GRANT APPLICATION FOR SAFE COMMUNITIES PROGRAMS

North Dakota Department of Transportation
Traffic Safety Office

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The North Dakota Department of Transportation (NDDOT), through the Traffic Safety Office, is requesting proposals from applicants interested in administering a Safe Communities program.

SECTION 1: SAFE COMMUNITIES MODEL

SAFE COMMUNITIES CHARACTERISTICS

Safe Communities programs are defined by four essential characteristics. They are:

- Injury Data Analysis From Multiple Sources of Data
- Citizen Involvement and Input
- Expanded Partnerships
- An Integrated and Comprehensive Injury Control System

Injury Data Analysis from Multiple Sources enables a Safe Community to look at the type and severity of injuries (fatal and non-fatal), the cost of treatment, and the impact on the community. By analyzing data from a variety of sources, a Safe Community can also explore the reasons why injury problems exist in their community.

Citizen Involvement and Input actively involves local citizens and community organizations. It is important to ensure local values and attitudes are considered during the process of identifying injury problems and shaping successful solutions. A coalition of concerned citizens facilitates local support for the program and ensures the Safe Community program continues to be a community-based effort. Focus groups can be used to assess community feelings about a topic or project. Town meetings and community forums are helpful to solicit input and feedback from local leaders and citizens.

Expanded Partnerships ensure coalitions work with other community members, who also have a stake in reducing local injury problems. Partnerships allow communities to develop collaborative strategies and share resources, spread program ownership throughout the community, and increase the opportunities to reach target populations.

An Integrated and Comprehensive Injury Control System incorporates prevention, acute care, and rehabilitation as active and essential participants in solving community injury problems. People who work in prevention focus on reducing and preventing the leading causes of injury in a community. People who work in acute care provide the medical care necessary to save a person's life. Rehabilitation providers help people re-enter a community's daily routines with skills and capabilities for a productive life. By linking these three components, a Safe

Community can better design strategies to reduce the problem at many points before, during, and after the injury has occurred.

SAFE COMMUNITIES STRUCTURE

The four essential characteristics of a Safe Community are further broken down into seven distinct elements. These "Seven Elements" characterize the standard of a Safe Community.

A Safe Community program must attain these key requirements:

- Use of Multiple Data Sources
- Citizen Involvement
- Expanded Partnerships
- Comprehensive Injury Prevention and Control
- Program Planning
- Program Effectiveness/Evaluation
- Self-Sufficiency/Sustainability

Use of Multiple Data Sources expands problem identification beyond just fatalities to include injuries as well as the medical and financial implications of injuries. Data is also used to measure program effectiveness. Communities decide what data sets are most relevant to their efforts. Injury data can be obtained from state resources (Department of Transportation, Department of Health) and local resources (local law enforcement agencies, hospitals, emergency medical services, physicians, public health agencies, etc.).

Citizen Involvement is essential to establish community priorities for identified problems. Citizens actively participate in problem identification, assume responsibility and ownership for shaping solutions, and share in both the successes and challenges of their program. A coalition of involved citizens provides the means to gain community support for the program and to incorporate local values and attitudes into implementation plans. The coalition reviews the community's injury profile and assesses what is already being done in the community to address the injury problem. As part of a coalition, citizens may have different motivations. However, they need to agree on the purpose of the Safe Community and on the goals and objectives of the coalition.

Expanded Partnerships include all those who have a stake in reducing injuries. Potential partners include law enforcement, local government, public safety officials, schools, courts, business, health departments, community and advocacy groups, prevention, acute care and rehabilitation communities, employers, health care providers, media representatives, emergency medical services, firefighters, transportation engineers, and concerned citizens. Partnerships allow for the development of comprehensive and collaborative strategies, for sharing of expertise and resources, and for strategic opportunities to reach target populations.

