



Legislation Text

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Resolution Authorizing Grant Application for the 2015 NC Governor's Highway Safety Program Grant for Traffic Safety Education

Department: Police Department
Council District: All

Public Hearing: N/A
Advertising Date/By: N/A

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PURPOSE:

The City Grant Policy requires Council approval on all grant applications requiring a local match. This grant application requires a 50% match.

BACKGROUND:

The Greensboro Police Department's Traffic Safety Unit applied for National Highway Safety Administration federal grant funds on February 21, 2014 through the NC Governor's Highway Safety Program. This Traffic Safety Grant funds program supplies and equipment to improve current traffic education initiatives. Due to the timing of the grant application and the agenda preparation schedule, March 18th is the first opportunity for City Council to review this as an agenda item. In accordance with the Grant Policy, the City Council was provided information on the grant application approval request in the March 14, 2014 IFYI Report.

The proposed project supports the City Council Priority of Crime Reduction and aligns with the Police Department's initiative of Community Policing. The "A MSG 2 Die 4" education program strives to educate and change perceptions when it comes to the dangers of texting and driving to impact a decline in fatalities on our roads. If approved and awarded, the grant funds will be used toward the purchase of video production and display equipment and supplies to expose students to short videos written, directed by and starring theatre arts students from Western Guilford High School. Videos will depict different aspects of a fictitious high school student that has a bad habit of texting while driving. The learning experience culminates with a live crash scenario simulating public safety managing a fatal accident. The Program targets the Guilford County School System's 73,535 students, ages 5-18.

BUDGET IMPACT:

City cash match funds of \$10,861 will leverage \$10,862 in state funds. The local match funds will be provided from NC State Drug Tax funds for a total grant project fund of \$21,723.

RECOMMENDATION / ACTION REQUESTED:

City Council approval is requested for this grant application to purchase program supplies and equipment to develop and aid in public education about traffic safety at Guilford County High Schools.