



Legislation Text

File #: 16-463, **Version:** 1

Staff Report for the Resolutions Authorizing the City Manager to Execute a \$134,000 Grant Agreement with the California Office of Traffic Safety (OTS) for the Traffic Safety Education Programs for Youth and Older Adults (OTS Project No. PS1715); Appropriating Measure B Bicycle and Pedestrian Funds in the Amount of \$38,000 to Augment Funds from a California Office of Traffic Safety Grant; and Approving a \$156,000 Consulting Services Agreement with Safe Moves to Conduct Traffic Safety Education Programs for Youth and Older Adults; Project No. 150-38-339

RECOMMENDATIONS

Staff recommends approval of a Resolution authorizing the City Manager to execute a Grant Agreement that accepts \$134,000 from the California Office of Traffic Safety (OTS) for a Traffic Safety Education Program for Youth and Older Adults.

Staff also recommends approval of a Resolution to appropriate Measure B Bicycle and Pedestrian funds in the amount of \$38,000 to augment the OTS funds for the subject project as well as staff time and supporting materials, and authorize the City Manager to execute a Consulting Services Agreement with Safe Moves in the amount of \$156,000 to conduct the training and outreach educational programs for the Traffic Safety Education Programs for Youth and Older Adults.

BACKGROUND

The 2013 California Office of Traffic Safety (OTS) Collision Rankings indicate pedestrians and bicyclists under the age of fifteen still face challenges in negotiating traffic conditions in San Leandro. Continuing traffic safety education is critical to improving the quality of life for San Leandro youth (i.e., K-8 students).

Having also analyzed traffic collision reports and news articles concerning older adults from the last two years as well as the 2013 California OTS Collision Rankings, staff also determined that older adults in San Leandro are vulnerable to pedestrian related collisions and other traffic safety challenges.

In January 2016, staff applied for a 2017 OTS grant for Traffic Safety Education Programs to serve both youth and older adults. The City was awarded \$134,000.00 for the project and must execute an OTS Grant Agreement to accept the funding. This grant opportunity will allow San Leandro to reinforce the previously completed federal Safe Routes to School (SRTS) traffic safety education program at thirteen K-8 schools.

To identify a qualified transportation consultant to conduct the educational programs, staff issued a Request for Proposals. Having reviewed the two submitted proposals, staff recommends awarding a contract to Safe Moves at a cost of \$156,000. Safe Moves is a non-profit organization recognized as the leading authority in the country for traffic safety education. Safe Moves is credited with saving

thousands of children's lives through education. It is also one of the few organizations in the country that have successfully educated youth and adults. Safe Moves successfully conducted a similar school education program in San Leandro in the early 2000s, and between 2012 and 2015, therefore, the expansion of the efforts should be well received.

Analysis

The \$134,000 OTS award includes \$2,500 for staff training and \$131,500 for conducting the traffic safety education programs. While matching funds are not mandated by the Grant Agreement, staff recommends that the City Council appropriate \$38,000 from Measure B Bicycle and Pedestrian funds to augment the grant funds and fully fund the program. This appropriation will fund the total estimated consultant program cost of \$156,000, estimated \$8,000 in staff time, \$2,500 for training and \$5,500 of supporting materials.

A multifaceted approach will be used to educate elementary and middle school students about pedestrian and bicycle safety when commuting to and from school. By collaborating with the existing Alameda County Transportation Commission's Safe Routes to School Program, the San Leandro and San Lorenzo School Districts workshops will be conducted for students at each grade level (K-8th) in ten elementary and three middle schools over a one year period. Besides traffic safety, students will learn railroad track safety along with how bicycling and walking are effective modes for getting physically fit, making the community safer, and decreasing air pollution.

Similar to the traffic safety education program for youth, an educational program for older adults will include a public awareness campaign in multiple languages utilizing public service ad space in local newspapers, the City's cable television station, radio ads, and flyers mailed in utility bills. The campaign will also conduct traffic workshops, "Walking Field Trips," community outreach events, and information dissemination through health care providers and Senior Centers.

The traffic safety education programs will commence shortly after approval on October 3, 2016 and should conclude by October 15, 2017.

Current Agency Policies

City Council Goals:

- Provide quality public safety service and grow our partnership with the community to keep San Leandro safe
- Support and implement programs and activities and strengthen communication that enhances the quality of life and wellness, celebrates the arts and diversity and promotes civic pride
- Maintain and support a strong positive relationship between the City, schools and the educational community

Applicable General Plan Policies

- Policy 14.03-Funding: Aggressively pursue state and federal funding for bicycle and pedestrian improvements, while also including funding for bicycle and pedestrian improvements in the City's Capital Improvement Program

- Policy 14.07-Pedestrian Environment: Strive to achieve a more comfortable environment for pedestrians in all areas of San Leandro, with particular emphasis on the BART station areas, downtown, and major commercial thoroughfares such as East 14th Street
- Action 18.02A-Accident Data Collection and Remediation: Collect and evaluate collision data on the top 25 accident locations in San Leandro. Develop measures to reduce the number of collisions at these locations
- Action 18.02B-Pedestrian Safety Improvements: Develop programs to improve pedestrian safety at both controlled and uncontrolled intersections throughout the City. Programs that use innovative technology, such as lighted crosswalks and warning countdowns, should be explored
- Policy 18.03-Public Education: Increase public education on laws relating to parking, circulation, speed limits, right-of-way, pedestrian crossings, and other aspects of transportation safety in the City
- Action 18.03A-Safe Routes to School Program: Continue the Safe Routes to School program and other bicycle, pedestrian, and non-motorized transportation safety programs for children and seniors
- Policy 18.05-Funding: Pursue grants for the improvement of pedestrian, bicycle, and motor vehicle safety
- Policy 18.06-Staff Education: Ensure that City staff is up-to-date and educated on the latest technology and/or methods of improving safety for all modes of transportation

Environmental Review

Staff will complete a California Environmental Quality Act (CEQA) review for the project in order to comply with the Grant Agreement, although educational programs are categorically exempt from CEQA according to Guidelines Section 15322 (Class 22).

Fiscal Impacts

The cost of retaining Safe Moves to conduct the Traffic Safety Education Programs for Youth and Older Adults is \$156,000. Staff time is budgeted at \$8,000, training at \$2,500 and supporting materials at \$5,500. The project will be reimbursed \$134,000.00 through an OTS grant. Staff recommends that the City Council appropriate \$38,000 from Measure B Bicycle and Pedestrian funds to cover the balance of the total estimated program cost and staff time.

Budget Authority

Funding allocation for the subject project is:

- 1) \$134,000.00 - Office of Traffic Safety Grant Funds, Account Number 150-38-339, allocated by this action.
- 2) \$38,000.00 - Measure B, Bicycle and Pedestrian Fund, Account Number 141-38-339, allocated by this action.

ATTACHMENT

Attachment to Resolution

- Grant Agreement with California Office of Traffic Safety (OTS)
- Consulting Services Agreement (CSA) with Safe Moves for conducting the Traffic Safety Education Programs for Youth and Older Adults

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