

## **RESOLUTION NO. 2011-329**

Adopted by the Sacramento City Council

June 7, 2011

### **ANTI-DUI MEDIA CAMPAIGN**

#### **BACKGROUND**

- A.** City Council Resolution #2010-564, dated September 28, 2010, approved the acceptance of \$500,000 in grant funding from the State of California Office of Traffic Safety for Fiscal Year 2010/11 to implement DUI Education programs in the Sacramento Region. As one of its program components, the grant provides funding to develop and conduct a targeted DUI media campaign to educate the public on the deadly consequences of driving impaired.
- B.** Through a formal bid and selection process, staff and the project committee are recommending TMD Group, Inc. as the consultant who will work with the Sacramento Police Department, California Office of Traffic Safety and local non-profit Teachable Moment Foundation to develop and conduct a targeted DUI media campaign focusing on young adults.

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

- Section 1.** The Interim City Manager, or the Interim City Manager's designee, is authorized on behalf of the City of Sacramento to execute on behalf of the City of Sacramento, a professional services agreement with TMD Group, Inc. in an amount not to exceed \$175,000 for the purpose of conducting an Anti-DUI media campaign in the Sacramento Region.

Adopted by the City of Sacramento City Council on June 7, 2011 by the following vote:

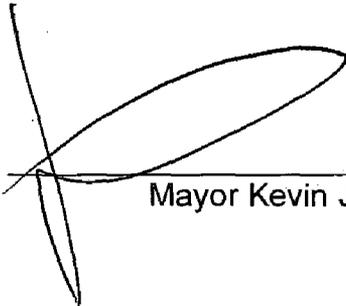
Ayes: Councilmembers Ashby, Cohn, D Fong, R Fong, McCarty, Schenirer, Sheedy,  
and Mayor Johnson.

Noes: None.

Abstain: None.

Absent: Pannell

Attest:



Mayor Kevin Johnson

*for* *Dawn Bullwinkel*  
Shirley Concolino, City Clerk