

C-13

August 24, 2021

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 amount of the award, with the California Office of Traffic Safety, to accept and expend grant funding in the amount of \$180,000, for the continuation of Distracted Driving Education, for a one-year period of October 1, 2021 through September 30, 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 \$50,531, 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 and expend grant funding in the amount of \$180,000, for the period of October 1, 2021 through September 30, 2022, to continue the Health and Human Services Department (Health Department) first Distracted Driving Prevention Education Program and expand the "GreenlightLB" 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 through print and digital media and conduct a citywide observational assessment on distracted driving and collect local data to measure changes in safe driving behavior over time. The Initiative is in line with the City's recently adopted Long Beach Safe Streets (Vision Zero) Initiative.

This matter was reviewed by Deputy City Attorney Taylor M. Anderson on July 29, 2021 and by Budget Analysis Officer Greg Sorensen on August 6, 2021.

TIMING CONSIDERATIONS

City Council action is requested on August 24, 2021, to continue to provide these services without interruption.

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FISCAL IMPACT

The City will receive funding in the amount of \$180,000 for a one-year period of October 1, 2021 through September 30, 2022. An appropriation increase of \$50,531 is requested in the Health Fund Group in Health and Human Services Department, offset by grant revenue. Appropriation for future fiscal years will be approved through the annual budget process. There is no match or in-kind service mandate 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