

TOWN OF DAVIE

TOWN COUNCIL AGENDA REPORT

TO: Mayor and Councilmembers

FROM/PHONE: Don DiPetrillo, Fire Chief/EMC, 693-1211

PREPARED BY: Colleen Ryan, Grants Specialist

SUBJECT: Resolution

AFFECTED DISTRICT: All Districts

TITLE OF AGENDA ITEM: A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, AUTHORIZING THE SUBMISSION OF A CONCEPT PAPER TO THE HIGHWAY SAFETY GRANT PROGRAM FOR THE DAVIE BOOSTER SEATS SAFETY PROGRAM; AUTHORIZING SUBMISSION OF A GRANT APPLICATION IF REQUESTED BY THE FLORIDA DEPARTMENT OF TRANSPORTATION; AND AUTHORIZING ACCEPTANCE AND EXECUTION OF THE GRANT, IF AWARDED (NO MATCHING FUNDS).

REPORT IN BRIEF: The FL Department of Transportation Safety Office (FDOT) funds subgrants through the Highway Safety Grant Program for projects that address traffic safety priority areas. This is Federal funding apportioned to the State by the National Highway Traffic Safety Administration (NHTSA). For the program, FDOT accepts concept papers about projects that address specific program areas and goals, one of which is child passenger safety. Davie Fire Rescue will submit a concept paper proposing expansion of our successful car seat education and fitting program to target the use of booster seats by children aged 4-9. If FDOT includes the project in the State Highway Safety Plan and requests a full proposal from the Town, Davie Fire Rescue will submit a grant application requesting \$15,527 for this project. No matching funds are required during the first year of the project.

PREVIOUS ACTIONS: N/A

CONCURRENCES: N/A

FISCAL IMPACT:

Has request been budgeted? No

If yes, expected cost:

Account Name:

If no, amount needed: No Davie funds are required.

What account will funds be appropriated from:

RECOMMENDATION(S): Motion to approve the resolution

ATTACHMENT(S): Resolution, Booster Seats Safety Program Concept Paper

RESOLUTION _____

A RESOLUTION OF THE TOWN OF DAVIE, FLORIDA, AUTHORIZING THE SUBMISSION OF A CONCEPT PAPER TO THE HIGHWAY SAFETY GRANT PROGRAM FOR THE DAVIE BOOSTER SEATS SAFETY PROGRAM; AUTHORIZING SUBMISSION OF A GRANT APPLICATION IF REQUESTED BY THE FLORIDA DEPARTMENT OF TRANSPORTATION; AND AUTHORIZING ACCEPTANCE AND EXECUTION OF THE GRANT, IF AWARDED (NO MATCHING FUNDS).

WHEREAS, Davie Fire Rescue wishes to expand its car seat education and fitting program to educate the public about the safety benefits of child booster seats; and

WHEREAS, the Florida Department of Transportation (FDOT) provides subgrants through the Highway Safety Grant Program for projects that address traffic safety priority areas, including child passenger safety; and

WHEREAS, Davie Fire Rescue will seek funding for its Booster Seats Safety Program from the Highway Safety Grant Program by submitting a concept paper describing the project, and if requested by FDOT, will submit a complete grant application; and

WHEREAS, this project promotes child safety and benefits the Davie community.

NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF DAVIE, FLORIDA.

SECTION 1. The Town Council of the Town of Davie hereby authorizes the Town Administrator and/or Fire Chief to submit a concept paper and grant application to the Highway Safety Grant Program for the Booster Seats Safety Program.

SECTION 2. The Town Council authorizes the Town Administrator and/or Fire Chief to accept and implement the grant, if awarded, and to execute all necessary grant contracts and documents.

SECTION 3. The Town Council authorizes the Director of Budget and Finance to recognize grant revenue if awarded the grant.

SECTION 4. This resolution shall take effect immediately upon its passage and adoption.

PASSED AND ADOPTED THIS _____ DAY OF _____ 2004.

