

VisionZeroMT

zero deaths | zero serious injuries



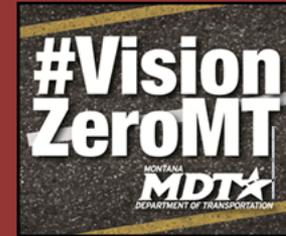
October 16, 2014
Safety Grant Program Workshop

MDT – Grants Bureau
State Highway Traffic Safety Section

Safety Grant Program Management Workshop and Media College

October 16, 2014
8:00 a.m. – 3:00 p.m.

The Gateway Center
1710 National Avenue
Helena, Montana



AGENDA

| | |
|------------------------------|---|
| 8:00 a.m. – 8:15 a.m. | Welcome & Introduction MDT Planning - Audrey Allums- Grants Bureau/ Janet Kenny- Highway Safety Section |
| 8:15 a.m. – 9:10 | Overview of Funding and Applications -Janet Kenny Data – what & where – Mark Keeffe Budget – Janet Kenny |
| 9:10 – 9:30 | Grant Program Overview – Staff |
| 9:30 – 9:45 | S.M.A.R.T. – Janet Kenny |
| 9:45 – 10:15 | Evaluation – Staff Project Sustainability – Audrey Allums |
| 10:15 a.m. -10:30 a.m. | Break |
| 10:30 a.m. – Noon | Fiscal Management Bill Tuck & Rebecca Phillips |
| Noon – 12:30 p.m. | Lunch |
| 12:30 p.m. – 2:30 p.m. | Media and Ad College Partners Creative |
| 2:30 p.m. – 3:00 p.m. | Wrap-up and Adjourn |



Welcome!

We are here today to help you navigate the application process for Highway Traffic Safety Grant Funding.

- Grant Funding cycle – Application to Award!
- Types of funding \$\$\$
- Filling out the application
- Data – what, where & when?
- Safety Programs
- Help you with your objectives with SMART
- Evaluation

Safety Grant Application Process

- **Annual process** – Applications due March 1st
- **Tie to CHSP** - Proposal needs to be a strategy in CHSP
- **Applications ranked** – grant decisions will be based on ranking criteria - data analysis, goals & objectives, past performance, and other considerations
- **Award** - Governor's Representative (GR) for Highway Traffic Safety – Director Tooley makes final decision – notification of funding sent to applicants
- **NHTSA** – Grant projects are compiled into annual Highway Safety Plan submitted to NHTSA by July 1st annually

FFY 2016 Annual Grant Cycle

(10/1/15 – 09/30/16)

- **March 1st, 2015** – Applications due to SHTSS
- **March – April, 2015** – SHTSS review and GR approve funding recommendation
- **May 1 – June 30, 2015** – HSP prepared & approved by GR
- **July 1, 2015** – Highway Safety Plan due to NHTSA
- **August 30, 2015** - NHTSA notifies state of HSP approval status
- **September 1, 2015** – Notification letters sent to applicants
- **October 1, 2015** – signed contracts due from grantees

Where does the Money come from?

\$\$\$\$



NHTSA Safety Programs MAP-21

- Section 402 – Highway Safety Plan funding & Teen Traffic Safety Plan
- Section 405(B) – Occupant Protection
- Section 405 (C) – Traffic Records, Data and IT Projects
- Section 405 (D) – Impaired Driving, High Visibility Enforcement
- Section 405 (F) – Motorcycles



MIKE TOOLEY, DIRECTOR

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TRAVELER INFO

PUBLIC INVOLVEMENT

DOING BUSINESS

PUBLICATIONS

Grants and Funding

Funding for Traffic Safety Projects

The Montana [State Highway Traffic Safety Section](#) administers federal grant monies for safety programs aimed at reducing deaths, injuries, and property losses resulting from traffic crashes.

Some of these grants cover administration costs such as increased overtime patrols for law enforcement agencies and the cost to purchase new law enforcement equipment. Others cover the production and delivery of educational programs.

Funding is limited and awarded through a competitive application process. [Additional funding options](#) are listed to assist those seeking funding for a project or program.

