

Agenda Report



MEETING DATE: Tuesday, September 24, 2024

TO: City Council

FROM: POLICE CHIEF ZAMORA

SUBJECT: CALIFORNIA OFFICE OF TRAFFIC SAFETY GRANTS FY
2025 IN THE AMOUNT OF \$198,972

RECOMMENDED ACTION:

- 1) It is recommended that the City Council adopt a resolution authorizing the City Manager to accept the California Office of Traffic Safety Grants for Fiscal Year 2025 in the amount of \$77,000 for the Selective Traffic Enforcement Program (STEP) and \$121,972 for the Pedestrian and Bicycle Safety Program, totaling \$198,972, to use towards the implementation of traffic safety strategies, and to execute all required documents and appropriate funds to the grant budget.
- 2) Adopt a resolution approving a contract with Ecology Action of Santa Cruz, in an amount of \$115,472 for a term of October 1, 2024, through September 30, 2025, and appropriating such an amount to the special grants fund (260).

BACKGROUND/DISCUSSION:

The California Office of Traffic Safety's (OTS) mission is to effectively administer traffic safety grant funds to reduce traffic deaths, injuries and economic losses. The grant funds are intended to create and help sustain innovative programs at the state and local level, and leverage commitments of state, local and private resources. OTS also mounts public awareness campaigns and acts as a primary traffic safety resource in order to enlist the help of the general public and the media encouraging traffic safety.

Since OTS does not have sufficient funds for all submitted proposals, a comprehensive review is part of the proposal selection process. OTS reviews proposals against several criteria including: potential traffic safety impact, collision statistics, seriousness of identified problem(s) and performance on previous grants. The Office of Traffic Safety has identified the following ten priority areas of concentration for grant funding: alcohol-impaired driving, distracted driving, drug-impaired driving, occupant protection, pedestrian and bicycle safety, traffic reports, emergency medical services, roadway safety, police traffic services and motorcycle safety.

The City of Watsonville Police Department applied and was awarded to receive California of Office Traffic Safety Grants for Fiscal Year 2025. The Watsonville Police

Department is currently working with OTS to finalize the agreement process. The awards were for the following two (2) grants:

- (1) Selective Traffic Enforcement Program (STEP) in the amount of \$77,000: to implement best practice strategies to reduce the number of persons killed and injured in crashes involving alcohol and other primary collision factors. The funded strategies include DUI checkpoints, DUI Saturation, Traffic Enforcement, Distracted Driving Enforcement, Pedestrians and/or Bicycle Enforcement and Street Racing and Sideshow Enforcement Operations. In addition, the grant will be supporting POST-certified training of law enforcement personnel in NHTSA Standardized Field Sobriety Testing and NHTSA Advanced Roadside Impaired Driving Enforcement (ARIDE). These strategies are designed to earn media attention thus enhancing the overall deterrent effect.
- (2) Pedestrian and Bicycle Safety Program in the amount of \$121,972: to implement best practice strategies to reduce the number of persons killed and injured in crashes involving pedestrians and bicyclists. The funded strategies include a partnership with Ecology Action of Santa Cruz, an award-winning non-profit organization that will conduct family walks, bike repair clinics, group rides, walking school bus sessions, pedestrian and community cycling presentations, bike counts, helmet distribution events, bicycle mobility focus groups and community group rides among other activities.

Staff recommends City Council acceptance of the California of Office Traffic Safety Grants for Fiscal Year 2025 in the amount of \$77,000 for the Selective Traffic Enforcement Program (STEP) and \$121,972 for the Pedestrian and Bicycle Safety Program to use towards the implementation of traffic safety strategies. In addition, staff recommends City Council approval of a contract with Ecology Action of Santa Cruz, a corporation, in an amount of \$115,472 to support implement best practice strategies to reduce the number of persons killed and injured in crashes involving pedestrians and bicyclists. Ecology Action of Santa Cruz is a sole source vendor that meets the needs of the Watsonville Police Department, they have been assisting with the implementation of traffic safety strategies for the Pedestrian Bicycle Safety Program since 2017. They have the expertise to conduct the grant objectives and have the qualifications to comply with the office of traffic safety regulations.

STRATEGIC PLAN:

This grant supports the Strategic Plan: 5-Public Safety.

FINANCIAL IMPACT:

The 2025 OTS Grants in the amount of \$77,000 and \$121,972, totaling \$198,972 have no financial impact to the general fund. They shall be appropriated into the special grant fund 0260.

ALTERNATIVE ACTION:

No reasonable alternatives are known at this time.

ATTACHMENTS AND/OR REFERENCES (If any):

None.