

TRANSPORTATION COMMITTEE REPORT relative to authority to accept a grant of \$500,000 from the Office of Traffic Safety (OTS) General Grant Program to implement a Vision Zero education strategy.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. AUTHORIZE the Los Angeles Department of Transportation (LADOT) to execute any necessary funding and contractual documents, subject to the approval of the City Attorney as to form and legality, to accept the award of \$500,000 in OTS grant funds.
2. AUTHORIZE the appropriation of \$500,000 within Transportation Grant Fund No. 655 for the Vision Zero Education Campaign.
3. AUTHORIZE the LADOT to use the OTS grant funds to reimburse the Transportation Grant Fund No. 655 for expenditures made directly from the Transportation Grant Fund.

Fiscal Impact Statement: The LADOT reports that no direct impact to the City's General Fund is anticipated.

Community Impact Statement: None submitted.

Summary:

On September 14, 2016, your Committee considered a September 7, 2016 LADOT report relative to authority to accept a grant of \$500,000 from the OTS General Grant Program to implement a Vision Zero education strategy. According to the LADOT, Vision Zero is the City's goal to reduce traffic deaths to zero by 2025. To achieve this goal, City Departments are coordinating on engineering, enforcement, and education strategies, with a commitment to evaluate the results of each effort. These four "Es" also comprise the four Vision Zero subcommittees.

In January of 2016, the Education Subcommittee, co-chaired by the LADOT and the Los Angeles County Department of Public Health, began to develop an education strategy to achieve Vision Zero. The LADOT applied for a Pedestrian Safety grant from the California OTS to help implement this strategy. Subsequently, in April 2016, the LADOT brought on two fellows with the Coro Public Policy Fellowship to produce and memorialize the education strategy efforts. This strategy document outlines a two-pronged education effort focused on awareness and outreach.

The LADOT is currently developing a Vision Zero awareness campaign, but lacks funding for the on-the-ground outreach efforts called for in the education strategy. In June 2016, the OTS notified LADOT of an award of \$500,000 in grant funds to help implement the Vision Zero Education Strategy. Between June and September 2016, LADOT and OTS have negotiated the scope and terms of the grant and are detailed in Attachment C of the LADOT report. These grant funds will support the implementation of community-based outreach and on-the-ground education efforts as part of the Vision Zero education strategy. Activities funded through this grant will focus on developing and implementing street-level education efforts that will be implemented in conjunction with enforcement and engineering activities. This work will be

focused on priority demographics and locations that have been identified through the Vision Zero technical collision analysis and as such, these activities will be developed in close coordination with community-based organizations to effectively reach the large and diverse Los Angeles population. The OTS funds will be available from October 1, 2016 to September 30, 2017 but the LADOT will need to front fund the grant activities, and receive reimbursements from OTS on a quarterly basis.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend authorizing the LADOT to receive the OTS grant funding as described in the above recommendations. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

TRANSPORTATION COMMITTEE



**MEMBER VOTE**

BONIN: YES  
KORETZ: YES  
HUIZAR: ABSENT  
MARTINEZ: YES  
RYU: YES

ARL  
9/14/16

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**