



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: July 3, 2007 REPORT NO: 07-116
ATTENTION: Council President and City Council, Docket of July 10, 2007
ORIGINATING DEPARTMENT: POLICE DEPARTMENT

SUBJECT: UC BERKELEY/CA OFFICE OF TRAFFIC SAFETY – SEATBELT COMPLIANCE
GRANT/CLICK IT OR TICKET CAMPAIGN

COUNCIL DISTRICT(S): ALL
CONTACT/PHONE NUMBER: Phil Stanley/858-495-7822

REQUESTED ACTION:

1. Authorizing the Chief of Police to apply for, accept and manage a grant from the California Office of Traffic Safety administered by UC Berkeley for a project to increase seat belt use/compliance through an enforcement campaign called Click It or Ticket.
2. Authorizing the City Auditor and Comptroller to appropriate and expend the grant funds per the request of the Chief of Police.

STAFF RECOMMENDATION: Authorize the requested actions.

EXECUTIVE SUMMARY: The National Highway Traffic Safety Administration requires every state to conduct an annual survey to establish the state's seat belt use rate. Since 2002, California has conducted a program of increased seat belt enforcement through the use of paid overtime to local law enforcement agencies during the national mobilization campaigns. It is the goal of the Click It or Ticket Program to increase statewide seat belt usage to 93.7% by July 2007 through a seat belt enforcement campaign conducted for a 21-day period in May and June.

This year, UC Berkeley will administer and coordinate the Click It or Ticket Program for the California Office of Traffic Safety. Funds provided by this grant will be utilized to increase seat belt enforcement activity by the San Diego Police Department on an overtime basis for enforcement personnel, and for support and administrative time to meet grant reporting requirements.

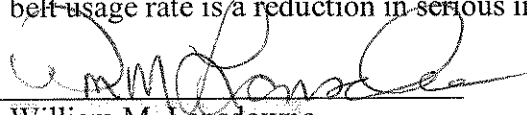
FISCAL CONSIDERATIONS: All costs of this expenditure are to be funded by an \$85,818.60 grant. No City funds are required. There is no requirement to continue grant-funded activities, expenditures or programs after grant funds are depleted or terminated. Federal law requires that these funds supplement and not supplant funds otherwise available to law enforcement.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

- ✓ On April 4, 2005, in Resolution R-300275, Council authorized the Chief of Police on behalf of the City to apply for, accept, manage and expend funds for the Seat Belt Compliance Campaign including any extensions or amendments.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: The campaign will be conducted throughout the city with public outreach achieved through a media campaign prior to initiation of the Click It or Ticket program.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Key stakeholders are NHTSA, OTS, the San Diego Police Department and the driving public. The projected impact of a higher seat belt usage rate is a reduction in serious injury or fatal traffic collisions.



William M. Lansdowne
Chief of Police
Originating Department



Jill Olen
Deputy Chief Operating Officer
Public Safety/Homeland Security