- [Solicitation of new project proposals](#)
- [Timelines and Milestones for FFY 2015 Funding](#)
- [Grant Application | Instructions](#)
- [Comprehensive Highway Safety Plan](#)
- [Subgrantee Contract Management Manual](#)

Equipment

[Law Enforcement Equipment](#)

Selective Traffic Enforcement Programs (STEP)

Contact Chad Newman at [406-444-0856](#) or [Email](#) to obtain STEP forms and reports. [Details on the STEP Program](#)

Emergency Medical Grant Program

[EMS Grant Program](#)

For additional information contact [Chad Newman](#) at [406-444-0856](#).

Contact

[Janet Kenny](#)
State Highway Traffic Safety Section
406-444-7417



Highway Safety Programs

- [Impaired Driving](#)
- [Occupant Protection](#)
- [Traffic Enforcement](#)
- [Speeding](#)
- [Distracted Driving](#)
- [Traffic Records](#)
- [Emergency Medical Services](#)
- [Young Drivers](#)
- [Motorcycle Safety](#)

[Home](#)

Resources

- [Crash Data](#)
- [Grants & Funding](#)
- [Resource Sharing](#)
- [Traffic Safety Publications](#)
- [Websites of Interest](#)

Features / Services

- [Annual Report FY2013](#)
- [Plan2Live](#)
- [Safe On All Roads \(SOAR\)](#)
- [Buckle-up Bug's Activity Book](#)

• [Order activity books](#)

TOP ↴

Application – Section I

Business Information

| | |
|---|--|
| Project/Program Title | Date of Application Submittal |
| <input type="text"/> | <input type="text"/> |
| Section 1. Applicant Identification and Certification | |
| Primary Contractor (lead agency) | |
| Name of Agency/Business | <input type="text"/> |
| Federal Employer or Taxpayer Identification Number (FEIN or TIN) | <input type="text"/> |
| DUNS Number | <input type="text"/> |
| Private Nonprofit (yes or no) | <input type="radio"/> Yes <input type="radio"/> No |
| <i>If yes, attach IRS Documentation.</i> | |
| Address or Agency/Business | <input type="text"/> |
| Name and Title of Individual Signing Contract | <input type="text"/> |
| E-mail Address of Individual Signing Contract | <input type="text"/> |
| Phone Number | <input type="text"/> |
| Signed By | Date |

Section I

Project Director

Project Director (individual that is responsible for contract implementation)

Name and Title

Mailing Address (if different)

E-mail Address of Project Director

Phone Number

Signed By

Date

Section I

Project Manager

Project Manager/Point of Contact (Individual responsible for day-to-day activities)

Name and Title

Mailing Address (if different)

E-mail Address of Project Manager

Phone Number

Signed By

Date

Project Narrative

A. Executive Summary

Section 2. Project Narrative

Instructions

Please provide a complete project narrative by completing all the sections below. Be succinct. The total application, including attachments, should generally not exceed 20 pages. To view what you have entered, click out of the text box and it will expand.

Note: All programs and projects must support Montana's Comprehensive Highway Safety Plan (CHSP).

The purpose of the CHSP is to provide a data driven, system-wide, comprehensive, collaborative approach to road safety in Montana. More information is available at www.mdt.mt.gov/safety/plans-programs/chsp.shtml.

A. Executive Summary - A clear summary of what is being proposed

In this section, include a statement of how your project supports some aspect of the CHSP. At a minimum, this statement should indicate which CHSP emphasis area(s) are supported by your project. If relevant, also please indicate how your project could contribute toward or enhance the implementation of specific new strategies within the emphasis area(s).

B. Problem/Needs Statement

B. Problem/Needs Statement - Describe and document the problem/need.

Include the most recent data possible. MDT online data resources are available at <http://www.mdt.mt.gov/publications/datastats.shtml#crash>. State and local data, not national data, is preferred.



C. Goals

C. Goal/s

The desired long-range effect of your project. This should tie in with the State's highway traffic safety goals as stated in the CHSP and Highway Safety Plan.



