



# REPORT TO COUNCIL

## City of Sacramento

915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

**Consent**  
**March 3, 2009**

Honorable Mayor and  
Members of the City Council

**Subject: Grant: Office of Traffic Safety Driving Under the Influence (DUI) Media Campaign**

**Location/Council District:** Citywide

**Recommendation:** Adopt a **Resolution** 1) authorizing the City Manager, or his designated representative, to accept on behalf of the City \$500,000 in grant funding from the California Office of Traffic Safety (“OTS”) for implementing a DUI media campaign; 2) authorizing The City Manager of the City of Sacramento to establish a grant project for the OTS grant; 3) authorizing the City Manager, or his designated representative, to adjust the appropriate grant revenue and expenditure budgets to implement the media campaign; 4) authorizing the City Manager, or his designated representative, to execute an MOU with the Non-Profit Teachable Moment Foundation to implement a DUI media campaign; and 5) authorizing the City Manager, or his designated representative, to execute a professional services agreement with Astone-Crocker-Flanagan to conduct a DUI media campaign for an amount not to exceed \$500,000.

**Contact:** Gina Haynes, Lieutenant, 808-0714

**Department:** Police

**Division:** Metro, Traffic and Air Operations Section

**Department ID:** 11001200

### **Description/Analysis**

**Issue:** In February 2009, the Office of Traffic Safety (“OTS”) awarded the Sacramento Police Department \$500,000 in grant funding to help fund a comprehensive DUI Media campaign. This media campaign is part of a DUI pilot intervention program approved by City Council in August 2006. This DUI pilot study includes four main components: Interventions, Enforcement, Vehicle Impoundment and Media Advertising. Except for the media campaign, all of the program components are currently in place. The results of the pilot program components will be evaluated by the University of Michigan, School of Public Health, to determine whether these various program components are effective in reducing the rate of impaired driving.

**Policy Considerations:** The City of Sacramento has previously accepted grant awards



from the OTS to implement the components of this pilot program (Council Resolution Number 2006-652, dated August 29, 2006; and Council Resolution Number 2007-930, dated December 18, 2007). OTS is also currently providing grant funding for DUI Enforcement, DUI checkpoints and seatbelt compliance.

**Environmental Considerations:**

**California Environmental Quality Act (CEQA):** This recommendation does not constitute a "project" and is therefore exempt from the California Environmental Quality Act according to CEQA guidelines Section 15061 (b)(1) and 15378(b)(3).

**Sustainability:** There are no sustainability considerations associated with this report.

**Rationale for Recommendation:** Of the thirteen largest metropolitan cities in California, the City of Sacramento has consistently had the highest rate of fatal and injury traffic collisions based on population and average number of vehicle miles driven. Consequently, in addition to increased DUI enforcement efforts throughout the City of Sacramento, the Police Department is working with the local non-profit Teachable Moment Foundation to develop a comprehensive DUI media campaign to depict the severe consequences of impaired driving. This DUI campaign, modeled after the graphic Montana Methamphetamine Project, will depict the severe consequences of impaired driving. The campaign will primarily focus on the difficult to reach male 18-34 year old drivers in Sacramento County. Media options funded through this grant will primarily include television, radio and billboard advertising, and also an Every37.com website, which reflects that on average, every 37 minutes someone dies from impaired driving in the United States. In addition to the funding from the OTS, the Teachable Moment Foundation is raising an additional \$500,000 to sponsor the DUI campaign development and implementation. The total projected media campaign is estimated at over \$1 million.

**Financial Considerations:**

The California Office of Traffic Safety is awarding the Sacramento Police Department \$500,000 to help implement the proposed media campaign. This grant includes funding to purchase media advertising and administer the program. The grant funds will augment the current DUI pilot program, which began October 1, 2006 and ends September 30, 2009. OTS grant funding will pay for all costs associated with developing and implementing the DUI media campaign, and this grant award has no matching fund requirements.

**Emerging Small Business Development (ESBD):**

Purchase of supplies and equipment will be made in accordance with the City's Emerging and Small Business Development (E/SBD) program requirements whenever possible.

Respectfully Submitted by: Gina Haynes, Lt.  
Gina Haynes, Lieutenant

Approved by: Brian Lane for  
Rick Braziel, Chief of Police

Recommendation Approved:

*fw* Ray Kerridge  
Ray Kerridge  
City Manager

RB/cjm

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**Attachment 1****Background**

Of the thirteen largest metropolitan cities in California, the City of Sacramento has consistently had the highest rate of fatal and injury traffic collisions based on population and average number of vehicle miles driven. Alcohol-related collisions, in particular, continue to be tragic. In 2006, in the City of Sacramento, alcohol-related injury collisions accounted for 10.9 percent of total traffic injury collisions, but over 60 percent of all the collision fatalities.

