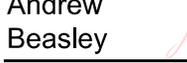




<b>1. GRANT TITLE</b> FY24/25 CTFGP Education - City of Lancaster	
<b>2. NAME OF ORGANIZATION/AGENCY</b> City of Lancaster	
<b>3. ORGANIZATION/AGENCY SECTION TO ADMINISTER GRANT</b> City of Lancaster - Public Safety Department	
<b>4. PROJECT PERFORMANCE PERIOD</b> From: 07/01/2024 To: 06/30/2025	<b>5. PURCHASE ORDER NUMBER</b>
<b>6. GRANT OPPORTUNITY INFORMATION DESCRIPTION</b> Education grants shall be in direct support of grant-funded Project activities. Education Projects shall focus on local community-based activities that shift public perspectives and expand the number of activities utilized to help mitigate alcohol and drug-impaired driving. Projects should showcase unique approaches that educate local communities on impaired driving laws, while highlighting the dangers of driving under the influence of alcohol and/or drugs (DUI/DUID).	
<b>7. FUNDS ALLOCATED UNDER THIS GRANT AGREEMENT SHALL NOT EXCEED \$312,810.00</b>	
<b>8. TERMS AND CONDITIONS</b> The Grantee agrees to complete the Project, as described in the Project Description. The Grantee's Grant Application, and the California Code of Regulations, Title 13, Division 2, Chapter 13, Sections 1890.00-1890.27, are hereby incorporated into this Grant Agreement by reference.  The parties hereto agree to comply with the Terms and Conditions of the following attachments: <ul style="list-style-type: none"> <li>• Schedule A – Project Description, Problem Statement, Goals and Objectives, and Method of Procedure</li> <li>• Schedule B – Detailed Budget Estimate</li> <li>• Schedule B-1 – Budget Narrative</li> </ul> We, the officials named below, hereby swear, under penalty of perjury under the laws of the State of California, that we are duly authorized to legally bind the Grant recipient to the above-described Grant Terms and Conditions. IN WITNESS WHEREOF, this Grant Agreement is executed by the parties hereto.	
<b>9. APPROVAL SIGNATURES</b>	
<b>A. AUTHORIZED OFFICIAL OF ORGANIZATION/AGENCY</b> Name: Jason Caudle Title: City Manager Phone: (661) 723-6010  Address: 44933 Fern Ave Lancaster, CA 93534  E-Mail: <a href="mailto:jcaudle@cityofflancasterca.org">jcaudle@cityofflancasterca.org</a> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">   <u>Jason Caudle</u>  <small>(Signature)</small> </div> <div style="text-align: center;"> <small>Digitally signed by Jason Caudle          Date: 2024.07.02 15:09:45 -07'00'</small>  <u>07/02/2024</u>  <small>(Date)</small> </div> </div>	<b>B. AUTHORIZED OFFICIAL OF CHP</b> Name: Andrew Beasley Phone: (916) 843-4360 Title: Captain Fax: (916) 322-3169  Address: 601 North 7th Street Sacramento, CA 95811  E-Mail: <a href="mailto:ABeasley@chp.ca.gov">ABeasley@chp.ca.gov</a> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">   <u>Andrew Beasley</u>  <small>(Signature)</small> </div> <div style="text-align: center;"> <small>Digitally signed by Andrew Beasley          Date: 2024.07.10 08:33:23 -07'00'</small>  <u>07/10/2024</u>  <small>(Date)</small> </div> </div>
<b>C. ACCOUNTING OFFICER OF CHP</b> Name: C. M. Jones Phone: (916) 843-3531 Title: Commander Fax: (916) 322-3159  Address: 601 North 7th Street Sacramento, CA 95811  E-Mail: <a href="mailto:Catrina.Jones@chp.ca.gov">Catrina.Jones@chp.ca.gov</a> <div style="display: flex; justify-content: space-between; align-items: flex-end;"> <div style="text-align: center;">   <u>Catrina M. Jones</u>  <small>(Signature)</small> </div> <div style="text-align: center;"> <small>Digitally signed by Catrina M. Jones          Date: 2024.07.10 10:59:27 -07'00'</small>  <u>7/10/2024</u>  <small>(Date)</small> </div> </div>	<b>10. AUTHORIZED FINANCIAL CONTACT TO RECEIVE REIMBURSEMENT PAYMENTS</b>  Name: Lani Hartanto Title: Accountant Phone: (661) 723-6010  Address: 44933 Fern Ave Lancaster, CA 93534

## TERMS AND CONDITIONS

Grantee shall comply with the California Code of Regulations, Title 13, Division 2, Chapter 13 Section 1890, et seq. and all other Terms and Conditions noted in this Grant Agreement. Failure by the Grantee to comply may result in the termination of this Grant Agreement by the California Highway Patrol (hereafter referred to as State). The State will have no obligation to reimburse the Grantee for any additional costs once the Grant Agreement has been terminated.

### A. EXECUTION

1. The State (the California Highway Patrol) hereby awards, to the Grantee, the sum of money stated on page one of this Grant Agreement. This funding is awarded to the Grantee to carry out the Project set forth in the Project Description and the terms and conditions set forth in this Grant Agreement.
2. The funding for this Grant Agreement is allocated pursuant to California Revenue and Taxation Code Section 34019(f)(3)(B). The Grantee agrees that the State's obligation to pay any sum under this Grant Agreement is contingent upon availability of funds disbursed from the California Cannabis Tax Fund to the State. If there is insufficient funding, the State shall have the option to either: 1) terminate this Grant Agreement; whereby, no party shall have any further obligations or liabilities under this Grant Agreement, or 2) negotiate a Grant Agreement Amendment to reduce the grant award and scope of work to be provided under this Grant Agreement.
3. The Grantee is not to commence or proceed with any work in advance of receiving notice that the Grant Agreement is approved. Any work performed by the Grantee in advance of the date of approval by the State shall be deemed volunteer work and will not be reimbursed by the State.
4. The Grantee agrees to provide any additional funding, beyond what the State has agreed to provide, pursuant to this Grant Agreement, and necessary to complete or carry out the Project, as described in this Grant Agreement. Any modification or alteration of this Grant Agreement, as set forth in the Grant Application submitted by the Grantee and on file with the State, must be submitted in writing thirty (30) calendar days in advance to the State for approval.
5. The Grantee agrees to complete the Project within the timeframe indicated in the Project Performance Period, which is on page one of this Grant Agreement.

### B. PROJECT ADMINISTRATION

1. The Grantee shall submit all reimbursements, progress, performance, and/or other required reports concerning the status of work performed in furtherance of this Grant Agreement on a quarterly basis, or as requested by the State.
2. The Grantee shall provide the State with a final report showing all Project expenditures, which includes all State and any other Project funding expended, within sixty (60) calendar days after completion of this Grant Agreement.
3. The Grantee shall ensure all equipment which is purchased, maintained, operated, and/or developed is available for inspection by the State.
4. Equipment purchased through this Grant Agreement shall be used for the education, prevention, and enforcement of impaired driving laws, unless the Grantee is funding a portion of the purchased price not dedicated to impaired driving and that portion is not part of the Project costs. Equipment purchased under this Grant Agreement must only be used for approved Project-related purposes, unless otherwise approved by the State in writing.
5. Prior to disposition of equipment acquired under this Grant Agreement, the Grantee shall notify the State via e-mail, and by telephone, by calling the California Highway Patrol, Impaired Driving Section, Cannabis Grants Unit at (916) 843-4360.

