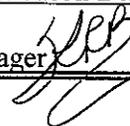




Meeting Date: 09 / 19 / 06

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input checked="" type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Commander Jason Benites  Agenda Item No. **I-2**

Reviewed By: City Manager  City Attorney  Finance  Other (Specify) \_\_\_\_\_

**DATE:** September 5, 2006

**TO:** City Council

**FROM:** John Crombach   
Police Department

**SUBJECT:** Avoid the 18 DUI Campaign Grant

**RECOMMENDATION**

That City Council adopt a resolution authorizing the City Manager to submit an application for \$270,258 in State of California Office of Traffic Safety (OTS) grant funds to be used for the *Avoid the 18 DUI Campaign* program.

**DISCUSSION**

The number of alcohol involved collisions in Ventura County has steadily increased over the last three years. Similarly, the number of persons killed and injured in collisions in which driving under the influence (“DUI”) was listed as the primary collision factor (PCF) has also increased. DUI enforcement is a high priority in prevention, because drunk driving the leading cause of motor vehicle fatalities statewide, and accounts for nearly one-third of all traffic fatalities in Ventura County. In 2004 the City of Oxnard led Ventura County in DUI-related injury collisions during holiday periods with nine persons injured (fifty-six countywide).

No organized regional enforcement program exists throughout Ventura County to deal with DUI offenders and the problems associated with their actions. Individual law enforcement agencies are responsible for identifying and arresting DUI offenders, however, this is usually accomplished by utilizing standard police patrols. DUI checkpoints are not conducted on a frequent enough basis due to agency limitations (such as overtime funding, personnel, and availability of equipment). With its provisions for overtime funding and equipment, the *Avoid the 18 DUI Campaign*, whose title refers to the 18 countywide law enforcement agencies that will be invited to participate, will allow the Oxnard Police Department to lead an effort whose aim is:

- To form an “Avoid the 18 Committee” comprised of representatives of all agencies participating in the program by December 1, of each project year.

***Avoid the 18 DUI Campaign Grant***

September 5, 2006

Page 2

- By December 1, of each year, to contract, within the guidelines of the host agency and the Office of Traffic Safety, with a consultant or marketing firm for a public information director. The contractor will coordinate the *Avoid the 18* public information component, and perform program coordination as identified by the steering sub-committee members. Steering sub-committee members will approve the process and the final decisions.
- To conduct a minimum of 15 countywide DUI checkpoints/saturation patrols as follows, including:
  - 3 Checkpoints during each winter holiday period.
  - 1 Checkpoint during each Memorial Day holiday period.
  - 1 Checkpoint during each Labor Day holiday period.
- To establish a baseline for DUI arrest warrants issued, the goal being 500 warrants issued within the City of Oxnard during the grant period.
- To conduct two warrant service sweeps targeting DUI offenders who fail to appear in court or who violate probation by September 30, 2007, and an additional two patrols by September 30, 2008. The warrant service operations shall be in conjunction with the Winter and Labor Day campaigns.
- Through warrant sweeps and other efforts, 50 DUI warrant arrests will be made by September 20, 2007. An additional 5% (from 50 to 53) by September 30, 2008, and by an additional 5% (from 53 to 56) by December 31, 2008. Officers will target DUI offenders who fail to appear in court or who violate probation, with an emphasis on those who are repeat DUI offenders.
- To conduct an annual DUI seminar and awards presentation to disseminate DUI information and enforcement strategies to enforcement agencies by September 30 of each grant year.
- To maintain judicial support of the program by communicating program goals and activities to the County court system.
- To collaborate with Alcoholic Beverage Control, District Attorney's Office, and community based organizations to gain program support.
- To schedule and conduct enforcement and public information campaign for each campaign period according to the program's developed operational plan.

The *Avoid the 18 DUI Campaign Grant* conforms to the City Council's Mission statement in that it is direct action designed to positively impact community safety.

**FINANCIAL IMPACT**

Approval of this recommendation will have no effect on the General Fund Operating Reserve. This grant does not require any matching contribution, nor does it create new positions. The funding will serve to supplement public safety efforts and will not supplant existing effort.

**000010**

*Avoid the 18 DUI Campaign Grant*

September 12, 2006

Page 3

Upon notification of the grant award, the City Manager will authorize appropriation of the grant funds.

