

RESOLUTION NO. 2018-60

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A RESOLUTION OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, RELATING TO TRAFFIC SAFETY; DIRECTING THE VILLAGE MANAGER TO START A ZERO TOLERANCE CAMPAIGN ON SPEEDING REFERRED TO AS THE COMPREHENSIVE IMPROVISED TRAFFIC ENFORCEMENT INITIATIVE (CITE); AUTHORIZING THE VILLAGE MANAGER TO SPEND UP TO \$75,000 TO IMPLEMENT THIS COUNCIL DIRECTIVE; PROVIDING AN EFFECTIVE DATE. *(Sponsored by Councilmember David Singer)*

15 **WHEREAS**, traffic and traffic safety continue to be one of the top
16 priorities for Palmetto Bay residents; and,

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18 **WHEREAS**, in an effort to promote traffic safety, the Village
19 received approval by the county to install new speed limit signs on
20 certain neighborhood streets that reduce the speed limit to 25 miles per
21 hour; and,

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23 **WHEREAS**, in addition, Palmetto Bay recently purchased and
24 installed 200 “strictly enforced” signs affixed to speed limit posts; and,

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26 **WHEREAS**, residents continue to express concern over speeding
27 vehicles on their neighborhood streets; and,

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29 **WHEREAS**, the Village Council desires to take additional
30 measures to promote traffic safety in the Village.

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32 **NOW, THEREFORE, BE IT RESOLVED BY THE VILLAGE**
33 **OF PALMETTO BAY, FLORIDA, THAT:**

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35 **Section 1.** The Village Council hereby directs the Village Manager to
36 implement a “zero tolerance” campaign on speeding referred to as the
37 Comprehensive Improvised Traffic Enforcement Initiative (CITE).
38 Such campaign shall include the purchase and installation of additional
39 “strictly enforced” banner signs, the purchase and installation new

1 digital signage to record vehicle speed and volume and the
2 development and launch of a marketing campaign to promote the
3 initiative.

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5 **Section 2.** The Village Manager is authorized to spend up to \$75,000
6 to implement this Council directive.

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8 **Section 3.** This Resolution shall become effective upon approval.

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11 **PASSED and ADOPTED** this 7th day of May, 2018.

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13 Attest: DocuSigned by:
14 *Missy Arocha*
15 6EDC214E5E8C48C
16 **Missy Arocha**
17 **Village Clerk**

DocuSigned by:
Eugene Flinn
3B8854AD569F494
Eugene Flinn
Mayor

18
19 **APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE**
20 **USE AND RELIANCE OF THE VILLAGE OF PALMETTO BAY,**
21 **FLORIDA ONLY:**

22
23 DocuSigned by:
24 *Dexter W. Lehtinen*
25 1B1D06E74327145...
26 **Dexter W. Lehtinen**
27 **Village Attorney**

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29 **FINAL VOTE AT ADOPTION:**

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31 Council Member Karyn Cunningham YES
32 Council Member David Singer YES
33 Council Member Larissa Siegel Lara YES
34 Vice-Mayor John DuBois YES
35 Mayor Eugene Flinn YES



To: Honorable Mayor and Village Council

Date: April 2, 2018

From: Councilmember David Singer

Re: Zero Tolerance on Speeding

PURPOSE OF THE PROPOSED ACTION:

This proposed action will direct the Village Manager to start a campaign to aggressively inform the public that we will strictly enforce all posted speed limits through the Village.

MAJOR POINTS/REASONS FOR THE PROPOSED ACTION:

Currently, we have some signs with the "strictly enforced" banner on them, through this memo I am asking for a proposal to buy more signage to place on more streets and on our Village monuments. This also directs the Manager to look at electronic signage that records speed and volumes and to ascertain where they would be beneficial to install.



Additionally, this memo will ask for a marketing campaign to aggressively put the word out that if you speed or if you do not follow the traffic laws in this Village you will be ticketed. As an example, we could have a road safety week scheduled to start with the new school year to remind drivers on how important it is to obey traffic laws.



Traffic is the number one issue facing our community and threatening both our safety and our quality of life. We must aggressively ensure that we combat all drivers that do not follow the law. We also need to look at installing dividers in some areas if possible to avoid cars from travelling in the wrong side of the road.

PRELIMINARY ESTIMATE OF THE COST OF IMPLEMENTATION:

Unknown.

SOURCE OF FUNDS TO PAY SUCH COSTS:

Public services restricted funds