



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

C-7

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 13, 2005

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 driving-under-the-influence prevention, car restraint and child passenger safety education. (Citywide)

DISCUSSION

The City Council authorized the City Manager to accept three grants from the California Office of Traffic Safety from October 1, 2001 – September 30, 2005. These grants totaled \$1,570,000 in funding to the Department of Community Development/Neighborhood Services Bureau's Long Beach Family Safety Initiative to provide a variety of traffic safety education programs for residents.

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

- distributed more than 1,500 child passenger safety seats citywide to parents who attended educational classes;
- distributed 2,000 bicycle safety helmets to children;
- awarded 75 grants to community based organizations to operate traffic safety educational programs citywide;
- provided driving-under-the-influence educational classes to 180 youth and 560 parents;
- created multi-lingual educational materials about the dangers of drinking and driving for distribution;
- supported two "Every 15 Minutes" programs at Long Beach Poly High School;
- supported the production of a play entitled "You Lose" at Jordan High School and Cabrillo High School; and
- created traffic safety murals throughout the city.

On January 31, 2005, staff submitted a proposal to the Office of Traffic Safety to provide additional "driving under the influence" prevention and car restraint education to young people between 14-24 years of age. The proposal also included child passenger safety education for parents with children under the age of six.

HONORABLE MAYOR AND CITY COUNCIL
September 13, 2005
Page 2

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, 2005 – September 30, 2007, for a funding amount of \$364,159. 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 "A."

This item was reviewed by Deputy City Attorney Donna F. Gwin on August 22, 2005, and Budget Management Officer Mike David Wodynski on August 31, 2005.

TIMING CONSIDERATIONS

Council approval is requested at the meeting of September 13, 2005, to provide sufficient time for execution of the grant agreement prior to the commencement date of October 1, 2005.

FISCAL IMPACT

The Office of Traffic Safety grant will provide funding in the amount of \$364,159. An appropriation increase will be included as part of the first quarter budget adjustment to the Fiscal Year 2006 budget. There will be no impact on the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

DJT/pjs

OTS2005
Attachment

APPROVED:



GERALD R. MILLER
CITY MANAGER