/jb

*Attachment #1 - Resolution Approving Submittal of Grant Application*

*#2 - AVOID THE 18 DUI CAMPAIGN – VENTURA COUNTY grant proposal*

**000011**

**CITY COUNCIL OF THE CITY OF OXNARD**

**RESOLUTION NO.**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF OXNARD APPROVING  
SUBMITTAL OF GRANT APPLICATION**

WHEREAS, City Council Resolution No. 12,053 sets out the procedure by which City staff may submit grant applications, following approval by resolution of the City Council; and

WHEREAS, the Chief of Police has requested that City Council approve the submittal of an application to the State of California Office of Traffic Safety grant funds to be used for the Avoid the 18 DUI Campaign program.

NOW, THEREFORE, the City Council of the City of Oxnard resolves to approve the submittal of a grant application by the City Manager for the Avoid the 18 DUI Campaign. The City Council further resolves that the City Manager or designee is authorized to execute grant agreements; the Finance Director or designee is authorized to submit financial reports and grant claims and approve special budget appropriations for the use of grant funds; and the Chief of Police or designee is authorized to submit non-financial reports.

PASSED AND ADOPTED this 19<sup>th</sup> day of September, 2006, by the following vote:

AYES:

NOES:

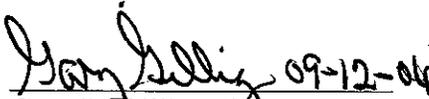
ABSENT:

\_\_\_\_\_  
Dr. Thomas E. Holden, Mayor

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
Daniel Martinez, City Clerk

  
\_\_\_\_\_  
Gary L. Gillig, City Attorney

**000012**

ATTACHMENT 1  
PAGE 1 OF 1



State of California

OFFICE OF TRAFFIC SAFETY  
GRANT AGREEMENT

PROJECT NUMBER  
AL0763

PAGE 1 (To be completed by applicant Agency)

1. PROJECT TITLE

AVOID THE 18 DUI CAMPAIGN – VENTURA COUNTY

2. NAME OF APPLICANT AGENCY

CITY OF OXNARD

4. PROJECT PERIOD

Month – Day - Year

3. AGENCY UNIT TO HANDLE PROJECT

OXNARD POLICE DEPARTMENT

From: 10-01-06

To: 01-01-09

5. PROJECT DESCRIPTION (Provide an overview of the project activities that will address the problem statement, in approximately 100 words. Space is limited to six lines.)

The Oxnard Police Department will serve as the host agency for a regional DUI effort in Ventura County to reduce alcohol-involved fatalities and injuries and raise general public awareness regarding the problems associated with drinking and driving. Participating departments include the Oxnard Police Department, Ventura County Sheriff's Office, Santa Paula Police Department, Ventura Police Department, Simi Valley Police Dept, Port Hueneme Police Department, Oxnard College Police, Moorpark College Police, Ventura College Police, Port Hueneme Naval Base Police, Point Mugu Naval Base Police, The California Highway Patrol, and the Ventura County District Attorney's office. Activities will include DUI/Driver's License checkpoints, DUI saturation patrols, and warrant checks for DUI offenders during the Memorial Day, Labor Day, and Winter Holiday mobilization periods and additional DUI saturation patrols throughout each year.

6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED: \$ 270,258..00

7. APPROVAL SIGNATURES

A. PROJECT DIRECTOR

NAME: Jason Benites PHONE: 805-982-7029  
TITLE: Commander FAX: 805-483-8404  
ADDRESS: 251 South "C" Street  
Oxnard, CA 93030  
E-MAIL: jasonbenites@oxnardpd.org

 8/30/06  
(Signature) (Date)

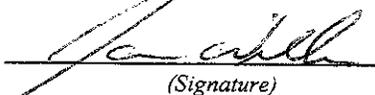
B. AUTHORIZING OFFICIAL OF APPLICANT AGENCY

NAME: John Crombach PHONE: 805-385-7724  
TITLE: Chief of Police FAX: 805-483-7790  
ADDRESS: 251 South "C" Street  
Oxnard, CA 93030  
E-MAIL: chief@oxnardpd.org

 8/30/06  
(Signature) (Date)

C. FISCAL OR ACCOUNTING OFFICIAL

NAME: Jim Willis PHONE: 805-385-7612  
TITLE: Support Services Mgr. FAX: 805-385-7739  
ADDRESS: 251 South "C" Street  
Oxnard, CA 93030  
E-MAIL: jimwillis@oxnardpd.org

