



June 24, 2008

SUBJECT: Acceptance and Appropriation of Traffic Safe Communities Network of Santa Clara County Funds and Approval of Budget Modification No. 62

REPORT IN BRIEF

The Sunnyvale Department of Public Safety, Traffic Enforcement Unit participated in the Traffic Safe Communities Network, Roadway Safety Workgroup *Be Aware of Your Speed* campaign during the weeks of April 21-May 16. This was an overtime effort, and the department will receive \$2,083 in reimbursement for this effort from the Traffic Safe Communities Network of Santa Clara County through the Santa Clara County Public Health Department.

Staff recommends that Council authorize the acceptance and appropriation of these funds into a special project to offset the expenses incurred in the Public Safety budget in Program 483, Special Operations Activity 483290, Traffic Special Enforcement.

BACKGROUND

The goal of the Traffic Safe Communities Network (TSCN) Project in Santa Clara County is to reduce deaths, injuries and property damage resulting from motor vehicle crashes. Objectives of the Network's efforts include the following:

- Designing a comprehensive, countywide traffic safety plan
- Building a coalition of businesses and residents who are concerned about traffic safety
- Targeting alcohol and other drug-related traffic crashes
- Promoting bicycle and pedestrian safety and increased use of child safety seats
- Developing programs targeting aggressive driving and stop sign/red light violations

The Santa Clara County Public Health Department resolved to address the county's serious traffic safety problems by creating a Safe Communities Program, the TSCN in Santa Clara County.

Public Safety has worked on a number of projects with this group and will continue to do so, and when given the opportunity to participate in special enforcement campaigns will provide whatever support allowable.

EXISTING POLICY

4.1 Law Enforcement Sub-Element

Goal 4.1A: Provide a safe and secure environment for people and property in the community.

Policy 4.1A.5: Facilitate the safe movement of pedestrians, bicyclists and vehicles.

Action Statement 4.1A5h: Participate in prevention and enforcement activities directed at minimizing personal injury in traffic collisions.

Policy 4.1D.2: Provide effective and efficient management of Public Safety resources in order to meet the needs of: the community, the internal organization, and those mandated by regional, State, and Federal agencies.

DISCUSSION

The TSCN *Be Aware of Your Speed Campaign* took place April 21-May 16, 2008. The focus of the campaign was on citing drivers for speeding violations. Speeding is one of the most prevalent factors contributing to traffic crashes and results in more deaths and injuries combined than any other traffic factor in California. The Sunnyvale Department of Public Safety, along with other Law Enforcement agencies in Santa Clara County, in cooperation with the TSCN, conducted a special enforcement campaign to bring attention to the dangers of speeding. During the campaign period, special enforcement overtime was directed to areas known for speeding with a focus on educating drivers and reducing the number of violations.

FISCAL IMPACT

There is no net fiscal impact for the City of Sunnyvale participating in this campaign. The 22 hours of overtime that were charged to the operating program that includes the Traffic Special Enforcement activity will be moved to a special project. These project costs will then be offset by revenues from the County of Santa Clara grant that are intended to reimburse these expenditures. Budget Modification No. 62 has been prepared to accept \$2,083 in revenue from the County of Santa Clara and appropriate it to a new special project.

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**Budget Modification No. 62
FY 2007/2008**

	Current	Increase/(Decrease)	Revised
<u>Revenues</u>			
Traffic Safe Communities Network of Santa Clara County	\$0	\$2,083	\$2,083
<u>Expenditures</u>			
New Project: Be Aware of Your Speed Campaign	\$0	\$2,083	\$2,083

CONCLUSION

Acceptance and appropriation of this money will allow for the reimbursement of the overtime spent by DPS for this effort.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, in the Council Chambers lobby, in the Office of the City Clerk, at the Library, Senior Center, Community Center, and Department of Public Safety; posting the agenda and report on the City's Web site; and making the report available at the Library and the Office of the City Clerk.

ALTERNATIVES

1. Accept and appropriate the TSCN monies for the Be Aware of Your Speed Campaign and approve Budget Modification No 62.
2. Do not accept and appropriate the TSCN monies for the Be Aware of Your Speed Campaign and do not approve Budget Modification No 62.

RECOMMENDATION

Staff recommends alternative #1, accept and appropriate the TSCN monies for the Be Aware of Your Speed Campaign and approve Budget Modification No. 62.

Reviewed by:

Don Johnson, Director, Public Safety
Prepared by: Heather Tannehill, Manager

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Reviewed by:

Mary J. Bradley, Director, Finance

Approved by:

Amy Chan
City Manager

Attachments

A. Fact Sheet-Be Aware of Your Speed Campaign

FACT SHEET & TALKING POINTS

Be Aware of your Speed Campaign

Speeding is a local and national problem.

- Despite advancements in vehicle safety and passenger protection, thousands of Americans die each year in speed-related crashes. According to the National Highway Traffic Safety Administration (NHTSA), during 2005, more than 13,000 lives were lost across America in speeding-related traffic crashes. Of those, 1,403 fatalities occurred in California. 2006 data from the California Highway Patrol indicates that unsafe speed was the primary factor in 10 fatal collisions and 2,571 injury collisions resulting in 11 deaths and 3,556 injuries.

Speeding isn't just driving above the speed limit.

- Speeding is usually defined as driving in excess of the posted speed limit or driving too fast for conditions. It can have dangerous consequences including:
 - Reducing a driver's ability to negotiate curves or maneuver around obstacles in the roadway;
 - Extending the distance traveled before a vehicle can stop;
 - Increasing the distance a vehicle travels while the driver reacts to a hazard;
 - Increasing the risk of crashes and injuries because other vehicles and pedestrians may not be able to judge distance correctly.
- According to NHTSA, a crash on a road with a speed limit of 65 mph or greater is more than twice as likely to result in a fatality than a crash on a road with a speed limit of 45 or 50 mph and nearly five times as likely as a crash on a road with a speed limit of 40 mph or below.

Speeding is a concern to many local law enforcement agencies.

- In October 2006, police departments throughout the county were asked to report on the top three motor vehicle violations committed in their jurisdictions. Of the nine departments responding, all indicated that speeding was one of their top concerns, if not their number one violation.

Speeding will cost time and money

- A driver caught speeding won't save any time because the average traffic stop takes 15-20 minutes.
- A driver caught speeding will at minimum incur a point on his/her license; lose time going to court or traffic school, and pay increased insurance rates. In addition, a driver in a crash will lose time from work plus pay hospital bills.
- The minimum cost of a speeding ticket is \$132.00 but additional fines and penalties will make the final fee much higher.

Traffic Safe Communities Network (TSCN) in Santa Clara County is dedicated to making local roadways safer for all.

- TSCN is a community collaborative between city engineers, law enforcement, injury prevention advocates, elected officials, public health, bicycle pedestrian safety advocates, judicial system representatives, and community based organizations. Members have been working together since 1998 to reduce the number of traffic crashes, fatalities and injuries in Santa Clara County through education, enforcement and engineering efforts.