



# MEMORANDUM

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**To:** Mayor and Members of the City Council

**From:** Rich Olson, City Manager

**Date:** November 22, 2017

**Subj:** Consideration – Authorize Application for 2018 Bicycle Helmet Initiative Offered through NCDOT

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## **BACKGROUND:**

The Elizabeth City Police Department continues to seek grant funding opportunities through outside sources for the purposes of enhancing operations and furthering the department's mission of the pursuit of excellence. The North Carolina Department of Transportation (NCDOT) is currently receiving applications for the 2018 Bicycle Helmet Initiative. NCDOT will provide bicycle helmets and the "Let's Go NC!" pedestrian and bicycle safety curriculum as part of this grant funding. Funding for this grant is made possible through the "Share the Road" specialty license plate initiative. There is no City budget impact, as there is no cost factor involved. There is an estimated \$1,500.00 value in the bicycle helmet equipment, along with training materials, should the application be approved. The goal of this initiative is to educate the public of bicycle safety precautions, along with measures that aim to reduce bicyclist injuries occurring within local jurisdictions.

## **ANALYSIS:**

Should the application be approved, approximately 100 bicycle helmets would be distributed to local youth, along with training materials provided through the grant, totaling \$1,500. Each agency is required to report once per year, in order to gauge the success of its participation in the program; and this will occur once at the end of summer, and again at the end of the 2018 calendar year.

Specifically, the Elizabeth City Police Department wishes to use this funding towards educating officers, as well as the public on bicycle helmet safety in an effort to reduce bicyclist and traffic-related injuries or deaths from occurring. Applications to participate in this opportunity are being accepted through December 11, 2017; and preliminary award announcements are expected to be announced in early January 2018. Awardees are expected to receive the bicycle helmets by April 30, 2018.

This funding has no required match on the part of the City, either in the current FY 2017-2018, or the upcoming FY 2018-2019.

***FINANCIAL:***

The Finance Committee discussed this matter during their November 22, 2017 meeting. Upon motion made by Councilman Donnelly, seconded by Councilman Horton, the Committee unanimously recommended approval by the City Council.

***RECOMMENDATION:***

By motion, authorize the Elizabeth City Police Department to submit an application to participate in the 2018 Bicycle Helmet Initiative campaign sponsored by the NCDOT through "Share the Road"; and further implement the training and materials provided during the calendar year 2018 in an effort to enhance pedestrian traffic and bicycle safety awareness for the citizens of Elizabeth City.