 8/30/06  
(Signature) (Date)

D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS

NAME: Oxnard Police Department  
ADDRESS: 251 South "C" Street  
Oxnard, CA 93030

ATTACHMENT 2  
PAGE 1 OF 14

SCHEDULE B  
PAGE 1  
DETAILED BUDGET ESTIMATE

PROJECT NO. AL0763

COST CATEGORY	FISCAL YEAR ESTIMATES			TOTAL COST TO PROJECT
	FY-1 10/01/06 thru 10/01/07	FY-2 10/01/07 thru 09/30/08	FY-3 10/01/08 thru 01/31/09	
<b>A. PERSONNEL COSTS</b>				
<u>Positions and Salaries</u>				
Checkpoints- Overtime	45,255.56	45,255.56	15,497.00	\$106,008.12
Warrant Service Operations - Overtime	8,575.00	8,575.00		17,150.00
				0.00
				0.00
				0.00
				0.00
				0.00
				0.00
Employee Benefits @				0.00
<b>Category Sub-Total</b>	<b>\$53,830.56</b>	<b>\$53,830.56</b>	<b>\$15,497.00</b>	<b>\$123,158.12</b>
<b>B. TRAVEL EXPENSE</b>				
In-state	2,000.00	2,000.00		\$4,000.00
				0.00
				0.00
<b>Category Sub-Total</b>	<b>\$2,000.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$4,000.00</b>
<b>C. CONTRACTUAL SERVICES</b>				
Public Information Campaign/AVOID Coordination	30,000.00	30,000.00	5,000.00	\$65,000.00
Allied Agency AVOID Activities	25,000.00	25,000.00	12,500.00	62,500.00
				0.00
<b>Category Sub-Total</b>	<b>\$55,000.00</b>	<b>\$55,000.00</b>	<b>\$17,500.00</b>	<b>\$127,500.00</b>

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ATTACHMENT 2  
PAGE 2 OF 14

SCHEDULE B  
PAGE 2  
DETAILED BUDGET ESTIMATE

PROJECT NO. AL0763

COST CATEGORY	FISCAL YEAR ESTIMATES			TOTAL COST TO PROJECT
	FY-1 10/01/06 thru 10/01/07	FY-2 10/01/07 thru 09/30/08	FY-3 10/01/08 thru 01/31/09	
<b>D. EQUIPMENT</b>				
None				\$0.00
				0.00
				0.00
				0.00
<b>Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>E. OTHER DIRECT COSTS</b>				
DUI Promotional Materials	1,000.00	1,000.00		\$2,000.00
DUI Seminar	4,000.00			4,000.00
Portable Outside Lights	7,600.00			7,600.00
DUI Educational Materials	1,000.00	1,000.00		2,000.00
				0.00
				0.00
				0.00
				0.00
				0.00
				0.00
<b>Category Sub-Total</b>	<b>\$13,600.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$15,600.00</b>
<b>F. INDIRECT COSTS</b>				
N/A				\$0.00
<b>Category Sub-Total</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>PROJECT TOTAL</b>	<b>\$124,430.56</b>	<b>\$112,830.56</b>	<b>\$32,997.00</b>	<b>\$270,258.12</b>

000015

ATTACHMENT 2  
PAGE 3 OF 14

APPLICANT AGENCY <b>City Of Oxnard</b>	OTS PROJECT NUMBER
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The following are included herein and constitute a part of this Agreement:

1. OTS-38 – Page 1	5. Schedule C – Quarterly Evaluation Data (when required)
2. Schedule A – Project Description	6. OTS-33 – Acceptance of Conditions and Certifications
3. Schedule B – Detailed Budget Estimate	7. General Terms, Conditions, and Certifications (OTS Grant Program Manual, Volume II, Chapter 6. Volume II, available on-line at <a href="http://www.ots.ca.gov">www.ots.ca.gov</a> )
4. Schedule B-1 – Budget Narrative	

TERMS AND CONDITIONS

It is understood and agreed by the Project Director and Authorizing Official that any grant received as a result of this Agreement is subject to all federal and state regulations governing grants and to those controls expressed in the California Traffic Grant Program Manuals which include, but are not limited to:

