

# Agenda Report

September 12, 2022

**TO:** Honorable Mayor and City Council

**THROUGH:** Finance Committee

**FROM:** Department of Transportation

**SUBJECT: ACCEPTANCE OF CALIFORNIA OFFICE OF TRAFFIC SAFETY  
GRANT FOR THE PEDESTRIAN AND BICYCLE SAFETY 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 2023 grant funding for the Pedestrian and Bicycle Safety Outreach Program in the amount of \$187,000 and any subsequent agreements regarding this grant award; and
3. Amend the Department of Transportation's FY 2023 Operating Budget to recognize and appropriate \$187,000 in grant funds awarded by OTS for the Pedestrian and Bicycle Safety Outreach Program as detailed in the Fiscal Impact section of this report.

**BACKGROUND:**

The City applied for funds through the OTS in January 2022 for a Pedestrian and Bicycle Safety Outreach Program. As a result of this application, the City was awarded \$187,000 in OTS Grant Funds for this proposed program for the period from October 1, 2022 to September 30, 2023.

The Pedestrian and Bicycle Safety Outreach Program focuses on pedestrian and bicyclist safety through a campaign that will reach residents and visitors throughout the city and raise awareness to the dangers and consequences of vehicular speeding. Street teams will distribute safety information to pedestrians and bicyclists at high traffic locations citywide while a social media campaign will be disseminated through social

and physical media. The campaign consultant will distribute safety information and facilitate educational activities at up to 3 community events throughout the City. As a separate effort, but also funded through this grant, the City will upgrade the City's traffic camera data collection capabilities to detect, collect, and store pedestrian, bicycle and motorist traffic count data citywide.

This program is scheduled to begin in October 2022 and end by September 30, 2023.

### **COUNCIL POLICY CONSIDERATION:**

The Pedestrian and Bicycle 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 two policies of the Mobility Element:

- Policy 1.23 Improve public health by supporting walking and bicycling throughout the City.
- Policy 2.12 Continue to develop specialized educational campaigns and informational materials to improve safety for pedestrians and bicyclists.

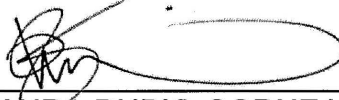
### **ENVIRONMENTAL ANALYSIS:**

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The Pedestrian and Bicycle Safety Outreach Program will not result in any significant effect on the environment.

**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 \$187,000 will be reflected in revenue account 10124003-649700-95093 and costs for the programs will be appropriated in expenditure account 10124003-811400-95093. 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 \$187,000 will be expended by the end of September 2023 when the program is complete.

Respectfully submitted,



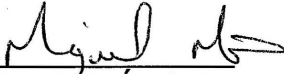
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