In August 2006, the Office of Traffic Safety awarded the City of Sacramento \$500,000 to conduct DUI interventions at the County Jail as part of a comprehensive DUI program that includes: interventions, enforcement, vehicle impoundment and a media campaign (City Council Resolution Number 2006-652, dated August 29, 2006). This grant program budget was subsequently augmented by OTS with an additional \$97,000 in funding and extended per Council Resolution 2007-930, dated December 18, 2007.

Currently all the program's components are in place except for the DUI media campaign. In 2007, the local non-profit Teachable Moment Foundation, founded by Trauma Surgeon Leon Owens, initiated fundraising to pay for an extensive media campaign in Sacramento County to depict the severe realities of impaired driving. During 2008, the Teachable Moment Foundation funded marketing research to determine the most effective methods for implementing a DUI media campaign in Sacramento County. Based on their marketing research, the focus of the planned media campaign is to target young adult males in Sacramento County that comprise almost half of all the DUI drivers. This proposed campaign, modeled after the Montana Methamphetamine Project, will depict the brutal consequences of impaired driving.

In February 2009, the Office of Traffic Safety awarded the City of Sacramento \$500,000 to help fund the media buys for the proposed media campaign. The media campaign will be conducted by Astone-Crocker-Flanagan, which has been working closely with the Teachable Moment Foundation to conduct market research, formulate a targeted marketing plan, and develop DUI media concept proposals. On New Year's Eve, the Teachable Moment Foundation and Astone-Crocker-Flanagan kicked off their Every37.com campaign in the Sacramento region, which depicts that on-average every 37 minutes someone dies in the United States from an impaired driving collision.

The planned media campaign is scheduled to start in March 2009. The Teachable Moment Foundation is paying for the development of the marketing concept proposals so the media campaign can start once the funding is available. The planned media campaign will be used in combination with ongoing DUI enforcement operations, also funded by the OTS, and DUI collaborations initiated through countywide law enforcement agencies to determine whether this innovative program can reduce the rate of impaired driving in Sacramento County. The results of this program will be evaluated by the University of Michigan, School of Public Health, to determine whether these components can be statistically proven as scientifically valid in reducing DUI driving.

**Attachment 2**

**RESOLUTION NO.**

**Adopted by the Sacramento City Council**

**RESOLUTION AUTHORIZING THE USE OF FUNDS FROM THE CALIFORNIA OFFICE OF TRAFFIC SAFETY TO CONDUCT AN IMPAIRED DRIVING MEDIA CAMPAIGN**

**BACKGROUND**

- A. In June 2006, the California Office of Traffic Safety awarded the City of Sacramento \$500,000 in grant funding to implement a comprehensive pilot DUI Intervention Program. The initial term of the program was October 1, 2006 through December 31, 2007.
- B. In August 2006, through City Council Resolution Number 2006-652, the City Council authorized the implementation of the grant-funded DUI Brief Intervention Pilot Program. By that resolution, the program was set to expire on December 31, 2007
- C. In 2007, through City Council Resolution Number 2007-930, the City Council authorized the extension of the DUI pilot program. By that resolution, the term of the program was extended until July 31, 2009, unless additional program funding is obtained from OTS.
- D. In January 2008, OTS awarded the City of Sacramento an additional \$97,000 to extend the term of the pilot DUI Intervention program through September 30, 2009. This DUI pilot study includes four main components: Interventions, Enforcement, Vehicle Impoundment and Media Advertising. Except for the media campaign, all of the program components are currently in place.
- E. In February 2009, OTS awarded the City of Sacramento \$500,000 to augment the pilot DUI Intervention Program to conduct a comprehensive DUI media campaign in Sacramento County.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

Section 1. The City Manager of the City of Sacramento, or his designated representative, is hereby authorized, on behalf of the City of Sacramento, to accept State of California, Office of Traffic Safety funds in the amount of up to \$500,000 including any extensions or amendments thereof, to implement the planned DUI Media campaign.

Section 2. The City Manager of the City of Sacramento is authorized to establish a grant project for the OTS grant.

Section 3. The City Manager of the City of Sacramento, or his designated representative, is hereby authorized to adjust the appropriate grant revenue and expenditure budgets to implement the \$500,000 budget augmentation to the Pilot Program for the Brief Intervention of Impaired Drivers.

Section 4. The City Manager of the City of Sacramento, or his designated representative is hereby authorized, on behalf of the City of Sacramento, to execute a MOU with the Teachable Moment Foundation and program partners to implement the planned DUI media campaign.

Section 5. The City Manager of the City of Sacramento, or his designated representative, is hereby authorized, on behalf of the City of Sacramento, to execute a contract with Astone-Crocker-Flanagan for an amount not to exceed \$500,000 for the development and implementation of a DUI media campaign in the Sacramento Region.