MAYOR/COUNCIL MEMBER

ATTEST:

TOWN CLERK

APPROVED THIS _____ DAY OF _____, 2004.

DAVIE FIRE RESCUE



Davie Booster Seats Safety Program

**Concept Paper
for the
FDOT Highway Safety Grant Program**

March 2004



Administration: (954) 797-1030
Administrative Services: (954) 797-1020
Budget & Finance: (954) 797-1050
Parks & Recreation: (954) 797-1145
Development Services: (954) 797-1111

Engineering: (954) 797-1113
Fire Department: (954) 797-1090
Police Department: (954) 693-8200
Public Works: (954) 797-1240
Utilities: (954) 433-4000

TOWN OF DAVIE 6591 Orange Drive • Davie, Florida 33314-3399

(954) 797-1000

March 26, 2004

Ms. Carla Sims
Traffic Safety Administrator
Florida Department of Transportation
605 Suwannee Street, MS-17
Tallahassee, FL 32399-0450

Dear Ms. Sims:

Davie Fire Rescue is pleased to submit the enclosed Highway Safety Concept Paper for the *Davie Booster Seats Safety Program*. As a provider of pre-hospital emergency care for one of Broward County's largest municipalities, the Department strongly supports the development and implementation of public safety programs that aid in motor safety awareness and passenger injury reduction. We believe that the proposed program can do much to reduce the number of injuries and fatalities to adolescents who are improperly restrained while riding in vehicles.

Davie Fire Rescue has operated a car seat fitting program for approximately four years with great success. More than 3,000 inspections have been completed, and more than 250 new seats have been provided. While operating this program, the Department has identified the great need to expand this program in order to educate parents about the use of booster seats.

This program has the complete support of Davie Fire Rescue and the Town of Davie. I strongly hope that you will fund this project and help us keep our children safe.

Sincerely,


Donald DiPetrillo
Fire Chief

DD:cmr

Highway Safety Concept Paper

* Please only use the tab key, not the enter key, to move between fields.

Agency: Town of Davie Fire Rescue

Project Title: Davie Booster Seats Safety Program

Statement of the Problem:

In 2000, the National Highway Traffic Safety Administration (NHTSA) estimated that less than 10% of booster-seat sized children in the United States actually use a booster seat when riding in a vehicle. This presents a safety issue throughout the country as these children are not properly restrained and are more susceptible to injury or death should an auto accident occur. These statistics mirror those of the Town of Davie, which ranks 12th in the Florida Cities Highway Matrix for the number of safety equipment related fatalities and injuries for 1997-2001 (cities with population 50,000-100,000).

Since 2002, Davie Fire Rescue has offered car seat inspections, community education, and replacement car seats to the Broward County community. This successful program has largely focused on infant and toddler safety. However, based on four years experience in car seat inspections and more than 3,000 inspections completed, Davie Fire Rescue's nationally-certified technicians firmly contend that 90% to 95% of children between the ages of four and nine in Davie are improperly restrained. Nearly all lack a booster seat. Most parents arriving at the fitting station for assistance with their baby seat believe that their older child are safely restrained in a seat belt. They are surprised to learn that they may be placing their children in danger should an accident occur. Parents just do not realize the need for proper protective equipment for this age group and need to be educated.

The Town of Davie faces a safety challenge on this issue. Approximately 11,134 children, or 13.7% of the Town's population is under the age of 10. In addition, this population is expected to grow by 11.9% over the next five years. While recognizing the great need for public education on this issue, the Town of Davie simply does not have the resources to expand its existing inspection program or to increase its community outreach on the use of booster seats without assistance from the Florida Department of Transportation.

Proposed Solution:

To address the problem, Davie Fire Rescue will expand its current fitting station program with increased public education toward the need for booster seats after children reach approximately forty pounds. Davie Fire Rescue will continue to operate a central fitting station where the Town's 7 certified technicians and one technician instructor will conduct seat inspections ensuring proper seat size, installation, and use of approved/undamaged seats. In conjunction with the Child Passenger Resource Center, Davie Fire Rescue also will make booster seats available and offer replacement seats for \$20 when needed.

