

MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC # *117-2014*

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LETTER TO COMMISSION

CITY CLERK'S OFFICE

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: April 10, 2014

SUBJECT: Implementation of a City Wide Pedestrian and Bicycle Safety High Visibility Enforcement Campaign – April 7, 2014 to August 15, 2014

At the December 11, 2013 City Commission meeting, an agreement with the University of South Florida Board of Trustees for the USF's Center for Urban Transportation Research to fund a Pedestrian and Bicycle Safety Enforcement Campaign grant in the amount of \$88,920 was approved. The contract was executed on March 18, 2014 and the implementation of the campaign commenced.

The purpose of the Pedestrian and Bicycle Safety High Visibility Enforcement (HVE) program is to improve pedestrian and bicyclist safety. The goal of this program is to reduce the incidence of crashes involving pedestrians and bicyclists and the resulting fatalities and injuries throughout the City of Miami Beach. The program will also support research and education efforts to improve pedestrian and bicyclist safety throughout South Florida, in partnership with the Center for Urban Transportation Research (CUTR) at the University of South Florida, and the Florida Department of Transportation (FDOT).

The primary focus of this program will be on areas experiencing disproportionately high pedestrian and bicycle crashes, and surrounding facilities such as schools. This program aims to accomplish these objectives through support of research, education, encouragement and enforcement. Descriptions and examples of these activities are listed below.

A. Research and Training efforts

1. The MBPD Accident Investigation Unit analyzed accident data to determine why and where crashes are occurring, and to enable the strategic placement of HVE sites.
2. This same analysis is being used to develop alternative and additional countermeasures.
3. Officers assigned to HVE Detail Squads were trained per program requirements of the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), Pedestrian Training for Law Enforcement Guidelines.
4. Pedestrian, Bicyclist and Motorist Safety Literature will be distributed by HVE Detail Squads during each engagement.

B. Creating Safe Behaviors – A Three-Stage Approach

1. The HVE Detail Squads will first engage the public to educate, then progress to warnings, and finally, issue citations. This three-stage approach will emphasize public education, and place the focus on the message and creation of safe behaviors.
2. The HVE Detail Squads will also collect data associated with CUTR program requirements to assist data collection efforts and research to direct FDOT resources to the efforts that result in the greatest safety improvements.

C. Enforcement Efforts

1. The HVE Detail Squads will ensure traffic laws are obeyed (including enforcement of speeds, yielding to pedestrians in crosswalks, and safe walking and bicycling behaviors), and initiating community enforcement activities. *Details may include Crosswalk right-of-way sting operations.*

The participation of MBPD is essential for public engagement, education and enforcement efforts in coordination with the University of South Florida and FDOT. This partnership will enhance efforts to effect pedestrian, bicyclist and motorist behavioral changes throughout the City of Miami Beach, while assisting state level efforts to develop safer streets throughout the South Florida region.

Please join me in supporting MBPD in this important public safety endeavor.

JLM:RAM:JB:BS:DJD:jr