Comprehensive Injury Prevention and Control recognizes that injuries are predictable events and, as such, provide an opportunity to design interventions at many points prior to, during, and after the event to reduce the risk or severity of injury. Thus, Safe Communities incorporates the

three components of injury prevention as active and essential participants in solving community injury problems. Those involved in prevention (i.e., seeking to avert injury – advocates), acute care (i.e., providing accessible and appropriate care to those injured – law enforcement, EMS, trauma/emergency room personnel) and rehabilitation (i.e., helping the injured return to the home and work environments – businesses, social services, rehab centers, etc.) join together to accelerate progress to reduce injuries.

Program Planning begins with the first stage of community organization, a comprehensive assessment of both the problem and the community's capacity to address the problem (resources as well as potential barriers). Planning involves establishing goals, objectives, activities, time lines, and budgets. Implementation turns ideas into action and requires broad citizen participation and integrated comprehensive strategies. Evaluation involves reassessing strategies (those that worked and those that were not successful) and continues throughout the various phases of the community organizing effort.

Program Effectiveness/Evaluation measures the program's success. The measure of an effective Safe Community program will ultimately be a reduction in fatal and non-fatal injuries and their associated costs (outcome evaluation). However, a steady decline over a period of 4-5 years must occur in order to attribute the reduction to the Safe Community program. Therefore, short-term measures of behavior change and/or environmental change (impact evaluation) are needed. Process evaluation considers HOW the program was implemented: what has the program done, were the activities carried out as planned, who was reached by the program, what problems were encountered and how were they addressed? Finally, it is important for the coalition to evaluate the operations of the program to determine if any changes in the coalition and its operations could improve the overall effectiveness of the outcome, impact, and process evaluations.

Self-Sufficiency/Sustainability can be attained through multi-faceted strategies. Community ownership is achieved when intervention programs are institutionalized and the community leaders provide ongoing financial support. Institutionalization is crucial; without comprehensive, long-term responses to the injury problems, programs will be less likely to significantly reduce injury, death, disability, and their associated costs. Programs that are in operation for only a year or two and then disappear (usually because of lack of funding) are unlikely to bring about real change or, at best, only temporary changes. Strength is derived from combining resources as more people and organizations become familiar with the goals and accomplishments of the program. Funds generated from multiple funding sources are combined to allow the community to control their program and associated budgets.

SECTION 2: REQUIREMENTS OF A SAFE COMMUNITIES PROGRAM

Safe Communities programs provide outreach for traffic safety programs on a statewide basis in support of the NDDOT Traffic Safety Office's traffic safety goals as identified in the annual Highway Safety Plan (HSP). The HSP goals are to: (1) reduce the number of motor vehicle fatalities and injuries, (2) increase the state's seat belt use rate, (3) decrease impaired driving, (4) decrease speed-related fatalities, (5) reduce motorcycle fatalities, and (6) reduce motor vehicle fatalities involving a driver age 20 or younger.

To that end, the Traffic Safety Office requires Safe Communities programs to conduct the following core program.

CORE PROGRAM

A. Operate a Safe Communities program consistent with the characteristics and structure of a Safe Communities program as explained in Section 1.

B. Designate a Safe Communities coordinator to: (1) act as a liaison to the NDDOT's Traffic Safety Office, (2) coordinate Safe Communities program activity, and (3) serve as an advocate of traffic safety information and activity in the community. The Safe Communities coordinator must have a current Class D driver's license in good standing.

C. Participate in all scheduled Safe Communities coordinators' meetings (one trip to Bismarck annually) and training webinars (up to four annually).

D. Increase community coalition membership or episodic volunteers to increase community impact.

E. Use the North Dakota Safe Communities website at www.safecommunities.org as a means to gain access to and report local Safe Communities program information and activity. Each Safe Communities program will post local activities to the website monthly, at a minimum.

