

City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 24, 2004

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: CONSIDERATION OF A REQUEST TO USE CITY CONTINGENT RESERVE FUNDS FOR A CONTRIBUTION TO THE STREET SMART PEDESTRIAN SAFETY CAMPAIGN

ISSUE: Approval of a request to use City Contingent Reserve Funds in the amount of \$5,000 for the City's 2004 contribution to the Street Smart Pedestrian Safety Campaign.

RECOMMENDATION: That City Council:

- (1) Allocate \$5,000 from the City's FY 2004 Contingent Reserve; and
- (2) Authorize the City Manager to execute all necessary documents.

DISCUSSION: The Transportation Planning Board (TPB) conducted a campaign in 2002 to make drivers, pedestrians, and bicyclists more aware of pedestrian and bicycle safety issues. The 2002 campaign used radio advertising, outdoor media, posters, brochures, safety tips inserts, and stickers to convey several pedestrian and bicycle safety messages.

The TPB is seeking to do another campaign this year and Councilman Gaines requested at a prior City Council meeting that the City consider participating in this program. As with the first campaign, the bulk of the funds will be spent on radio advertising during a four-week period, starting in April 2004. Posters on transit shelters, bus cards, bus backs, Metro station posters, brochures, and video public service announcements will complement the radio campaign. Since the TPB 2004 budget will be greater, \$382,500 has been pledged to date by other jurisdictions, versus \$319,000 in 2002, the TPB may run some paid PSA's on cable television. Street Smart will benefit from the experience of last Fall's "Think of the Impact" pedestrian safety campaign, a separate effort funded primarily by the Federal Highway Administration. The TPB intends to borrow some material and tactics from that campaign, specifically the brochures and the use of a public relations firms to improve media coverage of the kick-off press conference.

An important goal of the Spring 2004 effort is better coordination with pedestrian-related law enforcement efforts, which research shows will enhance the effectiveness of the media campaign.

Currently the following agencies and jurisdictions have committed the stated amounts of funding for the 2004 campaign:

Virginia DMV	\$100,000
DDOT	100,000
Maryland Office of Highway Safety	100,000
Arlington County	10,000
Fairfax County	50,000
Prince Georges's County	15,000
Montgomery County	<u>7,500</u>
Total	\$382,500

The City contributed \$5,000 to the 2002 campaign. It is recommended that the City provide the same amount (\$5,000) to the 2004 campaign.

FISCAL IMPACT: The Contingent Reserve undesignated balance for FY 2004 will be reduced by \$5,000, from \$220,234 to \$215,234.

STAFF:

- Richard J. Baier, P.E., Director, T&ES
- Thomas H. Culpepper, P.E., Deputy Director, T&ES
- Jim Maslanka, Division Chief, Transit Services, T&ES
- Morgan Routt, Budget/Management Analyst, OMB