REPORTS

- Quarterly Performance Reports and Reimbursement Claims must be submitted by the Project Director to the Office of Traffic Safety by January 31, April 30, July 31, and October 31, during each year of project operation.
- OTS will withhold or disallow grant payments, reduce or terminate grant funds, and/or deny future grant funding anytime a grantee fails to comply with any term or condition of the grant contract or program guidelines (**Volume II, Chapter 3.13**). This may include, but is not limited to, the following:
  - Failure to submit acceptable and timely reimbursement claims.
  - Failure to submit acceptable and timely quarterly performance reports; and
  - Failure to submit an acceptable and timely Schedule C, Quarterly Evaluation Data (OTS-38g, applies only when a Schedule C has been required.)
- By October 31, “continuing” projects must submit a September 30 claim and a written justification to support carrying forward prior year unexpended funds. September 30 claims and written justifications, supporting the carrying forward of prior year unexpended funds, submitted after November 30, will not be processed. The prior claim (i.e., June 30) will be considered the year-end claim in order to close out the federal fiscal year ending September 30. In addition, prior year unexpended funds will be deobligated and allocated to new projects.

## SUBCONTRACTS

4. Consultants and/or subcontractors shall be selected in accordance with the grantee agency procurement policies and procedures in order to comply with the terms of this agreement and in accordance with the OTS Grant Program Manual, Volume II Chapter 6 Procurement & Contract Administration, and Exhibit 6-A General Terms, Conditions, and Certifications.

A fully executed copy of the consultant contract or subcontract and completed Contractual Services Checklist & Questionnaire, OTS 85 shall be submitted to OTS for inclusion in the official project file prior to request for reimbursement.

The grantee, consultant, contractor and/or subcontractor are subject to all conditions and certifications of the Project Agreement and 49 CFR Part 18, and/or CFR Part 19 whichever is applicable.

Services shall be provided subsequent to final execution and signature by both parties to the contract and the work shall be consistent with the start and end dates identified in the Project Agreement. The State is not obligated to make any payment under any agreement prior to final execution or outside the terms of the contract period. Contractor/Applicant Agency expenditures incurred prior to final execution are taken at the risk of that Contractor/Applicant Agency and will be considered unallowable if that agreement/contract is not executed.

## AVAILABILITY OF FUNDS

5. If, during the term of the grant award, federal funds become reduced or eliminated, OTS may immediately terminate or reduce the grant award upon written notice to the project director.

## REVISIONS

6. Project revisions are allowed in accordance with the guidelines detailed in the OTS Volume II, Chapter 3.8 and the revision examples provided in Chapter 3.9. All appropriate documentation required to request a project revision requiring OTS approval (i.e., budget category increases, etc.) must be submitted to OTS.
7. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
8. Additional terms and conditions identified in the OTS Grant Program Manual, Volume II, **Chapter 6, General Terms, Conditions, and Certifications (Exhibit 6-A)**, are incorporated herein by reference and made a part of this document.

**ENFORCEMENT AGENCIES ONLY:**

9. Full time personnel funded under this project shall be dedicated in total to traffic law enforcement.

*EXCEPT:*

- In the case of a criminal offense committed in the officer's presence.
- In the case of response to an officer in distress.
- In the case of a riot where all available personnel must be committed.

10. Equipment funded under this project is subject to the same requirements as No. 9 above.

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We, the officials named below, hereby swear that we are duly authorized legally, to bind the contractor or grant recipient to the above described terms and conditions. Executed on the date and in the county below, and is made under penalty of perjury under the laws of the State of California.

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PROJECT DIRECTOR'S NAME	EXECUTED IN THE COUNTY OF
Jason Benites	Ventura
PROJECT DIRECTOR'S SIGNATURE	DATE EXECUTED
> 	8/30/06
TITLE	
Commander	

---

AUTHORIZING OFFICIAL'S NAME	EXECUTED IN THE COUNTY OF
John Crombach	Ventura
AUTHORIZING OFFICIAL'S SIGNATURE	DATE EXECUTED
> 	8/20/06
TITLE	
Chief of Police	

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SCHEDULE B-1

PROJECT NO. AL0763

BUDGET NARRATIVE

Page 1

PERSONNEL COSTS

Budgeted grant activities will be conducted by agency personnel on an overtime basis. Grant funded operations may be conducted by personnel such as an officer, sergeant, corporal, deputy, community services officer, dispatcher, or traffic safety assistant. Personnel will be deployed as needed to accomplish the grant goals and objectives.