F. Provide outreach for the Traffic Safety Office's six core traffic safety campaigns:

1. *Click It or Ticket (CIOT)* is a national public information and enforcement campaign to increase seat belt and car safety seat use. CIOT is conducted annually in May. The Traffic Safety Office is also planning to conduct a second two-week CIOT campaign in the fall of each year.
2. *The ndteendrivers.com website* is a state specific public information and education campaign to address traffic safety issues among teens. The website includes the *Click It Quick* campaign and associated contest to increase seat belt use among teens and increase community awareness regarding seat belt use.
3. *Share the Road* is a national public information campaign targeted at motorists to increase their awareness of motorcycles on the road. The campaign is conducted annually in May through September.
4. *Drunk Driving. Over the Limit. Under Arrest.* is a national public information and enforcement campaign conducted annually over the Labor Day holiday.
5. *Child Passenger Safety Awareness Month* is a national public awareness campaign conducted in September. The Traffic Safety Office conducts additional public awareness of CPS in the month of February.
6. *Drunk and Drugged Driving (3D) Month* is a national public information and enforcement campaign conducted annually in December.

Outreach activities must be far-reaching and can include: (1) media activities including news releases, news conferences, live radio and television remotes, television and radio

interviews, etc., (2) internet marketing activities including blogging, postings to social networking websites, email blasts, etc., and (3) other public awareness activities such as partnerships with local entities pertinent to the target populations including businesses, sports venues, health and social services programs, community-based organizations and other locally identified venues that would appropriately advance the campaign messages.

Safe Communities must also provide earned media support to participating law enforcement agencies conducting quarterly impaired driving enforcement within their jurisdictions.

The Traffic Safety Office will develop the campaign theme and provide guidance and collateral materials for local outreach. Safe Communities are responsible to plan and implement local outreach activities and to collect process evaluation data for these core campaigns.

Safe Communities will also be required to provide outreach in support of other traffic safety campaigns implemented by the Traffic Safety Office per request by the Traffic Safety Office.

G. Provide alcohol beverage server training for all licensed liquor establishments within the Safe Communities service area.

H. Conduct annual county-level observational seat belt surveys within the Safe Communities service area to measure occupant protection program impact.

I. Comply with the contractual requirements of the Traffic Safety Office. This includes monthly submission of itemized expense reports, expense vouchers, media activity reports, and progress reports.

NON-CORE PROGRAM

A. Conduct non-core programs or activities that will contribute toward traffic safety goals to increase occupant protection (seat belt and child passenger safety seat) use, decrease impaired driving, decrease speeding, decrease motorcycle fatalities, decrease youth/young adult fatalities, etc. Examples of non-core programs are:

   1. Victim Impact Panel
   2. Underage drinking prevention projects
   3. School/college/university-based traffic safety intervention
   4. Business/industry-based traffic safety intervention
   5. Parent education programs to promote Graduated Drivers Licensing (GDL)components

Non-core programs must be data-driven (use local data that supports the need for the program[s]) and data must serve as a baseline to establish subsequent program effectiveness.

Safe Communities are encouraged to replicate evidence-based or best practice programs that have demonstrated success through evaluation as identified in the following resources.

Resources

Countermeasures that Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Fourth Edition, 2009 (Published by the National Highway Traffic Safety Administration)

Effectiveness of Behavioral Highway Safety Countermeasures (Published by the Transportation Research Board of the National Academies)

SECTION 3: TRAFFIC SAFETY OFFICE RESPONSIBILITIES

A. Provide funding, technical assistance, training and resources to support and advance traffic safety activities conducted by the Safe Communities programs.

B. Conduct annual on-site monitoring of program progress and fiscal responsibility.

SECTION 4: APPLICATION PREPARATION AND SUBMISSION INSTRUCTIONS

The Traffic Safety Office requests grant applications from agencies interested in administering a Safe Communities program as described in Section 2.

Review the *Grant Guidelines for Traffic Safety Programs* document for pertinent grant information prior to preparing your grant application.

All applications must use the following format. Applications that deviate from this form will not be considered.