D. Objectives

D. Objective/s

Objectives must be specific, measurable, achievable, realistic and have a target date for accomplishment.

| | |
|------------|-----------------|
| Add Row | List Objectives |
| Delete Row | |

Activities

E. List the activities/events that are planned to accomplish the objective/s. These objectives should match the ones provided in D of this section.

| | | | |
|--------------------------|--|--------------------------------------|---|
| Objective | Increase seat belt use of pickup drivers and occupants in Big Sky County by 3% over a six month period | | |
| Target Population | Pickup drivers and occupants | | |
| Outcome | Seat Belt use in this group will increase by 3% | | |
| Evaluation | Pre and Post Campaign seat belt surveys | | |
| Add Row | Activities | Qtr | Responsible Person/Party |
| Delete Row | Media campaign, informational program at Fall Driver's education class | 1st <input type="button" value="v"/> | Project Coordinator and coalition members |

F. Evaluation & Internal Assessment

F. Evaluation & Internal Assessment

Describe how you will measure the level of success toward meeting your goal(s). What sources of data will you use? How will you collect the data/how often? Make sure that appropriate activities are in place within your plan to set up and manage these monitoring activities.



G. Sustainability

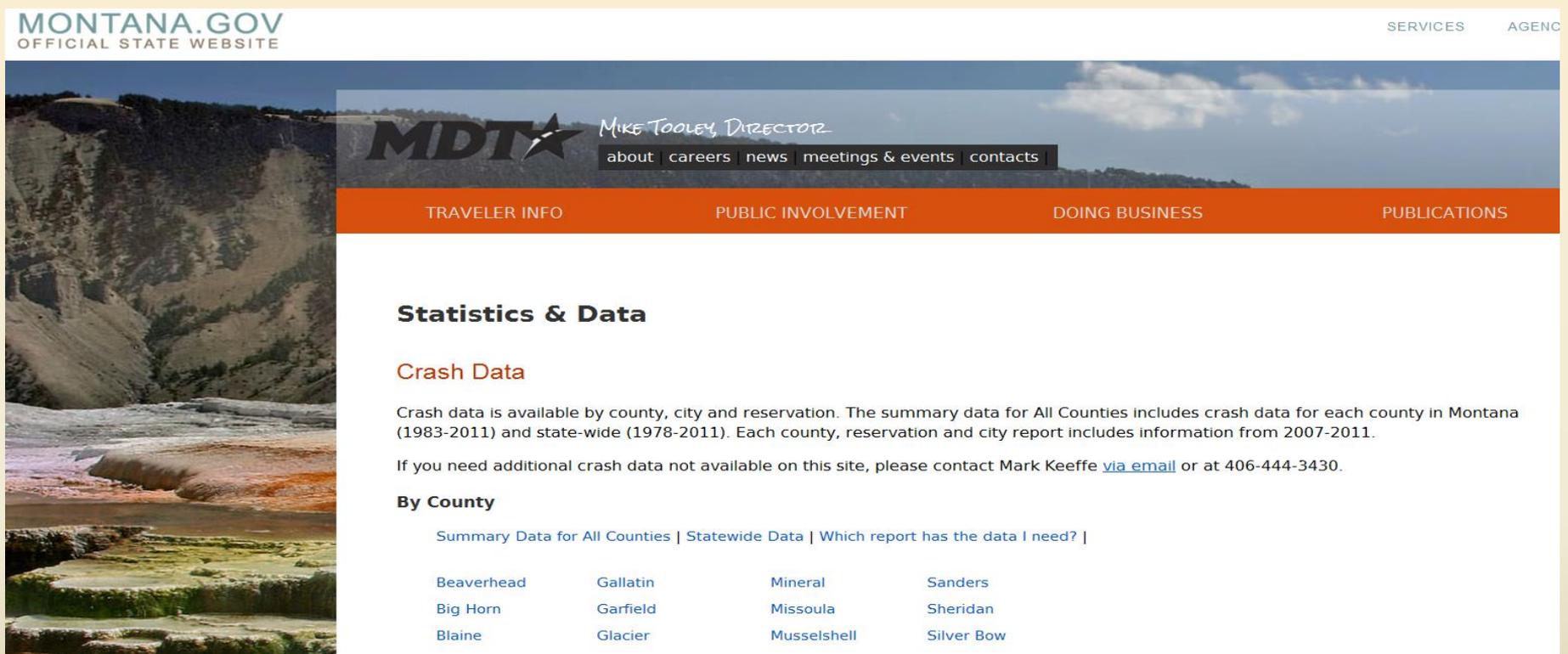


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?

