



# Agenda Report

August 28, 2017

**TO:** Honorable Mayor and City Council

**THROUGH:** Finance Committee

**FROM:** Department of Transportation

**SUBJECT: ACCEPTANCE OF CALIFORNIA OFFICE OF TRAFFIC SAFETY  
GRANT FOR THE SAFER STREETS PASADENA – BIKE SAFETY  
OUTREACH PROGRAM**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that acceptance of this grant is exempt from the California Environmental Quality Act (CEQA), Section 15061 (b) (3) of the State CEQA Guidelines;
2. Authorize the City Manager to enter into an agreement with the California Office of Traffic Safety (OTS) to receive Fiscal Year 2018 grant funding for the Safer Streets Pasadena – Bike Safety Outreach Program in the amount of \$112,000 and any subsequent agreements regarding this grant award; and
3. Amend the Department of Transportation's FY 2018 Operating Budget to recognize and appropriate \$112,000 in grant funds awarded by OTS for the Safer Streets Pasadena – Bike Safety Outreach Program as detailed in the Fiscal Impact section of this report.

## **BACKGROUND:**

The City applied for funds through the OTS in January 2017 for the Safer Streets Pasadena – Bike Safety Outreach Program. As a result of this application, the City was awarded \$112,000 in OTS Grant Funds for this proposed program for the period of October 1, 2017 through September 30, 2018.

The Safer Streets Pasadena - Bike Safety Outreach Program focuses on bicycle safety outreach through distribution of safety education material and safety equipment. Activities include the expansion of the "Ride Right. Ride Bright" bicycle safety campaign that was developed in 2015 by the City of Pasadena. As part of this program the City

will procure consultant services for the implementation of street teams targeting the central business districts, and the areas adjacent to Pasadena City College and Caltech. Street teams will coordinate with local bike shops and community groups for the distribution of safety information. The teams will distribute educational material, 1,000 bicycle head lights and tail lights, and 300 bicycle helmets at various activities throughout the City.

This program is scheduled to begin in October 2017, with completion by September 2018.

### **COUNCIL POLICY CONSIDERATION:**

The Safer Streets Pasadena - Bike Safety Outreach Program supports the General Plan guiding principle that Pasadena will be a city where people can circulate without cars. This program will directly assist the Department of Transportation in implementing the following objectives of the Mobility Element:

- Enhance Livability
- Encourage walking, biking and other alternatives to motor vehicles.

Specifically, this project addresses three policies of the Mobility Element:

- Policy 1.23 Improve public health by supporting walking and bicycling throughout the City.
- Policy 2.11 Consider bicycle education safety programs for all skill levels to reduce bicycle crashes and conflicts.
- Policy 2.12 Continue to develop specialized educational campaigns and informational materials to improve safety for pedestrians and bicyclists.

### **ENVIRONMENTAL ANALYSIS:**

The City's Environmental Administrator has determined the program is categorically exempt under the California Environmental Quality Act ("CEQA") Guidelines in Section 15061 (b) (3), the General Rule. The proposed action is to implement an education and outreach campaign. The activity is covered by the general rule that CEQA only applies to programs that have a potential for causing a significant effect on the environment. A Notice of Exemption for the program will be filed with the Los Angeles County Clerk before the end of this month, as required. In addition, there are no changed circumstances or new information which would require further environmental review.

**FISCAL IMPACT:**

Funding for this program was provided by a grant from the OTS, through the National Highway Traffic Safety Administration (NHTSA). This OTS grant award is a non-matching grant and will have minimal to no financial impact to the City. There are no anticipated on-going staff costs after the program completion. The grant award of \$112,000 will be reflected in the revenue account 10124003-649700-95087 and will be appropriated in the expenditure account 10124003-811400-95087. The funding of \$112,000 will be sufficient to support contractual services for the Safer Streets Pasadena – Bike Safety Outreach Program. However, funds provided by this OTS grant are for contractual services only. City staffing costs to manage this program are minimal and will be absorbed within the Department of Transportation's operating budget. It is anticipated that the entire grant award amount of \$112,000 will be expended by the end of FY 2019 when the program is complete.

Respectfully submitted,



for

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Director

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