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GR99-012

DEPARTMENT OF
FIRE

DENNIS SMITH
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CITY OF SACRAMENTO
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October 7, 1999

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: EXTENSION OF GRANT AWARD FROM THE OFFICE OF TRAFFIC SAFETY

LOCATION AND COUNCIL DISTRICT: Citywide - All Districts

RECOMMENDATION:

This report recommends adoption of the attached resolution authorizing the City Manager to execute the one year extension of the grant award agreement with the State of California's Office of Traffic Safety.

CONTACT PERSONS: Dennis Smith, Interim Fire Chief 264-5268
Karen Giovanini, Administrative Services Officer 264-7146

FOR COUNCIL MEETING OF: October 19, 1999

SUMMARY:

This report request approval from the City Council to authorize the City Manager to sign a one year extension agreement with the State of California's Office of Traffic Safety. This grant is for \$107,500 to be used for a local and state-wide public education campaign informing the driving public on how to properly yield to responding emergency vehicles.

BACKGROUND INFORMATION:

In January 1998, the Office of Traffic Safety (OTS) was accepting proposals for traffic safety projects. A common observation by emergency personnel has been that fewer drivers are yielding to emergency vehicular traffic. These collisions have become a concern for public officials and have

garnered much media attention. For the purposes of educating the public about the necessity of yielding to emergency vehicles, a committee of staff from the Fire Department, Police Department and Risk Management was organized to develop a public education plan.

The proposal, entitled "Please Abide - Move Aside", submitted to OTS, consisted of a full scale public education campaign which would be launched encouraging the driving public to yield safely to responding emergency vehicles. A number of sources, namely printed materials, presentations and public service announcements would be employed. The intent is to saturate the public with an abundance of emergency vehicle response procedure information with the immediate expectation that the number of collisions involving public safety vehicles would be significantly reduced. In addition, the associated costs with emergency vehicles, worker's compensation claims and liability issues would also be reduced.

In May 1998, OTS contacted the Fire Department informing them that the proposal had been approved and funded for a 15 month period 10/1/98 - 12/31/99.

As a result of the wide acceptance and success of the program over the past year, OTS has granted the Sacramento Fire Department a one year extension on the "Please Abide - Move Aside" grant. Over the past year, the focus has been local and mainly concentrated in the greater Sacramento area. Because of the impact it has had locally, OTS has requested the program be continued locally and in addition, taken state-wide. Six major fire agencies will be contacted and presentations will be made educating them on the campaign. Educational and promotional materials will be provided and direction given on how to implement and manage the program in their cities. The extension will be for the period October 1, 1999 - December 31, 2000.

FINANCIAL CONSIDERATIONS:

No City funds are required for this program.

ENVIRONMENTAL CONSIDERATIONS:

Ongoing administrative and maintenance activities, such as purchases of supplies, equipment or materials which are not made for purposes of a public works construction project, do not constitute a "project" and are exempt from the California Environmental Quality Act. CEQA Guidelines, Section 15061(b) (1), 15378(b) (3).

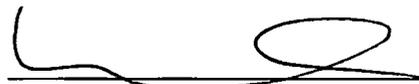
POLICY CONSIDERATIONS:

Acceptance of the traffic safety grant award is consistent with City Council actions relative to state and federal grant awards.

ESB CONSIDERATIONS:

Materials and services will be procured in accordance with the City's ESB policy.

Respectfully submitted,



Dennis Smith
Interim Fire Chief

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

RESOLUTION NO. 99-585

APPROVED
OCT 19 1999
OFFICE OF THE
CITY CLERK

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**A RESOLUTION AUTHORIZING THE CITY
MANAGER TO SIGN AN EXTENSION OF
THE GRANT AWARD AGREEMENT
WITH THE STATE OF CALIFORNIA'S OFFICE OF
TRAFFIC SAFETY IN THE AMOUNT OF \$107,500**

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:

The City Manager is hereby authorized to sign a one year grant extension with the State of California's Office of Traffic Safety in the amount of \$107,500 for a local and state-wide public education campaign informing the driving public on how to properly yield to responding emergency vehicles.

250-ORG-GXXX-42XX	\$107,500
250-ORG-GXXX-36XX	\$107,500

MAYOR

ATTEST:

CITY CLERK