



# Release to Media



## University Police Department

Chief Linda J. Stump-Kurnick, Assistant Vice President of  
Public and Environmental Safety

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**SUBJECT:** *High Visibility Enforcement To Improve Pedestrian & Bicycle Safety*  
**CASE REPORT:** *N/A*  
**DATE OF INCIDENT:** *March 18<sup>th</sup>, 2021 through May 14<sup>th</sup>, 2021*  
**DATE OF RELEASE:** *March 17<sup>th</sup>, 2021*

### ***Narrative:***

The University of Florida Police Department (UFPD) was recently awarded a contract by the Florida Department of Transportation and the University of North Florida in a continuing effort to help reduce the traffic and safety concerns along West University Avenue adjacent to the UF campus. This High Visibility Enforcement (HVE) effort initiative is specifically designed to improve pedestrian and bicycle safety. The overall goal of the HVE is to increase awareness of and compliance with traffic laws that protect the safety of pedestrians and bicyclists.

This contract will assist in the UFPD's Gator STEP operations and other measures recently undertaken which are designed to increase traffic safety initiatives. In conjunction with the contract and as an effort to protect the safety of these most vulnerable road users, the UFPD will conduct High Visibility Enforcement Details (HVE) during the period of March 18<sup>th</sup>, 2021 through May 14<sup>th</sup>, 2021 along West University Avenue from Gale Lemerand Dr. to NW 10<sup>th</sup> St. This area remains as one of the most widely used locations to access campus by pedestrians and bicyclists.

Enforcement efforts will focus primarily on education to drivers, pedestrians, and bicyclists. However, violations may result in warnings or citations depending on the circumstances.

### **Remember:**

Drivers, obey speed limits, never drive impaired, and always watch for pedestrians and bicyclists.

Bicyclists, obey traffic laws, ride in the direction of traffic, and use lights when riding at night.

Pedestrians, cross in crosswalks or at intersections, obey pedestrian signals, stay alert to your surroundings, and make sure you are visible to drivers when walking at night.

**Released by:** *Major Brad Barber, Assistant Director, University of Florida Police Department*

**Reviewed by:** *Dep. Chief Darren Baxley, Associate Director, University of Florida Police Department*

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