

Cover Page

Project Title MPD Occupant Protection

Total Grant Funding Requested \$8,365.00

Total ERE Percentage 11

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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

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

Proposal Summary

Proposal Summary:

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

Maricopa Fire and Police Departments are jointly requesting grant funding for a Child Passenger Safety Program for overtime expenses to host a minimum of four child safety events, train and retrain an additional six officers/firefighters, and to provide car seats to underserved families in Maricopa. Nationally, there is an overall lack of knowledge regarding child restraint laws and best practices. Education to the community is a vital component and this would be accomplished through use of the child passenger events, media and city website. Vehicle crashes are the leading cause of death of children in the United States (NHTSA, 2012). The purpose of this child passenger safety program is to prevent needless injuries and deaths to children. It is imperative to educate the public on how to properly select, install and use child safety restraint devices. Many injuries and deaths occur as a result of the high misuse rate car seats, booster seats and seat belts. One study found 72 percent of nearly 3,500 observed car seats and booster seats were misused in way that could be expected to increase a child's risk of injury during a crash (NHTSA, 2006). Due to the complexity of the installation and myriad of choices commercially available, many caregivers simply do not have an understanding of how to properly ensure the safety of their precious cargo. A child who is properly secured in a properly sized child restraint system in the proper position will have the best chance to survive a crash.

In this program, the certified Child Passenger Safety (CPS) Technicians will use their training and experience to help and educate caregivers on the correct selection, installation and use of car seats, booster seats, and seat belts.

The CPS Technicians of the Maricopa Police and Fire Departments will work jointly together to hold regular events at fire stations in which individual appointments will be scheduled. During these scheduled appointments, CPS Technicians will help caregivers determine how to safely transport their families and ensure that the caregiver can secure the child in their car seat in the vehicle. These regular individual appointment events will be free of charge to the public. These events will be advertised using local media, the city website and community events.

The CPS Technicians will conduct educational presentations to parent groups, community organizations and professional groups. Additionally, information and materials will be provided at health and safety fairs and community events. This program will also work with local businesses such as Walmart, who will direct customers to public safety for education regarding the installation of newly purchased child safety seats. Maricopa Police and Fire Departments will have car seats available to caregivers who cannot afford to purchase the appropriate sized seat or who are currently using an out dated or damaged child safety seat.

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 115 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

Proposal Summary

(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 suburban 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 (SR 347), 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 presented a number of strategic and logistical challenges, which the City 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). 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. In July 2007, the Fire District transitioned to a City Fire Department with four fire stations. The call volume has amplified from 578 calls for service in 2005 to 3,202 in 2012. This is an increase in call volume of 554% over a 7 year period.

Problem Statement:

What problem is your agency looking to solve with this grant? Provide appropriate data to support funding.

The CDC has concluded that motor vehicle injuries are a leading cause of death among children in the US and that car seat use reduces the risk for death by 71% (ages <1 year) and 54% (ages 1-4). Of the children ages <13 years who died in a crash in 2013, 38% were not buckled up.

Previous research has shown the use of age- and size-appropriate child restraints is the best way to prevent such deaths, but only 2 in 100 children live in states requiring car seats or booster seats for children 8 and younger. The CDC argues child passenger restraint laws prompt more parents to secure their children. A study of five states (MO, PA, WI, NC & WY) that increased the required car seat or booster seat age to 7- 8 years found that car seat use tripled, and deaths & serious injuries dropped by 17%.

Recent findings by the Arizona State Trauma Registry (ASTR) and the Arizona Child Fatality Review Program, found 88 children died as the result of motor vehicle crashes (MVC) and other types of transportation. 95% of the fatalities resulted from MVC. The rate of MVC/transport fatalities in 2012 was 3.9 deaths per 100,000, a slight increase from 2011 when 3.7 deaths per 100,000. Among the passenger deaths, 13 children were seated in the front seat, 19 children were seated in the back seat, and 2 children were riding in a truck bed. In the 13 child fatalities, the seating position was unknown. 31 children were known to have been improperly or not restrained in vehicles (35%). 25 children were not properly restrained were between the ages of 10 and 17 years. In 2012, 73 deaths in MVC/other transport were determined to have been preventable (83%). Lack of or improper use of vehicle restraints was identified as a preventable factor for 31 transportation-related deaths (35%).

An important component of educating caregivers is to teach them the importance of properly securing all occupants of the vehicle. When the driver is buckled, children are restrained 95% of the time. When the driver is unbuckled, children are restrained 67%. Properly restraining children could have led to fewer fatalities in the

Proposal Summary

past and can prevent so many more in the future.

Children who ride in rear-facing seats have the maximum protection and therefore children should remain in a rear-facing car seat for as long as possible. It is best practice for all children under the age of 13 to be seated in a back seat.

In Maricopa, there has been a high volume of inquiry about car seat installation and when they can get one installed. While the policy has been to have individuals schedule appointments to have the seats installed and to provide additional education on child restraints, MPD and MFD experienced a large number of individuals dropping by unannounced. This creates a situation where a certified CPS installer may not be available and result in a car seat being improperly installed. The overtime and car seat events help eliminate this confusion and potential risk.