MDT Crash Data is found at

- <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>



The screenshot shows the Montana Department of Transportation (MDT) website. The header includes the Montana State logo and navigation links for 'SERVICES' and 'AGENCY'. Below the header is a navigation bar with links for 'TRAVELER INFO', 'PUBLIC INVOLVEMENT', 'DOING BUSINESS', and 'PUBLICATIONS'. The main content area is titled 'Statistics & Data' and features a sub-section for 'Crash Data'. The text explains that crash data is available by county, city, and reservation, with summary data for all counties (1983-2011) and state-wide (1978-2011). It also provides contact information for Mark Keeffe. A 'By County' section lists various counties: Beaverhead, Gallatin, Mineral, Sanders, Big Horn, Garfield, Missoula, Sheridan, Blaine, Glacier, Musselshell, and Silver Bow.

Statistics & Data

Crash Data

Crash data is available by county, city and reservation. The summary data for All Counties includes crash data for each county in Montana (1983-2011) and state-wide (1978-2011). Each county, reservation and city report includes information from 2007-2011.

If you need additional crash data not available on this site, please contact Mark Keeffe [via email](#) or at 406-444-3430.

By County

[Summary Data for All Counties](#) | [Statewide Data](#) | [Which report has the data I need?](#) |

| | | | |
|----------------------------|--------------------------|-----------------------------|----------------------------|
| Beaverhead | Gallatin | Mineral | Sanders |
| Big Horn | Garfield | Missoula | Sheridan |
| Blaine | Glacier | Musselshell | Silver Bow |

- Ways to find this page
 - Enter “Montana Crash Data” in a search engine
 - On a Montana State website look for
 - “Crash Data by County and Indian Reservation”

Each **County/Reservation/City** link will display two directory options

- **2013-2004-Rosebud** - will lead to two other choices
 - **SUMMARY-VIEWS-2013-2004**
 - Summary files on various crash related topics (driver impairment, driver age, bicycles,...)
 - **MONTH-DAY-OF-WEEK-LIGHT-CONDITION**
 - Files on various crash topics, filtered by combinations of crash data element (by Month, by Day of Week, ...)
- **PRE-2013-DATA-VIEWS**

[www.mdt.mt.gov - /other/safety/external/crash_data/statewide/](http://www.mdt.mt.gov/other/safety/external/crash_data/statewide/)

[\[To Parent Directory\]](#)

Monday, July 07, 2014 10:47 AM <dir> [2013-2004-STATE](#)
Friday, October 03, 2014 10:31 AM <dir> [PRE-2013-DATA-VIEWS](#)

[www.mdt.mt.gov - /other/safety/external/crash_data/statewide/2013-2004-STATE/](http://www.mdt.mt.gov/other/safety/external/crash_data/statewide/2013-2004-STATE/)

[\[To Parent Directory\]](#)

Wednesday, October 01, 2014 9:50 AM <dir> [MONTH-DAY-OF-WEEK-LIGHT-CONDITION](#)
Friday, October 03, 2014 10:48 AM <dir> [SUMMARY-VIEWS-2013-2004](#)

MDT Crash Data hints

Rosebud-County-ALL-CRASH-SUMMARY.PDF

- OCCUPANTS → PEOPLE
- CRASH → EVENT

CRASH INJURY SUMMARY

ALL CRASH

MONTANA (2004 - 2013)

Rosebud County

| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
|--|------|------|------|------|------|------|------|------|-------------------|-----------------|
| OCCUPANT --> # of people involved in crashes | | | | | | | | | | |
| CRASH --> an event, NOT A PERSON | | | | | | | | | <i>PDF date -</i> | <i>7/7/2014</i> |
| OCCUPANT - All CRASH | 229 | 241 | 280 | 280 | 266 | 272 | 260 | 283 | 290 | 267 |
| OCCUPANT - Fatality | 5 | 8 | 6 | 2 | 12 | 3 | 3 | 7 | 6 | 5 |
| OCCUPANT - Incapacitating Injury | 14 | 18 | 20 | 11 | 10 | 17 | 11 | 9 | 11 | 18 |
| OCCUPANT - Nonincapacitating Injury | 34 | 32 | 33 | 37 | 38 | 32 | 15 | 26 | 33 | 38 |
| OCCUPANT - Unknown and Other Injury | 22 | 23 | 27 | 20 | 25 | 41 | 34 | 32 | 33 | 61 |
| CRASH - All | 132 | 126 | 143 | 148 | 145 | 164 | 156 | 151 | 176 | 126 |
| CRASH - Fatal | 4 | 8 | 4 | 2 | 9 | 3 | 3 | 4 | 5 | 5 |

Application data will need some thought!!!!

- Applicants should review available MDT Crash data
- Applicants will need to consider the availability of local data sources
 - *Police, sheriff, MHP and courts roadway citation/adjudication data (in whatever form you can collect it) [not implying this is easy or even available]*
 - *Local surveys, roadway counts, ...*
- Applicants will need to describe both the data and the process for collecting the data

Section 3: Project Budget

| Section 3. Project Budget | | | |
|--|----------------------------|----------------|-------|
| Project Budget | Proposed MDT-SHTSS Funding | Matching Funds | Total |
| A. Personal Services & Benefits | | | |
| | | | |
| | | | |
| TOTAL | | | |
| B. Contracted Services | | | |
| | | | |
| | | | |



Budget: Direct & Indirect Costs

| E. Other Direct Costs (Travel, equipment purchases, etc.) | | | |
|---|-------|--|--|
| | | | |
| | | | |
| | TOTAL | | |
| E. Indirect Costs | | | |
| | TOTAL | | |



Budget Narrative

Page 0 of 0

Section 4. Budget Narrative

Explain the relationship between budgeted items listed in Section 3 and the project activities listed in Section 2. Include detailed information (data and criteria) on how you arrived at budget estimates.

Some items to consider for each budget category are listed below. If the operations of this project are expected to generate income, please discuss possible sources, amounts, how funds will be used, and your record-keeping process. Note: any "program income" must meet the requirements of 23 CFR 1200.24 (<http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&tpl=%2Findex.tpl>)

A. Personal Services and Benefits

Amount Requested

How were salary rates determined?

What is included in fringe benefits?

What function(s) do budgeted employees perform?

Coordinator's Salary – will devote 1040 hours annually for activities outlined in work plan, to include fitting station events, support national mobilizations, community events, project management & reporting.

Rate of Pay is \$17.50 per hour + fringe, 20 hours a week

Fringe = \$2,950 for Work Comp, FICA, UI & PERS

$1040 \times 17.50 + 2,950 = \$21,150$ annual

Budget Narrative

B. Contracted Services

Amount Requested

What is the consultant's fee?

What service(s) will be provided?

How many hours/days will service(s) be provided?

C. Media

Amount Requested

Special restrictions apply to paid media. Please contact the State Highway Traffic Safety Section for guidance.

\$5,000 for paid Media = costs for developing and distributing
PSA's, or special materials needed to promote project, billboard space,
Paid radio/TV spots

Budget Narrative

D. Operating Expenses

Amount Requested

\$7,164.63

Supplies & Materials (This includes expendable supplies, materials, monthly phone charges, rent, insurance, etc. Do not include indirect or equipment costs in this category.)

Maintenance Supplies and Materials (Required equipment repair)

\$500 is requested for supplies and materials to include copy paper, stationery, desk supplies (pens, pencils, staples, paper clips), envelopes, mailers, pool noodles, duct tape and other items needed by the project, such as informational materials.

\$120 is requested for basic telephone service and long distance calls directly related to this project.

\$300 is requested for postage costs for mailings of materials and correspondence related to implementing this program.

\$500 is requested to reimburse CPS Techs for their \$50 recertification fee paid on a 2-year renewal cycle.

\$500 is requested to provide \$50 stipends for CPS Technicians who work a seat check event and are not paid by their employer to do so.

