



MEMORANDUM

To: Mayor and Members of the City Council

From: Rich Olson, City Manager
Eddie M. Buffaloe, Jr., Chief of Police

Date: July 19, 2019

Subject: Consideration - Approve Participation in the Fiscal Year 2019 Watch for Me NC Campaign Initiative/Accept Grant Award from NC Department of Transportation

BACKGROUND:

In its on-going quest to seek grant funding opportunities from outside sources that will enhance operations and further the department's mission of the pursuit of excellence, the Elizabeth City Police Department submitted an application to for the FY 2019 Watch for Me NC campaign initiative/grant opportunity. The City Council granted permission to make application with the Watch for Me NC in February 2019, for the purpose of materials and training for our agency. Agencies benefiting from participation in this program receive technical assistance, materials, and purchased media promotion such as radio advertisements to help raise awareness about important pedestrian and bicycle safety issues. Preliminary notice was received from the North Carolina Department of Transportation via e-mail in April 2019; and confirmation of Watch for Me NC being publically announced statewide by the NCDOT in late June 2019.

ANALYSIS:

In applying for the FY 2019 Watch for Me NC grant opportunity, the Elizabeth City Police Department seeks to further its goal of educating the public on traffic safety precautions to reduce pedestrians and bicyclist injuries in our city. This program offers individual law enforcement agencies free materials and training. The materials given have an estimated value of \$5,000, and are comprised of radio public service announcements, statewide media press, signs to display throughout the City, bumper stickers, bicycles rodeos for youth, and literature and materials that can be given out to the general public. The training value is estimated at \$8,000, and provides four to six days of training for law enforcements officials.

After applying in February 2019, staff received a preliminary grant award announcement via e-mail in April 2019. In the email correspondence, staff is given further information/instructions on how to continue with this process to be compliant in accepting this grant award/campaign participation.

In June 2019, staff confirmed the public announcement of the this initiative had been made by Department of Transportation and that this time is seeking permission from the City Council to continue the campaign application process to ensure the agency's participation in FY2019's Watch for Me NC program.

FINANCIAL:

The Finance Committee discussed this matter during their July 18, 2019 meeting. Upon motion made by Councilwoman Young, seconded by Councilman Horton, the Committee unanimously recommended approval by the City Council.

STAFF RECOMMENDATION:

By motion, approve the Elizabeth City Police Department's continuance with campaign initiative/grant application process after receiving notice of award for the furtherance of traffic safety awareness/public education in the City of Elizabeth City.