## TERMS AND CONDITIONS

### C. PROJECT TERMINATION

1. Grantee or the State may terminate this Grant Agreement at any time prior to the commencement of the Project. Once the Project has commenced, this Grant Agreement may only be terminated if the party withdrawing provides thirty (30) calendar days written notice of their intent to withdraw.
  - a. If by reason of force majeure the performance hereunder is delayed or prevented, then the term end date may be extended by mutual consent for the same amount of time of such delay or prevention. The term "force majeure" shall mean any fire, flood, earthquake, or public disaster, strike, labor dispute or unrest, embargo, riot, war, insurrection or civil unrest, any act of God, any act of legally constituted authority, or any other cause beyond the Grantee's control which would excuse the Grantee's performance as a matter of law.
  - b. Grantee agrees to provide written notice of an event of force majeure under this Grant Agreement within ten (10) calendar days of the commencement of such event, and within ten (10) calendar days after the termination of such event, unless the force majeure prohibits Grantee from reasonably giving notice within this period. Grantee will give such notice at the earliest possible time following the event of force majeure.
2. Any violations of law committed by the Grantee, misrepresentations of Project information by the Grantee to the State, submission of falsified documents by the Grantee to the State, or failure to provide records by the Grantee to the State when requested for audit or site visit purposes may be cause for termination. If the Project is terminated for the reasons described in this paragraph, the State will have no obligation to reimburse the Grantee for any additional costs once the Grant Agreement has been terminated.
3. The State may terminate this Grant Agreement and be relieved of any payments should the Grantee fail to perform the requirements of this Grant Agreement at the time and in the manner herein provided. Furthermore, the Grantee, upon termination, shall return grant funds not expended by the Grantee as of the date of termination.
4. If this Grant Agreement is terminated, the State may choose to exclude the Grantee from future Grant Opportunities.

### D. FINANCIAL RECORDS

1. The Grantee agrees the State, or their designated representative, shall have the right to review and to copy all records and supporting documentation pertaining to the performance of this Grant Agreement. Grantee agrees to maintain such records for possible audit for a minimum of five (5) years after final payment, unless a longer period of records retention is stipulated or required by law. Grantee agrees to allow the auditor(s) access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Furthermore, the Grantee agrees to include a similar right for the State to audit all records and interview staff in any subcontract related to performance of this Grant Agreement.

### E. HOLD HARMLESS

1. The Grantee agrees to indemnify, defend, and save harmless the State, its officials, agents and employees from any and all claims and losses accruing or resulting to any and all Grantee's staff, contractors, subcontractors, suppliers, and other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the performance of this Grant Agreement, and from any and all claims and losses accruing or resulting to any person, agency, firm, corporation who may be injured or damaged by the Grantee in performance of this Grant Agreement.

## TERMS AND CONDITIONS

### F. NONDISCRIMINATION

1. The Grantee agrees to comply with State and federal laws outlawing discrimination, including, but not limited to, those prohibiting discrimination because of sex, race, color, ancestry, religion, creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (including cancer or genetic characteristics), sexual orientation, political affiliation, position in a labor dispute, age, marital status, and denial of statutorily-required employment-related leave. (GC 12990 [a-f] and CCR, Title 2, Section 8103.)

### G. AMERICANS WITH DISABILITIES ACT

1. The Grantee assures the State it complies with the Americans with Disabilities Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. (42 U.S.C. 12101 et seq.)

### H. DRUG-FREE WORKPLACE

1. The Grantee shall comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:
  - a. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.
  - b. Establish a Drug-Free Awareness Program to inform employees about:
    - i. The dangers of drug abuse in the workplace.
    - ii. The person's or Organization/Agency's policy of maintaining a drug-free workplace.
    - iii. Any available counseling, rehabilitation, and employee assistance programs.
    - iv. Penalties that may be imposed upon employees for drug abuse violations.
  - c. Every employee who works on the Project will:
    - i. Receive a copy of the company's drug-free workplace policy statement.
    - ii. Agree to abide by the terms of the company's statement as a condition of employment on the Grant Agreement.
2. Failure to comply with these requirements may result in suspension of payments under this Grant Agreement, or termination of this Grant Agreement, or both, and Grantee may be ineligible for award of any future Grant Agreements if the department determines that any of the following has occurred:
  - a. The Grantee has made false certification or violated the certification by failing to carry out the requirements, as noted above. (GC 8350 et seq.)

### I. LAW ENFORCEMENT AGENCIES

1. All law enforcement Organization/Agency/Agency Grantees shall comply with California law regarding racial profiling. Specifically, law enforcement Organization/Agency/Agency Grantees shall not engage in the act of racial profiling, as defined in California Penal Code Section 13519.4.

## TERMS AND CONDITIONS

### J. LABOR CODE/WORKERS' COMPENSATION

1. The Grantee is advised and made aware of the provisions which require every employer to be insured against liability for Worker's Compensation or to undertake self-insurance in accordance with the provisions, and Grantee affirms to comply with such provisions before commencing the performance of the work of this Grant Agreement, (refer to Labor Code Section 3700).

### K. GRANT APPLICATION INCORPORATION

1. The Grantee agrees the Grant Application and any subsequent changes or additions approved or required by the State is hereby incorporated into this Grant Agreement.

### L. STATE LOBBYING

1. The Grantee is advised that none of the funds provided under this Grant Agreement may be used for any activity specifically designed to urge or influence a state or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any state or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a state official, whose salary is supported by this Grant Agreement, from engaging in direct communications with the state or local legislative officials, in accordance with customary state and/or local practice.

### M. REPRESENTATION AND WARRANTIES

1. The Grantee represents and warrants that:
  - a. It is validly existing and in good standing under the laws of the State of California, has, or will have the requisite power, authority, licenses, permits, and the like necessary to carry on its business as it is now being conducted and as contemplated in this Grant Agreement, and will, at all times, lawfully conduct its business in compliance with all applicable federal, state, and local laws, regulations, and rules.
  - b. It is not a party to any Grant Agreement, written or oral, creating obligations that would prevent it from entering into this Grant Agreement or satisfying the terms herein.
  - c. If the Grantee is a Nonprofit Organization/Agency, it will maintain its "Active" status with the California Secretary of State, maintain its "Current" status with the California Attorney General's Registry of Charitable Trusts, and maintain its federal and State of California tax-exempt status. If the Grantee subcontracts with a Nonprofit as part of this Grant Agreement, the Grantee shall ensure the Nonprofit will maintain its "Active" status with the California Secretary of State, maintain its "Current" status with the California Attorney General's Registry of Charitable Trusts, and maintain its federal and State of California tax-exempt status.
  - d. All of the information in its Grant Application and all materials submitted are true and accurate.

