



CITY OF LONG BEACH

C-9

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

July 24, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute all necessary documents with the State of California Office of Traffic Safety for a two-year community-based education program that will provide child passenger safety, bicycle, and pedestrian safety education. (Citywide)

DISCUSSION

The Department of Community Development is seeking authorization to accept a \$374,758 State of California Office of Traffic Safety (OTS) grant to provide a multi-lingual child passenger safety, seat belt safety and bicycle safety program.

The City Council authorized the City Manager to accept a grant from the California Office of Traffic Safety from October 1, 2005 to December 31, 2007. This grant totaled \$376,099 in funding to the Department of Community Development/Neighborhood Services Bureau's Child Passenger Safety and Youth Driving Under the Influence Education Program to provide a variety of traffic safety education programs for residents.

Through the use of those OTS grant funds, the Department of Community Development was able to provide a number of important resources to Long Beach residents, including:

- Conducted 75 educational traffic safety presentations in English, Spanish and/or Khmer to 1,407 Long Beach residents;
- Distributed more than 600 child passenger safety seats citywide to parents who attended educational classes;
- Provided child passenger/occupant restraint educational programs to families in 20 public/private daycare centers;
- Created multi-lingual educational materials about the dangers of drinking and driving for distribution;
- Supported the production of a play entitled "You Lose" at Long Beach Polytechnic High School.

HONORABLE MAYOR AND CITY COUNCIL

July 24, 2007

Page 2

On January 29, 2007 staff submitted a new proposal to the Office of Traffic Safety to provide additional child passenger safety education for parents with children under the age of six in 2008 and 2009. The proposal also included bicycle and pedestrian safety education for parents and children 4-15 years of age.

The California Office of Traffic Safety has accepted the proposal and is prepared to enter into another agreement with the City for two years from October 1, 2007 – September 30, 2009 for a funding amount of \$374,758, per Attachment A. The Department of Community Development's Neighborhood Services Bureau will administer the grant and work with community based organizations on a multi-lingual education effort to further the program goals as detailed in Attachment B.

This item was reviewed by Deputy City Attorney Richard Anthony on June 25, 2007 and Budget and Performance Management Bureau Manager David Wodynski on June 27, 2007.

TIMING CONSIDERATIONS

The OTS grant agreement must be fully executed by August 24, 2007.

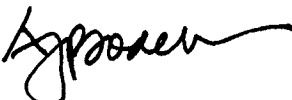
FISCAL IMPACT

The City will receive \$374,758 in new grant funds that will be budgeted in the Community Development Grants Fund (SR 150) in the Department of Community Development (CD) as part of the FY 08 budget. There will be no impact on the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



for PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW/DJT/lr
OTS OP0808
Attachment 3

APPROVED:



ANTHONY W. BATTIS
CITY MANAGER

OFFICE OF TRAFFIC SAFETY

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(916) 262-0990
(800) 735-2929 (TT/TDD-Referral)
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June 12, 2007

Grant No. OP0808

Dennis Thys
Neighborhood Services Bureau Manager
City of Long Beach
Community Development
444 West Ocean Boulevard, Suite 700
Long Beach, CA 90802

Dear Mr. Thys:

Congratulations! Through a competitive process, the Office of Traffic Safety (OTS) has tentatively approved your funding request for the proposal titled "Long Beach Family Safety Initiative" in the amount of approximately \$374,758.00.

Your OTS Coordinator will contact you by June 15, 2007, to discuss your proposal in more detail and explain the Grant Agreement process requirements. Please visit our website, www.ots.ca.gov, at *Grants and Programs*, to review the Grant Program Manual, which details the Grant Agreement requirements. The following are timelines for development of your Grant Agreement:

Final Deadline for Draft Grant Agreement submitted to OTS (if required)

July 13, 2007

Final Deadline for Final Grant Agreement submitted to OTS

August 24, 2007

It is our goal to have all new grants start no later than October 1, 2007. **Failure to meet the deadline will jeopardize your funding.** If there is a reason you cannot meet these deadlines, alert your Coordinator immediately. Because you must get approval from a City Council or the Board of Supervisors, you should begin that process now. Funds become available with an approved signed grant agreement dated October 1, 2007; therefore do not incur costs prior to that date. In addition, please be sure not issue a press release prior to that date.

Again, congratulations on the success of your proposal. If you have any questions, please contact Tony Sordello, Regional Coordinator, at (916) 262-0985 or e-mail at tsordello@ots.ca.gov.

Sincerely,

A handwritten signature in black ink that reads "Chris Murphy".

CHRISTOPHER J. MURPHY
Director

MM:yp

Attachment B

COMMUNITY DEVELOPMENT DEPARTMENT NEIGHBORHOOD SERVICES BUREAU LONG BEACH FAMILY SAFETY INITIATIVE OFFICE OF TRAFFIC SAFETY 2007-2009 GRANT OVERVIEW

Child Passenger Restraint Component Objectives

It is estimated that 70% of young children are not properly restrained in vehicles. To address this issue locally the following activities will be implemented:

- Insure that, at minimum, one staff member is certified as a child passenger restraint expert;
- Provide child passenger/occupant restraint educational workshops for parents at 8 public/private daycare centers;
- Conduct child passenger seat usage surveys to monitor program effectiveness;
- Properly fit 80 children in child safety seats;
- Distribute 650 child safety seats at no or low cost to low income families who participate in child passenger safety educational classes;
- Work with 10 community based organizations to promote child safety use at both the neighborhood and community levels;
- Conduct safety seat checkup events to ensure that children are properly fitted in child safety seats; and,
- Create and distribute multi-lingual child passenger safety educational materials to 8,000 Long Beach residents.

Bicycle and Pedestrian Education Component Objectives

Studies show that pedestrian and bicyclist fatalities accounted for 29% of all fatalities involving motor vehicles and that one-third of pedestrians killed or injured were people under the age of 15. The City of Long Beach, compared with thirteen other California cities of similar population, ranked 1st with the highest number of pedestrians under the age of 15 killed or injured and 7th in the number of bicyclists under the age of 15 killed or injured. To address this problem locally, the following activities will be implemented:

- Provide and distribute a bike safety manual/kit providing information to educators and staff from community based organizations;
- Conduct 20 bicycle and pedestrian safety classes for parents;
- Distribute and properly fit 800 helmets at no cost to low-income young bike riders;
- Develop a pedestrian safety campaign and materials to be adopted as an on-going program in 15 elementary schools reaching 1,500 children;
- To attend 10 community education events impacting 6,000 residents, distribute educational materials and conduct helmet inspections; and,
- To promote pedestrian safety in school areas by displaying four "Screech" banners rotated at elementary schools throughout the city.