

GRANT APPLICATION SUMMARY SHEET

Grant Name: Tennessee Highway Safety Office Bike and Pedestrian Safety
22-23

Department: NDOT

Grantor: NATIONAL HIGHWAY TRAFFIC SAFETY
ADMINISTRATION

**Pass-Through Grantor
(If applicable):** TN HIGHWAY SAFETY OFFICE

Total Applied For: \$60,000.00

Metro Cash Match: \$0.00

Department Contact: Cortnye Stone
862-8779

Status: NEW

Program Description:

Application for funding to create PSAs regarding behavioral changes that can be used for education and marketing of bike and ped safety.

Plan for continuation of services upon grant expiration:

N/A

**APPROVED AS TO AVAILABILITY
OF FUNDS:**

DocuSigned by:
Kelly Flannery/mjw 4/6/2022
Director of Finance Date
TE

**APPROVED AS TO FORM AND
LEGALITY:**

DocuSigned by:
Neki Eke 4/7/2022
Metropolitan Attorney Date

**APPROVED AS TO RISK AND
INSURANCE:**

DocuSigned by:
Balogun Cobb 4/7/2022
Director of Risk Management Date
Services

DocuSigned by:
John Cooper 4/7/2022
Metropolitan Mayor Date
(This application is contingent upon approval of the application
by the Metropolitan Council.)

5418

B.A. Initials

RW

Grants Tracking Form

Part One

Pre-Application <input type="radio"/>		Application <input checked="" type="radio"/>		Award Acceptance <input type="radio"/>		Contract Amendment <input type="radio"/>	
Department	Dept. No.	Contact			Phone	Fax	
NDOT	0.00	Cortnye Stone			862-8779		
Grant Name:		Tennessee Highway Safety Office Bike and Pedestrian Safety 22-23					
Grantor:		NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION			Other:		
Grant Period From:		10/01/22	(applications only) Anticipated Application Date:		03/01/22		
Grant Period To:		09/30/23	(applications only) Application Deadline:		04/08/22		
Funding Type:	FED PASS THRU	Multi-Department Grant		<input type="checkbox"/> If yes, list below.			
Pass-Thru:	TN HIGHWAY SAFETY OFFICE	Outside Consultant Project:		<input type="checkbox"/>			
Award Type:	COMPETITIVE	Total Award:		\$60,000.00			
Status:	NEW	Metro Cash Match:		\$0.00			
Metro Category:	New Initiative	Metro In-Kind Match:		\$0.00			
CFDA #	20.614	Is Council approval required?		<input checked="" type="checkbox"/>			
Project Description:		Applic. Submitted Electronically?		<input checked="" type="checkbox"/>			

Application for funding to create PSAs regarding behavioral changes that can be used for education and marketing of bike and ped safety.

Plan for continuation of service after expiration of grant/Budgetary Impact:

N/A

How is Match Determined?

Fixed Amount of \$ 0.00 or % of Grant Other: ☒

Explanation for "Other" means of determining match:

There is no match required for this grant.

For this Metro FY, how much of the required local Metro cash match:

Is already in department budget?	\$0.00	Fund	N/A	Business Unit	N/A
Is not budgeted?	\$0.00	Proposed Source of Match:		Match not required	
0					

Other:

Number of FTEs the grant will fund:	0.00	Actual number of positions added:	0.00
Departmental Indirect Cost Rate	18.83%	Indirect Cost of Grant to Metro:	\$11,298.00
*Indirect Costs allowed? <input checked="" type="radio"/> Yes <input type="radio"/> No % Allow.	15.85%	Ind. Cost Requested from Grantor:	\$9,507.70 in budget

*(If "No", please attach documentation from the grantor that indirect costs are not allowable. See Instructions)

Draw down allowable? ☐

Metro or Community-based Partners:

Part Two

Grant Budget

Budget Year	Metro Fiscal Year	Federal Grantor	State Grantor	Other Grantor	Local Match Cash	Match Source (Fund, BU)	Local Match In-Kind	Total Grant Each Year	Indirect Cost to Metro	Ind. Cost Neg. from Grantor
Yr 1	FY22	\$10,000.00	\$0.00	\$0.00	\$0.00		\$0.00	\$10,000.00	\$1,901.00	\$1,883.00
Yr 2	FY23	\$50,000.00	\$0.00	\$0.00	\$0.00		\$0.00	\$50,000.00	\$7,606.70	\$9,415.00
Yr 3	FY__									
Yr 4	FY__									
Yr 5	FY__									
Total		\$60,000.00	\$0.00	\$0.00	\$0.00			\$60,000.00	\$9,507.70	\$11,298.00
Date Awarded:		Tot. Awarded:		Contract#:						
(or) Date Denied:		Reason:								
(or) Date Withdrawn:		Reason:								