### N. AIR OR WATER POLLUTION VIOLATION

1. Under the state laws, the Grantee shall not be: (1) in violation of any order or resolution not subject to review promulgated by the State Air Resources Board or an air pollution control district; (2) subject to cease and desist order not subject to review issued pursuant to Section 13301 of the Water Code for violation of waste discharge requirements or discharge prohibitions; or (3) finally determined to be in violation of provisions of federal law relating to air or water pollution.

## TERMS AND CONDITIONS

### O. GRANTEE NAME CHANGE

1. Grantee agrees to immediately inform the State, in writing, of any changes to the name of the person within the Organization/Agency/Agency with delegated signing authority.
2. An Amendment is required to change the Grantee's name, as listed on this Grant Agreement. Upon receipt of legal documentation of the name change, the State will process the Amendment. Payment of invoices presented with a new name cannot be paid prior to approval of said Amendment.

### P. RESOLUTION

1. A county, city, district, or other local public body shall provide the State with a copy of a resolution, order, motion, or ordinance of the local governing body, which by law, has authority to enter into a Grant Agreement, authorizing execution of the Grant Agreement.

### Q. PAYEE DATA RECORD FORM STD. 204

1. This form shall be completed by all non-governmental Grantees.

### R. FINANCIAL INFORMATION SYSTEM FOR CALIFORNIA GOVERNMENT AGENCY TAXPAYER ID FORM

1. This form shall be completed by all Grantees.

### S. CONFLICT OF INTEREST

1. This section serves to make the Grantee aware of specific provisions related to current or former state employees. If Grantee has any questions regarding the status of any person rendering services or involved with the Grant Agreement, the Grantee shall contact the State (California Highway Patrol, Impaired Driving Section, Cannabis Grants Unit) immediately for clarification.
2. Current State Employees:
  - a. No officer or employee shall engage in any employment, activity, or enterprise, from which the officer or employee receives compensation or has a financial interest, and which is sponsored or funded by any state agency, unless the employment, activity, or enterprise is required, as a condition of regular state employment.
  - b. No officer or employee shall contract on their own behalf, as an independent Grantee, with any state agency to provide goods or services.
3. Former State Employees:
  - a. For the two-year period from the date they left state employment, no former state officer or employee may enter into a contract in which they engaged in any of the negotiations, transactions, planning, arrangements, or any part of the decision-making process relevant to this Grant Agreement while employed in any capacity by any state agency.
  - b. For the 12-month period from the date they left state employment, no former state officer or employee may enter into a contract with any state agency if they were employed by that state agency in a policy-making position in the same general subject area as the proposed Grant Agreement within the 12-month period prior to their leaving state service.
4. The authorized representative of the Grantee Organization/Agency, named within this Grant Agreement, warrants their Organization/Agency and its employees have no personal or financial interest and no present or past employment or activity, which would be incompatible with

## TERMS AND CONDITIONS

participating in any activity related to this Grant Agreement. For the duration of this Grant Agreement, the Organization/Agency and its employees will not accept any gift, benefit, gratuity or consideration, or begin a personal or financial interest in a party who is associated with this Grant Agreement.

5. The Grantee Organization/Agency and its employees shall not disclose any financial, statistical, personal, technical, media-related, and/or other information or data derived from this Grant Agreement, made available for use by the State, for the purposes of providing services to the State, in conjunction with this Grant Agreement, except as otherwise required by law or explicitly permitted by the State in writing. The Grantee shall immediately advise the State of any person(s) who has access to confidential Project information and intends to disclose that information in violation of this Grant Agreement.
6. The Grantee will not enter into any Grant Agreement or discussions with third parties concerning materials described in paragraph five (5) prior to receiving written confirmation from the State that such third party has a Grant Agreement with the State, similar in nature to this one.
7. The Grantee warrants that only those employees who are authorized and required to use the materials described in paragraph 5 will have access to them.
8. If the Grantee violates any provisions in the above paragraphs, such action by the Grantee shall render this Grant Agreement void.

### T. EQUIPMENT-USE TERMS

1. The Grantee agrees any equipment purchased under this Grant Agreement shall be used for impaired driving efforts.
2. Law Enforcement Projects:
  - a. Oral Fluid Drug Screening Devices and Cannabis/Marijuana Breath Testing Equipment - The Grantee agrees to ensure all personnel using road-side drug testing equipment, including oral fluid drug testing devices and/or cannabis/marijuana breath testing devices, purchased with grant funds from this Grant Agreement, are trained to recognize alcohol and drug impairment. At a minimum, personnel using these devices should receive Standardized Field Sobriety Testing training. These personnel are also encouraged to attend Advanced Roadside Impaired Driving Enforcement and Drug Recognition Evaluator training. Prior to using these devices, the Grantee agrees to obtain permission from their local prosecutor's office, establish a policy ensuring appropriate use, and require the staff using these devices to receive appropriate training, which may include training from the manufacturer. This will help ensure the equipment is used appropriately. The Grantee shall advise the State (California Highway Patrol, Impaired Driving Section, Cannabis Grants Unit) of any legal challenges or other items of significance that may affect the use or legal acceptance of these devices. Additionally, the State may request additional information about the performance of these devices, including information about their use, accuracy, and feedback from personnel using the devices.
  - b. Law Enforcement Vehicles – The Grantee agrees any law enforcement vehicles purchased with Grant funds, from this Grant Agreement, will be primarily used for the enforcement of driving under the influence laws and/or providing public education, related to the dangers of driving under the influence. Additionally, any vehicle purchased using funds from this Grant Agreement shall comply with all California Vehicle Code and California Code of Regulation requirements. The State may require the Grantee to mark these vehicles with a decal and/or emblem, indicating the vehicle is used for driving under the influence enforcement.

# Schedule A

## City of Lancaster

**All grant awards, including any adjustments to requested funding, were made by the Cannabis Grants Unit based on the merits of the Grant Application, scale of operation, and in accordance with the Request for Application (RFA) requirements and associated regulations. As a result, not all Project activities and items detailed in Schedule A are applicable. Refer to Schedule B - Detailed Budget Estimate for approved Budget line items and Project activities. Project activities and items that are not clearly identified/specified in the Grant Agreement must be submitted to and approved by CGU prior to purchase.**

### **Project Description**

#### Introduction

The City of Lancaster, renowned for its strong community service history and effective governance, is a beacon of trust and dedication. Our commitment to improving residents' lives is demonstrated through our transparent practices, forward-thinking projects, and teamwork in addressing challenges. With a skilled and passionate staff, we provide vital services that strengthen our vibrant community, ensuring a thriving present and future. Situated in the Antelope Valley of Northern Los Angeles County, Lancaster boasts a population of around 173,000. It has a rich heritage from its 19th-century railroad town origins and offers cultural gems like the Museum of Art and History alongside outdoor activities, including biking, camping, and hiking.

#### Mission

The proposed endeavor on impaired driving in the City of Lancaster addresses the critical issue of driving under the influence of alcohol, illegal drugs, prescription drugs, cannabis, and cannabis products. This initiative is a proactive response to the unceasing and growing concerns over road safety and the increasing number of accidents and fatalities attributed to impaired driving. The project aims to implement comprehensive strategies that include public awareness programs and educational campaigns targeting drivers of all generations. By focusing on the diverse substances that impair driving abilities, the initiative seeks to reduce the incidence of DUI-related incidents, promote safer driving practices, and safeguard the community's well-being.

