

RESOLUTION NO. 2009-120

Adopted by the Sacramento City Council

March 3, 2009

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.

Adopted by the City of Sacramento City Council on March 3, 2009 by the following vote:

Ayes: Councilmembers Fong, Hammond, McCarty, Pannell, Sheedy, Tretheway, Waters, and Mayor Johnson.

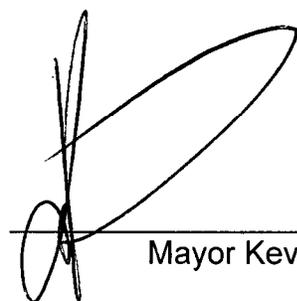
Noes: None.

Abstain: None.

Absent: Councilmember Cohn.

Attest:


Shirley Concolino, City Clerk



Mayor Kevin Johnson