



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: September 1, 2020

TO: Christine Daniel, City Manager

FROM: Robert Schreeder, Interim Police Chief

SUBJECT: **Resolution of the City Council Of The City Of Emeryville Authorizing the City Manager to Accept A Grant Award on Behalf of the Police Department, From the California Office of Traffic Safety (OTS), Selective Traffic Enforcement Program (STEP) in the amount of \$46,000 For Funds Related to Improving Traffic, Bicycle, and Pedestrian Safety Within the City, And That The Funds Be Deposited And Appropriated into Grant Fund 254**

RECOMMENDATION

Staff recommends the City Council of the City of Emeryville adopt the above-entitled resolution approving the grant award funding from the California Office of Traffic Safety (OTS) in the amount of \$46,000 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 mission of California OTS is to effectively and efficiently administer traffic safety grant funds to reduce traffic deaths, injuries, and economic losses. The grant funding decisions made 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 its ability to improve traffic, bicycle, and pedestrian safety in the City, the Police Department applied for and was awarded grant funding by the 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 safety giveaways to those in need.

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 12 collision 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 101 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 12 collision ranking categories, Emeryville is ranked lower (more unsafe) than other cities in 3 of the 12 ranking categories. Those three categories are overall injury/fatal collisions (ranked 16/101), bicycle collisions (ranked 23/101) and collisions involving pedestrians over the age of 65 (ranked 25/101). While these rankings are higher than in the previous three years, there is still room for improvement. The most current rankings only report data from the 2017 calendar year.

Based on the data available, the State rankings show Emeryville needs more education and enforcement programs to combat the unsafe traffic conditions, particularly around pedestrian and bicycle safety. This grant will provide resources to the police department for equipment, overtime for traffic enforcement operations, officer training, 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 efforts to reduce DUI related traffic collisions. The enforcement efforts will also concentrate on primary collision factors for traffic collisions, which include driving while impaired (drugs or 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
- Driver violation enforcement for pedestrian safety
- Driver violation enforcement for 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 conduct 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 bicyclist 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 \$42,739
- Training & Travel Expenses \$ 3,261

Additionally, officers will be trained in Drug Recognition (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Testing (SFST). All three of these officer training programs are designed to help officers identify drivers who are impaired by alcohol, illicit drugs and/or prescription drugs.

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 met with very positive feedback from the community, particularly in 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, and 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, 2020 through September 30, 2021.

DISCUSSION

The acceptance this grant award will directly impact traffic safety in Emeryville. 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 time is considered part of staff's 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 FY20/21 and FY21/22 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 FY20/21 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 to the Emeryville community. Staff recommends accepting the grant award to enhance our traffic safety abilities within our 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
- OTS STEP Agreement