### **Problem Statement & Proposed Solution**

#### Problem Statement

Impaired driving significantly impacts the community of Lancaster, leading to increased road accidents, fatalities, and injuries. This not only affects the safety and well-being of individuals but also places strain on local emergency services and law enforcement agencies. The recent statistics from Lancaster's law enforcement agency, Los Angeles County Sheriff's Department (LASD) illuminate the severe consequences of this issue. In 2022, the area experienced 80 fatalities as a result of DUIs, a figure that starkly underscores the lethal risks of impaired driving. The situation appears to be deteriorating, as the first half of 2023, alone has already seen DUI-related fatalities soar to 63, without even accounting for data from the latter six months of the year. This data was not yet released at the time of the proposal development.

The number of DUI arrests further attests to the gravity of the situation. The entire year of 2022, witnessed 258 DUI arrests, a significant effort by LASD to mitigate this peril. However, the escalation of this crisis is evident in the first half of 2023, with 246 arrests already made, suggesting an alarming uptrend that could surpass previous years. These statistics reveal not just the prevalence of impaired driving in Lancaster but also the immense pressure it exerts on our emergency and law enforcement services. They are a clarion call for urgent action and the need for additional funding to strengthen DUI prevention programs and community education. By confronting impaired driving with the seriousness it demands, we may enhance the safety and well-being of Lancaster's residents and alleviate the burden on our critical services.

#### Situation

For the City of Lancaster, the consequences extend to economic burdens, such as higher insurance premiums, legal costs, and loss of productivity. Moreover, impaired driving occurrences have tarnished the City's reputation, affecting tourism and community morale. Addressing this issue is crucial for ensuring the safety of Lancaster's residents and maintaining the City's quality of life and economic vigor.

## Schedule A

### Significance

The issue of impaired driving also holds significant importance for the Lancaster community as it directly impacts public safety. The repercussions of such behavior lead to tragic losses and personal suffering and contribute to a sense of insecurity among residents. Addressing impaired driving is crucial for fostering a safe environment where families can thrive, businesses prosper, and visitors feel welcome. Likewise, tackling this challenge head-on reflects the community's commitment to caring for one another, promoting responsible behavior, and working together to ensure Lancaster remains a vibrant and secure place to live, work, and play.

### Causes

Driving under the influence stems from the use of substances like alcohol, illegal drugs, prescription drugs, and cannabis, which deteriorate cognitive and motor skills. This impairment compromises safe vehicle use by negatively impacting the driver's judgment, reaction speed, and decision-making capabilities. Contributory factors to this issue include a general unawareness of its dangers, societal norms downplaying its severity, ineffective law enforcement, and a lack of robust prevention and educational initiatives. Mitigating the frequency of impaired driving and improving road safety necessitates addressing these root causes. Furthermore, socio-economic conditions such as poverty, low literacy, and youthfulness also play a significant role in predisposing individuals to impaired driving. Those from less affluent communities might encounter more frequent exposure to drug use driven by stress or educational deficits. Economic hardship forces individuals to choose driving under the influence as their only transportation option. Additionally, a lower level of education can lead to a diminished understanding of the risks and legal consequences of impaired driving. Tackling these functional issues demands a holistic approach that includes robust educational programs, improve resource availability, and enhance social support services.

### Proposed Solution

To address DUI incidents in the Lancaster Community, our proposed solution involves a comprehensive impaired driving initiative that combines awareness-building, outreach campaigns, and education on the dangers of drunk driving. Over a 12-month period, we aim to achieve the following objectives:

1. Reduction in DUI Incidents: Aim for a measurable decrease in the number of DUI incidents reported in Lancaster by at least 10% compared to the previous year. This metric will serve as a direct indicator of the campaign's effectiveness in reducing impaired driving behaviors.
2. Improved Public Knowledge: By conducting surveys before and after the campaign, we aim for at least 20% improvement in the community's understanding of impaired driving risks and the legal ramifications of DUIs. This goal reflects the effectiveness of our educational efforts.
3. Community Behavioral Change: Through post-campaign surveys and other feedback mechanism, we aim to document a 20% increase in self-reported behavioral shifts, such as choosing designated drivers, using transportation, or opting for ride-sharing services after alcohol consumption. This indicates a positive alteration in community practices and perceptions regarding impaired driving.

The realization of these goals necessitates a unified approach, integrating awareness creation, outreach, and education about the perils of driving under the influence. Success in these areas will significantly enhance road safety and diminish the frequency of DUIs in the population throughout the project's duration.

### **Performance Measures/Scope of Work**

#### Goals/Objectives/Outcomes

To address DUI incidents in the Lancaster Community, our proposed solution involves a comprehensive impaired driving initiative that combines awareness-building, outreach campaigns, and education on the dangers of drunk driving. Over 12 months, we aim to achieve the following objectives:

- Reduction in IMPAIRED DRIVING Incidents: Aim for a measurable decrease in the number of intoxicated [DUI] incidents reported in Lancaster by at least 10% compared to the previous year. This metric will serve as a direct indicator of the campaign's effectiveness in reducing impaired driving behaviors.
- Improved Public Knowledge: By conducting surveys before and after the campaign, we aim for at least 20% improvement in the community's understanding of impaired driving risks and the legal ramifications of impaired driving. This goal reflects the effectiveness of our educational efforts.

## Schedule A

- Community Behavioral Change: Through post-campaign surveys and other feedback mechanisms (observations, TC reports, questionnaires), we aim to document a 20% increase in self-reported behavioral shifts, such as choosing designated drivers, using transportation, or opting for ride-sharing services after alcohol consumption. This indicates a positive alteration in community practices and perceptions regarding impaired driving.

The realization of these goals necessitates a unified approach, integrating awareness creation, outreach, and education about the perils of driving under the influence. Cannabis Tax Fund Grant Program funds should be used to expand the number of activities in the local community that provide direct services to the public and directly address impaired driving laws while highlighting the dangers of driving under the influence of alcohol and other drugs, including cannabis and cannabis products during the project performance period. Success in these areas will significantly enhance road safety and diminish the frequency of impaired driving in the population throughout the project's duration.

### Methods

#### #1. Public Awareness Campaign

- Activity: Distribute educational materials at community and social events, schools, and universities
- Outcome: Raise awareness about the risks and consequences of impaired driving to cultivate a community-wide ethos of responsibility. This method aims to create a cultural shift, making DUI socially unacceptable, thus reducing incidents.