APPLICATION FORMAT

A. Cover Page

Agencies must complete the cover page located at:

www.dot.nd.gov/forms/formsbycategory.htm#trafficsafety

B. Service Area

Agencies applying to administer a Safe Communities program should apply to serve region(s)/area(s) as identified in Table 1.

Table 1

Region/Area*	Service Area	Number of Safe Communities Programs to be Funded
1	Divide, Williams, McKenzie	1
2	Burke, Renville, Bottineau, Mountrail, Ward, McHenry, Pierce	1
3	Rolette, Towner, Cavalier, Ramsey, Benson, Eddy	1
4	Pembina, Walsh, Nelson, Grand Forks	1
5/6	Steele, Traill, Cass, Ransom, Sargent, Richland, Wells, Foster, Griggs, Stutsman, Barnes, Logan, LaMoure, McIntosh, Dickey	Up to 3
7	McLean, Sheridan, Mercer, Oliver, Burleigh, Kidder, Morton, Grant, Sioux, Emmons	Up to 2
8	Dunn, Golden Valley, Billings, Stark, Slope, Hettinger, Bowman, Adams	1
9	Reservation lands	Up to 4 (only 1 program per reservation)
TOTAL		14

The regions/areas identified are consistent with the North Dakota Department of Human Services prevention regions.

C. Agency Information

Applicants must provide information about their agency that demonstrates the agency's ability to administer a Safe Communities program in the identified service area. (Limit information to a half page.)

D. Work Plan

1. Core Program

Applicants are required to complete the core program requirements as described in Section 2, A-I. The applicant must lay out the agency's work plan and budget related to administering the core program.

Each item related to administrative requirements (A-D and I) must be addressed in the work plan with an explanation of how each core program component will be addressed throughout the contract year (October 1-September 30). Each item related to direct programming (E-H) must include objectives, implementation strategies and an evaluation plan. (Limit information to five pages.)

Core program costs must be included as part of the budget template outlined in *D. Work Plan*, *3. Budget*.

2. Non-Core Program

Applicants may include a set of non-core activities that support the traffic safety goals identified in Section 2 and any local traffic safety goals established through the Safe Communities coalition.

For each proposed non-core activity, applicants must: (1) clearly identify the counties to be served by the non-core program, and (2) include project justification, objectives, implementation plan and an evaluation plan for each proposed program or activity to be conducted throughout the contract year (October 1-September 30).

Activities must be data-driven (use local data that supports the need for the program[s]) and data must serve as a baseline to establish subsequent program effectiveness.

Safe Communities are encouraged to replicate evidence-based or best practice programs that have demonstrated success through evaluation as identified in the following resources.

Resources

Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Fourth Edition, 2009 (Published by the National Highway Traffic Safety Administration)

Effectiveness of Behavioral Highway Safety Countermeasures (Published by the Transportation Research Board of the National Academies)

If other entities are involved in the project, letters of participation from these entities should accompany the proposal. For example, a school site safety program requires a letter from the participating school, etc.

This information must be provided in the format provided in the example below.

Project #1

Project area:	Burleigh County
Project justification:	Burleigh County has a seat belt use rate below that of the statewide rate. Seventy-five percent of 2008 motor vehicle fatalities ages 18-34 were unbelted at the time of the crash.
Objective:	Increase seat belt use by 5 percent among employees at the following worksites by September 30.
Implementation Plan:	Conduct worksite seat belt programs at: (1) ABC Company, (2) XYZ Corp., and (3) 123 Agency. The worksite programs will consist of…….

	Evaluation:	Conduct a pre- and post-program seat belt observation survey at each worksite.

	Letters of participation and/or support:	Included as Attachment 1.

3. Budget

All budget applications must use the following format. Other formats will not be accepted.

Safe Communities award amounts will range from a minimum of $25,000 to a maximum of $75,000. See Section 5, *Basis for Grant Awards by the Traffic Safety Office*, for more information.

Insert rows as necessary to provide an adequate level of detail related to anticipated expenses and non-core projects.

