



# City of Emeryville

CALIFORNIA

## MEMORANDUM

**DATE:** February 20, 2018

**TO:** Carolyn Lehr, City Manager

**FROM:** Oliver Collins, Police Captain

**SUBJECT:** Resolution Of The City Council Of The City Of Emeryville To Approve The Application To The California Office Of Traffic Safety (OTS), For A Traffic Safety Grant In The Amount Of \$102,522 And To Accept The Traffic Safety Funding If Awarded

### RECOMMENDATION

Staff recommends that the City Council adopt the attached resolution approving the Police Department's application for public grant funding in the amount of \$102,522 for traffic safety education and enforcement programs within the City, and authorizing the Police Department to utilize the grant to continue its education and enforcement of traffic-related laws focusing on bicycle and pedestrian safety to reduce injury and fatal traffic collisions.

### BACKGROUND

The mission of the California Office of Traffic Safety (OTS) is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses. The grant funding decisions of OTS are facilitated by two types of rankings: injuries and collision rankings, and DUI arrest rankings. In addition, these rankings help identify emerging traffic safety problem areas. The rankings allow cities to compare themselves to other cities with similar-sized populations and help them identify their disproportionate traffic safety problem(s).

To enhance the ability of the Police Department to improve traffic, bicycle, and pedestrian safety in the City, it has applied for grant funding with the California OTS, Selective Traffic Enforcement Program (STEP). This well-established state funding program offers funding to law enforcement agencies for the specific purpose of increasing traffic safety conditions within their jurisdictions. This funding will be used for directed enforcement operations, community outreach presentations, educational material, and for bicycle helmets to give away to those who need them.

The California OTS maintains statistical data relating to collisions statewide, to which the Emeryville Police Department provides collision data. These rankings, known as "OTS Rankings" are categorized and compared to cities of similar size in the state. In this public ranking scale, there are 14 ranking categories providing insight into the different types of vehicle collisions, such as, the age of the involved, the number of bicyclists and pedestrians involved, and impaired driving statistical data. The City of

Emeryville is compared to 103 California cities of similar size and “ranked” from lowest (most unsafe) to the highest (safest) in traffic collisions which result in injuries or deaths. Of the 14 ranking categories, Emeryville is ranked the most unsafe city in one and the second most unsafe city in an additional seven categories. The most current rankings only cover 2013, 2014 and 2015 calendar years.

Based on the data available, the state rankings show that Emeryville is in need of more education and enforcement programs to combat the unsafe traffic rankings, particularly around pedestrian and bicycle safety. This grant will provide resources to the Police Department for equipment, overtime for traffic enforcement operations, and community outreach presentations. The Police Department expects that this grant will assist in increasing traffic safety for the motoring public, bicyclists and pedestrians within the city. Additionally, the grant funding is necessary to enhance our efforts to reduce DUI related traffic collisions. The enforcement efforts will also concentrate on primary the factors for traffic collisions, which include alcohol, speeding, and red-light violations.

Some of the programs that would be implemented under this grant include:

- DUI saturation patrols
- Red light, intersection and speed violation enforcements
- Vehicle enforcement for pedestrian and bicycle safety violations
- Distracted driving enforcement
- Highly publicized motorcycle safety enforcement operations
- Provide additional training to officers in the detection of DUI drivers
- Community outreach educational presentations focused on traffic and pedestrian safety

The grant will also provide funding for officers to provide focused enforcement on traffic related problems and complaints within the community. This program will concentrate on speed violations and distracted driving enforcement operations which will target drivers using cell phones or texting while driving. Additional enforcement operations will be directed at locations with a disproportionate number of traffic collisions and where pedestrian and bicycle safety are challenged. These strategies are designed to attract media attention, thus enhancing the overall deterrent effect.

Implementation of the STEP program will be accomplished by deploying personnel on a grant funded overtime basis at high collision intersections.

The grant request has been broken down into the following funding categories:

- Equipment costs \$30,000
- Personnel staffing overtime costs \$39,672
- Training/Travel costs \$10,000
- Other direct costs (smaller equipment) \$22,850

Additionally, officers will be trained in Drug Recognition (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Testing (SFST).

Community outreach educational operations have also been requested in this grant. These programs provide an excellent opportunity for police staff to engage the community in an educational and partnership-building environment. Grant awards have met with very positive feedback from the community.

In addition to the enforcement operations, a community awareness program will be utilized. The Police Department will work to create media opportunities throughout the grant period to call attention to the innovative program strategies and outcomes. The Police Department will be required to submit Quarterly Performance Reports and Quarterly Evaluation data forms to the California OTS.

The grant period is October 1, 2017 through September 30, 2018.

## **DISCUSSION**

Since this is a grant program the Police Department has not applied for in many years, we should consider the benefits as well as the potential opportunities for future traffic, bicycle and pedestrian safety improvements. Increasing the traffic safety for those who live, work, and play in this City is an awesome opportunity which should show measurable improvements in traffic safety in the community.

## **FISCAL IMPACT**

The fiscal impact to the City will be the initial expenditure of overtime costs to conduct the various traffic operations. However, since the OTS grant operates through a reimbursement process, there will be no real impact to the budget. Some police staff time will be required to administer the awarded grant; this staff time is considered part of normal duties. Because OTS grant funding is based on the federal fiscal year calendar, which begins on October 1 and ends on September 30, the City of Emeryville expenditures will come from FY 2018/2019 and FY 2019/2020. The personnel and equipment costs are submitted to OTS on a quarterly basis. Depending on the specific dates of the operations and purchases, reimbursements are anticipated to occur primarily during the City's FY 2018/2019 fiscal year.

## **STAFF COMMUNICATION WITH THE PUBLIC**

As of this time there has been no communication with the public as the grant award funding is unknown. However, if this funding is awarded there will be a targeted media campaign.

## **CONCLUSION**

This program offers a valuable opportunity for the City of Emeryville, the Emeryville Police Department and to the Emeryville community. Staff recommends accepting this funding if awarded, to assist with the enhancement of public safety within our community.

**PREPARED BY:** Oliver Collins, Emeryville Police Department Captain

**APPROVED AND FORWARDED TO THE  
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



---

Carolyn Lehr, City Manager

## **ATTACHMENTS**

1. Resolution