



Institute of Police Technology and Management

University of North Florida
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May 15, 2024

Chief Evander Collier IV
Cocoa Police Department
1226 W. King Street
Cocoa, Florida 32922

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

Dear Chief Collier:

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 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 **\$5,000.00** 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.

Pedestrian and Bicycle Safety Focused Initiative High Visibility Enforcement (HVE) Roundtable meetings will be held at various locations throughout Florida. Please find enclosed the Roundtable Meeting schedule and submit your RSVP at https://unf.co1.qualtrics.com/jfe/form/SV_cUuKiz7ZRwLsNSt. 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 locations and 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, 2024 will be eligible for the full funding allocation that has been set aside for you. On September 1, 2024, 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 November 30, 2024, 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) 620-4748. If your agency is interested in participating in this high visibility enforcement program, please submit a Letter of Support 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 Cocoa Police Department in leading the way to reduce pedestrian and bicyclist fatalities. Our target is zero deaths! Working together, we can make that happen.

Sincerely,

Sharon Murchison, MA
Associate Director

Enclosures



Pedestrian and Bicycle Safety Focused Initiative High Visibility Enforcement (HVE) Roundtable Meetings

The next round of pedestrian/bicycle high visibility enforcement (HVE) funding will become available on July 1st. If you would like to learn more about this funding or are interested in applying, **this is a "don't miss" opportunity** to discuss the program and help shape its future.

Topics include:

- ◆ Pedestrian and Bicycle Safety Focused Initiative overview
- ◆ High Visibility Enforcement (HVE) contract funding and application process
- ◆ Data-driven street operations
- ◆ Free law enforcement training
- ◆ Administration of HVE contracts
- ◆ Changes to and applications for the FY25 HVE contracts
- ◆ Materials and resources available
- ◆ Feedback
- ◆ ****Bonus**** FY25 DRE Call-Out Overtime contract funding and application process will also be discussed

Date	Time	Location
June 5, 2024	9:00 a.m.—11:00 a.m.	DoubleTree by Hilton at the Entrance of Universal Studios Sun & Surf Rooms III - V 5780 Major Boulevard, Orlando, FL 32819
June 10, 2024	2:00 p.m.—4:00 p.m.	Florida Department of Transportation – District Five Sailfish Conference Room 1650 N. Kepler Road, DeLand, FL 32724
June 11, 2024	9:00 a.m.—11:00 a.m.	Christ Fellowship 5343 Northlake Boulevard Palm Beach Gardens, FL 33418
June 11, 2024	2:00 p.m.—4:00 p.m.	Broward Sheriff's Office Public Safety Building – Media Room 2601 W. Broward Boulevard., Ft. Lauderdale, FL 33312
June 12, 2024	9:00 a.m.—11:00 a.m.	Miami Beach Police Department Community Room 1100 Washington Avenue, Miami Beach, FL 33139
June 13, 2024	9:00 a.m.—11:00 a.m.	Florida Highway Patrol, Troop F Headquarters FDOT (SWIFT) SunGuide Center, Room 1025 10041 Daniels Parkway, Ft. Myers, FL 33913
June 17, 2024	2:00 p.m.—4:00 p.m.	Palm Bay City Hall Council Chambers 120 Malabar Road SE, Palm Bay, FL 32907
June 18, 2024	9:00 a.m.—11:00 a.m.	Hillsborough County Sheriff's Office – Falkenburg Road Jail Assembly Room 520 N Falkenburg Road, Tampa, FL 33619
June 18, 2024	2:00 p.m.—4:00 p.m.	Pinellas County Sheriff's Office Sheriff's Administration Building (SAB), Room 180A 10750 Ulmertown Road, Largo, FL 33778
June 19, 2024	9:00 a.m.—11:00 a.m.	Florida Department of Transportation – District Two Gainesville Operations Center, Auditorium 5301 NE 39 th Avenue, Gainesville, FL 32609

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**Pedestrian and Bicycle Safety Focused Initiative
High Visibility Enforcement (HVE)
Law Enforcement Agency of the Year**

Alert Today Florida's High Visibility Enforcement Program is designed to increase awareness of, and compliance with, traffic laws and regulations that protect the safety of pedestrians and bicyclists on Florida's roads.

High Visibility Enforcement is a traffic safety approach designed to educate on safe driving, walking, and biking behaviors and to increase compliance with traffic laws. The goal of this data driven enforcement program is to reduce traffic crashes resulting in serious and fatal injuries to pedestrians and bicyclists.

Each year our team is tasked with selecting just one agency that rises above. Below you will find the utilized criteria to determine the 2024/2025 HVE Agency of the Year. The winning agency will receive a plaque.

- ◆ Pedestrian and Bicycle Safety Officer Training
- ◆ Media
- ◆ Bicycle Light Distribution
- ◆ Timely Contract Execution
- ◆ Invoice Submission Compliance
- ◆ Contract Fulfillment
- ◆ Crash Reduction Outcome

100 Points Maximum

Officer Training - 5 Maximum Points

5 - Agency satisfactorily met the requirement to have all officers fully trained prior to participating in HVE Details

Media - 30 Maximum Points

15 - First Media engagement uploaded to iPass to include print, digital, social and broadcast media
3 - For each additional media engagement uploaded to iPass with five (5) more being the maximum tracked

Bicycle Light Distribution - 10 Maximum Points

10 - Bicycle Lights were distributed and entered in iPass

Timely Contract Execution - 10 Maximum Points

10 - Started HVE operations within 30 days from contract execution date
5 - Started HVE operations within 60 days from contract execution date
1 - Started HVE operations 60+ days from contract execution date

Invoice Submission Compliance - 10 Maximum Points

10 - Submitted initial invoice in iPass within 60 days and subsequent invoices within 30 days
8 - Submitted initial invoice in iPass after 60 days and subsequent invoices within 30 days
6 - Submitted initial invoice in iPass within 60 days and subsequent invoice (1) greater than 30 days
4 - Submitted initial invoice in iPass within 60 days and subsequent invoices (1+) greater than 30 days

Contract Fulfillment - 25 Maximum Points

25 - 100% of awarded funds expended
Indicated as % of awarded funds expended in iPass 100% = 20 pts. all the way to 0.1% = .018 pts

Outcome - 10 Maximum Points

10 - 11% or more Reduction of Bike/Pedestrian Crashes in HVE corridors
5 - 1-10% Reduction of Bike/Pedestrian Crashes in HVE corridors
0 - No reduction of Bike/Pedestrian Crashes in HVE corridors

For more information, email ped.bike.safety@iptm.org