



City of Sacramento City Council

915 I Street, Sacramento, CA, 95814
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Meeting Date: 6/12/2012

Report Type: Consent

Title: Agreement: Driving Under the Influence (DUI) Reduction Media Campaign

Report ID: 2012-00484

Location: Citywide

Recommendation: Pass a Motion authorizing the City Manager, or the City Manager's designee, to enter into an agreement with TMD Group Incorporated, in the amount of \$173,000 to conduct a DUI media campaign.

Contact: Steve Quinn, Captain, Metro Operations, (916) 808-0701, Police Department

Presenter: None

Department: Police

Division: Metro-Traffic/Air Ops

Dept ID: 11001141

Attachments:

- 1- Description/Analysis
- 2- Background DUI Media Final

City Attorney Review

Approved as to Form
David Womack
5/31/2012 11:36:40 AM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Janelle Gray
5/16/2012 3:20:20 PM

Approvals/Acknowledgements

Department Director or Designee: Rick Braziel - 5/29/2012 3:17:02 PM

Description/Analysis

Issue: In November 2011, City Council Resolution # 2011-630 authorized the acceptance of \$213,000 in grant funding from the State of California Office of Traffic Safety for Fiscal Year 2011/12 to implement Driving Under the Influence (DUI) education programs in the Sacramento region. The grant provides funding to develop and conduct a targeted anti-DUI media campaign to educate the public on the consequences of driving while impaired. In April 2012, the Sacramento Police Department (SPD) issued a Request for Proposals (RFP) to implement a summer-long anti-DUI media campaign. As a result of this solicitation, we received ten inquiries from interested bidders and subsequently received one proposal from TMD Group, Incorporated (Inc.) to conduct an anti-DUI media campaign.

Policy Considerations: This recommendation is consistent with Sacramento City Code Section 3.64.020 and AP-4102 requiring City Council approval of agreements where the expenditure equals or is greater than \$100,000. This recommendation is also consistent with Sacramento City Resolution Number 2010-346, which calls for a boycott of businesses headquartered in Arizona. The recommended contractor, TMD Group, is headquartered in Sacramento.

Environmental Considerations:

California Environmental Quality Act (CEQA): Ongoing administrative maintenance activities, such as purchases of supplies, equipment or materials, do not constitute a “project” and are exempt from the California Environmental Quality Act (CEQA). CEQA Guidelines, Sections 15061(b)(3) and 15378(b)(2).

Commission/Committee Action: Not Applicable.

Rationale for Recommendation: The summer months can be a particularly deadly period for alcohol-related fatalities and injuries. Through the use of Office of Traffic Safety grant funds, the SPD plans to conduct a comprehensive anti-DUI media campaign over the upcoming three-month summer period. Prior summer media campaigns have demonstrated success in reducing citywide alcohol-related fatalities and injuries. In April 2012, the SPD solicited media bids and received a proposal from TMD Group, Inc., which is a locally owned and operated consulting business that specializes in social media. The project committee recommends that the City enter into an agreement with TMD Group, Inc. to implement an anti-DUI media campaign. The focus of this media campaign will be adult males from the ages of 18 to 34.

Financial Considerations: City Council Resolution #2011-630 approved the acceptance of \$213,000 in grant funding for the California Office of Traffic Safety funded DUI Education Program implemented by the SPD. In December 2011, approximately \$40,000 of the initial grant award was used for a holiday DUI media campaign. Of the remaining grant fund balance, \$170,500 will be used for the

recommended Professional Services Agreement with TMD Group, Inc., to conduct the proposed summer anti-DUI media campaign. There is no current or future impact to the General Fund or additional monetary requirement to the City of Sacramento.

Emerging Small Business Development (ESBD): The consultant conducting the DUI media campaign is certified by the City of Sacramento as a small business enterprise.

Background

Of the thirteen largest metropolitan cities in California, the city of Sacramento has consistently experienced one of the highest rates of fatal and injury traffic collisions based on population and average number of vehicle miles driven. Alcohol-related collisions in particular continue to result in tragic consequences. In the most recent release of the Office of Traffic Safety (OTS) statewide rankings, the City of Sacramento had the highest rate of alcohol-related fatalities and injuries by average population among California's thirteen largest cities.

The OTS provides grant opportunities for local governments to fund traffic safety programs. In 2011, OTS awarded the Sacramento Police Department (SPD) \$213,000 to conduct DUI education programs in the City of Sacramento. Through the use of OTS grant funds, the SPD plans to conduct a comprehensive anti-DUI media campaign over the upcoming three-month summer period, which can be a particularly deadly period for alcohol-related fatalities and injuries. Prior summer media campaigns have demonstrated success based upon reductions in citywide alcohol-related fatalities and injuries.

In April 2012, the Sacramento Police Department issued a Request for Proposals (RFP) to implement a summer-long anti-DUI media campaign. As a result of this solicitation, we received ten inquiries from interested bidders and subsequently received one proposal from TMD Group, Incorporated, which is a locally owned and operated certified small business enterprise. TMD Group is a social marketing and public outreach agency that specializes in federal, state, county and city agencies. They specialize in motivating positive behavioral change and public outreach and education. TMD group has had experience conducting social media campaigns with various state and local government agencies, and has completed extensive traffic safety campaigns.

The target audience of the proposed anti-DUI media campaign will be adult males between the ages of 18 to 34. The campaign will include radio, billboards, online, print and movie theaters and will be presented in both Spanish and English. The anti-DUI media campaign Professional Services Agreement recommended by staff is entirely grant-funded.