

**SCHEDULE A
GRANT DESCRIPTION
GRANT NO. OP1608**

too often consider child seats inconvenient, out of their financial reach, or too difficult to install. Others are uninformed or misinformed about the correct use child safety seats.

Although California has effective child restraint laws and regulations, and statistics show that safety belt use has increased, the Child Passenger Safety Program is still of vital importance to protect children and promote car seat use and motor vehicle safety at the community level. There is a demand and a need for traffic safety education that includes up-to-the-minute standards for proper use of seat belts and child safety seats, and classes in languages other than English. Finally, to save children's lives, there is a need to provide new and properly fitted car seats and booster seats to low-income families who otherwise may not be able to afford them.

Collision Type	2011		2012		2013	
	Collisions	Victims	Collisions	Victims	Collisions	Victims
Fatal	200	206	238	254	235	251
Injury	24,320	35,865	21,913	32,206	24,789	36,185

2. PERFORMANCE MEASURES

A. Goals:

- 1) To reduce the number of persons killed in traffic collisions
- 2) To reduce the number of persons injured in traffic collisions.
- 3) To increase child safety seat usage rate.
- 4) To reduce the number of vehicles occupants killed under the age of eight.
- 5) To reduce the number of vehicles occupants injured under the age of eight.

B. Objectives:

1. To provide at least 200 child safety seat education classes in an effort to reach 4,000 low-income residents.
2. To provide 12 booster event presentations in an effort to reach 3,000 people during community and safety fairs.
3. To distribute 3,000 no-cost child safety seats to low income residents who complete a child safety class.

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1. PROBLEM STATEMENT

According to the 2010 United States Census and other data:

- Los Angeles is home to 3.8 million people who hail from more than 140 countries and speak 224 different identified languages.
- More than 40 percent of the population, over five years of age are foreign-born, of which nearly 61 percent report speaking a language at home other than English and 30.6 percent report speaking English less than “very well”.
- Approximately one quarter of all Los Angeles households live below the poverty threshold. Half of all Los Angeles households have annual incomes of less than \$50,000. The area median income for the Los Angeles – Long Beach Metropolitan area, as determined by the U.S. Department of Housing and Urban Development (HUD) is \$60,600 for a family of four.
- Geographically, Los Angeles is one of the largest cities in the United States (460 square miles), with 170 miles of freeways and 6,380 miles of surface streets, which consist of local and arterial streets. The City's arterial street system includes 1,370 miles of major and secondary highways.

The high cost of living, particularly housing, combined with a growing number of minimum wage jobs, has resulted in concentrations of low-income residents living in various areas of the City. These residents often cannot afford new child safety seats so they use previously used seats which are unsafe, or they don't use one. Further, those with limited English skills are less likely to have access to information on traffic safety laws and requirements on car seats and newly arrived families may not be familiar with local traffic signs, signals, and practices, putting themselves and their children at greater risk of injury or worse.

Finally, due to the passage of Assembly Bill 60, requiring the Department of Motor Vehicles (DMV) to issue an original driver's license to applicants who are unable to submit satisfactory proof of legal presence in the United States is implemented, an increase in new drivers on our roads and freeways, is expected, which must be considered in implementing a traffic safety awareness and education program for cars, bicycles, and pedestrians.

This program will address safety challenges by targeting the those most in need: low-income individuals and families, limited or non-English speaking persons, and newly arrived residents.

It is a fact that child safety car seats are the most effective occupant protection devices used in motor vehicles today, but according to the National Highway Traffic Safety Administration (NHTSA), three out of four parents do not properly use child restraints. The NHTSA reports that approximately half of all children under age five who died in car crashes were unrestrained. Of the remaining half, 26 percent were in an adult seat belt, which does not provide effective protection for most children under age five, and others were in a child restraint system but had not been restrained properly. Often installation was incorrect or the wrong type of seat was used for the child's height, weight or age. For these children, the safety seat did not provide adequate protection. If used correctly, child safety seats are 71 percent effective in reducing fatalities in children under the age of five, and 69 percent effective in reducing the need for hospitalization. Unfortunately, parents and other care givers

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4. To work closely with 12 community-based organizations to promote proper child safety seat use at both the community and neighborhood level.
5. To conduct child safety seat usage rate surveys during the month of September.
6. To participate in the National Child Passenger Safety Week event in September.
7. To renew certifications for 3-5 child passenger safety technicians.

