



AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting November 16, 2021
Second Reading Ordinance for the City Council Meeting December 7, 2021

DATE: November 16, 2021
TO: Peter Zanoni, City Manager
FROM: Mike Markle, Chief of Police
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Accepting and Appropriating Grant Funds from State Farm Insurance for the Auto Burglary and Auto Theft Holiday Public Awareness Campaign

CAPTION:

Ordinance authorizing acceptance of a grant from State Farm Insurance in an amount of \$10,000.00 for the Auto Burglary and Auto Theft Holiday Public Awareness Campaign which educates the community on the prevention of auto burglaries and auto theft; and appropriating \$10,000.00 in the Police Grants Fund.

SUMMARY:

This ordinance authorizes the acceptance of a grant and appropriation of funds from State Farm Insurance to be used by the Corpus Christi Police Department (CCPD) for the holiday public awareness campaign. The campaign will educate the community on prevention from becoming a victim of auto burglary and auto theft.

BACKGROUND AND FINDINGS:

The CCPD has been awarded funding from State Farm Insurance for the Auto Burglary and Auto Theft holiday public awareness campaign. Auto burglaries continue to be one of the most committed crimes in Corpus Christi. Fifty percent of the auto burglaries reported in 2020 also were “victim assisted,” meaning that the victim left the vehicle unlocked.

The month of November marks the beginning of the Holiday Shopping Season. The Public Awareness Campaign will reach all demographics in Corpus Christi and utilize available media and social platforms to educate our community on preventing residents from becoming victims of auto burglary and auto theft.

The funds will be used to purchase from the Regional Transportation Authority five bus wraps and advertising on ten bus benches, including production of the wraps and advertising space. The locations of the bus benches will be based on availability and “hot spots” for auto crimes. The bus wraps will be chosen according to travel into shopping centers, business centers, parking lots, etc. The award period is for six months, from November 2021 to May 2022. Last year was the first time that the City received this grant, and it was in the same amount as this year’s grant. However, the Holiday Initiative is an annual campaign to help education residents on auto loss prevention.

ALTERNATIVES:

The alternative is not to accept the funds, which will result in the holiday public awareness campaign for auto burglary and auto theft not occurring.

FISCAL IMPACT:

The fiscal impact for FY 2022 is the acceptance and appropriation of the State Farm Insurance grant in an amount of \$10,000.00 to the Police Grants Fund. The City is not required to provide a cash match.

Funding Detail:

Fund: 1061
Organization/Activity: Police Grants fund
Mission Element: 152
Project # (CIP Only): N/A
Account: 530000 – Professional Services
Amount: \$10,000.00

RECOMMENDATION:

Staff recommends accepting the award and appropriating the item.

LIST OF SUPPORTING DOCUMENTS:

Grant award letter