Throughout the project performance period, the initiative will conduct 12 public awareness campaigns targeting various community and social events, schools, and universities. Each month, at least one major campaign will be at local events such as the 4th of July Fireworks Extravaganza, National Night Out, Bark at the Park, Field of Drafts, and A Magical BLVD Christmas, ensuring widespread outreach. In addition, educational sessions will be organized in schools and universities to directly engage with students and young adults about the risks of impaired driving. Various educational materials will be distributed during these campaigns, including brochures outlining the dangers of IMPAIRED DRIVING, legal consequences, and safe transportation options. Flyers with infographics and statistics on impaired driving incidents will be handed out, along with promotional items such as keychains and magnets with DUI prevention messages. Interactive digital content, such as videos and digital posts, will be shared to reach a broader audience and reinforce the campaign's message. These materials aim to enhance public knowledge, encourage behavioral change, and reduce the number of IMPAIRED DRIVING incidents in the community.

The content covered in these campaigns will include:

- The dangers of driving under the influence of alcohol and other drugs, including cannabis.
- Legal consequences of impaired driving offenses.
- Safe transportation options and alternatives to impaired driving.
- Personal stories and testimonies from individuals affected by DUI incidents.
- Statistical data on impaired driving incidents and their impact on the community.

These materials aim to enhance public knowledge, encourage behavioral change, and ultimately reduce the number of impaired driving incidents in the community. All solely funded by the Cannabis Tax Fund Grant Program funds.

#### #2. Educational Workshops at social events and community centers.

- Activity: Host interactive workshops and collaborate with local experts to provide in-depth sessions on DUI laws and consequences.
- Outcome: These activities provide direct education, equipping individuals with knowledge about risks and legal ramifications. Creating informed understanding encourages community members to make safer choices, achieving increased public knowledge.

Throughout the project performance period, the initiative will conduct 12 public awareness campaigns targeting various community and social events, all solely funded by the Cannabis Tax Fund Grant Program funds. In conjunction with these campaigns, the project will host interactive workshops at social events and community centers, collaborating with local experts to provide in-depth sessions on impaired driving laws and consequences. A total of eight (8) workshops will occur, providing detailed messaging on the dangers of

## Schedule A

driving under the influence of alcohol and other drugs, including cannabis and cannabis products. These workshops will cover:

- The dangers of driving under the influence of alcohol and other drugs, including cannabis.
- Legal consequences of impaired driving offenses.
- Safe transportation options and alternatives to impaired driving.
- Personal stories and testimonies from individuals affected by DUI incidents.
- Statistical data on impaired driving incidents and their impact on the community.

The outcome of these activities will provide direct education, equipping individuals with knowledge about the risks and legal ramifications of impaired driving. This will create an informed understanding, encouraging community members to make safer choices and achieve increased public knowledge. The educational materials distributed during these workshops will include brochures, flyers with infographics and statistics, and promotional items such as keychains and magnets, including a few behavioral modification items, with impaired driving prevention messages. Interactive digital content, such as videos and digital posts, will also be shared to reinforce the campaign's message.

### #3. Distribution of Educational Content

- Activity: Create and distribute informative brochures and behavioral modification supplies for high-traffic areas.
- Outcome: By making educational content widely available, the initiative ensures that accurate and impactful information reaches a broad audience. This strategy aims to correct misconceptions and increase overall awareness, directly impacting public knowledge.

Sample 1: Title: "Stay Safe, Stay Sober: The Risks of Impaired Driving"

- Content:
  - Driving under the influence of alcohol, cannabis, or other drugs puts your life and the lives of others at risk. Impaired driving slows your reaction time, impairs your judgment, and increases the likelihood of accidents.
  - Impaired driving offenses can lead to severe legal penalties, including hefty fines, license suspension, and even jail time. Don't risk your future—know the laws and stay sober behind the wheel.
  - Plan ahead: choose a designated driver, use public transportation, or call a ride-sharing service. There are always safer options to get home.
  - Heading: "Know the Dangers"
  - Heading: "Legal Consequences"
  - Heading: "Safe Alternatives"

Sample 2: Title: "Drive Sober, Live Longer: Understanding Impaired Driving Laws"

- Content:
  - Every year, countless lives are affected by impaired driving. Help make our community safer by staying informed and making responsible choices.
  - DUI laws are strict for a reason. Driving with a BAC over 0.08% is illegal and dangerous. Remember, impairment starts with the first drink or use of cannabis.
  - If you're planning to drink or use cannabis, make sure you have a safe way to get home. Encourage your friends and family to do the same.
  - Heading: "Impact on the Community"
  - Heading: "What You Need to Know"
  - Heading: "Take Action"

### Behavioral Modification Supplies

- Supplies:
  - Keychains: Featuring messages like "Drive Sober" and emergency contact numbers for ride-sharing services.
  - Magnets: With statistics on impaired driving and tips for planning safe transportation.
  - Wristbands: Inscribed with "Stay Sober, Stay Safe" to serve as a constant reminder of the campaign's message.
  - Car Air Fresheners: Printed with DUI prevention slogans and safe driving tips.

## Schedule A

### High-Traffic Areas for Distribution

- Locations:
  - Shopping centers
  - Public transportation hubs (bus and train stations)
  - Community parks
  - Major event venues (concerts, fairs, and festivals)

### Distribution Details

- Number of Distributions:
  - Educational content and behavioral modification supplies will be distributed monthly in high-traffic areas.
  - Approximately 35-50 distributions will occur throughout the project performance period, ensuring consistent and widespread reach to maximize the campaign's impact.

These efforts aim to enhance public knowledge, encourage behavioral change, and ultimately reduce the number of DUI incidents in the community. Throughout the project performance period, the initiative will conduct a public awareness campaign targeting various community and social events, all solely funded by the Cannabis Tax Fund Grant Program funds.

### #4. Continuous Feedback and Adaptation

- Activity: Conduct regular surveys to gauge changes in attitudes and behaviors. Use data collected to refine and adapt strategies to the community's needs.
- Outcome: This iterative approach ensures the initiative remains responsive to the community's evolving dynamics. The initiative can encourage safer choices and reduce impaired driving incidents more effectively by understanding and addressing specific barriers to behavior change.

### Survey Methodology/Distribution/Content

#### Types of Surveys:

- Pre-Campaign Surveys: Conducted at the start of the project to establish baseline data on public knowledge, attitudes, and behaviors regarding impaired driving.
- Post-Event Surveys: Distributed immediately following each outreach event to assess the impact of the event and gather feedback on the effectiveness of the presentations and materials.
- Mid-Campaign Surveys: Conducted at the halfway point (approximately six months in) to gauge interim progress and make necessary adjustments to the campaign strategy.
- Post-Campaign Surveys: Conducted at the end of the project performance period to measure overall changes in public knowledge, attitudes, and behaviors.

#### Pre-Campaign Surveys:

- Distributed online via social media platforms, email newsletters, and the campaign's website.
- Conducted in-person at community centers and high-traffic areas to ensure a broad and representative sample.
- Event-Specific Post-Event Surveys: Distributed immediately after presentations and workshops at events such as the 4th of July Fireworks Extravaganza, National Night Out, and Field of Drafts. Surveys will be available in digital & paper form for immediate completion and online via QR codes provided at the event.
- Mid-Campaign and Post-Campaign Surveys: Conducted online and in-person, similar to pre-campaign surveys, to ensure continuity and comprehensive data collection.