If you have additional information, please upload:

Attempts to Solve Problem

Attempts to Solve Problem:

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

- In January 2015, the Maricopa Police Department sent four personnel to the National Child Passenger Safety Certification Training Program who are now currently certified CPS Technicians.
- In January 2015, the Maricopa Fire Department sent three personnel to the National Child Passenger Safety Certification Training Program who are now currently certified CPS Technicians.
- Maricopa Police Department has received funds from the Governor's Office of Highway Safety for Occupant Protection efforts in 2015.
- Maricopa Police Department engaged in community outreach efforts in 2014-2015 resulting in direct one on one contact with over 1,000 residents providing them with educational information on child occupancy laws.
- The Maricopa Police Department through Child Safety Seat week was able to make 856 citizen impressions.
- Maricopa Police Department utilized 122 hours of overtime with 60 child restraint inspections completed and resulted in 2 child restraint citations in 2013.
- Maricopa Police Department scheduled 100 hours of overtime, had 583 citizen contacts, completed 15 child restraint inspections and issued 4 child restraint citations in 2014.
- Maricopa Police and Fire Departments are jointly coordinating regular events with scheduled appointments for car seat assistance. These designated appointments will enable CPS Technicians to dedicate their focus on assisting the caregivers, without reducing staffing levels for emergency response.
- Three CPS Technicians participated in Safe Kids Phoenix event in February 2015.
- Maricopa Fire Department provides a Fire PALS (Fire Prevention and Life Safety) Program for elementary aged students in the community which includes three lessons on transportation safety.

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

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 and Fire Departments for the Child Passenger Safety Program is to assist, educate and guide caregivers who are Maricopa residents about the best ways to provide protection to children in vehicles. CPS Technicians will educate caregivers and parents on the proper techniques to install and secure child safety seats, how to buckle children into the car seats, and the proper procedure to ensure their child's safety each time they get in a vehicle. This begins the process of ensuring vehicle passenger safety practices into adulthood.

The first objective is to provide trained and qualified staff at community and car seat installation events. This will be accomplished through the use of GOHS OT funding. The events will be open to the public and all are welcome to attend. Individuals can sign up for car seat inspections and installations at the time of the event or in advance. By having certified CPS technicians on hand, MPD and MFD will provide the best information and training to each individual taking advantage of the occupant protection program.

The second objective is to provide additional education on the importance of occupant protection (car seats, seat belts, and other safety measures) to the community through events, local groups, school based prevention programs and local media.

Method of Procedure:

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

Develop regular child passenger seat teaching events with community partners that will provide inspection and education about proper selection, installation and use of child safety seats in a joint effort with the Maricopa Fire and Police Departments.

Develop child restraint enforcement projects providing high visible patrols.

Develop comprehensive community child seat safety prevention projects employing collaborative efforts in the development and execution of strategic information and education campaigns targeting families with small children.

Develop public information and educational campaigns to raise awareness specific to Arizona's goals and objectives in reducing fatalities and collisions.

To work closely with community based organizations, community coalitions to promote traffic safety programs, at both neighborhood and community level.

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

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 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, have six (6) additional officers receive National CPS training.

By September 30, 2017, increase child restraint citations by 10% from the 2014 year total of 39.

By September 30, 2017 the Maricopa Fire and Police Department will host a minimum of four (4) car seat inspection and education events or once per quarter measured by the number of hours of overtime, and inspections completed.

By September 30, 2017 reduce the total number of injury related collisions by 10% from calendar year 2014 of 44.

By September 30, 2017, provide educational materials to the residents and visitors of Maricopa through various forms to include brochures, earned media and/or local cable access channel information as measured by number and types of materials distributed. By September 30, 2017 partner with community partners such as schools, daycares, Maricopa Kids Day, Home Owner's Association to provide education on transportation and vehicle safety measured by a completed event, Fire PALS classes taught, media coverage, and/or pictures.

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
TOTAL DUI ARRESTS	0	150	179
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
TOTAL AGENCY CITATIONS		3530	3327
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 the overtime required to host car installation/inspection events. The amount being requested is estimated by taking the lead officer's OT rate (\$57.25) times 100 hours of OT.

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: $11.00\% * \$5,725 = \$3,149$

Total Request = OT (\$5,725) + ERE (\$630) = \$6,355

Personnel Services:

Employee Related Expenses:

Description	Requested Amount	ERE %	ERE Amount	Overtime Amount
Overtime - Occupant Safety Events	\$6,355	11%	\$630	\$5,725
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
		%	\$0	\$0
Total:	\$6,355		\$630	\$5,725

Professional and Outside Services

Description

MPD is requesting funds to certified/recertify six officers/firefighters on National Child Passenger Safety (CPS). The course fee is estimated at \$85 per person.

Description	Amount
National CPS Course Fees for 6 individuals	\$630

Total \$630

Capital Outlay

Description

MPD is requesting funds to purchase 30 car seats to families in need. These car seats provide occupant safety for the most vulnerable of our population and is a key component to the Occupant Safety proposal. The car seats allow CPS certified technicians time to educate and inform the public on vital safety procedures that could save a life.

Car seats are estimated at \$50/seat. The estimate includes tax and shipping.

Description	Quantity	Price Per Unit	Tax	Shipping	Amount
Car Seats	30	\$50.00	\$0	\$0	\$1,500
					\$0
					\$0
					\$0
					\$0
					\$0
					\$0
					\$0
					\$0
					\$0
Total					\$1,500

Total Estimated Cost

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	\$0	
Capital Outlay	\$1,500	
Total Estimated Cost	\$7,855	