

# Memorandum

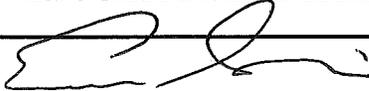
**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Hans F. Larsen

**SUBJECT: ACCEPTANCE OF GRANT TO  
DELIVER TRAFFIC SAFETY  
EDUCATION PROGRAMS TO FMCI**

**DATE:** 07-26-10

Approved



Date

8/4/10

**COUNCIL DISTRICT:** 5, 7

**SNI AREAS:** Tully-Senter

Seven Trees Pilot

## RECOMMENDATION

Adopt a resolution authorizing the City Manager, or designee, to accept the tentative award of a grant from the California Office of Traffic Safety in the amount of \$69,000 to deliver traffic safety education programs to elementary and middle schools within the Franklin-McKinley Children's Initiative area and to negotiate and execute any documents to effectuate the grant.

## OUTCOME

Approval of this recommendation will enable the Department of Transportation (DOT) to finalize the grant agreement with the California Office of Traffic Safety (OTS) and to begin executing the grant program on October 1, 2010, at the start of the funding cycle.

## BACKGROUND

Earlier this year, the Franklin-McKinley School District (FMSD) received a community grant from the Packard Foundation to establish the Franklin-McKinley Children's Initiative (FMCI), modeled after the award-winning Harlem Children's Zone. The goal of the initiative is for an inclusive, safe, healthy, and caring community where families and service providers recognize their interdependence and work collaboratively toward building and sustaining an environment where children and adults thrive.

This community collaborative will coordinate existing educational, health, social service, housing, and neighborhood and economic development efforts to provide a comprehensive community development plan to ensure that all young children are prepared for kindergarten entry; that elementary schools are ready to receive and serve these young students; and that poverty can be cut and self-sufficiency for families improved. This model will begin in the Santee-Fair community, the most highly impacted neighborhood in the district, with a goal of replicating the model in other high-risk neighborhoods within the district.

## **ANALYSIS**

As a community partner of the FMCI, DOT's Street Smarts School Safety Education Program (Street Smarts) will focus on reducing pedestrian- and bicycle-related injuries and fatalities by delivering bicycle and pedestrian safety programs to an estimated 5,000 elementary and middle schools students. This partnership between FMCI and Street Smarts will further encourage physical activity to improve students' health, such as walking and biking to school, since kids will be more likely to do so if parents are confident their kids possess necessary skills to stay safe on city streets.

This grant will enable DOT to provide traffic safety education programs to approximately 50 percent of students within the FMCI neighborhoods, using existing staff resources, from the period October 1, 2010, through September 30, 2011 (grant expiration). It is DOT's intent to apply for a second OTS grant in January, 2011, to deliver this program to the balance of FMCI schools.

OTS is requesting acceptance of this grant by Council as a condition of the final grant agreement. This award is considered "tentative" until the grant agreement is finalized and signed, which must occur by August 31, 2010.

## **EVALUATION AND FOLLOW-UP**

This grant will measure the number of children, ages 5-15, injured in traffic accidents in the FMCI area, including bicyclists and pedestrians, from the base year of 2009, through October 1, 2011. Bicycle helmet compliance will also be measured at a representative sample of schools.

## **POLICY ALTERNATIVES**

Not applicable.

## **PUBLIC OUTREACH/INTEREST**

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This memo will be posted on the City's website for the Council Agenda. The grant application for the proposed program received letters of support from Councilmembers Nguyen, Campos and Liccardo; Dr. John Porter, FMSD Superintendent; the Santa Clara County Public Health Dept. Chronic Disease and Injury Prevention Unit; and the Santa Clara County Traffic Safe Communities Network.

**COORDINATION**

Coordination has occurred with the City Attorney's Office and City Manager's Budget Office.

**FISCAL/POLICY ALIGNMENT**

The recommended action in this memorandum is consistent with the Council-approved Budget Strategy to leverage State and Local grant funds.

**COST SUMMARY/IMPLICATIONS**

The total \$69,000 cost of this grant program will be fully reimbursed by OTS, on a quarterly basis, throughout the term of the grant.

**BUDGET REFERENCE**

The fund and appropriation that will fund the initial costs of the project are shown below. Staff will reconcile the expenditures and submit invoices to OTS for grant reimbursements.

Fund #	Appn #	Appn. Name	RC #	Total Appn	Amt. for Grant Project	2010-2011 Proposed Capital Budget	Last Budget Action (Date, Ord. No.)
465	5316	Traffic Safety Education	TBD	\$285,000	\$69,000	Page V-725	06/29/2010; Ord. No. 28765

**CEQA**

Not a project, File No. PP10-069 (a), City Organizational & Administrative Activities.

/s/

HANS F. LARSEN  
Acting Director of Transportation

For questions, contact Linda Crabill Byrne, DOT Traffic Safety Education Manager, at 975-3238.