Contact: trinity.weathersby@nashville.gov
vaughn.wilson@nashville.gov

Project Type Selection

Project Type Selection: *	Alcohol and Impaired Driving Education	Alcohol and Impaired Driving Enforcement
	<input checked="" type="checkbox"/> Bicycle and Pedestrian Safety	Child Passenger Safety & Occupant Protection
	<input type="checkbox"/> Distracted Driving Education	DUI Drug Courts
	<input type="checkbox"/> DUI Prosecution	Emergency Medical Services
	<input type="checkbox"/> Motorcycle Safety	Network Coordinator
	<input type="checkbox"/> Older Driver Safety	Police Traffic Services (Multiple Violations)
	<input type="checkbox"/> Safe Communities	Teen Driver Safety Education
	<input type="checkbox"/> Traffic Records	Traffic Safety Resource Prosecutor

THSO Program Area Descriptions

Alcohol and Impaired Driving Education & Enforcement

These program area grants aim to prevent motorists from driving under the influence of alcohol or other drugs. Grant funds may be used by local, county and state law enforcement agencies to remove these drivers from the road through highly visible enforcement operations and public education programs that focus on high-risk groups. Grant funds will be allocated for overtime enforcement conducted by officers trained and certified in Standard Field Sobriety Testing (required) and Drug Recognition Expert (recommended). Grant funds may also be allocated to purchase supplies and equipment for use in conducting DUI-related enforcement. Equipment costing over \$5,000 is considered a capital expense and must be approved by the THSO and NHTSA.

This program area also funds educational projects aimed at underage drinking prevention and outreach to diverse communities and minority populations. These include Comprehensive Alcohol Risk reDuction (CARD) enforcement projects that combine Cops in Shops and Party Patrol programs; culturally sensitive, faith-based and community-driven initiatives; and peer-to-peer programs.

Bicycle and Pedestrian Safety

These program area grants may be used by local and county law enforcement agencies to conduct pedestrian and bicycle safety enforcement operations to make roads safer. Funding also may be used for outreach and education programs conducted in schools and community-based settings to increase safety awareness and help all roadway users understand their responsibilities.

Child Passenger Safety & Occupant Protection

These program area grants fund projects to reduce traffic fatalities and injuries by increasing the use of seat belts and child safety seats. Funding may be used for seat belt education programs conducted in schools and community-based settings and bi-lingual educational materials; and for seat check events and fitting stations, technician training and distribution of child safety seats to low income families.

Distracted Driving

These program area grants may be used to educate the public about Tennessee’s hands free law and the danger of other distracted driving activities (eating, drinking, grooming, reading, using a cell phone or other electronic device) while driving. School and community-based programs, signage, and enforcement activities are eligible for funding.

DUI Prosecution

These program area grants fund DUI Prosecutor Activity and DUI Coordinators, who ensure the timely and accurate disposition of

DUI cases in their respective district, and the Traffic Safety Resource Prosecutor (TSRP) program. The latter perform legal research; provide information and consultation on impaired driving issues and policies to law enforcement, prosecutors, judges, lawyers, defense attorneys, legislators, and the public; and deliver education and training through an annual statewide impaired driving conference and other venues.

Emergency Medical Services

These program area grants fund training to ensure that first responders have the skills necessary to meet the needs of crash victims, with an emphasis on enhancing patient survival rate during the first 60 minutes following a traumatic injury. Grants are provided to EMS agencies serving rural counties and that rank in the top 65 Tennessee counties for overall crashes.

High Visibility Enforcement

These program area grants are awarded to law enforcement agencies to conduct HVE on a quarterly basis in support of state and national traffic safety campaigns addressing impaired driving and occupant protection. Grant funds must be used to provide active enforcement manpower (for saturation patrols, checkpoints, waves or multi-jurisdictional/network enforcement activities. A portion of the grant may also be used to purchase behavioral safety-related supplies (e.g., reflective vests, cones) and small equipment (e.g., computers, camera systems). Equipment costing over \$5,000 is considered a capital expense and must be approved by the THSO and NHTSA.

