

**C-9**

September 8, 2020

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 or subcontracts including any subsequent amendments extending the grant term or changing the amount of the award, with the California Office of Traffic Safety, to accept and expend grant funding in the amount of \$160,000, for Distracted Driving Education, for a one-year period from October 1, 2020 through September 30, 2021, 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 the Health and Human Services Department by \$160,000, 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 in the amount of \$160,000, for the period of October 1, 2020 through September 30, 2021, to launch the City of Long Beach Department of Health and Human Services' (Health Department) first Distracted Driving Prevention Education Program and expand the City's "Drive Safe Long Beach" 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 the creation of animated informer videos to discourage unsafe driving behaviors, in-person and/or virtual presentations for youth and young adults, a citywide "pledge to drive safe" campaign, and observational surveys to help measure changes in 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 August 13, 2020 and by Revenue Management Officer Geraldine Alejo on August 18, 2020.

**TIMING CONSIDERATIONS**

City Council action is requested on September 8, 2020, to launch the Distracted Driving Prevention Education Program in a timely manner.

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FISCAL IMPACT

The City will receive grant funding in an amount up to \$160,000 for a one-year period of October 1, 2020 through September 30, 2021 to continue the initiative. An appropriation increase of \$160,000 is requested in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. No match or in-kind service mandate is required, and there is no local job impact associated with this recommendation. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



KELLY COLOPY  
DIRECTOR  
HEALTH AND HUMAN SERVICES

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER