

DATE SUBMITTED 10/16/2015
 SUBMITTED BY City Manager
 DATE ACTION REQUIRED 10/21/2015

Agenda Item No D-1
 CITY COUNCIL ACTION (X)
 PUBLIC HEARING REQUIRED ()
 RESOLUTION ()
 ORDINANCE 1ST READING ()
 ORDINANCE 2ND READING ()

IMPERIAL CITY COUNCIL AGENDA ITEM

SUBJECT: DISCUSSION/ACTION: PURCHASE OF SIGNS WARNING OF HEAT DANGER FOR CHILDREN AND ANIMALS IN PARKED VEHICLES.

1. APPROVAL TO PURCHASE WARNING SIGNS

DEPARTMENT INVOLVED: City Council/City Manager/Public Services

BACKGROUND/SUMMARY:

“Justice for Puppies” made a presentation at the Council meeting of October 7, 2015. The presentation addressed children left in vehicles as well as animals. Justice for Puppies requests that the city purchase the signs for placement in various city parks and other areas. Justice for Puppies has recommended purchase of the signs from Omni Graphics at the cost of \$44.95 per sign. This cost does not include sign posts or staff time for installation and maintenance.

FISCAL IMPACT: Not determined at this time.

STAFF RECOMMENDATION: Staff recommends that City Council City Council consider the request and if approval, determine the number of signs to purchase.

MANAGER’S RECOMMENDATION:

MANAGER’S INITIALS MDB

MOTION:

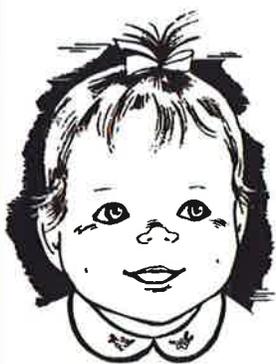
SECONDED:
 AYES:
 NAYES:
 ABSENT:

APPROVED () REJECTED ()
 DISAPPROVED () DEFERRED ()
 REFERRED TO:

WARNING

HEAT

KILLS OR INJURES CHILDREN AND PETS



IN PARKED VEHICLES

WITH WINDOWS PARTIALLY OPEN
EVEN IN MILD TEMPERATURES LESS THAN 70° F

Fine & Imprisonment
California Vehicle Code § 15620
California Penal Code § 597.7

IN CASE OF EMERGENCY
CALL 911

D-2

**City Council
CITY OF IMPERIAL
CITY HALL COUNCIL CHAMBERS
420 SOUTH IMPERIAL AVENUE
IMPERIAL, CA 92251**

September 24, 2015

To: City Council members, Mayor

Re: Purchase of signs warning of heat danger for children and animals in parked vehicles

On March 9, 2015 three mutilated puppies were found in a bag that was left in the Valley Plaza parking lot. The Justice for the Puppies committee was formed on March 17, 2015, in response to this tragic event. Initially, the committee's intention was to raise monies for a reward for any information leading to the arrest and conviction of the person(s) responsible for this crime. The committee arranged for a bank to hold in trust any monies donated (a total of \$2000 to date) and also invited the investigator from the El Centro Police Department assigned to this case to make several presentations at our meetings. Reward posters were printed and posted online and throughout the Valley.

Although the individual responsible for this crime has not been identified, the committee continues to meet once every three weeks. The committee is made up of a small but diverse group of individuals from throughout the County, who are deeply concerned about the safety, care and treatment of animals. We are community stakeholders who have voted to continue on as a "committee" providing support to the Humane Society of Imperial County.

One of our first projects is to initiate a countywide campaign to warn people about the dangers of leaving **children and pets** in a parked vehicle. According to www.KidsAndCars.org, children have died from heatstroke in temperatures as low as 60 degrees. Considering that the weather rarely dips below 60° during the day, this a year round problem in our Desert Southwest.

Statistics provided by www.KidsAndCars.org indicate that in well over 50% of cases, the person responsible for the child's death unknowingly left them in the vehicle. Between 1990 and 2010, there were 51 child deaths in California attributed to heat stroke when left in a vehicle. Between 1998 and 2015, 654 children in the United States died from being inside hot cars – nine more from when we presented before the City of El Centro on July 7, 2015.* More than 87% of these children were three years and younger. California Vehicle Code 15620 makes it a crime to leave a child six years of age or less alone in a vehicle. Statistics for dog deaths have not been compiled - however, California has passed a law that makes it a crime to leave a dog in a hot vehicle. Penal Code 597.7 reads in part, *"No person shall leave or confine an animal in any unattended motor vehicle under conditions that endanger the health or well-being of an animal due to heat, cold, lack of adequate ventilation, or lack of food or water, or other circumstances that could reasonably be expected to cause suffering, disability, or death to the animal."*

In San Diego County, Animal Advocate Paola Potts has persuaded local city governments and businesses to install more than 127 special warning signs in city municipalities and private businesses since 2013. Another 182 signs, including 90 through the County of San Diego, were installed at the beginning of

this summer in municipal parking lots, county parks and private lots. Mrs. Potts is part of Sol N Air, a tax exempt organization whose mission is to educate the public of the dangers of leaving children and pets in parked vehicles. Sol N Air makes these 12" by 24" signs available at a cost starting at \$44.82 each.

The Justice for the Puppies committee is initiating this worthy campaign before our City Council. We aspire to present this exciting campaign before the other city councils, Imperial County Board of Supervisors, and private businesses in hopes that they too will install these warning signs. These signs may serve as a life saving measure for children and pets.

REQUEST:

1. It is respectfully requested the City Council of the City of El Centro approve the purchase of a minimum of 12 Warning Signs that **Heat Kills or Injures Children and Pets** to be placed in city municipal parks, parking lots and downtown parking
2. These signs may be purchased through Sol N Air, San Diego at \$44.95 per sign. Signs can be purchased directly from Omni Graphics, which is the company out of San Diego that Sol N Air uses.
3. The City of El Centro may use their own procurement process if needed, at which Sol N Air provides the graphics at no cost.

Respectfully Submitted,



Trish Petree
Committee Chair
Justice for the Puppies

* On July 7, 2015 the City of El Centro Council Members unanimously approved the purchase of ten Heat Warning signs.

- Attachments: Warning Sign
Statistics Information
Article "Woman On A Mission to Save Kids, Dogs"
Sign Specifications & Costs
Child Vehicular Heat Stroke Fact Sheet, Kids and Cars.org
Article "Look Before You Lock Campaign"
Article "Committee Looking To Spread Awareness on Dangers of Heat"

Cc: City Manager
City Clerk