Budget

Expense	Section 402 Funds	Community In-Kind	Donations	Agency Funding	Other Funding	Total Expense
1. Core Program						
A. Salary and Benefits						
B. Travel						
C. Operational Costs						
D. Program Materials						
TOTAL						
2. Non-Core Program*						
Project #1:						
A. Salary and Benefits						
B. Travel						
C. Operational Costs						
D. Program Materials						
TOTAL						
Project #2:						
A. Salary and Benefits						
B. Travel						
C. Operational Costs						
D. Program Materials						
TOTAL						
GRAND TOTAL						

*Insert rows as necessary to reflect the number of projects to be conducted through the fiscal year.

Budget Justification

Provide justification for each line-item expense in the format consistent with the budget provided.

Example

1. **Core Program**

   A. *Salary and benefits.* This represents costs associated with the Safe Communities coordinator salary/benefits in the amount of $25,000/year. Salary accounts for $20,000 and benefits $5,000 of the total.

   B. *Travel.* This amount reflects expenses associated with the coordinator's participation in the annual Lifesavers conference to be held in Anywhere, USA.

   C. *Operational costs.* The Safe Communities program proposes total operational costs in the amount of $4,900 for: (1) the purchase of a laptop for use by the coordinator in the amount of $2,500, (2) office rent at $100/month for a total of $1,200, and (3) office supplies estimated at $100.month for a total of $1,200.

   D. *Program materials.* $0

2. **Non-Core Program**

   Project #1
   A. *Salary and benefits.* This represents…..
   B. *Travel.* This amount reflects….
   C. *Operational costs.* This amount is for….
   D. *Program materials.* This amount includes…..

   Project #2
   Continue as above.

SECTION 5: BASIS FOR GRANT AWARDS BY THE TRAFFIC SAFETY OFFICE

The Traffic Safety Office will use the following criteria to determine each grant application's eligibility for funding. The applicant:

- Met the submission deadline.
- Correctly followed the application preparation and submission instructions.

The Traffic Safety Office will award grants based on the evaluation criterion identified in Attachment 1, *Grant Application Evaluation Form*.

The evaluation process is designed to award the contract not to the proposal of least cost, but to the applicant with the best combination of attributes based upon the evaluation criteria.

The State reserves the right to:

A. Accept and/or reject any and/or all proposals and to award a contract that the State considers the most advantageous to the State and its citizens. Applicants who are eliminated from further competition will be mailed notification by the State as soon as practical.
B. Negotiate with the applicant regarding the proposed work plan, budget, etc.
C. Limit the number of grants awarded and the awarded amounts at any time based on performance, available funding, and ability to impact statewide goals.

All costs associated with the preparation and delivery of the grant application is the sole responsibility of the applicant.

Grant Application for Safe Communities Programs
Evaluation Form

Agency:_____

Evaluator:_____

Agency Information	Total Points Available	Score
Does the agency appear able to administer the Safe Communities program?	5 points	

Work Plan – Core Program	Total Points Available	Score
Does the application address each core program component?	10 points	
Does the application define adequate coalition involvement (participation from a number of local partners, etc.)?	10 points	
Are the objectives for direct programming (Section 2, E-H) specific, measurable, attainable, realistic and time-specific?	10 points	
Does the application address future self-sustainability?	5 points	

Work Plan – Non-Core Program	Total Points Available	Score
Do the proposed projects adequately address traffic safety problems within the service area?	10 points	
Are proposed projects evidence-based or identified as best practices that have been demonstrated to be effective through evaluation?	10 points	
Are the objectives for non-core projects specific, measurable, attainable, realistic and time-specific?	10 points	

Project Cost/Budget/Justification	Total Points Available	Score
Does the application include adequate budget detail?	10 points	
Is the proposed budget realistic for the scope of work?	10 points	
Does the budget include adequate in-kind or other available matching funds?	10 points	

Past Performance of Agency, If Applicable	Total Points Available	Score
Score only with a previous negative experience	-5 points	

Total Points Available	Total Score
100	