Costs are estimated based on an overtime hourly rate range of \$23.16 per hour to \$106.02 per hour. These rates do not include benefits in the overtime rate and Oxnard Police Department will not request reimbursement for benefits.

TRAVEL EXPENSES

In-State - Costs are included for staff to attend conferences and training events supporting the grant's goals and objectives and/or traffic safety. Funds may be used to attend OTS approved training. Anticipated travel and events include local mileage for grant activities and meetings, the PTS Seminar, and the OTS Summit. *All conferences, seminars or training not specifically identified in Schedule B-1 must be approved by OTS. All travel claimed would be at the agency's approved rate. Per diem may not be claimed for meals provided at conferences when registration fees are paid with OTS grant funds.*

CONTRACTUAL SERVICES

Allied Agency Costs:

A Memorandum of Understanding (MOU) will be developed with each participating agency that details overtime and travel costs that can be reimbursed. Allied agency officers and sergeants will participate in DUI checkpoints and warrant service operations. Funds may also be used to attend OTS pre-approved training. A copy of each executed MOU with participating agencies will be forwarded to OTS before reimbursement can be paid. Total Allied agency costs will not exceed \$62,500.

Budgeted grant activities will be conducted by agency personnel on an overtime basis. Grant funded operations may be conducted by personnel such as an officer, lieutenant, sergeant, corporal, deputy, community service officer, or dispatcher. Personnel will be deployed as needed to accomplish the grant goals and objectives.

Costs are estimated based on an overtime hourly rate range of \$23.16 per hour to \$106.02 per hour. Allied agencies will include benefits in their overtime rates.

Overtime reimbursement (OT hourly rate including benefits) will reflect actual costs of the personnel conducting the appropriate operation up to the maximum range specified.

Public Relations Contractor

A public relations firm will conduct the public awareness campaign and all media related activities related to the grant as specified in the contract with the Oxnard Police Department. Upon execution of an agreement, a copy of the contract will be forwarded to OTS.

## BUDGET NARRATIVE

**EQUIPMENT:**

None.

**OTHER DIRECT COSTS**

**Educational Items** - Costs are included to purchase, develop, print, and distribute educational materials at public forums that inform the public of traffic safety. Items must include a traffic safety message, and if space is available the Office of Traffic Safety logo. Items may include brochures, pamphlets, fliers, color books, posters, signs, banners, booklets, and conference materials. Educational materials may also include other items, if approved by OTS.

**Promotional Items** - Costs are included to purchase, develop, and distribute promotional items to encourage participation in traffic safety presentations, contests, and programs. Items must include a traffic safety message, and if space is available the Office of Traffic Safety logo. Items may include magnets, pens/pencils, key chains, lanyards, cups, shirts, bags, CD covers, water bottles, pins, stickers, license plate frames, note pads, and similar items. Promotional items may also include other items, if approved by OTS.

**DUI Seminar** – Will be conducted to disseminate technical information and share best practice information among the participating “Avoid” agencies. Cost may include hall rental, audio/visual equipment rental, awards, meal costs, agenda and program printing. Awards may include items such as pins, hats, plaques and jackets. A seminar agenda will be developed and submitted to OTS for approval prior to the event.

**Portable Lighting** – Two (2) portable lighting systems to be purchased for use at DUI checkpoints. Added lighting provides protection for the officers conducting the checkpoint as well as the public entering the checkpoint. Portable lights will also enhance the public’s view of the overall professionalism and efforts of the officers conducting the checkpoints.

**INDIRECT COSTS:**

None.

**PROGRAM INCOME**

There will be no program income as a result of this project.

**SCHEDULE A**

**PROJECT NO: AL0763**

**PROJECT DESCRIPTION**

PAGE 1

**PROBLEM STATEMENT**

The number of alcohol involved collisions in Ventura County has steadily increased over the last three years. Similarly, the number of persons killed and injured in collisions in which driving under the influence ("DUI") was listed at the primary collision factor ("PCF") has also increased. DUI's are a high priority in prevention, since they are the leading cause of motor vehicle fatalities statewide, and account for nearly one-third of all traffic fatalities in Ventura County.