3. METHOD OF PROCEDURE

A. Phase 1 - Program Preparation, Training and Implementation (1st Quarter of Grant Year)

The Monitor and Technical Assistance Division (MTAD) will be responsible for administering the Child Passenger Safety Program with a Senior Project Coordinator managing and implementing the program.

- Train staff on their roles and responsibilities in the program implementation
- Negotiate and finalize lease agreements for storage facilities.
- Procure child safety seats
- Procure traffic safety material including traffic safety brochures, pamphlets and videos
- Outreach to HCID Family Source Center's, and community based agencies including our day labor sites.
- Expand current development outreach plan to increase car seats class locations
- Recruit parents and identify appropriate sites to provide education and training.

Media Requirements

- Issue a press release announcing the kick-off of the grant by November 15. The kick-off press releases and media advisories, alerts, and materials must be emailed to the OTS Public Information Officer at pio@ots.ca.gov, and copied to your OTS Coordinator, for approval 14 days prior to the issuance date of the release.

B. Phase 2 - Program Operations (Throughout Grant Year)

- Continue to schedule classes and activities for program implementation.
- Conduct at least 200 classes on the correct and safe way to install child safety seats to 4,000 residents
- Distribute 3,000 child safety seats to residents in need after attending child safety seat training.
- Work closely with at least 15 community based organizations including FSC's to promote safety.
- Participate in at least 12 safety /health fairs and other community events.
- Conduct two (2) child passenger safety check-up events.
- Conduct child safety seat surveys

Media Requirements

- Send all grant-related activity press releases, media advisories, alerts and general public materials to the OTS Public Information Officer (PIO) at pio@ots.ca.gov, with a copy to your OTS Coordinator.
 - a) If an OTS template-based press release is used, the OTS PIO and Coordinator should be copied when the release is distributed to the press. If an OTS template is not used, or is substantially changed, a draft press release shall be sent to the OTS PIO for approval. Optimum lead time would be 10-20 days prior to the release date to ensure adequate turn-around time.
 - b) Press releases reporting the results of grant activities such as enforcement operations are exempt from the recommended advance approval process, but still should be copied to the OTS PIO and Coordinator when the release is distributed to the press.
 - c) Activities such as warrant service operations and court stings that could be compromised by advanced publicity are exempt from pre-publicity, but are encouraged to offer embargoed media coverage and to report the results.
- Use the following standard language in all press, media, and printed materials: Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
- Email the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so OTS has sufficient notice to arrange for attendance and/or participation in the event.
- Submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator for approval 14 days prior to the production or duplication.
- Include the OTS logo, space permitting, on grant-funded print materials; consult your OTS Coordinator for specifics.

C. Phase 3 – Data Collection & Reporting (Throughout Grant Year)

- Agencies are required to collect and report quarterly, appropriate data that supports the progress of goals and objectives.
- Statistical data relating to the grant goals and objectives will be collected, analyzed, and incorporated in Quarterly Performance Reports (QPRs). QPRs for the quarter ending September 30 will include

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year-to-date comparisons of goals and objectives. If required, a separate quarterly data reporting form will be completed each quarter and submitted as part of the QPR.

- Reports will compare actual grant accomplishments with the planned accomplishments. They will include information concerning changes made by the Grant Director in planning and guiding the grant efforts.
- Reports shall be completed and submitted in accordance with OTS requirements as specified in the Grant Program Manual.

4. METHOD OF EVALUATION

Using the data compiled during the grant, the Grant Director will complete the "Final Evaluation" section in the fourth/final Quarterly Performance Report (QPR). The Final Evaluation should provide a brief summary of the grant's accomplishments, challenges and significant activities. This narrative should also include whether goals and objectives were met, exceeded, or an explanation of why objectives were not completed.

5. ADMINISTRATIVE SUPPORT

This program has full support of the City of Los Angeles. Every effort will be made to continue the activities after the grant conclusion.