To reach the target booster-seat population, Davie Fire Rescue will reach out to the community in a variety of ways. Davie's technicians will distribute educational materials and fitting station information to children and their parents who attend the Town's seven public elementary schools. Educational materials additionally will be distributed to parents via pre-schools and private schools. Safety talks also will be given to children at targeted schools. In addition, Davie technicians will advertise and offer periodic on-site inspections at schools when parents pick up their children after school. They will

Highway Safety Concept Paper

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Proposed Solution: (Continued)

provide information and the opportunity to make an appointment for a complete inspection at the fitting station. In addition, Davie's technicians will participate in a minimum of four community events to distribute information and make appointments for fittings. Such events may include the Town's Fourth of July celebration, the Nova Southeastern University Health Fair, the Orange Blossom Festival, and the Home Depot Safety Fair. Finally, Davie will advertise the program in local publications, such as the "South Florida Sun-Sentinel," community newsletters, and on a large banner at the fitting station.

By targeting elementary-aged children via community outreach programs, Davie hopes to saturate their parents or caregivers with educational materials that present factual data showing reduced injury when a proper booster seat is used. Through these efforts, Davie Fire Rescue expects to increase booster seat usage and compliance among residents and visitors.

Objectives: 1) To reduce the number of automobile fatalities and injuries from child safety restraint and seat belt misuse by providing proper seat installation and usage education to parents and educators; 2) To increase compliance and public awareness in the need for and proper use of booster seats through community outreach programs and operation of effective fitting stations; 3) To saturate elementary schools, pre schools, care givers and parents with educational materials on occupant safety and how to correctly transport children of all ages; 4) To conduct at least 400 booster fitting appointments during the project period; and 5) To provide evaluation forms to teachers, care givers and parents in order to gauge the effectiveness of each program.

Evaluation:

An information sheet will be completed for each inspection or other event to track the number of people receiving assistance, level of compliance, and the type of assistance provided. This data will be compiled and evaluated to determine the effectiveness of the program and whether the target populations is being reached. Appropriate statistics also will be forwarded to AAA on a monthly basis.

Ongoing questionnaires will be distributed/conducted quarterly to participants in the program through mailings and follow-up telephone calls. This data will be analyzed for trends in extended compliance.

Local public safety data will be monitored with regard to automobile safety, injuries, and fatalities of children to identify trends and possible effects of the program.

Highway Safety Concept Paper

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Budget Request			
Budget Category	Funding Request	Agency Match	Project Total
Personnel Services: (include position title, salary, and benefits)			
Fitting Station Personnel			
192 hours @ \$30.14/hr	\$ 5,787		\$ 5,787
FICA - 7.65%	443		443
Workers Comp - 7.17%	415		414
Liability - 1.0%	58		58
Community/Elementary Outreach Technicians			
78 hours @ \$30.14/hr	\$ 2351		\$ 2351
FICA - 7.65%	180		180
Workers Comp - 7.17%	169		169
Liability- 1.0%	24		24
Subtotal	\$9,427.00	\$.00	\$9,427.00
Contractual Services:			
Subtotal	\$.00	\$.00	\$.00

Highway Safety Concept Paper

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Budget Category	Funding Request	Agency Match	Project Total
Expenses: (items less than OCO limit, materials, printing, travel, etc., including shipping)			
Booster Seats/Car Seats	\$ 5,000		\$ 5,000
Supplies/Materials to include but not limited to public education materials, printing, and fitting station supplies.	300		300
In-state travel to Lifesavers conference for 2 technicians	800		800
Subtotal	\$6,100.00	\$.00	\$6,100.00

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Budget Category	Funding Request	Agency Match	Project Total
Operating Capital Outlay: (include a separate line for each item)			
Subtotal	\$0.00	\$0.00	\$0.00
Indirect Cost:			
Subtotal	\$0.00	\$0.00	\$0.00
Project Total:	\$15,527.00	\$0.00	\$15,527.00