No organized regional enforcement program exists throughout Ventura County to deal with DUI offenders and the problems associated with their actions. Individual law enforcement agencies are responsible for identifying and arresting DUI offenders, however, this is usually accomplished by deploying conventional patrols. DUI checkpoints are not conducted on a frequent enough basis in all areas of the county due to agency limitations, such as overtime funding, personnel, and availability of equipment.

The Ventura County statistics shown below indicate persons killed and injured in **alcohol-involved collisions** during these campaign periods.

2004 Data	Memorial Holiday		July 4th Holiday		Labor Day Holiday		Winter Holiday	
	Killed	Injured	Killed	Injured	Killed	Injured	Killed	Injured
Oxnard	0	1	0	0	0	2	0	6
Port Hueneme	0	1	0	0	0	0	0	1
Ventura	0	0	0	0	0	0	0	2
Santa Paula	0	0	0	0	0	1	1	0
Fillmore	0	0	0	0	0	0	0	0
Camarillo	0	0	0	0	0	0	0	1
Simi Valley	0	0	0	0	0	0	0	2
Thousand Oaks	0	3	0	0	0	2	0	1
Moorpark	0	0	0	0	0	0	0	1
Ojai	0	0	0	0	0	0	0	1
Unincorporated	0	2	0	0	0	11	1	19
<b>Total</b>	<b>0</b>	<b>7</b>	<b>x</b>	<b>x</b>	<b>0</b>	<b>15</b>	<b>2</b>	<b>34</b>

**PERFORMANCE MEASURES**

**PROJECT GOALS**

1. The overall goal of the project is to enable Ventura County law enforcement agencies to publicize the combined DUI efforts of all law enforcement agencies in Ventura County, and to raise the awareness of the general public regarding the problems associated with drinking and driving.
2. To reduce the average number of persons killed countywide in alcohol-involved collisions by 100% for each holiday enforcement period, using 2004 as the base year:

SCHEDULE A

PROJECT NO: AL0763

PROJECT DESCRIPTION

PAGE 2

- a. Winter holiday: reduce the number killed during the winter holiday from 2 to 0 during the period of December 15, 2006 to January 2, 2007; maintain zero killed during the period of December 14, 2007 to January 2, 2008; maintain zero killed during the period of December 12, 2008 to January 2, 2009.
  - b. Memorial Day holiday: maintain zero killed during the Memorial Day period of May 25-28, 2007; maintain zero killed during the period of May 23-26, 2008.
  - c. Labor Day holiday: maintain zero killed during the Labor Day period of August 31 to September 3, 2007; maintain zero killed during the period of August 29, 2008 to September 1, 2008.
3. To reduce the average number of persons injured countywide in alcohol-involved collisions by 5% each holiday enforcement period, using 2004 as the base year:
- a. Winter holiday: a reduction from 36 to 34 during the period of December 15, 2006 to January 2, 2007; a reduction from 34 to 32 during the period December 14, 2007 to January 2, 2008.
  - b. Memorial Day: a reduction from 7 to 6 during the period of May 25-28, 2007; a reduction from 6 to 5 during the period of May 23-26, 2008.
  - c. Labor Day holiday: a reduction from 18 to 17 during the period of August 31 to September 3, 2007; a reduction from 17 to 16 during the period of August 29, 2008 to September 1, 2008.

**PROJECT OBJECTIVES**

1. To form an "Avoid the 18 Committee" comprised of representatives of all agencies participating in the program by December 1<sup>st</sup> of each project year. During the 1<sup>st</sup> program year (2006) this committee will be formed by November 1<sup>st</sup>.
2. To contract with a consultant or marketing firm for a public information director, following the guidelines of the host agency and the Office of Traffic Safety. This shall be done by December 1<sup>st</sup> of each project year. The contractor will coordinate the "Avoid the 18" public information component, and perform program coordination as identified by the steering sub-committee members. Steering sub-committee members will approve the process and the final decisions.
3. To conduct a minimum of 15 DUI checkpoints/saturation patrols as follows:
  - a. 3 Checkpoints during each winter holiday period.
  - b. 1 Checkpoint during each Memorial Day holiday period.
  - c. 1 Checkpoint during each Labor Day holiday period.
4. To establish a baseline for DUI arrest warrants issued, the goal being 500 warrants issued within the City of Oxnard during the life of the grant period.
5. To conduct two warrant service sweeps by September 30, 2007, targeting DUI offenders who failed to appear in court or who violated their probation. An additional two sweeps will be conducted by September 30, 2008. The warrant service operations shall occur in conjunction with the winter and Labor Day holiday campaigns.