#### Questions to Assess:

- Knowledge of impaired driving laws and consequences.
- Awareness of the dangers of impaired driving, including alcohol and cannabis.
- Attitudes towards impaired driving.
- Self-reported behaviors, such as using designated drivers or ride-sharing services.

## Schedule A

### Collection and Analysis

- Collection Points:
  - Surveys will be collected at each outreach event by designated campaign volunteers.
  - Online survey responses will be automatically recorded and stored in a secure database.
- Timing:
  - Pre-campaign surveys: Distributed and collected during the first month of the campaign.
  - Post-event surveys: Collected immediately after each event.
  - Mid-campaign surveys: Distributed and collected at the six-month mark.
  - Post-campaign surveys: Distributed and collected during the final month of the campaign.
- Analysis:
  - Data from surveys will be analyzed on a monthly basis to track progress and identify areas for improvement.
  - Interim reports will be generated at the mid-campaign point to adjust strategies as needed.
  - A comprehensive final report will be prepared at the end of the campaign, summarizing the outcomes and impact of the initiative.

This structured approach ensures continuous feedback and allows the campaign to adapt and respond to the community's needs, ultimately enhancing the effectiveness of the impaired driving prevention initiative.

### Impaired Driving Prevention Initiative Milestone (Performance Period: July 2024 - June 2025)

The milestone strategically aligns the impaired driving prevention educational presentations with Lancaster's annual events, ensuring that the message reaches a broad and engaged audience. By tailoring activities to coincide with popular community events, the initiative maximizes visibility and impact, fostering a community-wide commitment to reducing impaired driving incidents and promoting safer choices. The Cannabis Tax Fund Grant Program funds will cover the costs of educational materials, behavioral modification supplies, personnel salaries, and event participation fees. Personnel participating in each event will include special event assistants, project assistants, and, occasionally, an administrative assistant.

### July 2024 - 4th of July Fireworks Extravaganza & Summer Concert Series

- Activity: Integrate impaired driving prevention messages into event festivities. Offer interactive presentations at concert series intervals, emphasizing safe driving during holiday celebrations and summer nights.
- Personnel: Special event assistant, project assistant.
- Funds Cover: Educational brochures, behavioral modification supplies (keychains, magnets, wristbands), event participation fees.
- Outcome: Directly address impaired driving laws and highlight the dangers of driving under the influence.

### August/September 2024 - National Night Out & Summer Concert Series

- Activity: Partner with local law enforcement and community leaders to provide educational sessions during these events, focusing on community safety and impaired driving prevention.
- Personnel: Special event assistant, project assistant, administrative assistant (occasionally).
- Funds Cover: Educational brochures, promotional items, collaboration costs with law enforcement, event participation fees.
- Outcome: Enhance public knowledge and community safety through direct services and education.

### October 2024 - Bark at the Park & Haunt at the Hanger

- Activity: Host themed presentations at these events, tailoring messages to seasonal activities and the importance of planning safe rides home. Engage pet owners and Halloween enthusiasts in impaired driving prevention discussions.
- Personnel: Special event assistant, project assistant.
- Funds Cover: Themed educational materials, behavioral modification supplies, event participation fees.
- Outcome: Address impaired driving laws and highlight the dangers of driving under the influence during seasonal activities.

## Schedule A

### November 2024 - Field of Drafts

- Activity: Offer educational presentations that cater to the adult demographic, emphasizing the legal consequences of impaired driving and safe transportation alternatives after attending events.
- Personnel: Special event assistant, project assistant.
- Funds Cover: Educational brochures, promotional items, event participation fees.
- Outcome: Increase public knowledge and promote safer choices among adults.

### December 2024 - A Magical BLVD Christmas & Breakfast with Santa

- Activity: Incorporate impaired driving prevention messages into holiday-themed presentations. Engage families and community members in discussions about the importance of safe driving practices during the holiday season.
- Personnel: Special event assistant, project assistant, administrative assistant (occasionally).
- Funds Cover: Holiday-themed educational materials, behavioral modification supplies, event participation fees.
- Outcome: Enhance family and community awareness of impaired driving risks during the holiday season.

### January/February/March 2025

- Activity: Monitor and evaluate the effectiveness of presentations through surveys and feedback. Adjust strategies and content based on community needs and responses to maximize impact.
- Personnel: Project assistant, special event assistant.
- Funds Cover: Survey distribution and analysis costs, content adjustment expenses.
- Outcome: Ensure continuous improvement and responsiveness to community needs.

### March/April 2025 - Egg Hunt Eggstravaganza/The Bunny Hop & California Poppy Festival

- Activity: Host interactive presentations focusing on impaired driving laws and consequences, leveraging high community turnout at these events. Collaborate with local experts to provide engaging informative sessions.
- Personnel: Special event assistant, project assistant.
- Funds Cover: Educational brochures, collaboration costs with local experts, event participation fees.
- Outcome: Provide in-depth education on DUI laws and consequences to a broad audience.

### May 2025

- Activity: Monitor and evaluate the effectiveness of presentations through surveys and feedback. Adjust strategies and content based on community needs and responses to maximize impact.
- Personnel: Project assistant, special event assistant.
- Funds Cover: Survey distribution and analysis costs, content adjustment expenses.
- Outcome: Ensure continuous improvement and responsiveness to community needs.

### June 2025

- Activity: Conduct a comprehensive review of all presentations, including participant numbers, feedback, and pre- and post-presentation surveys. Prepare and distribute a report on outcomes and recommendations for future initiatives.
- Personnel: Project assistant, special event assistant, and administrative assistant.
- Funds Cover: Comprehensive review costs, report preparation and distribution expenses.
- Outcome: Summarize the initiative's impact and provide recommendations for future DUI prevention efforts.

This milestone ensures a methodical approach to planning, executing, and evaluating the educational presentations, aiming to maximize the impact on increasing public knowledge about impaired driving's risks and legal consequences. The periodic evaluations and adjustments allow for optimizing presentations' content and delivery, ensuring the initiative remains responsive to the community's needs and effectively contributes to informed decision-making and safer choices among Lancaster residents. Specific dates for these events are to be determined, as the City's event calendar is currently being finalized at the time of this proposal's development. We are determined to make a significant impact and kindly ask for your consideration in supporting this vital cause,

## Schedule A

### Capabilities & Competences

The immediate hiring of personnel to support our impaired driving outreach program and campaign. As we are aware, impaired driving remains a critical and pervasive issue with severe consequences for individuals, families, and communities at large. The success of our outreach program relies heavily on the dedication and expertise of our team, and expanding our workforce is crucial to enhance the impact of our efforts based on:

- Increased workload and scope. The demand for our outreach program has grown significantly, reflecting the urgency and importance of addressing impaired driving.
- Diverse Skills Sets. A successful outreach program requires a diverse set of skills, including communication, marketing, event planning, data analysis, and community engagement.
- Geographical Reach. Hiring personnel strategically positioned in different geographical areas will enable us to tailor our outreach efforts to the unique challenges and demographics of each location.
- Leveraging Technology. In the digital age, leveraging technology is essential for reaching a broad audience by engaging with the target demographic effectively.
- Community Relationships. Hiring personnel with established connections and cultural understanding in different regions will facilitate smoother collaboration, enhance community trust, and increase the program's long-term sustainability.

