

September 10, 2024

Honorable Mayor and City Council
City of Long Beach
California

RECOMMENDATION:

Recommendation to authorize the City Manager, or designee, to execute agreements, and all necessary documents or subsequent amendments, including amendments to the award amount or terms, with the California Office of Traffic Safety to accept and expend grant funding in the amount up to \$275,000 for Distracted Driving Education to reduce and mitigate the impacts of distracted driving in Long Beach, from October 1, 2024, through September 30, 2025, with an option to extend the agreement for an additional 36-month period at the discretion of the City Manager; and,

Increase appropriations in the Health Fund Group in the Health and Human Services Department by \$275,000, offset by grant revenue. (Citywide)

DISCUSSION

City Council approval is requested to enter into an agreement with the California Office of Traffic Safety (CA_OTs) to accept funding to support the continued implementation of the Health and Human Services Department's (Health Department) distracted driving prevention efforts led by the Division of Chronic Disease and Injury Prevention's Greenlight Long Beach (GreenlightLB) Initiative.

The Health Department will use CA_OTs funding to 1) implement youth-focused education programs with specialized strategies such as on-campus assemblies and youth ambassador programs to ensure that marginalized youth in Long Beach have equitable access to distracted driving education; 2) provide community-based workshops that utilize local data to address the risks of driving distracted; 3) obtain local data through observational assessments and community surveys to identify health inequities and inform the Safe Streets Long Beach Action Plan; and 4) increase capacity around traffic safety through train-the-trainer workshops, cross-trainings, and the Traffic Equity Alliance consisting of community members and community groups who can serve as trusted messengers of the community.

This GreenlightLB Initiative supports multiple Keystone Actions of Vision Zero and is in direct alignment with the 2030 Strategic Vision to strengthen prevention program to develop and implement a citywide distracted driving prevention program, DriveSafeLB, to change the behaviors of drivers through public awareness, education, and informed decision-making. This program will expand activities during Safe Streets Awareness Week to educate drivers on how to safely share the streets with pedestrians and bicyclists; proactively build relationships with

community members and community groups to support collaboration to address root causes; promote wellness and community cohesion; and prevent disease and inequities and offer Health Department resources, trainings, and professional expertise to community members, schools, and other service partners to build capacity, extend our reach, and advance public health goals.

This matter was reviewed by Deputy City Attorney Anita Lakhani on August 21, 2024 and by Budget Analysis Officer Greg Sorensen on August 22, 2024.

TIMING CONSIDERATIONS

City Council action is requested on September 10, 2024, to meet the CA_OTIS deadline to accept the funding and begin implementation of the approved scope of work.

FISCAL IMPACT

The City will receive funding in the amount of \$275,000 for the period of October 1, 2024 through September 30, 2025. An appropriation increase is requested in the amount of \$275,000 in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. Any indirect costs that might not ultimately be eligible for grant funds will be funded by the Health Operating Fund, General Fund, or other eligible grant funds. There is no City match or in-kind service required. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Alison King
Director
Health and Human Services

APPROVED:



THOMAS B. MODICA
CITY MANAGER