



AGENDA MEMORANDUM

First Reading Ordinance for the City Council Meeting November 10, 2020
Second Reading Ordinance for the City Council Meeting November 17, 2020

DATE: October 16, 2020
TO: Peter Zaroni, City Manager
FROM: Mike Markle, Chief of Police
mikema@cctexas.com
886-2603

<p>Acceptance and Appropriation of Grant Funds from State Farm Insurance for the Auto Burglary and Auto Theft Holiday Public Awareness Campaign</p>
--

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; 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 the prevention of 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. A considerable number (70%) of the auto burglaries reported in 2018 were also "victim assisted" in 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 the prevention of becoming a victim of auto burglary and auto theft. The funds will be used to purchase five bus wraps with the Corpus Christi Regional Transportation Authority and advertising on ten bus benches, including production of the wraps and advertising space. The locations of bus benches will be based on availability and on "hot spots" for auto crimes. The bus wraps will be chosen according to travel into shopping centers, business centers, parking lots, etc. The contract period is for six months. This is the first year that the City is awarded this grant from State Farm Insurance.

ALTERNATIVES:

The alternative of not accepting the funds will mean the holiday public awareness campaign for

Auto Burglary and Auto Theft will not occur.

FISCAL IMPACT:

The fiscal impact for FY 2021 is the acceptance and appropriation of the State Farm Insurance grant in an amount of \$10,000 to the Police Grants Fund. The City is not required to provide a cash match

Funding Detail:

Fund: 1061
Organization/Activity: Police Grants fund/822902L
Mission Element: 152
Project # **(CIP Only)**:
Account: 530000 – Professional Services

RECOMMENDATION:

Staff recommends accepting the award and appropriating the item.

LIST OF SUPPORTING DOCUMENTS:

Grant award letter