To accomplish the goals and objectives of an impaired driving campaign effectively, it is crucial to have both the human and material resources necessary to execute various tasks competently and impactfully:

1. Personnel: Three Staff Members:
  - Administrative Assistant: This role is pivotal for managing the day-to-day operations of the initiative, including scheduling meetings, handling communications, and maintaining records—the admin. assistant ensures that all aspects of the campaign are organized and that documentation is kept for accountability and reporting purposes.
  - Project Assistant: A project assistant is crucial for supporting the project and executing its activities. This includes coordinating with vendors, managing schedules, and helping develop and implement strategies. The role is vital for ensuring the project's milestones are met on time and within budget.
  - Special Event Assistant: Special events are a key component of any campaign, especially for raising awareness about intoxicating driving. This individual will focus on the logistics and execution of these events, including securing location(s), coordinating with speakers, set-up and breaking down the booth, and ensuring that events run smoothly. This role is essential for maximizing the impact of each event and engaging the community.
2. Pick-up Truck Mobilization Unit:
  - A vehicle is indispensable for events of this nature, providing the means to efficiently transport personnel, materials, and equipment to various places. Whether it's moving educational material, setting up events, or facilitating the distribution of behavioral modification items, a reliable vehicle ensures that the campaign can operate flexibly and respond to needs as they arise. It symbolizes the commitment to reaching out to the community and facilitates a wider geographical impact.
3. Behavioral Modification Items:
  - Effective Educational Tools for Impaired Driving Prevention Campaign
    1. Brochures and Pamphlets
      - Details: Containing detailed information on the dangers of impaired driving, legal consequences, safe alternatives, and statistical data. They will also feature personal stories and testimonies from individuals affected by DUI incidents.
      - Distribution Points: Handed out at all community events, workshops, schools, universities, and high-traffic areas such as shopping centers and public transportation hubs.
    2. Interactive Digital Content
      - Details: Videos, animations, and infographics shared via digital platforms. These will provide engaging and informative content on DUI risks and prevention.

## Schedule A

- Distribution Points: Online distribution through digital boards, and email campaigns.
3. Educational Posters and Banners
    - Details: Visual displays highlighting key messages about the risks of impaired driving, legal penalties, and safe transportation options. These will be placed in strategic locations to maximize visibility.
    - Distribution Points: Community centers, schools, universities, event venues, and high-traffic public areas like bus stops and train stations.
  4. Workshops and Educational Sessions
    - Details: In-person sessions providing in-depth education on impaired driving laws, the consequences of impaired driving, and safe alternatives. These sessions will also include interactive activities and discussions.
    - Distribution Points: Organized at community centers, schools, universities, and during major community events.

Items such as brochures, fliers, wristbands, and other educational tools are essential for spreading the message about the dangers of impaired driving. These tangible items can serve as constant reminders to individuals about the message, encouraging behavioral change. They are particularly effective in community settings and events, where they can be distributed widely and help in creating a culture of safety and responsibility regarding driving.

### Behavioral Modification Items and Distribution

#### Items:

- Keychains: Inscribed with messages like “Drive Sober” and emergency contact numbers for ride-sharing services.
- Magnets: Featuring statistics on impaired driving and tips for planning safe transportation.
- Wristbands: Inscribed with “Stay Sober, Stay Safe” to serve as a constant reminder of the campaign’s message.

#### Distribution Points and Frequency:

- Community Events: Distributed at major community events such as the 4th of July Fireworks

Extravaganza, National Night Out, Bark at the Park, Field of Drafts, and A Magical BLVD Christmas.

1. Workshops: Handed out during educational sessions and workshops to reinforce the message.
2. High-Traffic Areas: Monthly distributions at shopping centers, public transportation hubs, and community parks to ensure broad reach and constant reinforcement of the campaign’s message.

#### 4. Equipment/Other Costs:

- Essential equipment for the campaign will include Virtual Reality (VR) headsets and related equipment for presentations and educational materials, necessary for effectively communicating the campaign's message to large audiences and engaging with the community in interactive ways. According to the article, "A Case Study of a Virtual Reality-Based Drink Driving Educational Tool," published in November 2023, VR headsets are highly effective in educating the public by simulating the experience of drunk driving, offering an immersive and impactful educational experience that traditional methods may lack. Additionally, office equipment such as tablets/iPads will be used to conduct interviews, questionnaires, and surveys throughout the campaign's planning, execution, and monitoring phases. These tools enable the team to work efficiently, analyze data, and adapt strategies as needed to maximize the overall impact. This equipment will be utilized during the entire performance period, from July 2024 through August 2025, at all outreach presentations. Approximate 50-60 events/presentations.

In summary, each of these resources plays a unique and critical role in the successful execution of the initiative. Together, they ensure the campaign is well-equipped to educate the public, encourage behavior change, and ultimately reduce incidents of impaired driving. Moreover, hiring additional personnel is not merely an investment in human resources but a strategic imperative for the success of our outreach program. By expanding the team, we can amplify the reach of our message, enhance our program's effectiveness, and

## Schedule A

make significant strides toward reducing the incidence of impaired driving and its devastating consequences. Milestone Chart Attached - Appendix A

### **Project Performance Evaluation**

#### Methodology Evaluation

To evaluate the efficiency and positive impact of the campaign, a comprehensive method incorporating surveys, observations, interviews, and questionnaires will be employed. This multi-layered approach allows for the collection of both quantitative and qualitative data, ensuring a well-rounded understanding of the aftermaths.

1. Pre-and Post-Campaign Surveys
  - Quantitative Data: Measure changes in community awareness and attitudes towards impaired driving before and after the campaign. Analyze the percentage increase in informed responses regarding DUI risks and legal consequences.
  - Qualitative Data: Gather insights on how community perceptions towards impaired driving have evolved following the initiative.
2. Observational Studies at Community Events
  - Quantitative Data: Count the number of participants engaging with educational materials and workshops during events.
  - Qualitative Data: Note behavioral changes in community events related to alcohol consumption and transportation choices.
3. Structured Interviews with Local Enforcement
  - Quantitative Data: Collect statistics on DUI incidents before and after the initiative's implementation.
  - Qualitative Data: Gain insights into the challenges and improvements observed by law enforcement as a result of the campaign.
4. Follow-Up Questionnaires with Presentation Participants
  - Quantitative Data: Evaluate the retention of knowledge imparted during workshops through scored questionnaires.
  - Qualitative Data: Solicit feedback on the effectiveness of workshop content and delivery methods.

This comprehensive evaluation and communication plan ensures that the effectiveness and positive impact of the "Impaired Driving" initiative are accurately measured and widely communicated, promoting transparency, accountability, and community involvement.

#### Communication Plan

To keep internal stakeholders informed:

- Quarterly Reports: sharing detailed progress reports with team members and key stakeholders within the organization and the CHP CGU Grant's Team, including quantitative data and qualitative insights.
- Internal Meetings: Hold regular meetings to discuss evaluation findings challenges, and adapt strategies as necessary.

