

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2004 SEP 16 PM 3:51

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Office of Parks and Recreation
DATE: September 28, 2004

RE: **RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE STATE OF CALIFORNIA OFFICE OF TRAFFIC SAFETY IN AN AMOUNT NOT TO EXCEED ONE HUNDRED TWENTY THOUSAND DOLLARS (\$120,000) FOR THE EXPANSION OF THE CHILDREN'S BICYCLE SAFETY PROGRAM**

SUMMARY

Staff requests that City Council authorize the City Administrator to apply for, accept, and appropriate grant funds in an amount not to exceed \$120,000 for FY 2004-05 and FY 2005-06 from the State of California, Office of Traffic Safety, for the expansion of the City of Oakland's existing Children's Bicycle Safety Program. The Grant project is to begin October 1, 2004 and will end September 30, 2006. The program is managed and operated by the Office of Parks and Recreation (OPR).

FISCAL IMPACT

Matching funds for the first year of the grant are allocated using existing staffing resources available in the FY 2004-05 budget in Fund 1010, Organization 509330 in the amount of \$62,745.00. For FY 2005-06, OPR would use matching funds of the same amount and funding sources.

BACKGROUND

Since December 1994, OPR has offered, promoted and facilitated bicycle safety through the Earn-Your-Bike-Program (EYBP). For the past 10 years, the EYBP has provided effective programming and responsive services that successfully enhanced the safety and quality of life of youth in Oakland.

Since 1999 the EYBP has received generous funding from the State of California Office of Traffic Safety (OTS), for the Children's Bicycle Safety Program. With funding for the past four years, the EYBP has expanded program services. The funding has provided our programs with colorful educational activity workbooks, program t-shirts, over 5,000 bicycle safety helmets, promotional items, a computer and printer, video camera, digital camera, new bicycles, and staffing.

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To date the EYBP has provided over 8,000 properly fit safety helmets and over 4,000 bicycles to Oakland youth. The Program is conducted citywide at local recreation centers, elementary and middle schools and organizations.

KEY ISSUES AND IMPACTS

Fatal and injurious bicycle accidents involving children is a very real and severe problem in Oakland. According to the 1999 State of California Office of Traffic Safety Collision Rankings, Oakland ranked second in the nation for the number of bicyclists under 15 years of age killed or injured in bicycle accidents. In the year 2000, 42 deaths and injuries among Oakland bicyclists under the age of 15 were reported. According to the Department of California Highway Patrol, Information Services Unit (CHP) recent statistics, there were a reported 26 bicyclists injured in accidents in Oakland. The CHP believes the number of unreported injuries to be much higher. According to the National Highway Traffic Safety Administration, bicycle fatalities occur more frequently in urban areas.

The Alameda County Health Care Services Agency reports that one in seven children suffer a head injury in bicycle-related collisions by age 15. More than one fifth of bicyclists killed in traffic collisions in 2002 were between the ages of 5 and 15. Eighty five percent killed in 2002 were not wearing helmets. More bicyclists are killed in urban areas than in rural areas. Bicycle deaths are highest among 14-year-old males. A study by the Harbor View Injury Prevention and Research Center in Seattle reports that helmets reduce the risk of head or brain injury in bicycle collisions by 80 percent.

PROGRAM DESCRIPTION

The EYBP is designed to promote bicycle safety education to youth ages 10 through 17. Education is through classroom curriculum on bicycle safety, bicycle repair, community service, and the practice of safe riding skills. Through this innovative four-week safety program, youth are given a chance to earn a bicycle, safety helmet, t-shirt, certificate, and promotional items for themselves. Most important, youth are educated on teamwork, leadership, respect, and self-esteem, and how to become future stewards in preserving and conserving our limited resources. Participants who successfully complete the EYBP program are celebrated with a graduation ceremony where family and friends are encouraged to show support for the accomplishments of the youth.

The Earn Your Helmet Program (EYHP) is designed to educate children ages 5 through 10 on bicycle safety rules. The EYHP is a three-day program where children learn the rules of the road, how to fit a helmet, and safety equipment needed. Participants receive a helmet, t-shirt, and promotional items provided by the program. This innovative program was made possible with funding from OTS for the expansion of safety educational services and purchase of helmets.

Grant funds will be used to:

1. Hire a total of four (4) bicycle safety instructors. The Office of Parks and Recreation currently employs two (2) Recreation Leaders on a part time basis to train children and

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- youth on bicycle safety instructions. If approved, the department would hire an additional two (2) Recreation Leaders on a part-time basis to assist with conducting the bicycle safety training.
2. Hire a total of five youth Bicycle Safety Instructors for the summer to assist with day camps, presentations, programming and bicycle excursions. Youth will have an opportunity to work for the OPR for an eight-week period.
 3. Increase bicycle helmet compliance for children and youth in Alameda County, by providing properly fit helmets to 4,000 young bicycle riders by September 30, 2006.
 4. Increase the number of children educated on bicycle safety rules from 3,000 to 4,000 over a two-year period by September 2006. Safety education will be conducted in Oakland's recreation centers, elementary and middle schools, organizations, bicycle rodeos, and our new Bicycle & Pedestrian Institute to be open summer of 2005.
 5. Distribute bicycle safety educational materials and properly fit helmets to 4,000 children by September 30, 2006.
 6. Purchase bicycle safety educational and promotional items such as safety pamphlets, bicycle educational videos, water bottles, t-shirts, pencils, key chains, and safety helmets.
 7. Purchase new bicycles for the children who successfully complete the four-week Earn Your Bike Program.
 8. Conduct Office of Traffic Safety bicycle helmet usage surveys in March and September of each grant year.
 9. Implement a public information campaign regarding bicycle safety issues using flyers, newspapers, OPR's Web Site and at school presentations.
 10. Reduce the number of children and youth injured and killed in traffic collisions through bicycle and pedestrian safety education presentations and classes.

