





Office of the City Manager

CONSENT CALENDAR
September 11, 2007

To:  Honorable Mayor and Members of the City Council
 From:  Phil Kamlarz, City Manager
 Submitted by: Fred Medrano, Director, Health and Human Services
 Subject: Revenue Agreement: Ride Smart Program

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to accept funds in the amount of \$773,813 from the California Office of Traffic Safety to address the impact of alcohol and other drugs on driving and promote the use of safety equipment while riding a bicycle, skate board, scooter, or roller skates among youth, and execute any resultant revenue agreements and amendments; and authorize the implementation of the project and appropriation of the funding for related expenses.

FISCAL IMPACTS OF RECOMMENDATION

The City of Berkeley will receive funds in the amount of \$773,813 over a two-year period to continue our peer education program and increase outreach efforts to youth to reduce the incidence of unintentional traffic injuries in Berkeley. The grant will fund two project-based full-time Community Health Worker positions and one full-time project-based Health Services Program Specialist position. In addition, it will provide funding to continue one current Community Health Worker position. The current union agreement with Local 535 provides for the creation of project-based positions for up to twenty-five months with the possibility to extend this period another eleven months if circumstances warrant and there is mutual agreement between the City and the bargaining unit. We will seek to fill the project-based positions for the full two-year term of the grant award.

The grant funds are one-time cost reimbursements for the period October 1, 2007 through September 30, 2009. No matching funds are required for this grant, and existing office space has been allocated for use by the temporary employees and program activities. The grant amount was not included in the FY 2008 & FY 2009 Adopted Budget, and will be included in an Amendment to the Annual Appropriations Ordinance. The funds received will be deposited into revenue code number 405-4597-331-1075. The revenue agreement has been entered into the City contract database, and assigned Contract Management System No. SC7R2.

CURRENT SITUATION AND ITS EFFECTS

Injury is a major cause of premature death and lifelong disability in the United States, and one of the leading causes of death among both children and adults. Most unintentional injuries such as motor vehicle and bicycle-related injuries are both predictable and preventable. Since the launch of the Peer Education Model to address the impact of Alcohol and Other Drugs on driving with the High School population, the City's Office of Traffic Safety ranking for "had been drinking" drivers under 21 has gone from 12th to 45th when comparing cities of comparable size. This grant from the Office of Traffic Safety will allow us to continue and develop upon this work to further benefit our youth and provide additional data to measure the effectiveness of the program.

BACKGROUND

Beginning in 1996, the Department of Health and Human Services, Public Health Division developed an effective and highly recognized model of peer education at Berkeley High School, which was subsequently expanded to the three middle schools. This model trains students to encourage other students in positive health behavior in areas of difficult personal development (e.g. family violence prevention, prevention of date rape and prevention of sexually transmitted infections). With this grant from the California Office of Traffic Safety, the peer education model will be expanded to address traffic safety priority areas of alcohol and other drugs, occupant protection, and pedestrian and bicycle safety focusing on high risk youth.

RATIONALE FOR RECOMMENDATION

This grant will assist in decreasing traffic accidents, injuries and deaths through the shaping of healthy behaviors in middle and high school students. In addition, it will allow us to continue to provide ongoing services that have been effective over the past three years.

ALTERNATIVE ACTIONS CONSIDERED

None. Without these grant funds, we would lose our Peer Education program, and services for outreach to youth regarding bicycle safety would be drastically reduced.

CONTACT PERSON

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Kate Clayton, MPH, Health Services Supervisor, Public Health Division, 981-5314

Linda Rudolph, M.D., Health Officer, 981-5339

Attachment:

1. Resolution

RESOLUTION NO. –N.S.

REVENUE AGREEMENT, CALIFORNIA OFFICE OF TRAFFIC SAFETY, RIDE
SMART PROGRAM

WHEREAS, injury is a major cause of premature death and lifelong disability in the United States and one of the leading causes of death among both children and adults; and

WHEREAS, most unintentional injuries such as motor vehicle and bicycle-related injuries are both predictable and preventable; and

WHEREAS, the City of Berkeley has been awarded a two-year grant from the California Office of Traffic Safety to address the impact of alcohol and other drugs on driving and promote the use of safety equipment while riding a bicycle, skate board, scooter, or roller skates among youth; and

WHEREAS, the City should seek funding wherever possible to support health care services for preventing negative health outcomes for Berkeley youth; and

WHEREAS, the funds received will be deposited into revenue code number 405-4597-331-1075.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is hereby authorized to accept funds in the amount of \$773,813 from the California Office of Traffic Safety to address the impact of alcohol and other drugs on driving and promote the use of safety equipment while riding a bicycle, skate board, scooter, or roller skates among youth, and execute the resultant revenue agreements and any amendments; and to appropriate funding for related expenses. A record signature copy of said agreements and any amendments to be on file in the Office of the City Clerk.

