

Cover Page

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**Project Title** MPD Pedestrian Safety

**Total Grant Funding Requested** \$7,555.00

**Total ERE Percentage** 11

**Agency Name:** Maricopa Police Department  
**Contact Information:** 39675 West Civic Center Plaza South  
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**Governmental Unit:** City of Maricopa  
**Address:** 39700 W Civic Center Plaza, Maricopa, AZ 85138

**Project Director:** Timothy Hansell  
**Contact Information:**

**Project Administrator:** Timothy Hansell  
**Contact Information:**

**Fiscal/Financial Contact:** Timothy Hansell  
**Contact Information:**

Please upload a cover letter addressed to the Director of the Governor's Office of Highway Safety on agency letterhead. This cover letter **must** be signed by a representative of your agency authorized to commit your agency to conduct the grant should it be approved for funding.

Any proposal received without a cover letter will not be considered for funding by GOHS.

**For GOHS Office use only**

Total Proposal

Jurisdiction

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**Select the Type of Jurisdiction:**

City

**Select the Type of Agency:**

Law Enforcement

Fire Department / District

Non-Profit / Other

**Select the County Served:**

Pinal County

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**Proposal Summary**

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**Proposal Summary:**

Please include a summary of funding requested by program area (Alcohol, Aggressive Driving, Occupant Protection etc...).

The Maricopa Police Department is requesting funding for overtime to conduct bicycle safety events and to purchase and distribute bicycle helmets in partnership with the Optimist Club at Bike Rodeos, Register and Ride events and Bike & Pedestrian Safety Enforcement Operations. Enforcement will focus on primary collision factors involving motorists, pedestrians and bicyclists. Educational components will include proper fitting by officers and children will receive a helmet free of charge.

This project meets the Pedestrian and Bicycle Safety (PS) of the Governor's Office of Highway Safety in which grantees conduct traffic safety programs including bicycle rodeos for elementary, middle and high schools and community groups in an effort to increase awareness among various age groups. To boost compliance with the law and decrease injuries, safety bicycle helmets are properly fitted and distributed to children in need.

A bicycle and pedestrian community program should be designed to increase safety awareness and skills among pedestrians and bicyclists and should also address driver behaviors. Education events for bicyclists, pedestrians and motorists, as well as, enforcement efforts by officers the overall goal will be to reduce collisions on the roadways. Through enforcement efforts officers will be looking for violations engaged by drivers, bike riders and pedestrians alike that can lead to life changing injuries. Special attention will be directed toward drivers speeding, making illegal turns, failing to stop for signs and signals, failing to yield to pedestrians in cross walks and similar dangerous violations. Additionally, enforcement will be taken for observed violations when pedestrians cross the street illegally or fail to yield to drivers who have the right of way. Bike riders will be stopped and citations issued when they fail to follow the same traffic laws that apply to motorists. All riders will be reminded to wear a helmet and pedestrians will be reminded to cross the street only in marked crosswalks or at corners.

Maricopa Police Department has made several attempts to address pedestrian and bicycle safety through the implementation of a Bike Patrol Unit, utilization of School Resource Officers, a partnership with the Optimist Club, Register and Ride events, infrastructure improvements through the City and ongoing enforcement efforts.

Motorists need to be vigilant of pedestrians and bicycles and bicyclists and pedestrians need to be vigilant of motorists. Although motorists have more responsibility under the law when operating a motor vehicle on city streets, pedestrians and bicyclists have more at stake. Riding a bicycle or going for a walk should not require bravery. Safety concerns of using signals, having visibility through reflective clothing and lights and re-thinking the use of mobile devices while riding or walking are just a few safety reminders which can become problematic if not followed.

**Background/Problem:**

Provide general characteristics of the agency, including information on population, demographics, and a description of streets and highways in the agency's jurisdiction including road mileage.

The City of Maricopa is located in central Arizona within Pinal County, 35 miles south of Phoenix and 20 miles northwest of Casa Grande. The climate varies between 66 and 100 degrees, with low humidity and 90% sunshine. The City is on flat terrain in the Sonoran Desert with native vegetation of the Colorado scrub. A labor study completed by the Economic Development Department in 2009 shows the average household in Maricopa is 2.7 persons with more than 75% having a household income of \$50,000 or higher. Nearly 48.7% of residents have a bachelor's or graduate degree. 2010 Census lists the largest minority groups as Hispanic at 24.7% then 9.7% African Americans, 4.1% Asian and 1.9% Native Americans. Families make up 73% of households in Maricopa City. Within these families, 2,839 students are enrolled at the six (6) through twelve

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Proposal Summary

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(12) grade levels. 31.7% of the population is under the age of 19, which is more than 50% higher than the State.

