



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: James R. Helmer

SUBJECT: OFFICE OF TRAFFIC SAFETY
GRANT

DATE: 06-22-04

Approved:

Date:

Council District: Citywide

REASON FOR ADDENDUM

DOT was only just recently notified of this grant, (see attached letter, dated June 7, 2004) which requires that a Draft Project Agreement be submitted to the California State Office of Traffic Safety (OTS) by July 26, 2004. Because of the required deadlines, approval is requested before the Council takes its July recess.

RECOMMENDATION

Adoption of a resolution authorizing the City Manager to negotiate and execute a grant agreement with the OTS to receive grant funding in an amount not to exceed \$230,130 to provide a pedestrian and bicycle safety program to elementary and middle school students.

BACKGROUND

The Department of Transportation (DOT) has had an on-going bicycle and pedestrian safety education program. This program, although funded by the City, has used consultant services to provide traffic safety education services. Due to the current economic downturn and resulting budget reductions, the City was unable to continue to fund this service when the consultant contract expired, in January of 2004.

Anticipating the end of the contract, staff applied for, and was successful in obtaining grant funding to continue providing this critical traffic safety education to students. Staff strongly believes the service has been a cornerstone to our pedestrian and bicycle safety program and a key to reducing the number of bicycle and pedestrian fatalities.

ANALYSIS

The School Traffic Safety Education Program targets young roadway users in schools with assembly-style and classroom presentations, bicycle and pedestrian rodeos, helmet programs, and parent outreach and education. The grant will fund personnel costs as well as materials and equipment for a two-year period. The grant allows for flexible delivery alternatives, including the potential use of redeployed City staff.

This program will be coordinated with existing City school safety programs, such as Street Smarts, and those currently offered by the San José Police Department, to maximize resources and to improve cost efficiencies over the long term. This program will also coordinate with other regional traffic safety programs where appropriate, such as OPERATION SAFE PASSAGE, a regional enforcement campaign through the CHP in Santa Clara County.

Benefits of the program will be:

1. Tailored training about traffic safety issues specific to each school, including appropriate walking/bicycling routes for each school.
2. Maintaining DOT's prior traffic and pedestrian safety program goals.
3. Outreach and education to address specific parent driving behavior.
4. Opportunity to reach the age group that comprises a significant number of the City's pedestrian or bicycle crashes.
5. Targeted behavior education for pedestrians and bicyclists.
6. Development of safe walking and bicycling habits at an early age.
7. The ability to gain school and parent support while increasing parent participation to improve safety around schools.

PUBLIC OUTREACH

Not Applicable.

COORDINATION

This memo has been coordinated with the City Attorney's Office; the Departments of Parks, Recreation and Neighborhood Services; Police; Planning, Building and Code Enforcement; Library; and the City Manager's Budget Office.

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COST IMPLICATIONS

This grant funds 100% of this program, over two years, for up to a maximum of \$230,130. The grant funds all aspects of the program, including personnel, equipment, printing, and other necessary program elements. This is consistent with the Council Approved Cost Control Strategy memo in that it supports vital City services and is fully grant supported. Accepting this grant also meets the requirements in the Mayor's Budget Message to reduce impacts as much as possible to our employees; promote innovation among employees and the community for creative problem solving and identifying new resources; and leverage resources as much as possible.

CEQA

Not a project.

JAMES R. HELMER
Director of Transportation

Attachment