



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: September 3, 2019

TO: Christine Daniel, City Manager

FROM: Jennifer Tejada, Chief of Police

SUBJECT: Resolution Of The City Council Authorizing The City Manager To Accept A Grant Award In The Amount Of \$45,000 From The California Office Of Traffic Safety, Selective Traffic Enforcement Program (STEP) For Funds Related To Improving Traffic, Bicycle, And Pedestrian Safety Within The City And That The Grant Funds Be Deposited Into Grant Fund 254 And Appropriated To Spend In The Same Fund

RECOMMENDATION

Staff recommends the City Council of the City of Emeryville adopt the attached resolution approving the grant award from the California Office of Traffic Safety in the amount of \$45,000 for traffic safety education and enforcement programs within the City, and authorize the Police Department to utilize the grant to continue its education and enforcement of traffic related laws relating to bicycle and pedestrian safety to reduce injury and fatal traffic collisions within the City.

BACKGROUND

The California Office of Traffic Safety's (OTS) mission is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses. The grant funding decisions by 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 compare traffic safety between 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, the Police Department applied for and was awarded grant funding by the California Office of Traffic Safety, 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 safety giveaways to those in need.

The California OTS maintains statistical data relating to collisions statewide, of which the Emeryville Police Department provides collision data to. 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, the age of the involved, the number of bicyclists and pedestrians involved, and impaired driving statistical data. The City of Emeryville is compared to 102 California cities of similar size and “ranked” from lowest (most unsafe) to the highest (most safe) in traffic collisions which result in injuries or deaths. Of the 13 ranking categories, Emeryville is ranked the most unsafe city in two of the ranking categories and the fourth overall in a “composite” ranking. The most current rankings only cover calendar years 2014, 2015, and 2016.

This grant will provide resources to the Police Department for equipment, overtime for traffic enforcement operations, officer training, and community outreach presentations.

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 DUI drivers
- Community outreach educational presentations focused on traffic and pedestrian safety

The grant also provides 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 pedestrians and bicyclists 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 funding received has been broken down into the following funding categories:

- Personnel Overtime Enforcement / Outreach \$44,000
- Training Expenses \$ 1,000

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 approved 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 received very positive feedback from the community, particularly for enhanced outreach efforts.

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 Office of Traffic Safety.

The grant period is October 1, 2019 through September 30, 2020.

DISCUSSION

The benefits of accepting this grant award will directly impact traffic safety in the City. The potential opportunities for improving traffic safety by this funding and improving the officer training are significant factors to consider. Increasing bicycle and pedestrian safety in the City are a primary goal of this funding. Officers will work enforcement operations specifically designed to target unsafe motor vehicle drivers in an effort to increase bicycle and pedestrian safety.

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 FY19/20 and FY20/21 budgets. The personnel costs will be 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 FY19/20 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.

CONFLICT OF INTEREST

None.

CONCLUSION

This program offers a great opportunity for the City of Emeryville, the Emeryville Police Department and the Emeryville community. Staff recommends accepting the grant award to enhance traffic safety within the community.

PREPARED BY: Oliver Collins, Emeryville Police Department Captain

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



Christine Daniel, City Manager

ATTACHMENTS

- Draft Resolution
- Grant Application