CITY CLERK
ORIGINAL

C-10810
04/26/2016

State Farm Grant – long questions

Program Title: It Can Wait

Program Start Date: Jan 1, 2016

Program End Date: June 30, 2016

Summary: The Glendale Police Department would like to create a series of short videos to show teen drivers the dangers of distracted driving. The videos would be played across our own social media platforms as well as shared with local high-schools and driving schools. This would piggy-back off of the national "It Can Wait" campaign and pledge. The videos would be 15-30 seconds in length and simple enough to make an impact on the teen drivers. Distracted driving is closely associated with cell phone usage, but we will also point out other factors.

Intended outcomes: The intended outcomes are simple. The first intended outcome is to create a population of safer, more attentive drivers. Secondly would be to decrease the number of crashes in our City as well as the number of citations issued for violations related to distracted driving. While we do not have a distracted driving law, many violations such as speeding and red-light running are associated with inattentive drivers.

Purpose & Objectives: The purpose of the program is to make the roadways safer for all drivers by education teen drivers about the danger of distracted driving. The objects are: to create relatable material to aid in educating teen drivers, provide those materials through multiple forms of media to make the greatest impact and the lessen the occurrences of vehicle crashes related to distracted driving.

Program activities: The creation of the short videos will be a large component of all activity related to the program. Sharing those videos through our own social media sites will be a critical component. The materials will also be shared with the schools and likely in-person to make the contacts most effective. When possible, the videos can be introduced in-person by a police officer during a drivers' education class. We will also reinforce our own program by utilizing national safety campaigns.

State Farm connection: We will brand our videos with the fact that they were created with the assistance of State Farm. We also have a former city council member who is a State Farm agent that we may seek assistance and partnership from.

Elected officials/Community leaders: Our City leadership is current with trends in social media. We would include them by casting them in speaking roles in some or all of the videos. It is important that this is a push from the community as a whole and not just the Police department.

Communicate results: Statistical results could be provided as to the number of crashes over comparable time frames. We would also like short testimonial videos or written statements from teens who have viewed the videos.

Requested Amount: $5,000

Charitable Amount: $5,000

Overall Funding: The total dollar amount would be used towards equipment used in the production of videos and distribution of educational materials. There would be no costs incurred for labor or employee time. The hard equipment purchased would be used to outfit our two PIO's. Digital SLR camera ($1,000), iOgrapher video kits ($500/ea x 2), Wireless lapel microphone systems ($200/ea x 2), Apple iPad Air 2 Wifi & LTE 128GB ($829/ea x 2) and the remainder towards an Apple Mac/MacBook for editing ($1,000+).

Program Budget: The program would operate as part of the current duties of our Public Information Officers. The only cost would the purchase of equipment needed to move forward. The grant amount of $5,000 may not cover all of the purchases. The hard equipment purchased would be used to outfit our two PIO's. Digital SLR camera ($1,000), iOgrapher video kits ($500/ea x 2), Wireless lapel microphone systems ($200/ea x 2), Apple iPad Air 2 Wifi & LTE 128GB ($829/ea x 2) and the remainder towards an Apple Mac/MacBook for editing ($1,000+).

Other Program Funding: N/A

Additional Funding Justification: N/A

Communication Plan: The first course of publically communicating the plan is through our social media outlets. The Glendale Police Department currently communications on Twitter, Instagram and Nextdoor. Those three social media sites account for nearly 13,000 direct followers. The ability to produce these high quality safety videos would be a substantial movement towards the creation of a Facebook account. We also have a YouTube channel through our City's site. Secondly would be the use of our dedication squad of school resource officers. They are assigned to the majority of the high schools in the city and also take part in the curriculum. For those schools with resource officers, the PIO's would then be the points of contact. We would teach directly to students who partake in a driver's course at the school and/or any other opportunity such as a health class.

Program Communications: The grantee, the Glendale Police Department, will be responsible for communicating the information related to the "It Can Wait" campaign. The agency's Public Information Office will manage the program.

Use of Media: The first course of publically communicating the plan is through our social media outlets. The Glendale Police Department currently communications on Twitter, Instagram and Nextdoor. Those three social media sites account for nearly 13,000 direct followers. The ability to produce these high quality safety videos would be a substantial movement towards the creation of a Facebook account. We also have a YouTube channel through our City's site. It is also typical upon being rewarded a sizeable grant that we issue a press release to all local media (TV, print and radio). Our city leaders will also be notified and assist in sharing the message with the community.

State Farm Recognition: First and foremost will be the issuance of a press release upon the receipt of any grant amount. The release will indicate the purpose and use of the grant and will recognize State Farm as the grantor. Video productions related to the grant program will include text and logos, provided by State Farm and used per your guidelines, in order to provide credit to the grant and the company.

CITY OF GLENDALE, an Arizona
municipal corporation

for Kevin R. Phelps

Kevin R. Phelps,
City Manager

ATTEST:

Pamela Hanna, (SEAL)
City Clerk

APPROVED AS TO FORM:

Michael D. Bailey,
City Attorney

Review Your Application

Please review your proposal information. If you are not ready to submit your proposal at this time, click the "Save Only" button. The proposal will then be available to edit from the Welcome page. Clicking the Submit button will immediately send the application to State Farm and you will then be unable to perform further editing.

