



MEMORANDUM

To: Mayor and Members of the City Council

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

Date: February 8, 2019

Subject: Consideration – Authorize Application for the Watch for Me NC Campaign via the North Carolina Department of Transportation

BACKGROUND:

The Elizabeth City Police Department continues to seek grant funding opportunities through outside sources including Federal, State, Local, and private entities for the purposes of enhancing operations and furthering the department's mission of the pursuit of excellence. The North Carolina Department of Transportation is currently receiving applications from law enforcement agencies across the state to apply for the Watch for Me NC campaign/program for 2019. Very similar to a grant, the Department of Transportation will provide materials and training for any agency that is approved this program. There is no budget impact, as there is no cost involved. With the estimated \$13,000 in training and educational materials that the department would receive if their application is approved by NCDOT, the Elizabeth City Police Department will seek to further its goal of educating the public of traffic safety precautions and other measures to that aim to reduce pedestrians and bicyclist injuries in our city.

ANALYSIS:

Through its 2019 Watch For Me NC campaign, NCDOT is offering individual law enforcement agencies free materials and training. The materials are estimated to be valued at \$5,000; they are comprised of radio public service announcements, statewide media press, signs to display throughout the City, bumper stickers, bicycle rodeos for youth, and printed literature and materials for the general public. The training value is estimated at \$8,000; it provides four to six days of training for law enforcement officials. This funding has no required match on the part of the local agency. Each agency is required to report twice per year, similar to grant reporting. In the reporting, the agency will gage the success of its participation in the program; this will take place at the end of summer, and again at the end of the 2019 calendar year.

Specifically, the Elizabeth City Police Department wishes to use this funding towards educating officers and the public on bicycle and pedestrian safety. Staff members are required to engage in a webinar on February 8th, prior to application being made on the due date of February 11th. Preliminary award announcements are expected in early April 2019. The Elizabeth City Police Department's Community Resources Unit would oversee participation in this campaign. All materials would be routed towards strengthening the department's traffic safety and enforcement division. The department participated in this campaign in both 2017 and 2018; and anticipates being awarded again this year.

FINANCIAL:

The Finance Committee discussed this matter during their February 7, 2019 meeting. Upon motion made by Councilman Walton, seconded by Councilwoman Young, the Committee unanimously recommended approval by the City Council.

STAFF RECOMMENDATION:

By motion, authorize the Elizabeth City Police Department's submission of an application for approval to participate in the Watch for Me NC campaign sponsored by NCDOT.