



18

DEPARTMENT OF
PUBLIC WORKS

TECHNICAL SERVICES DIVISION
TRAFFIC ENGINEERING SERVICES

CITY OF SACRAMENTO
CALIFORNIA

APPROVED
BY THE CITY COUNCIL
JUL 21 1998
OFFICE OF THE
CITY CLERK
GR 98-008

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SACRAMENTO, CA
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July 7, 1998

City Council
Sacramento, California

Honorable Members In Session:

**SUBJECT: REQUEST TO ACCEPT GRANT FUNDS FROM THE STATE OFFICE OF
TRAFFIC SAFETY (OTS) TO ENHANCE THE CAPTAIN JERRY TRAFFIC
SAFETY PROGRAM**

LOCATION AND COUNCIL DISTRICT:

Citywide. All Districts.

RECOMMENDATION:

This report recommends that the City Council adopt the attached resolution authorizing the City Manager to execute a grant agreement with the State of California, Office of Traffic Safety (OTS), in the amount of \$251,411 to enhance the Captain Jerry Traffic Safety Program.

CONTACT PERSON: Marty Hanneman, City Traffic Engineer, 264-7508

FOR COUNCIL MEETING OF: July 21, 1998

SUMMARY:

This report recommends approval to accept grant funds from the State of California, Office of Traffic Safety to enhance the Captain Jerry Traffic Safety Program. This program provides traffic safety education to school aged children. These state funds will allow these traffic safety messages to reach thousands of additional children annually through production and distribution of a Captain Jerry Traffic Safety video, public service announcements, and bicycle rodeos in partnership with Safetyville, USA.

City Council

Request to accept grant funds from the State Office of Traffic Safety

To expand the Captain Jerry Traffic Safety Program

July 21, 1998

COMMITTEE/COMMISSION ACTION:

None.

Traffic accidents are the leading cause of death and injury for children under the age of 14 and 34 percent of all pedestrian deaths and injury involve children under the age of 15. To address this safety issue in the City of Sacramento, the Department of Public Works in 1992 developed the Captain Jerry Traffic Safety Program. Since then Captain Jerry (AKA Jerry Way) has provided traffic safety education to more than 40,000 elementary school age children attending City of Sacramento schools.

The goal of this grant is to increase the number of children exposed to the Captain Jerry traffic safety messages and thereby reduce the number of deaths and injuries to children due to traffic accidents. Specific objectives of this grant are:

- To develop and produce a Captain Jerry Traffic Safety video that will be distributed free to schools in the City of Sacramento.
- To create televised public service announcements from the Captain Jerry Traffic Safety video to reach approximately 100,000 children.
- To complete two bicycle rodeos per year for three years in partnership with Safetyville, USA.
- To distribute and fit 600 children correctly with bicycle helmets at the rodeos.

FINANCIAL CONSIDERATIONS:

The \$251,411 of federal funds administered by the State of California Office of Traffic Safety will be used for Captain Jerry's staff time, contractual services, and other direct costs required to meet the goal of this grant.

ENVIRONMENTAL CONSIDERATIONS:

None. Per California Environmental Quality Act (CEQA) guidelines, no project is being proposed.

POLICY CONSIDERATIONS:

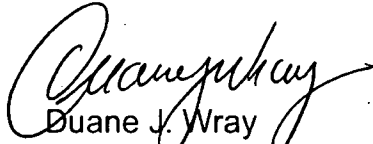
This project meets the City Council's priority of enhancing Public Safety, and acceptance of these grant funds and authorization for the City Manager to execute grant agreements is consistent with past practices.

City Council
Request to accept grant funds from the State Office of Traffic Safety
To expand the Captain Jerry Traffic Safety Program
July 21, 1998

MBE/WBE EFFORTS:

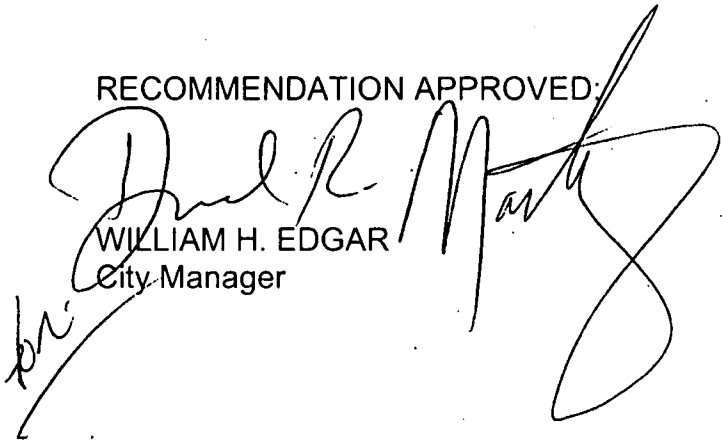
Not Applicable.

Respectfully submitted,



Duane J. Wray
Technical Services Manager

RECOMMENDATION APPROVED:



WILLIAM H. EDGAR
City Manager

Approved:



Michael Kashiwagi
Director of Public Works

RESOLUTION NO. 98-356

APPROVED
BY THE CITY COUNCIL
JUL 21 1998
OFFICE OF THE
CITY CLERK

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

**RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE
A GRANT AGREEMENT WITH THE STATE OFFICE OF TRAFFIC SAFETY
IN THE AMOUNT OF \$251,411 TO ENHANCE THE
CAPTAIN JERRY TRAFFIC SAFETY PROGRAM**

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

1. The City Manager is authorized to execute a grant agreement with the State Office of Traffic Safety in the amount of \$251,411 to enhance the Captain Jerry Traffic Safety Program.
2. Amend the 1998-99 revenue & expenditure budget by \$251,411 to reflect acceptance of grant funds from the State Office of Traffic Safety.

MAYOR

ATTEST:

CITY CLERK

4

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