The City of Maricopa incorporated in 2003 due to a surge of development, primarily housing, from the year 2000 on. Maricopa's population has grown from 1040 to over 43,000 in 2010. This growth has effectively transformed the area from an agricultural area to a city environment. Maricopa owns and maintains 517 miles of roads. The majority of trips are made on 2 highways and a series of section line roads. The primary road within City limits is John Wayne Parkway (SR347), a 4 lane ADOT maintained road, traversing Maricopa in a north-south alignment. Other major roads include Maricopa-Casa Grande Highway, & SR 238. This rapid change had presented a number of strategic and logistical challenges, which the City had addressed admirably. Some of those challenges include how to effectively deal with a mounting increase in traffic volume, which logically brings with it increases in traffic congestion and traffic violations (including impaired driving and speed related offenses). Additionally, roadways were developed prior to the change in the zoning laws did not require the roadways to be developed wide enough to include bicycle lanes. Traffic counts shows SR 347 experiences 50,000 trips per day. Prior to July 2007, traffic enforcement in Maricopa was handled by Pinal County Sheriff's Office (PCSO). The rapid growth of the area, however, overwhelmed the amount of law enforcement resources that PCSO had dedicated to the area and the decision was made to form a city police department.

The Maricopa Police Department (MPD) began taking calls for service on July 1, 2007. The staffing at this point included a Chief, Assistant Chief, four sergeants, one detective, eight patrol officers and two traffic officers. The Department grew rapidly and began covering swing shift on October 1, 2007, and graveyard shift on Jan 1, 2008. Currently the Department has 66 sworn employees.

**Problem Statement:**

What problem is your agency looking to solve with this grant? Provide appropriate data to support funding. Rapid growth has increased the number of children in the city attempting to get to school safely. 4,075 or 9.4% of the population is between the ages of five (5) and fourteen (14). Ninety-seven children are walking from the Ak-Chin Indian Community into Maricopa to attend elementary and middle school. This does not include an additional 84 Ak-Chin students who walk and attend Maricopa High School. According to past parent surveys 58% of children aren't permitted to walk to school with the primary reason being safety concerns. Safety is a nebulous term and is hard to define without a specific context even within the surface transportation community. Maricopa Police Department has been actively enforcing pedestrian and bicycle safety in the community since 2008. Enforcement efforts in these areas have progressively declined not because the issue has been resolved but due to other safety concerns being the priority. School Zone violations in 2007 with speed over 15 mph (ARS 28-797F) has gone from 388 violations 2009 to 40 violations in 2014.

According to the FHWA, each year pedestrian fatalities comprise about 12% of all traffic fatalities (~4,000 pedestrian deaths/year). Another 59,000 pedestrians are injured in roadway crashes annually. Motorists need to be vigilant of pedestrians and bicycles. Bicyclists and pedestrians need to be vigilant of motorists. Although motorists have more responsibility under the law when operating a motor vehicle on city streets, pedestrians and bicyclists have more at stake. Riding a bicycle or going for a walk should not require bravery. Safety concerns of using signals, having visibility through reflective clothing and lights and re-thinking the use of mobile devices while riding/walking are just a few safety reminders which can become problematic if not followed.

According to National State Conference of State Legislature in 2012, the number of people bicycling and walking for transportation continues to increase and nearly 12% of trips taken in the US are by bike or foot now. Intersections are especially dangerous for bicyclists and walkers; the Traffic Safety Coalition found 24% of pedestrian deaths and 33% of bicyclist traffic fatalities occurred in an intersection.

## Proposal Summary

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Maricopa is not alone in these tragedies. In 2010, an elderly female suffered life threatening injuries after she was struck while crossing the street. In 2010, two juveniles were struck, one was a pedestrian and the other was a bicyclist. Maricopa Police after these instances issued an educational statement to urge drivers and pedestrians to exercise caution. In 2011, a bicyclist was killed while biking through an intersection. In 2014, a male bicyclist sustained injuries in a hit and run accident. In February 2015, a 13 year old boy was taken to the hospital after being struck. These are only a few examples which can be addressed and potentially prevented through additional enforcement and educational opportunities.

