

## CITY COUNCIL

For City Clerk's Use:

☐

APPROVED

☐

DENIED

Reso No. \_\_\_\_\_

File No. \_\_\_\_\_

Ord No. \_\_\_\_\_

Agenda Item No.: 7  
Date: May 9, 2012

**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Rich Buquet, Neighborhood Services Manager  
**SUBJECT:** "IT'S UP TO US" PEDESTRIAN SAFETY PUBLIC EDUCATION GRANT

**RECOMMENDATION:**

It is requested that Council authorize the Neighborhood Services Division to accept Pedestrian Safety Public Education Grant funds in the amount of \$4,999 from the California Department of Public Health, authorizing the Neighborhood Services Manager to submit grant documents on behalf of the City and approve budget adjustments needed for part-time salaries.

**FISCAL ANALYSIS:**

This action will have no impact on the General Fund Budget. The requested grant will provide \$4,999 to be used for public outreach and materials for distribution to neighborhood and community groups regarding the importance of pedestrian safety. No match is required.

**BACKGROUND:**

The Neighborhood Services Division has received an "It's Up to Us" Pedestrian Safety Public Education Campaign Grant in the amount of \$4,999 from the California Department of Public Health (CDPH). "It's Up to Us" is a new public education campaign that seeks to reduce pedestrian injury and death containing a universal call to action plus targeted messages.

Grant funds will be used over a two-month period to support outreach to neighborhood and community groups about the importance of pedestrian safety and the dissemination of educational materials. The target audiences include pedestrians, drivers and communities, with a particular emphasis on youth. Funds will be used to pay for staff time and reproduction of education and safety materials. These will complement current City efforts with neighborhood groups and the Escondido Safe Walk to Schools Program.

Respectfully submitted,



Rich Buquet  
Neighborhood Services Manager



CITY OF ESCONDIDO  
BUDGET ADJUSTMENT REQUEST

Date of Request: 4/17/12  
Department: Community Services  
Division: Neighborhood Services  
Project/Budget Manager: Rich Buquet 4579  
Name Extension  
Council Date (if applicable): 5/9/12  
(attach copy of staff report)

For Finance Use Only	
Log #	
Fiscal Year	
	Budget Balances
	General Fund Accts
	Revenue
	Interfund Transfers
	Fund Balance

Project/Account Description	Account Number	Amount of Increase	Amount of Decrease
em "IT'S UP TO US" grant	401-4127-New	\$4,999.00	
"IT'S UP TO US" grant	401-0000-New	\$4,999.00	

Explanation of Request:

Budget adjustment to fund a mini-grant in the amount of \$4999.00 to be used for outreach to neighborhood and community groups regarding the importance of pedestrian safety.

APPROVALS

Department Head

4/20/12

Date

City Manager

Date

Finance

5/1/12

Date

City Clerk

Date

Distribution (after approval):

Original: Finance