



CITY OF LONG BEACH

C-23

DEPARTMENT OF HEALTH AND HUMAN SERVICES

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000 • FAX: (562) 570-4049

August 13, 2019

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to execute an agreement, and all necessary documents and any subsequent amendments including amending the terms, increasing grant amounts, and executing any subsequent contracts or Memorandums of Understanding, with the California Office of Traffic Safety, for the Safe and Sober Driving Initiative, to receive and expend grant funding in an amount not to exceed \$205,300, for the period of October 1, 2019 through September 30, 2020. (Citywide)

DISCUSSION

City Council approval is requested to enter into an agreement with the California Office of Traffic Safety (OTS) to accept and expend grant funding of up to \$205,300, for the continuation of the Safe and Sober Driving Initiative, a part of the Health and Human Services Department's (Health Department) Cannabis Education Program, for the period of October 1, 2019 through September 30, 2020,.

The Health Department will use this funding to continue its GreenlightLB campaign to educate Long Beach residents about the dangers and consequences of drug-impaired driving and, in turn, decrease drug-impaired driving with a primary focus on decreasing cannabis-impaired driving. The campaign includes education and two-way conversations on social media, and the production of a resource page for multiple audiences on the Health Department website. Outreach is conducted through multiple community-based partners to reach youth and parents, and through the Long Beach Collective Association to reach patrons of licensed retailers. The Initiative builds upon an OTS-funded program initially implemented on October 1, 2017.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on July 18, 2019 and by Revenue Management Officer Geraldine Alejo on July 26, 2019.

TIMING CONSIDERATIONS

City Council action is requested on August 13, 2019, to accept funding and ensure the agreement is executed expeditiously.

HONORABLE MAYOR AND CITY COUNCIL
August 13, 2019
Page 2

FISCAL IMPACT

The City will receive grant funding of up to \$205,300 for the period of October 1, 2019 through September 30, 2020. Sufficient appropriation is currently budgeted in the Health Fund Group in the Health and Human Services Department, offset by grant revenues. 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:



PATRICK H. WEST
CITY MANAGER