle safety, traffic law and vehicle driver responsibilities when it comes to rules regarding pedestrian and bicycle interactions on the roadway. Grant funded officers have the opportunity to verbally educate and inform, in direct face-to-face encounters with drivers, when the officer observes an actual violation occur. Any grant funded officers working during the sub-grant period will be deployed in the areas of highest concern and those locations will be evaluated and adjusted as needed.

Our local FDOT offices also keep in stock a variety of printed materials, as well as items such as lights, whistles and reflective armbands/backpack tags. We intend to include all these resources in our campaign and use them in educational efforts at local schools and youth organizations when officers are asked to appear at these venues for career days or demonstrations, especially our Motorcycle Traffic Officers. Members of the Tampa Police Department will conduct educational outreach programs focusing specifically on pedestrian safety and usage of crosswalks at 40 elementary, middle and high schools located within the city limits. In addition, the Tampa Police Department will conduct a minimum of 40 large scale group enforcement operations at high-volume crosswalks and areas with a higher number of pedestrian/bicycle involved crashes.

Sustainability: (If local project, provide details about how you plan to continue the safety efforts after the initial funding period has ended. If you cannot continue the safety efforts, provide details about what will prevent you from continuing. Does not apply to statewide projects.)

At the conclusion of the initial grant funding period, Tampa Police Department will continue its enforcement and education efforts with the officers assigned to the Traffic Unit. However, the Tampa Police Department will not be able to fund overtime officers for any special enforcement efforts or increased patrols.

The Tampa Police Department Traffic Unit will also maintain its education commitment and although the number may be reduced, Officers will continue to reach out to schools with the use of the Power Point presentations as well as the Florida Department of Transportation pedestrian and traffic safety education materials. The Tampa Police Traffic Unit frequently uses its motorcycle officers for public presentations and events. These frequent events present a unique opportunity to continue with public outreach and education efforts, even after the sub-grant period has ended.

Project Objectives: (List the short term objectives that you have for the project. All objectives must be quantifiable, such as, "To reduce the number of crashes by 5% compared to the 3 year average of the most recent data by conducting 12 sobriety checkpoints during the sub-grant period; Providing 12 public education outreach events in the community during the sub-grant period.")

Our objectives for this grant include, but will not be limited to:

- 1) Decrease pedestrian involved crashes by 10% compared to 2015 statistics.
- 2) Decrease pedestrain injuries by 15% compared with 2015 statistics.
- 3) Educate at least 200 students in pedestrian safety and responsibilities before the end of the sub-grant period.
- 4) Perform outreach educational programs in a minimum of 40 schools located in Tampa before the end of the sub-grant period.
- 5) Conduct a minimum of 40 large-scale group enforcement operations at high-volume crosswalks and areas with a higher volume of pedestrian crashes.

Evaluation: (Explain how you will determine each project objective has been met by using one or more of the following methods: Formative, Process/Administrative, Impact, and Outcome. Details about the four methods of evaluation can be found at <http://www.dot.state.fl.us/safety/3-Grants/Grants-Home.shtm>)

An Outcome evaluation of the overtime education and enforcement activities initiated under the terms of the grant will be conducted at the conclusion of the sub-grant period. The evaluation will be performed to determine:

- The percentage of reduction of fatal pedestrian/bicycle crashes.
- The percentage of reduction of serious injury pedestrian/bicycle crashes.
- Examination of the causes of both fatal and serious injury pedestrian/bicycle crashes. (Impairment, Distractions, Traffic Law Violations)
- The number of citations and warnings issued during the sub-grant period.
- The effectiveness of targeted enforcement and its effect on pedestrian and bicyclist behavior.

An Impact evaluation method will also be used to monitor the success of the grant program. Enforcement locations will be evaluated on a monthly basis and citizen input/complaints will be considered and evaluated throughout the funding period. Reported traffic crashes and citation data relating to the funded enforcement activities will be monitored to ensure the selected enforcement areas are being affectively addressed and if revisions to those areas are needed. Activity by officers working the enforcement detail will be captured on activity sheets and data from prior years will be used to determine the effectiveness of the enforcement activities. Most importantly public perceptions, attitudes and behaviors about the program will be considered to determine if the programs are successful and if the desired goals are being attained.

The Traffic Squad Sergeant and/or Corporal will be responsible for the direction of enforcement activities and the deployment of officers into areas experiencing a high number pedestrian injuries and fatalities. Data will be monitored to ensure the problem areas/locations are being addressed and adjusted if needed. The use of federal grant funds will be continuously evaluated to ensure the funds are spent in a prudent manner and are available for use throughout the funding period.



CITY OF TAMPA

Bob Buckhorn, Mayor

POLICE DEPARTMENT

Eric B. Ward
Chief of Police

February 24, 2016

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

Dear Mr. Craig:

I am writing this letter in full support of the Tampa Police Department's application for Federal Highway Safety Funds entitled "**Keeping Pedestrians and Bicyclists Safe in Tampa.**" Our goal is to reverse the 100% increase in traffic fatalities involving pedestrians or bicyclist that we experienced within the last year. Because of this frightening trend, the City of Tampa now ranks first in the FDOT's Highway Safety Matrix for pedestrian or bicyclist related traffic fatalities and serious injuries among cities with a population of 75,000 and above. Grant funding is critical for our success and will assist us with promoting roadway safety through education and enforcing applicable traffic laws through additional patrols.

Sincerely,

Eric B. Ward
Chief of Police

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