

C-6

August 16, 2022

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 amending the amount of the award, with the California Office of Traffic Safety to accept and expend grant funding in the amount of \$190,000, for Distracted Driving Education, for a one-year period estimated to begin on October 1, 2022, with the option to extend the agreement for three additional one-year periods, at the discretion of the City Manager; and,

Increase appropriations in the Health Fund Group in Health and Human Services Department by \$27,140, offset by grant revenue. (Citywide)

DISCUSSION

City Council approval is requested to enter into an agreement with the California Office of Traffic Safety (OTS) to accept funding to continue the Health Department's first Distracted Driving Prevention Education Program and expand our "GreenlightLB" Initiative (Initiative).

The Health Department will use OTS funding to encourage drivers to stay focused on the road to reduce deaths and injuries that result from distracted driving. Activities will include teen-specific distracted driving interventions consisting of a: Safe Streets Ambassador program for high school youth, tailored workshops for parents, and toolkits and trainings for youth-serving organizations. The program will disseminate age and culturally appropriate educational resources in multiple languages through print and digital media, and conduct a city-wide observational assessment on distracted driving and collect local data to measure changes in safe driving behavior over time.

The Initiative aligns with the City of Long Beach's (City) recently adopted Long Beach Safe Streets (Vision Zero) Initiative.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on July 21, 2022 and by Budget Analysis Officer Greg Sorensen on July 28, 2022.

TIMING CONSIDERATIONS

City Council action is requested on August 16, 2022, to continue to provide these services without interruption.

FISCAL IMPACT

The City will receive funding in the amount of \$190,000 for a one-year period estimated to begin on October 1, 2022. An increase in appropriations in the amount of \$27,140 is requested in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. Appropriation for future fiscal years will be approved through the annual budget process. No match or in-kind service mandate is required. 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 grant funds. 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 OF HEALTH AND HUMAN SERVICES

APPROVED:



THOMAS B. MODICA
CITY MANAGER