



Council Agenda Report

To: Mayor Stewart and the Honorable Members of the City Council

Prepared by: Alexis Brown, Deputy City Manager

Reviewed by: Joseph D. Toney, Assistant City Manager

Approved by: Steve McClary, City Manager

Date prepared: September 27, 2024 Meeting date: October 28, 2024

Subject: Appropriation of Office of Traffic Safety (OTS) Grant Funds for Enforcement Operations and Public Education Campaign (Continued from October 14, 2024)

RECOMMENDED ACTION: 1) Appropriate \$460,000 from the General Fund Undesignated Reserve (\$325,000 to Account Number 100-7002-5100 (Media Operations, Professional Services) and \$135,000 to Account Number 100-7021-5115 (Public Safety, L.A. Co. Sheriff's Services)), for the Office of Traffic Safety (OTS) Grant Funds; and 2) Authorize the Mayor to execute Professional Services Agreement with That's the Sound! Productions, in the amount of \$325,000.

FISCAL IMPACT: Funding for these services was not included in the Adopted Budget for FY 2024-25. The total appropriation requested is \$460,000, in the amount of \$325,000 to Account Number 100-7002-5100 (Media Operations, Professional Services) and \$135,000 to Account Number 100-7021-5115 (Public Safety, L.A. Co. Sheriff's Services) which will be used for enforcement, education, and outreach activities as outlined below. There is no direct impact on the City's General Fund. This is a reimbursement grant, meaning the City of Malibu will front the costs associated with these traffic safety initiatives, with reimbursement provided by the Office of Traffic Safety upon submission of qualifying expenses.

STRATEGIC PRIORITY: This item was not included in the Adopted FY 2023-24 Strategic Priority Project List. Staff continue to work on ongoing projects and normal business while the FY 2024-25 Strategic Priority Plan is finalized. At the Council's

direction, this project can be brought back at a future Strategic Planning meeting for prioritization.

DISCUSSION: The City of Malibu has been awarded a \$460,000 reimbursement grant by the Office of Traffic Safety (OTS) for DUI prevention and traffic safety programs. The OTS grant supports a combination of enforcement operations and public education efforts, designed to reduce impaired driving and improve overall road safety. As a reimbursement grant, the City will initially cover the costs, with OTS reimbursing eligible expenses upon submission.

The Administrative and Finance Subcommittee has reviewed the grant program and is recommending that the City Council proceed with the appropriation of the funds. Additionally, staff is requesting the authorization of the Mayor to execute the agreement with That's Sound! Productions for the education component of the project.

Overview of Appropriation of OTS Grant Funds

The \$460,000 grant funds will be allocated across enforcement operations and public safety education as follows:

- **Enforcement Operations** (\$90,959.40):

The City will facilitate four (4) DUI checkpoints and eight (8) saturation patrols, targeting DUI and general traffic violations. A 5% Cost of Living Adjustment (COLA) is included to cover any potential increases in salaries during the grant period.

- **DUI Enforcement:** \$76,259.40
- **General Traffic Enforcement:** \$14,700

- **Public Education Campaign – “Malibu – Surf, Sand, Slow”** (\$325,000):

The public safety education campaign will promote traffic safety and impaired driving awareness through various media channels and events. The focus will be

on both educating the public about the dangers of impaired driving and promoting safe driving behaviors to both residents and visitors.

- **Remaining Funds:**

\$44,040.60 will be allocated for expanded enforcement operations, contingent on staff availability and City resources.

The City has engaged **That's the Sound! Productions (TTS!)** to execute the "Malibu – Surf, Sand, Slow" educational campaign, a key component of our public safety outreach. This initiative focuses on educating the public about traffic safety, including impaired driving and general road safety awareness. TTS! will be responsible for producing and delivering educational materials, services, and experiential events designed to enhance traffic safety awareness. The "21 Miles in Malibu" experiential events are a central part of this campaign. TTS! will provide regular progress reports, event coordination, and communication materials to ensure compliance with the City's requirements and OTS guidelines.

Cost Breakdown for Campaign:

- General Traffic Education: \$185,300
- Drinking & Driving Education: \$139,700

The total cost for this campaign is \$325,000.

The campaign will involve a broad range of professional services to ensure a comprehensive approach to public safety messaging, including:

- Strategy Development
- Creative Services & Content Development
- Media Management, Purchase & Placement
- Experiential & Event Marketing (including the "21 Miles in Malibu" events)
- Publicity & Social Media Promotion
- Business Services to coordinate logistics

The total appropriation request is for \$460,000, fully funded through the Office of Traffic Safety grant. All costs incurred under this grant will be reimbursed by OTS upon submission of eligible expenses. There is no net impact to the General Fund. The professional services agreement with That's the Sound! Productions will be executed for \$325,000 as part of the overall grant allocation.

ALTERNATIVES:

1. Appropriate the funds without authorizing Mayor to execute professional services agreement.
2. Reject the Grant Funds

ATTACHMENTS:

1. Grant Award Letter from the Office of Traffic Safety
2. Professional Service Agreement with TTS Productions (This attachment will be distributed under separate cover)

From: [OTS Email](#)
To: [Alexis Brown](#)
Subject: OTS Tentatively Approved Your Application 25-005955
Date: Monday, July 8, 2024 10:19:12 AM

Congratulations! Through a competitive process, the Office of Traffic Safety (OTS) has tentatively approved your application 25-005955 in the amount of \$460,000 with the proposal titled “Selective Traffic Enforcement Program (STEP).” This tentative award is contingent on approval from the National Highway Traffic Safety Administration. Please do not publicly announce this tentative award until the grant agreement is fully negotiated and signed by the OTS.

Your OTS Coordinator will contact you to discuss your proposal and explain the grant development process. It is our goal to have grants start the first of October. Costs incurred and accrued prior to the grant start date are not reimbursable. Please notify your coordinator if approval from a City Council or the Board of Supervisors is required. You should begin that process now to avoid a delay in executing your grant.

Thank you for prioritizing traffic safety so that everyone traveling on California roadways can go safely.

Again, congratulations on the success of your application.

Sincerely,
Barbara L. Rooney
Director

Attachment 2

This attachment will be distributed under separate cover.