The benefits expected through expansion of the Children's Bicycle Safety Program include:

1. Increase bicycle helmet compliance for children and youth in Alameda County by 35 percentage points from the March 2003 base year compliance rate of 40% to 75% by September 2006.
2. Reduce the number of Oakland bicyclist killed in traffic collisions by 100% from the 2002 base year total of 1 to 0 by March 2005.
3. Educate children on the importance of following all traffic regulations governing bicycle riding, wearing a safety helmet and safe riding practices.
4. Educate children and youth on pedestrian safety issues and safety practices.
5. Distribute and properly fit a total of 4,000 children and youth with bicycle safety helmets.

SUSTAINABLE OPPORTUNITIES

Economic: Bicycles and supplies will be purchased locally, if available. Safety helmets are purchased through Bell Sports at a discount rate. All staff are Oakland residents.

Environmental: The program encourages children and youth to appreciate and practice bicycling, a clean-air mode of transportation, and the long-term stewardship of the environmental resources.

Social Equity: The program targets low-income, elementary and middle school aged youth, and will hold bicycle safety classes in all Council districts. Based on participation in the current program, we expect to serve approximately 53 percent African American, 27 percent Latino, 13 percent Asian and 7 percent Caucasian children. Additionally, 67 percent of the participants will be one or more of the following: low-income, in foster care, low academic performers, or homeless.

DISABILITY AND SENIOR CITIZEN ACCESS

The Children's Bicycle Safety Program is available for children and youth with disabilities.

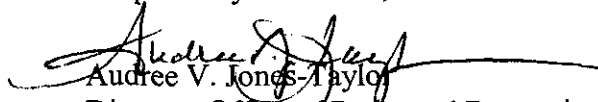
RECOMMENDATION (S) AND RATIONALE

Staff recommends that the City Council approve the resolution authorizing the City Administrator to apply for, accept and appropriate grant funds in an amount not to exceed \$120,000 for FY 2004-2006 years from the State of California, Office of Traffic Safety, for the expansion of the City of Oakland's existing Children's Bicycle Safety Program.

ACTION REQUESTED OF THE CITY COUNCIL

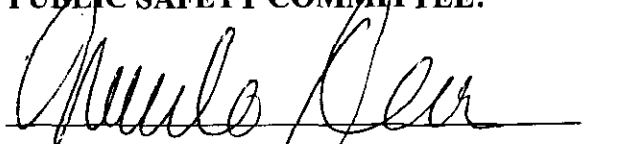
Staff recommends that the City Council approve the resolution authorizing the City Administrator to apply for, accept, and appropriate 2-year grant funds in an amount not to exceed \$120,000, from the State of California, Office of Traffic Safety.

Respectfully submitted,


Audree V. Jones-Taylor
Director, Office of Parks and Recreation

Prepared by Marcelina Sanchez

**APPROVED AND FORWARDED TO THE
PUBLIC SAFETY COMMITTEE:**


OFFICE OF THE CITY ADMINISTRATOR

Item: _____
Public Safety Committee
September 28, 2004

OAKLAND CITY COUNCIL

FILED
OFFICE OF THE CITY CLERK
OAKLAND

RESOLUTION No. _____ C.M.S.

2004 SEP 16 PM 3:53

INTRODUCED BY COUNCILMEMBER _____

M. Fujita

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE GRANT FUNDS FROM THE STATE OF CALIFORNIA OFFICE OF TRAFFIC SAFETY IN AN AMOUNT NOT TO EXCEED ONE HUNDRED TWENTY THOUSAND DOLLARS (\$120,000) FOR THE EXPANSION OF THE CHILDREN'S BICYCLE SAFETY PROGRAM

WHEREAS, the State of California Office of Traffic Safety provides grants to public agencies and non-profit organizations that promote bicycle safety training; and

WHEREAS, the grantee may purchase bicycle equipment used in conjunction with bicycle safety training programs; and

WHEREAS, the City Administrator seeks authorization to apply for funding in the amount of one hundred twenty thousand dollars (\$120,000) to purchase bicycle safety education and promotional items such as safe riding pamphlets, water bottles, t-shirts, safety helmets, and staffing to expand the program to reach over 4,000 Oakland youth in a two-year period; and

WHEREAS, matching funds for the first year of the grant are allocated using existing staffing resources available in the FY 2004-05 budget in Fund 1010, Organization 509330 in the amount of \$62,745.00. For FY 2005-06, the Office of Parks and Recreation would use matching funds of the same amount and funding sources; now therefore be it

RESOLVED: That the City Administrator or her designee is hereby authorized to conduct all negotiations, execute and submit all documents including, but not limited to applications, agreements, payment requests which may be necessary for the completion of the aforementioned grant; and be it

FURTHER RESOLVED: That the City Administrator or her designee is hereby authorized to apply for, accept and appropriate grant funds in an amount not to exceed \$120,000 in Fund 2140, Organization 509330; and be it

FURTHER RESOLVED: That the Office of the City Attorney has approved this resolution as to form and legality, and a copy will be on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, ,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, CHANG, BROOKS, NADEL, REID, SPEES, WAN AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California