Contact Information

Title	Sergeant
* Prefix	Mr.
* First Name	David
* Last Name	Vidaure
* Street Address	6835 N 57TH DRIVE
Address 2	
* City	GLENDALE
* State or Province	Arizona
* Postal Code	85301-0001
* Telephone	602-930-3076
Extension	
* E-mail Address	DVIDAURE@GLENDALEAZ.COM

Organization Information

* Legal Name	GLENDALE POLICE DEPARTMENT
* Street Address	6835 N 57TH DRIVE
Address 2	
* City	GLENDALE
* State	Arizona
* Postal Code	85301-0001
Tax ID	866000247
* Phone Number	602-930-3076
Fax Number	
* E-mail Address	DVIDAURE@GLENDALEAZ.COM
Website Address	www.glendaleaz.com/police
Social Media Website Address(es)	https://twitter.com/GlendaleAZPD

Proposal Objectives

* Program Title	It Can Wait
* Program Start Date	01/01/2016
* Program End Date	06/30/2016
* Summary	The Glendale Police Department would like to create a series of short videos to show teen drivers the dangers of distracted driving. The videos would be played across our own social media platforms as well as shared with local high-schools and driving schools. This would piggy-back off of the national "It Can Wait" campaign and pledge. The videos would be 15-30 seconds in length and simple enough to make an impact on the teen drivers. Distracted driving is closely associated with cell phone usage, but we will also point out other factors.
* Intended Outcomes	The intended outcomes are simple. The first intended outcome is to create a population of safer, more attentive drivers. Secondly would be to decrease the number of crashes in our City as well as the number of citations issued for violations related to distracted driving. While we do not have a distracted driving law, many violations such as speeding and red-light running are associated with inattentive drivers.
* Purpose and Objectives	The purpose of the program is to make the roadways safer for all drivers by education teen drivers about the danger of distracted driving. The objects are: to create relatable material to aid in educating teen drivers, provide those materials through multiple forms of media to make the greatest impact and the lessen the occurrences of vehicle crashes related to distracted driving.
* Program Established	2015

*** Demonstrated Success** Not Applicable

*** Program Activities** The creation of the short videos will be a large component of all activity related to the program. Sharing those videos through our own social media sites will be a critical component. The materials will also be shared with the schools and likely in-person to make the contacts most effective. When possible, the videos can be introduced in-person by a police officer during a drivers' education class. We will also reinforce our own program by utilizing national safety campaigns.

*** State Farm Connection** We will brand our videos with the fact that they were created with the assistance of State Farm. We also have a former city council member who is a State Farm agent that we may seek assistance and partnership from.

*** Elected Officials and/or Community Leaders** Our City leadership is current with trends in social media. We would include them by casting them in speaking roles in some or all of the videos. It is important that this is a push from the community as a whole and not just the Police department.

*** Communicate Results** Statistical results could be provided as to the number of crashes over comparable time frames. We would also like short testimonial videos or written statements from teens who have viewed the videos.

*** Semi-annual and Final Results** Yes

Budget

*** Requested Amount** $5,000.00

*** Charitable Amount** $5,000.00

*** Non-Charitable Amount** N/A

*** Overall Funding** The total dollar amount would be used towards equipment used in the production of videos and distribution of educational materials. There would be no costs incurred for labor or employee time. The hard equipment purchased would be used to outfit our two PIO's. Digital SLR camera ($1,000), iOgrapher video kits ($500/ea x 2), Wireless lapel microphone systems ($200/ea x 2), Apple iPad Air 2 Wifi & LTE 128GB ($829/ea x 2) and the remainder towards an Apple Mac/MacBook for editing ($1,000+).

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*** Other Program Funding** N/A

*** Previous Funding** No

Geographical Data

*** Geographical Area Served** Arizona

Counties - Arizona Maricopa

*** Specific Area** Glendale

*** Schools or School Districts Impacted** Peoria Unified School District

Deer Valley Unified School District

Glendale Union High School District

Tolleson Union High School District

Demographics

Demographics

*** Participants Impacted** 1500+

*** Ethnicity Served** 100% No Response

*** Age Group Served** 100% No Response

*** Gender Served** 100% All

*** Population Served** 100% No Response

Communication Strategy

*** Communication Plan** The first course of publically communicating the plan is through our social media outlets. The Glendale Police Department currently communications on Twitter, Instagram and Nextdoor. Those

three social media sites account for nearly 13,000 direct followers. The ability to produce these high quality safety videos would be a substantial movement towards the creation of a Facebook account. We also have a YouTube channel through our City's site. Secondly would be the use of our dedication squad of school resource officers. They are assigned to the majority of the high schools in the city and also take part in the curriculum. For those schools with resource officers, the PIO's would then be the points of contact. We would teach directly to students who partake in a driver's course at the school and/or any other opportunity such as a health class.

*** Program Communication**

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*** Use of Media**

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Attachments

Attachments

Submit Save Only

Need Support?

From: Tamara Pachl <tamara.pachl.br1m@statefarm.com>
Sent: Thursday, March 10, 2016 1:32 PM
To: Vidaure, David
Cc: Tamara Pachl
Subject: State Farm grant request: Congratulations Glendale PD

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Congratulations!

State Farm has approved the 2016 Glendale Police Department's request for $13,500 in support of your Department's It Can Wait program. According to your grant proposal, the donation will be used to purchase equipment to create teen-driver safety education messages that will be shared through social media channels in high schools and throughout the community.

Let's get a meeting scheduled to discuss next steps including:

- News release/Social media announcement about the grant
- Glendale State Farm agent engagement opportunities
- Quarterly reporting process

Let me know when you're available and I'll send a meeting invitation your way.

Congratulations again!

Best regards,

Tamara

Tamara Pachl

State Farm® Community Specialist

O: 970.395.5252 C: 970.301.1641

tamara.pachl.br1m@statefarm

Follow me on Twitter! @SF_TamaraPachl