\$1,170.76 is requested for printing informational materials, posters and other materials utilized by the project.

\$3073.87 is requested for purchase of incentive items for PI&E campaigns directly related to the project.

\$1,000 is requested for purchase of child safety seats.

Total: \$7164.63

Sample: \$500 supplies for copy paper, desk supplies, envelopes
Mailers, CPS materials \$120 telephone and long distance
\$300 postage costs for mailing materials and correspondence
\$500 to reimburse CPS Techs for \$50 recertification fees
\$500 to provide \$50 stipends for CPS techs who work events not
Paid by employer to do so.

Budget Narrative

| E. Other Direct Costs | Amount Requested |
|--|-------------------------|
| <p>Travel Expenses and Per Diem (Must relate directly to project activities and are reimbursed at the state or out-of-state rates (see http://www.doa.mt.gov/doatravel/default.mcp))</p> <p>Equipment Purchases (Provide make model, unit cost estimate. Equipment must be integral to project success. Do not include expendable supplies.)</p> | |

Program Overview

Occupant Protection

- Buckle Up Montana Coalitions



- Child Passenger Safety



Program Overview (cont'd)

Occupant Protection

- College Athletic Campaigns – Carroll College (pilot)



Program Overview (cont'd)

Impaired Driving Programs

- Impaired Driving Courts
- 24/7 Program
- Judicial Outreach Liaison (JOL)
- Traffic Safety Resource Prosecutor (TSRP)
- County DUI Task Forces



Program Overview (cont'd)

Law Enforcement

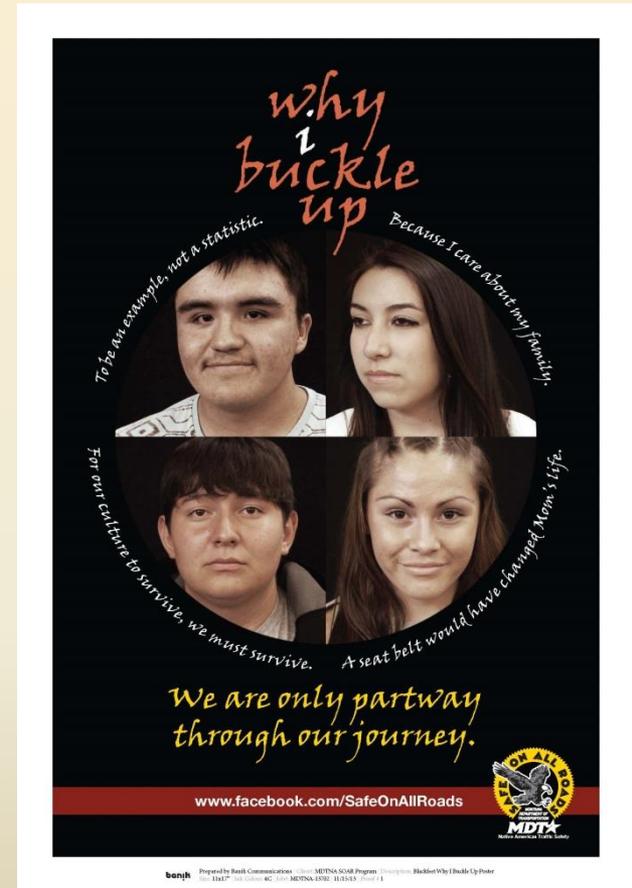
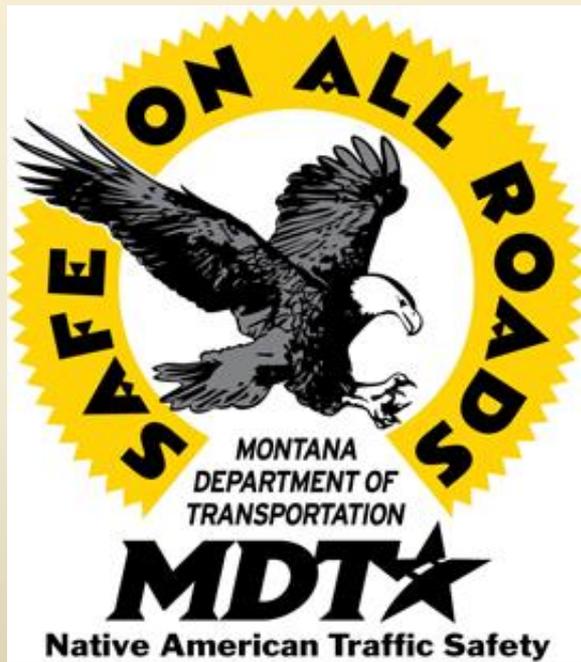
- Safety Enforcement Traffic Team (SETT)
- Selective Traffic Enforcement Program (STEP)
- “Mini-Grants” for High Visibility Enforcement
- Law Enforcement Liaison Program (LEL)
- Traffic Safety Resource Officer Program (TSRO)