**If you have additional information, please upload:**

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**Attempts to Solve Problem**

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**Attempts to Solve Problem:**

Identify past attempts to solve the problem identified in your proposal.

- Maricopa Police Department was awarded a grant from Target and Blue in 2012 began a Bike Patrol Unit.
- Maricopa Police Department Bike Patrol Unit is utilized to increase visibility on bike paths, provide safety tips, use during special events, neighborhood events and GAIN events.
- Maricopa Police Department was awarded a grant through the Governor's Office of Highway Safety for a Speed Radar Trailer which also provides an opportunity for educational messages.
- Maricopa Police Department received a donation in 2014 and expanded the Bike Patrol Unit.
- In 2013 and 2014 Maricopa Police Department in partnership with the Optimist Club held Bike Rodeos and had 55 and 30 participants respectively.
- In 2014 the Maricopa Police Department held a Coffee with the Chief event showing demonstrations of the Bike Patrol Unit.
- In 2014 the Maricopa Police Department held three (3) Register and Ride Events.
- The Maricopa Police Department has assisted outside agencies and held First Day of School traffic enforcement details.
- The City of Maricopa has applied for and been awarded multiple Safe Routes to Schools awards through the Arizona Department of Transportation to improve infrastructure for walking and bicycle safety to include sidewalks and solar powered vehicle speed feedback signs.
- Maricopa Police Department accepts school zone enforcement complaints and utilizes these to target special enforcement efforts.
- Maricopa Police Department utilizes the Motor Officer in School Zone enforcement.
- Maricopa Police Department employs three School Resource Officers who assist with traffic and safety concerns at the local schools.
- Maricopa Police Department launched its Community Action Team that deploys three officers in late 2015.

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Project Objectives, Methods of Procedure, Performance Measures: Project 1

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**Title:** Project 1

Objectives of the projects in your proposal should follow the SMART method. They should be:

**S = Specific**

**M = Measurable**

**A = Action-Oriented**

**R = Realistic**

**T = Time-Framed**

**Project Objectives:**

The project objectives should be stated in measurable terms directly related to the identified problem, concise and deal with a specific item, realistic, with a reasonable probability of achievement and related to a specific time frame.

The goal of the Maricopa Police Department is to provide safe roadways for pedestrians and bicyclists to travel.

The primary objective is to increase enforcement in and around school zones. Through enforcement efforts officers will be monitoring and identifying traffic, pedestrian and bicycle laws offenders to promote improved awareness on the roads and to prevent serious injuries from occurring.

The secondary objective is to provide additional education and information to the community on traffic, bicycle and pedestrian laws. Public awareness is the most useful for educating the motorist on how to safely share the road with bicyclists and overall awareness of bicyclists' rights and responsibilities. Community events and family activities can be useful in raising awareness of bicycle/pedestrian/motorist safety. Parents who attend bicycle education events with their children may learn something themselves about bicycle/pedestrian/motorist safety.

**Method of Procedure:**

Detail how your agency will solve the problem and meet the objectives you have set.

- Maricopa Police Department will host Bike Rodeos in partnership with the Optimist Club.
- Maricopa Police Department will coordinate with the Maricopa Unified School District to hold bicycle safety classes at the elementary and middle schools.
- Maricopa Police Department will host Register and Ride Events.
- Maricopa Police Department will purchase bicycle helmets to distribute and fit at Bike Rodeos and Register and Ride Events.
- Maricopa Police Department will provide education and awareness at community events, through social media and with the assistance of School Resource Officers, Bike Patrol Unit, Coffee with the Chief and Community Action Officers.
- Maricopa Police Department will engage in special enforcement efforts and educational opportunities through the use of overtime funding.

**Performance Measures:**

Establish measurable goals for your proposal. Example: "To decrease alcohol related fatalities 10% from the 2012 base year average of 250 to 225 by September 30, 2017." "To increase DUI arrests 10% above the

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Project Objectives, Methods of Procedure, Performance Measures: Project 1

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2008 base year average of 5,000 to 5,500 by September 30, 2017.”

