

City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 1, 2006

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: ACCEPTANCE OF A FEDERAL GRANT FOR THE CITY TO OVERSEE THE DEVELOPMENT OF A PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN FOR NORTHERN VIRGINIA TO INCREASE AWARENESS OF REGIONAL GANG ISSUES AND GANG PREVENTION EFFORTS

ISSUE: Acceptance of a federal grant for the City to oversee the development of a public service announcement campaign for Northern Virginia to increase awareness of regional gang issues and gang prevention efforts.

RECOMMENDATION: That City Council authorize the City Manager to:

- (1) Accept the \$200,000 federal grant for the development of a regional public service announcement campaign; and
- (2) Execute all necessary documents that may be required.

DISCUSSION: The Northern Virginia Regional Gang Task Force, which consists of chief law enforcement officers from Arlington, Fairfax, Loudoun, and Prince William Counties, and the Cities of Falls Church and Alexandria, was established in 2004 to address gang suppression issues using federal grant money obtained for the region by Congressman Frank Wolf. As an offshoot of this group, the Northern Virginia Regional Gang Steering Committee and the Northern Virginia Regional Gang Response Intervention Team (NVRGRIT) were formed to undertake efforts to address gang prevention and intervention activities in the region. Federal money is available for gang prevention activities and the NVRGRIT agreed to include a public service campaign in the Northern Virginia region as one of its gang prevention, intervention and education initiatives.

The NVRGRIT initiative entails contracting with organizations to provide direct community-based services to neighborhoods, youth and their families either at risk of gang activity or who are involved with gangs. In conjunction with that program, the amount of \$200,000 has been granted to develop a PSA campaign to increase public awareness and galvanize communities to effectively

decrease gang involvement and activity. The City of Alexandria has taken the lead in managing the PSA public awareness campaign process which includes developing the Request for Proposals and administering the funds. The proposals will be evaluated and a final recommendation for contract award will be rendered by each of the Directors of Court Services representing the designated jurisdictions. The Alexandria Court Service Unit will work in conjunction with the City's Purchasing Office in contracting for the PSA campaign, and will work with the City Grants Coordinator to manage the grant for the City and region. The deadline by which time all PSA funds must be spent is June 30, 2007. An extension of funding beyond the end of the fiscal year may be possible, subject to Federal approval.

FISCAL IMPACT: No City Match is required. The grant will be administered by the Court Services Unit and requires staff time from the City Grant Coordinator, Purchasing Office, Finance Department, and Office of Management and Budget.

STAFF:

Lillian Brooks, Director, Court Services

Michael Mackey, Gang Prevention and Intervention Liaison