SCHEDULE A

PROJECT NO: AL0763

PROJECT DESCRIPTION

PAGE 3

6. Through warrant sweeps and other efforts, 50 DUI warrant arrests will be made by September 20, 2007. An additional 5% (from 50 to 53) by September 30, 2008, and by an additional 5% (from 53 to 56) by December 31, 2008. Officers will target DUI offenders who fail to appear in court or who violate probation, with an emphasis on those who are repeat DUI offenders.
7. To conduct an annual DUI seminar and awards presentation to disseminate DUI information and enforcement strategies to enforcement agencies by September 30th of each grant year.
8. To maintain judicial support of the program by communicating program goals and activities to the court system.

*Note:* Nothing in this agreement shall be interpreted as a requirement, formal or informal, that a particular police officer issue a specified or predetermined number of arrests/citations in pursuance of the goals and objectives hereunder.

**MEDIA OBJECTIVES**

1. To issue a press release announcing the kick-off of the project by December 1, 2006. The press releases and media advisories, alerts, and materials must be forwarded to the OTS Regional Coordinator and the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) for approval 5 days prior to the issuance date of the release.
2. To submit resulting electronic media articles to the OTS Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator, or fax printed clips to (916) 262-2960. The publications' names and date the articles were published will be included in the report to OTS.
3. To e-mail the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator at least one month in advance, a short description of any new traffic safety events or programs.
4. To conduct "**Avoid the 18**" public information campaigns during the periods of:
  - a. Memorial Day holiday periods: May 25-28, 2007; and May 23-26, 2008.
  - b. Labor Day holiday periods: August 31 to September 3, 2007; August 29 to September 1, 2008.
  - c. Winter holiday periods: December 15, 2006 to January 1, 2007; December 14, 2007 to January 1, 2008; and December 12 to January 1, 2009.
5. To prepare complete release information for broadcast reporters during each campaign period, including a main press release, campaign calendar, departmental plans, and facts sheets. The material will emphasize the campaign's serious, aggressive enforcement and the high cost of DUI in terms of money, criminal consequences, and its impact upon local communities. The information for each campaign period will be completed by December 1<sup>st</sup>, June 1<sup>st</sup>, and August 15th of each grant year.

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6. To conduct an opening press conference for each campaign period in cooperation with all other regional "Avoid" projects by December 14, 2006, December 13, 2007 and December 14, 2008.
7. To conduct an intensive news bureau, including daily reporting of statistics on DUI arrests, injuries and deaths to the list of major local newspaper(s). The news bureau will report statistics every morning before 8 a.m. during the periods of:
  - a. Memorial Day holiday periods: May 25-28, 2007; and May 23-26, 2008.
  - b. Labor Day holiday periods: August 31 to September 3, 2007; and August 29 to September 1, 2008.
  - c. Winter holiday periods: December 15, 2006 to January 2, 2007; December 14, 2007 to January 1, 2008; and December 12 to January 1, 2009.
8. To issue by fax at least eight winter holiday period news stories to daily and weekly newspapers, radio and television stations, wire services, and to the Office of Traffic Safety each project year by January 1 of 2007, 2008, and 2009.
9. During each campaign period of each project year, to place at least:
  - a. Eight newspaper stories, 7 radio stories, and 7 television stories during the Memorial Day holidays of May 25-28, 2007; and May 23-26, 2008.
  - b. Eight newspaper stories, 4 radio stories, and 4 television stories during the Labor Day holidays of August 31 to September 3, 2007; and August 29 to September 1, 2008.
  - c. Eight newspaper stories, 4 radio stories, and 4 television stories during the winter holidays of December 15, 2006 to January 2, 2007; December 14, 2007 to January 1, 2008; and December 12 2008 to January 1, 2009.
10. To use the following standard language in all press, media, and printed materials: ***"Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration."***

**METHOD OF PROCEDURE**

**Phase 1 – Program Preparation** (10-1-06 to 12-1-06)

The main campaign will be planned and preparations made during this phase. Each Ventura County AVOID agency will plan their department's participation in the campaign, including DUI patrols, DUI checkpoints, enhanced enforcement by conventional patrol officers, and other events related to the campaign.