Program Overview (cont'd)

High/At-Risk Programs

- Safe On All Roads



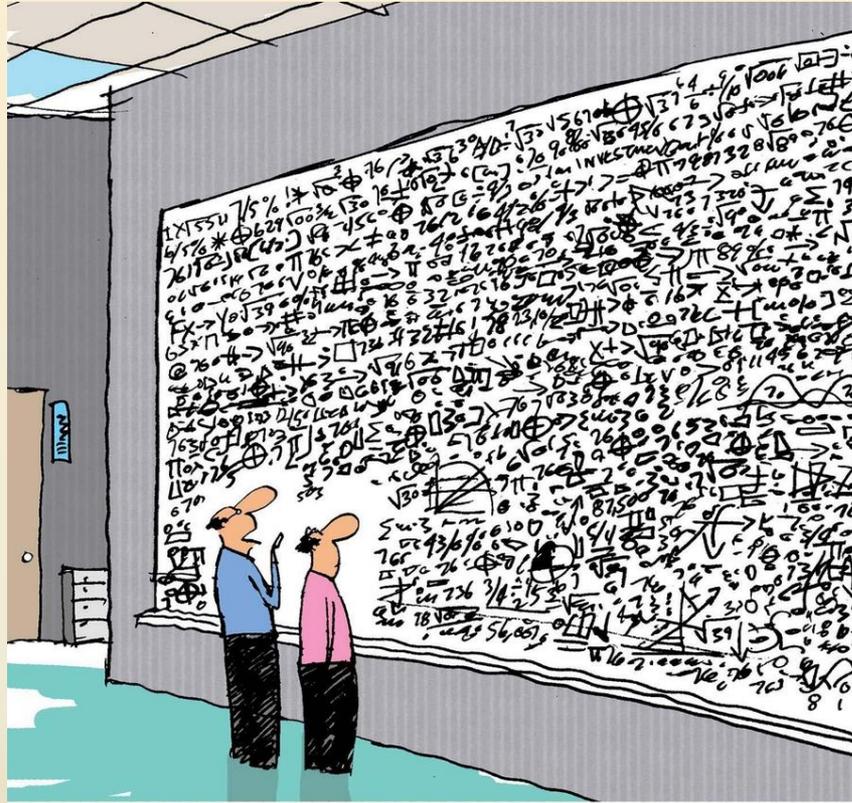
Program Overview (cont'd)

