

September 12, 2023

**C-12**

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach  
California

**RECOMMENDATION:**

Authorize the City Manager, or designee, to execute all necessary documents and any subsequent amendments, including any amendments to the award amount and term dates, with the California Office of Traffic Safety to accept and expend grant funding in the amount of \$215,000 for Distracted Driving Education to reduce and mitigate the impacts of distracted driving in Long Beach for a 12-month period estimated to begin October 1, 2023 through September 30, 2024, with an option to extend the agreement for an additional 36-month period at the discretion of the City Manager. (Citywide)

**DISCUSSION**

City Council approval is requested to enter into an agreement with the California Office of Traffic Safety (CA OTS) to accept funding to support the continued implementation of the Health and Human Services Department's (Health Department) distracted driving prevention efforts led by the Division of Chronic Disease and Injury Prevention's Greenlight Long Beach (GreenlightLB) Initiative.

The Health Department will use CA OTS funding to: 1) provide community-based workshops that utilize local data to address the risks of driving distracted, 2) implement youth-focused education programs with specialized strategies such as on-campus assemblies and youth ambassador programs to ensure that marginalized youth in Long Beach have equitable access to distracted driving education, 3) obtain local data through observational assessments and community surveys to identify health inequities and inform the Safe Streets Long Beach Action Plan, and 4) to increase capacity around traffic safety through train-the-trainer workshops, cross-trainings, and the development of a Traffic Equity Alliance consisting of community members and community groups who can serve as trusted messengers of the community.

This GreenlightLB Initiative is in line with the City's Health and Human Services Strategic Plan strategies to: develop and implement a citywide distracted driving prevention program, DriveSafeLB to change the behaviors of drivers through public awareness, education, and informed decision-making (21.1.b), expand activities during Safe Streets Awareness Week to educate drivers on how to safely share the streets with pedestrians and bicyclists (21.1.a), proactively build relationships with community members and community groups to support collaboration to address root causes, promote wellness and community cohesion, and prevent disease and inequities (13.1.b), and offer Health Department resources, training, and professional expertise to community members, schools, and other service partners to build capacity, extend our reach, and advance public health goals (13.1.d)

HONORABLE MAYOR AND CITY COUNCIL

September 12, 2023

Page 2

This matter was reviewed by Deputy City Attorney Anita Lakhani and Budget Analysis Officer Greg Sorensen on August 15, 2023.

TIMING CONSIDERATIONS

City Council action is requested on September 12, 2023, to meet the CA OTS deadline to accept the funding and begin implementation of the approved scope of work.

FISCAL IMPACT

The City will receive funding in the amount of \$215,000 over 12 months, estimated to begin on October 1, 2023. Sufficient funds are currently budgeted in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. Any indirect costs that might not ultimately be eligible for grant funds will be funded by the Health Operating Fund, General Fund, or other eligible funds. No match or in-kind service mandate is required. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:



---

THOMAS B. MODICA  
CITY MANAGER