

RESOLUTION NO. 965 -2019, DIRECTING THE TRAFFIC AND PARKING VIOLATIONS AGENCY TO ISSUE A REQUEST FOR PROPOSALS FOR A RED LIGHT AWARENESS AND DISTRACTED DRIVING EDUCATION PROGRAM

WHEREAS, as the number of unpaid red-light camera tickets increases daily, it is evident that the residents of Suffolk County need further education and training on the rules of the road as they apply to red lights; and

WHEREAS, Suffolk County, along with localities throughout the United States, is also plagued with dangerous levels of distracted driving from motorists engaging with technology in their vehicles and on their cellular phones; and

WHEREAS, distracted driving is responsible for thousands of accidents each year throughout the nation, from minor fender benders to tragic fatalities; and

WHEREAS, motorists must be educated on the dangers associated with distracted driving and the importance of driver attentiveness to road conditions above all when operating a motor vehicle; and

WHEREAS, the development of public service announcements that can be broadcast across all forms of media may aid in reducing the number of people receiving red light camera tickets, engaging in dangerous driving behaviors and improve safety on our roadways; and

WHEREAS, the Traffic and Parking Violations Agency should issue a request for proposals to attain a firm that can create public service announcements regarding the rules of the road to instruct the residents of the County on traffic light rules and driver safety; now, therefore be it

1st RESOLVED, that the Traffic and Parking Violations Agency is hereby authorized, empowered, and directed to issue a Request for Proposals ("RFP") to retain an independent contractor that will create public service announcements and other educational materials for Suffolk County that will inform people on the rules of the road as they apply to traffic signals and distracted driving, and appropriate responses to distractions in and around the vehicle; and be it further

2nd RESOLVED, that the cost of said marketing program up to \$100,000 shall come from the Red-Light Camera Program revenue received by Suffolk County Traffic Violations and Parking Agency; and be it further

3rd RESOLVED, that the RFP shall be issued within 60 days of the effective date of this Resolution; and be it further

4th RESOLVED, that this Legislature, being the State Environmental Quality Review Act (SEQRA) lead agency, hereby finds and determines that this resolution constitutes a Type II action pursuant to Section 617.5(c)(26) of Title 6 of the NEW YORK CODE OF RULES AND REGULATIONS (6 NYCRR) and within the meaning of Section 8-0109(2) of the NEW YORK

ENVIRONMENTAL CONSERVATION LAW as routine or continuing administration and management not including new programs or major reordering of priorities that may affect the environment, and the Suffolk County Council on Environmental Quality (CEQ) is hereby directed to circulate any appropriate SEQRA notices of determination of non-applicability or non-significance in accordance with this resolution.

DATED: October 2, 2019

EFFECTIVE PURSUANT TO SECTION 2-15(F) OF THE SUFFOLK COUNTY CHARTER