High/At-Risk Programs

- Tribal STEP
- Teen Peer-to-Peer Education



STEPS TO SUCCESS

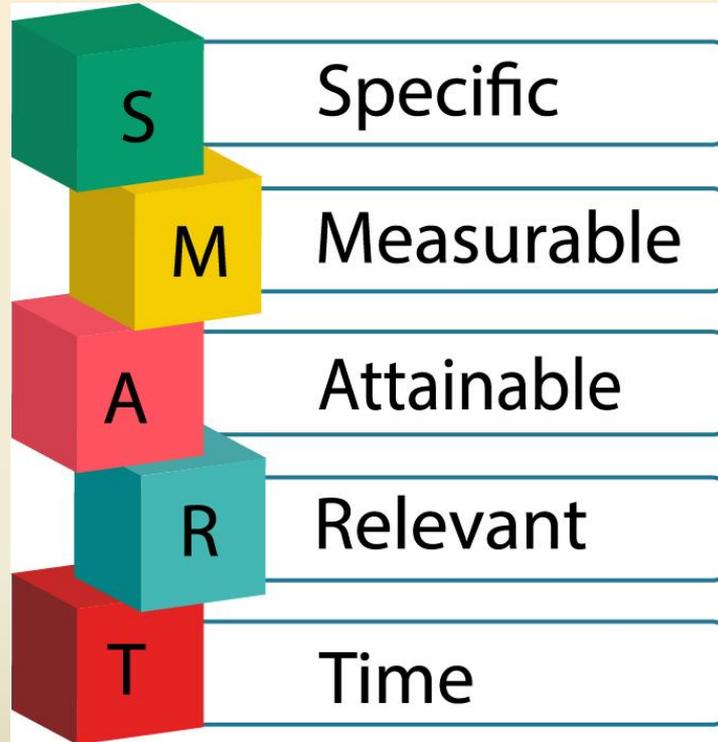


“...And that, in a nutshell, is my marketing plan. Any questions?”

Steps to Success



SMART



S = Specific

- Specific to who and what, where and how much

Our objective is to increase seatbelt use in kids who drive trucks!

- How will know when you have achieved this?

Better:

Increase seatbelt use by 3% in youth ages 14-24 who drive trucks in Big Sky County.

M = Measurable



- Do you have a yardstick to know if you are progressing?
- Outline how much change is expected and how will that change be measured

Example – we had a 3 month campaign with 4 activities to work toward our goal – where did we start and did we measure a difference?

- Will help you know how far you have left to go

A = Achievable

To be achievable/attainable the objective must be:

- Feasible with the available resources
- Appropriately limited in scope
- Within the program's control and influence

R = Realistic

- Is your objective Realistic/ relevant?
- Will this objective have the desired effect on the goal or strategy?
- Proposes reasonable programmatic steps toward your objective and reaching your goal

T = Time!

- When will this objective be accomplished?
- Timeliness or time bound puts parameters around meeting the objectives
- Takes into consideration the environment in which the objective is to be achieved



Using SMART Objectives

- SMART Objectives help you communicate your project and help you identify the elements of your evaluation plan
 - Your objectives will identify your indicators and performance measures
 - Your indicators - Observable evidence of the changes made
 - Indicators describe the type of data you will need to answer your evaluation questions
 - Performance Measures are the amount of change or progress towards a specific goal or objective

Evaluating Your Project

- Measure the goals and objectives
- Were they met?
- How do we know?
- NHTSA's Countermeasures That Work
(<http://www.ghsa.org/html/publications/countermeasures.html>)
- National Cooperative Highway Research Program (NCHRP) Report 500
(<http://www.trb.org/main/blurbs/152868.aspx>)

Evaluation Ideas

Occupant Protection Programs

- Pre and post observational seatbelt surveys
- Track media exposure
- Signed pledge cards
- Car seat installations
- Telephone/Written surveys
- Focus Groups
- Compile data

Evaluations Ideas

Impaired Driving Courts

- A **process evaluation** documents a program's actual case flow, service delivery and resources in relation to its planned target population, policies and procedures over time.
- An **outcome evaluation** measures the program's influence on graduation, criminal recidivism and relapse among participants.
- An **impact evaluation** gauges the effect of the intervention on the target population (to include immediate family), Compare recidivism rates to a control group of offenders outside the program.
- **Cost-efficiency analysis** indicates what impact the program intervention has on public resource expenditures, and whether program investment yields savings over the status quo or some alternative.

Evaluation Ideas

Selective Traffic Enforcement Program (STEP)

- Participation in Mobilizations?
 - National significance
 - State/local significance
- Participation in High Visibility Enforcement?
 - Use of Media
 - Coordination with other agencies
- Data and reported citations

Evaluation Ideas

Educational Programs

- Conduct a knowledge/behavior survey at the beginning of the year/end of the year. Did the numbers improve during the year?
- Ask questions like:
 - Have you heard of the SOAR program?
 - Do you know the goals of the SOAR program?
 - Have you seen or heard any media campaigns from the SOAR program?
 - Add other questions to include traffic safety behavior

Contacts

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