Your agency should enumerate the objectives of the project in this section. Example: “To participate in 4 DUI Task Forces by September 30, 2017.” “To participate in 8 speed enforcement details by September 30, 2017.”

By September 30, 2017 Maricopa Police Department will reduce or maintain the number of pedestrian and bicycle fatalities for baseline calendar year 2014 of 0.

By September 30, 2017 Maricopa Police Department will reduce or maintain the number of pedestrian and bicycle injury collisions for baseline calendar year 2014 of 4.

By September 30, 2017 the Maricopa Police Department will host a minimum of six (6) bicycle registration events as measured by number of completed registrations.

By September 30, 2017 the Maricopa Police Department will host a minimum of three (3) bicycle rodeos in partnership with the Optimist Club as measured by the number of attendees.

By September 30, 2017 the Maricopa Police Department will work with the Maricopa Unified School District to hold a minimum of eight (8) bicycle safety classes at the elementary and middle schools. This is as measured by number of schools presented at.

By September 30, 2017 the Maricopa Police Department will engage in a minimum of four (4) special enforcement details addressing pedestrian and bicycle safety.

By September 30, 2017 the Maricopa Police Department will provide community education through social media, local media, community action officers, and home owners association as measured by the number of education outreach.

By September 30, 2017 the Maricopa Police Department will host a Coffee with the Chief Event and a Civilian Advisory Board as measured by completed events.



## Traffic Data Summary - Law Enforcement

Please include the following traffic data to support the identified problem in your proposal:

Description	(If Available)	2014	2013
	2015		
Sober Designated Drivers Contacted		10	128
<b>TOTAL DUI ARRESTS</b>	<b>0</b>	<b>150</b>	<b>179</b>
Aggravated DUI Arrests		32	37
Misdemeanor DUI Arrests		118	142
Extreme DUI Arrests (.15+)		50	82
DUI-Drug Arrests		31	29
DRE Evaluations		32	32
Under 21 DUI Arrests		4	8
Minor Consumption / Possession Arrests		112	96
<b>TOTAL AGENCY CITATIONS</b>		<b>3530</b>	<b>3327</b>
Criminal Speed Citations		9	54
Aggressive Driving Citations		2	13
Civil Speed Citations		1039	1158
Other Citations(Except Speed)		2480	1945
Child Restraint Citations		36	19
Seat Belt Citations		34	43

Personnel Services

Description

Overtime is being requested to support additional shifts to attend community events including bike rodeos. The amount being requested is estimated by taking the Lead Sergeant's OT rate (\$57.25) times 100 hours.

Overtime:  $\$57.25 * 100 = \$5,725$

The ERE estimate is composed of Social Security (6.20%), Medicare (1.45%) and Workers Compensation (3.35%).

ERE:  $6.20\% + 1.45\% + 3.35\% = 11.00\%$

ERE Total:  $11.00\% * \$5,725 = \$630$

Total Request = OT (\$8,725) + ERE (\$630) = \$31,774

**Personnel Services:**

**Employee Related Expenses:**

Description	Requested Amount	ERE %	ERE Amount	Overtime Amount
Officer Overtime - Pedestrian and Bike Safety	\$6,355	11%	\$630	\$5,725
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
<b>Total:</b>	<b>\$6,355</b>		<b>\$630</b>	<b>\$5,725</b>

Professional and Outside Services

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Description  
No Request for Professional and Outside Services Costs

Description	Amount
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**Total      \$0**



Materials and Supplies

**Description**

MPD is requesting funds to purchase 60 bike helmets to provide to children participating in bike rodeos and other community events to increase their safety when riding their bikes.

Each bike helmet is estimated at \$20/helmet. Total: 60 \* \$20 = \$1,200. Taxes and shipping are included in the \$20 estimate.

Description	Quantity	Price Per Unit	Tax	Shipping	Amount
Youth Bike Helmets	60	\$20.00	\$0	\$0	\$1,200
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Total Estimated Cost

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Budget Item	Amount	
Personnel Services	\$5,725	
Employee Related Expenses	\$630	11%
Professional and Outside Services	\$0	
Travel In-State	\$0	
Travel Out-of-State	\$0	
Materials and Supplies	\$1,200	
Capital Outlay	\$0	
<b>Total Estimated Cost</b>	<b>\$7,555</b>	