



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Master

File Number: 47447

File ID: 47447

File Type: Resolution

Status: Items Referred

Version: 1

Reference:

Controlling Body: FINANCE
COMMITTEE

File Created Date : 05/23/2017

File Name: Texting and Driving Awareness - Dane Co. Partnership

Final Action:

Title: Authorizing the Mayor and Clerk to enter into an agreement with Dane County for the provision of bus services in a joint effort to increase public awareness of the dangers of texting while driving and enforcement of the texting while driving law from the time the agreement is executed through September 30, 2017.

Notes:

CC Agenda Date: 06/06/2017

Sponsors: David Ahrens

Effective Date:

Attachments:

Enactment Number:

Author:

Hearing Date:

Entered by: aschroeder@cityofmadison.com

Published Date:

Approval History

Version	Date	Approver	Action
1	05/31/2017	Travis J. Martin	Approve

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Metro Transit	05/23/2017	Referred for Introduction				
	Action Text:		This Resolution was Referred for Introduction				
	Notes:		Transit and Parking Commission; Finance Committee				
1	COMMON COUNCIL	06/06/2017	Refer	TRANSIT AND PARKING COMMISSION		06/14/2017	Pass
	Action Text:		A motion was made by Rummel, seconded by Baldeh, to Refer to the TRANSIT AND PARKING COMMISSION. The motion passed by voice vote/other.				
	Notes:		Additional referral to Finance Committee				
1	TRANSIT AND PARKING COMMISSION	06/06/2017	Refer	FINANCE COMMITTEE		06/12/2017	

Action Text: This Resolution was Refer to the FINANCE COMMITTEE

Notes:

1 FINANCE COMMITTEE 06/12/2017 Return to Lead with TRANSIT AND 06/14/2017 Pass
the PARKING
Recommendation COMMISSION
for Approval

Action Text: A motion was made by Rummel, seconded by Verveer, to Return to Lead with the Recommendation for Approval to the TRANSIT AND PARKING COMMISSION,. The motion passed by the following vote:

Notes: Roll Call Vote 5 - 1: Ayes: Verveer, Wood, Harrington-McKinney, Eskrich, Skidmore ;Noes: Rummel ;Non-Voting: Soglin

Ayes: 5 Paul E. Skidmore; Zach Wood; Barbara Harrington-McKinney; Sara Eskrich and Michael E. Verveer

Noes: 1 Marsha A. Rummel

Non Voting: 1 Paul R. Soglin

1 TRANSIT AND PARKING 06/14/2017 Return to Lead with FINANCE Pass
COMMISSION the COMMITTEE
Recommendation
for Approval

Action Text: A motion was made by Bigelow, seconded by Ahrens to Return to Lead with the Recommendation for Approval to the FINANCE COMMITTEE by the following votes:

Absent: 1 Michael M. Johnson

Ayes: 3 David Ahrens; Wayne Bigelow and Ann E. Kovich

Noes: 2 Rebecca Kemble and Margaret Bergamini

Excused: 4 Arvina Martin; David E. Tolmie; Kenneth Golden and Kenneth M. Streit

Non Voting: 1 Gary L. Poulson

Text of Legislative File 47447

Fiscal Note

The proposed resolution authorizes an agreement between Dane County and Metro Transit to work towards the effort of increasing public awareness of the dangers of texting while driving . If Dane County is to use Metro Transit fixed route services for implementation of the awareness effort, the County will reimburse Metro Transit for any fuel used and Metro staff overtime worked for the initiative. Metro transit estimates that Dane county may use the fixed transit service for three deployments at approximately 100 miles each, which would result in approximately \$150 of diesel usage. Metro does not expect the need for overtime with this agreement.

Title

Authorizing the Mayor and Clerk to enter into an agreement with Dane County for the provision of bus services in a joint effort to increase public awareness of the dangers of texting while driving and enforcement of the texting while driving law from the time the agreement is executed through September 30, 2017.

Body

Dane County applied for a Wisconsin Department of Transportation Highway Safety Grant . If awarded, grant funds will be used for traffic enforcement actions that include stops for distracted or inattentive driving due to texting. Recent data provided by the Dane County Sheriff's Office shows that the leading cause of hot spot crashes is distracted driving. Distracted driving or inattentive is driving while doing another activity that takes your attention away from driving. Texting is one form of distracted driving. According to a AAA poll, 94% of teens acknowledged the dangers of texting while driving yet 78% of Wisconsin teens and young adult drivers say they have read a text while driving. As a condition of the grant award, the Grantees agreed to make partnerships with public and private groups to enforce public awareness of this campaign. Therefore, Dane County and the City of Madison want to partner together in order to increase

public awareness of the dangers of texting while driving and the enforcement of the texting while driving law.

WHEREAS, it is in the best interest of the City and the County to coordinate grant funding to increase public awareness of the dangers of texting while driving and the enforcement of the texting while driving law; and,

WHEREAS, the City and County will promote awareness of the distracted driving enforcement campaign conducted by the Dane County Sheriff's Office with the assistance of Madison Metro Transit.

WHEREAS, the County, through the Sheriff's Office, will provide deputies, scheduling, coordination, briefings, funding, and the reporting of all activity to the Wisconsin Department of Transportation for reimbursement; and,

WHEREAS, the City, through Metro Transit, shall provide buses, fuel, and drivers to transport deputies performing traffic enforcement related to grant activities; and,

WHEREAS, the County shall reimburse the City only for eligible expenses related to each individual deployment or enforcement activity; and,

WHEREAS, the term of this agreement shall be from the time it is executed by the County to September 30, 2017.

AND, NOW THEREFORE BE IT RESOLVED that contingent on an award to Dane County by Wisconsin Department of Transportation Highway Safety Grant, that the Mayor and City Clerk are authorized to enter into an agreement with Dane County for the provision of bus services in a joint effort to increase public awareness of the dangers of texting while driving and enforcement of the texting while driving law from the time the agreement is executed through September 30, 2017.