To keep external stakeholders informed:

- Funder's Report: prepare and disseminate comprehensive highlights of key outcomes and successes of the initiative aimed at funder and partner organizations.

This comprehensive evaluation and communication plan ensures that the effectiveness and positive impact of the "impaired driving" initiative are accurately measured and widely communicated, promoting transparency, accountability, and community involvement.

## Schedule A

### **Program Sustainability**

#### Sustainability

To reduce the reliance on future grant program funding for the impaired driving campaign in Lancaster, the following plan outlines a multifaceted approach focusing on sustainability, community involvement, and alternative funding sources:

1. Building Community Partnerships
  - Engage local businesses for sponsorship opportunities by supporting initiatives through funding or in-kind contributions in exchange for advertising or recognition in campaign materials.
2. Leveraging Technology
  - Utilize digital marketing to spread awareness at a lower cost than traditional media.
3. Revenue-Generating Activities
  - Create and sell campaign merchandise, such as t-shirts, bumper stickers, and other items. The profits can support ongoing campaign activities.
4. Government & Corporate Grants
  - While reducing reliance on grants, pursuing them strategically is still beneficial. Look beyond the usual sources and apply for grants from corporations, foundations, and government programs that have not been tapped before.

### **Administrative Support**

#### Administrative Support

The City of Lancaster will expand its team by adding four crew members to support the 12-month initiative. Additionally, the City employs a grant hub team skilled in identifying funding opportunities, writing proposals, managing budgets, and meeting funder requirements. Leadership will oversee regulatory compliance and resource allocation. Essential to our mission's success, we have the basic office space and technology resources to ensure the project's effective execution.

We humbly and respectfully seek your support with a funding request of \$500,000.00, for the City of Lancaster's "Impaired Driving" program. This initiative is thoughtfully crafted to address the pressing issue of drunk driving within our community. Our goal is to foster enhanced engagement among residents and nurture a profound sense of responsibility, with the vision of transforming Lancaster into a more cohesive and united community. We are deeply committed to making a significant impact and kindly ask for your consideration in supporting this vital cause.

## Schedule B

### Detailed Budget Estimate

Award Number	Organization/Agency	Total Amount
17863	City of Lancaster	\$312,810.00

Cost Category	Line Item Name	Total Cost to Grant
<b>Other Direct Costs</b>	Educational Materials	\$58,049.20
	Educational Supplies	\$17,438.28
<b>Category Sub-Total</b>		<b>\$75,487.48</b>
<b>Personnel</b>	Special Event Assistant #1	\$21,598.20
	Project Assistant	\$35,997.00
	Administrative Office Assistant	\$25,500.00
<b>Category Sub-Total</b>		<b>\$83,095.20</b>
<b>Equipment</b>	Education/Outreach Vehicle	\$73,227.32
	<b>Category Sub-Total</b>	
<b>Consultants/Contracts</b>	Digital Advertising	\$81,000.00
	<b>Category Sub-Total</b>	

<b>Grant Total</b>	<b>\$312,810.00</b>
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# Schedule B-1 Budget Narrative

City of Lancaster

## Other Direct Costs

### Educational Materials

\$58,049.20

Printed and customized educational materials such as:

Units	Item	Unit Cost	Subtotal
500	tote bags	\$3.75	\$1,875.00
385	cell phone covers,	\$9.99	\$3,846.15
272	phone plugs,	\$9.25	\$2,516.00
2100	brochures	\$3.25	\$6,825.00
3220	handouts,	\$4.55	\$14,651.00
2250	postcards,	\$5.15	\$11,587.50
1200	keychains,	\$6.85	\$8,220.00
950	mailing cards,	\$6.15	\$5,842.50
115	posters	\$25.00	\$2,875.00

Approximately \$58,250.00, plus taxes, shipping & handling.

Customization of phrase fee: All material will be printed with; "Funded by the CHP Tax Fund Grant Program."

A booth will be present with educational material, and interactive tools at 12-15 social events, during afternoons and evenings, weekdays & weekends.

### Educational Supplies

\$17,438.28

-3x iPhone 14 Plus

3 units mobile for VR Headset operations required for functionality (software & hardware); with 256 GB.

Approximately = \$3,075.00

\$899.00 x 3 units = \$2,787.00 plus taxes, shipping & handling.

- iPads - 2 units x \$575.00 = \$1,150.00 plus taxes, shipping & handling.

Approximately \$1,320.75

The iPads will be utilized to collect survey data, questionnaires, and support for data analytics.

- 3-Virtual Reality (VR) Headset Kit; main unit, straps, silicone facial, batteries, software subscriptions (educational programs: alcohol, impairment, drugs, cannabis, etc.), charging dock, travel protector hard-case.

\$3,200.00 plus taxes, shipping & handling EACH

3 units x \$3,200.00 = \$9,600.00 plus taxes, shipping & handling

Approximate = \$10,632.19

- Equipment disinfecting kit;

antibacterial sprays, wipes, hand sanitizers, cleaning spray, masks, gloves, and alike to maintain equipment clean and free of contaminates.

## Personnel

### Administrative Office Assistant

\$25,500.00

Administrative assistant; working 20-25 hours per week during the performance period: July 1 thru June 30, 2025.

100% time allocated to the impaired driving initiative only.

Job description: Office Assistant

\$23.00 p/hour

## Schedule B-1 Budget Narrative

### City of Lancaster

52 weeks x 20 hrs= 1,040  
\$23.00 p/hour x 1,040 hrs= \$23,920.00  
plus fringe benefits @ 6.5% = \$1,154.80"

#### **Project Assistant**

\$35,997.00

Job description: Project Assistant at  
\$32.50 p/hour

52 weeks at 20 hours = 1,040 hours  
\$32.50 p/hour x 1,040 hrs= \$33,800.00  
plus fringe benefits @ 6.5% = \$2,197.00

100% time allocated to the impaired driving initiative only. All time is regular pay, no overtime.

#### **Special Event Assistant #1**

\$21,598.20

Job description: Special Events Assistant  
\$19.50 p/hour

52 weeks x 20 hours= 1,040  
\$19.50 p/hour x 1,040 hrs = \$20,280.00  
plus fringe benefits @ 6.5% = \$1,318.20

100% time allocated to the impaired driving initiative only. All time is regular pay, no overtime. All time is regular pay, no overtime.

#### **Equipment**

##### **Education/Outreach Vehicle**

\$73,227.32

2022-2023 pick-up truck to assist with transportation to/from events and cargo of event materials. Pricing includes customized decal: "DUI/DUID Education and Outreach" and will include a DUI/DUID campaign message.

A pick-up truck is indispensable for a campaign of this nature, providing the means to transport personnel, materials, and equipment to various locations efficiently. It symbolizes the campaign's commitment to reaching out to the community and facilitates a wider geographical impact.

#### **Consultants/Contracts**

##### **Digital Advertising**

\$81,000.00

Digital advertising of impaired driving. 12-month contract of digital advertising campaign throughout the City of Lancaster reaching the residents via mobile devices, utilizing advanced geographic, demographic, and behavioral targeting strategies. Monthly expense: \$ \$6,750.00 x 12 = \$81,000.00