Develop a Memorandum of Understanding (MOU) with each participating agency that details enforcement activities to be conducted and personnel, number of hours required, and rate of compensation for each position.

To form an "Avoid Committee" comprised of representatives of all agencies participating in the program by December 1<sup>st</sup> of each project year.

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To maintain judicial support of the program by communicating the program's goals and activities to the court system.

To collaborate with Alcoholic Beverage Control, District Attorney's Offices, and community-based organizations to gain program support.

To hold the first meeting and designate a committee chair and a steering sub-committee elected by committee members by November 1<sup>st</sup> of each project year. The steering sub-committee shall be comprised of at least three members representing local, county, and state law enforcement. The steering sub-committee will approve all public information concepts and materials, and create all enforcement operational plans.

To gain commitment and support from Ventura County law enforcement executives; to encourage Ventura County law enforcement executives to emphasize DUI enforcement to officers assigned to conventional patrols; to encourage Ventura County law enforcement executives to allocate overtime hours to units participating in specialized DUI enforcement (such as checkpoints and saturation patrols), and to encourage Ventura County law enforcement executives to contribute to all public information elements of the campaign.

To develop an enforcement operational plan for each phase of the campaign by:

- May 1st of each project year (Memorial Day holiday).
- August 15th of each project year (Labor Day holiday).
- December 1st of each project year (winter holiday).

*Note:* The steering sub-committee will develop the operational plans, with final approvals given by the committee.

To assign by December 1<sup>st</sup> of each program year (except for the first program year - by November 1, 2006) a Public Information Officer (PIO) from one of the involved agencies to perform all program coordination and public information functions in relation to the project. Steering committee members or the vote of the committee will be used to determine which agency PIO will be assigned to the project.

To develop, purchase, and/or order campaign materials for distribution.

**Phase 2 – Program Operations** (12-1-06 to 01-31-09)

Schedule and conduct enforcement and public information campaign for each campaign period according to the established operational plan.

Ventura County AVOID will hold a kickoff press conference. DUI efforts will begin in December 2006 and will be held throughout the campaign. Daily statistics reporting will be made to the media. A Ventura County AVOID representative will be designated to answer press inquiries and issue media stories detailing accomplishments. Individual departments will carry out their DUI enforcement plans. These include DUI patrols, checkpoints, adjusting patrol hours to coincide with prime DUI enforcement times, and emphasizing DUI enforcement with officers assigned to regular duties.

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**Phase 3 – Data Gathering & Reporting** – (Throughout Project Period)

Agencies are required to collect and report data on a quarterly basis. This will be data that supports each of the programs goals and objectives. Additionally:

To collect all countywide DUI arrest and collision data, and submit a daily report during each campaign period to the [www.Californiaavoid.org](http://www.Californiaavoid.org) website.

To measure the grant's impact on crime by tracking non-traffic related arrests that initiate from DUI checkpoints and/or other grant supported activities or operations. Some of the crime statistics to be collected include (but are not limited to): narcotics arrests, confiscated weapons, recovered stolen vehicles, criminal misdemeanor arrests, criminal felony arrests, and felony warrant arrests.

Statistical data relating to the project goals and objectives will be collected, analyzed, and incorporated in Quarterly Performance Reports (QPRs). QPRs for the quarter ending September 30 will include year-to-date comparisons of goals and objectives. If required, the Quarterly Evaluation Data Form, Schedule C, will be completed each quarter and submitted as part of the QPR.

These reports will compare actual project accomplishments with the planned accomplishments. They will include information concerning changes made by the project director in planning and guiding the project efforts.

Reports shall be completed in accordance with OTS requirements specified in the Grant Program Manual, Chapter 7, and submitted in compliance with the signed Acceptance of Conditions and Certifications (OTS-33) included within this agreement.

**METHOD OF EVALUATION**

Using the data compiled in Phase 3, the project manager will evaluate: (1) how well the stated project goals and objectives were accomplished, (2) if all the activities outlined in the "Method of Procedure" were performed in accordance with the project agreement; and (3) if the project was cost effective.

**ADMINISTRATIVE SUPPORT**

This program has full support of the Chief of Police and city of Oxnard. Every effort will be made to continue the activities after the project conclusion.