Motorcycle Safety

These program area grants fund motorcycle safety enforcement and motorcyclist safety awareness projects, including outreach and education projects to increase car and truck driver's awareness of motorcycles and safely sharing the road are also funded.

Older Driver Safety

These program area grants are used to increase older driver safety awareness and training. Older drivers represent almost one in every five drivers with their growth outpacing their teenage counterparts. Funding may be used for research, education, and outreach related to increasing safety awareness for this vulnerable population. This includes Car-Fit events and training for technicians and event coordinators.

Police Traffic Services (Multiple Violations)

These program area grants may be used by law enforcement agencies to conduct sustained and highly visible traffic enforcement addressing impaired driving, distracted driving, occupant protection, older drivers, teen driving, bicycle and pedestrian, motorcycle safety, and speeding (including work zones). Grant funding will be allocated for enforcement on an overtime basis conducted by officers trained and certified in Standard Field Sobriety Testing, Drug Recognition Expert (suggested), and Radar/LIDAR. Grant funds may also be allocated to purchase supplies and equipment for use in addressing behavioral safety-related problems. Equipment costing over \$5,000 is considered a capital expense and must be approved by the THSO and NHTSA.

Safe Communities

These program area grants funds traffic safety education and outreach materials used by law enforcement, program providers, traffic safety professionals, advocates, and individuals to encourage the public to make good choices whether they are driving or riding in a motor vehicle, bicycling or walking. These materials are distributed at local traffic safety programs, sobriety checkpoints, child safety seat checks, and at school and business-sponsored events. It also provides for the maintenance of a comprehensive website used to collect and disseminate traffic safety information and educational materials.

Teen Driver Safety

These program area grants are used to increase teen driver safety awareness and promote good decision making through education and outreach conducted by traffic safety professionals, law enforcement and court personnel, victim advocates, and teen peer leaders through an organized peer-to-peer program. Funding may be used for traffic safety education events and activities, training-related equipment, and public information and educational materials.

Traffic Records

These program area grants are used to implement effective projects that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the data that is used by state and local agencies and their partners to identify and address traffic safety issues in Tennessee. Awards are limited to data improvement projects implemented by the Tennessee Department of Safety and Homeland Security and other state government agencies.

Contact and Project Information

Project Title: *Safer Streets Nashville: Pedestrian and Bicycle Safety Awareness**
Project Type: *Bicycle and Pedestrian Safety*

Primary Project Director: *Cortnye Stone**
Title: *Communications Director*
Phone: *(615) 862-8779*
Fax:
Email: *cortnye.stone@nashville.gov*

Secondary Project Director: *Sissy Muro Juarez*
Title: *Social Media and Content Strategist*
Phone: *(615) 788-2445*
Fax:
Email: *sissy.murojuarez@nashville.gov*

Police Chief / Sheriff / Executive Director:
Title:
Name:
Phone:
Email:

Claim and Reporting Frequency: ☒ Monthly ☐ Quarterly

Problem Statement

Describe the problem(s) to be addressed, including human, vehicle and environmental factors, supported by a minimum of three years of relevant local or state crash data only if the problem will be addressed throughout Tennessee identified by source. Define the location and target population this project will serve and describe how the latter is impacted by the problem(s). If this is a grant continuation, explain why additional funding is needed and the gains made to date addressing the problem(s).

*According to the World Health Organization, more than 270,000 pedestrians die on the world's roads each year accounting for 22% of the total 1.24 million road traffic deaths. Smart City Growth states, the number of people struck and killed by drivers nationwide while walking increased by 45 percent over the last decade. Although people of all ages, races, ethnicities, and income levels suffer the consequences of dangerous street design, some neighborhoods and groups of people bear a larger share of the burden than others. From 2010-2019, Black people were struck and killed by drivers at an 82 percent higher rate than White, non-Hispanic people. People age 50 and up, and especially people age 75 and older, are overrepresented in these deaths. Nashville's streets are a critical part of our transportation system. Yet too many of them lack the infrastructure to protect residents, promote connectivity, and address equity issues. This is especially true for the most vulnerable parts of Nashville. Our Vision Zero Action plan uses data analysis from E-TRIMS and TITAN to show the inequalities in pedestrian and bicycle safety in Nashville <https://experience.arcgis.com/experience/74363e0dbb3e43138bc7d451a90817ef/>. Since 2014, 468 people have lost their lives to fatal traffic collisions on state and local roads in Nashville with at least 30% of all people killed while walking in 2020 were experiencing homelessness. People who walk in Nashville are at a greater risk to be seriously injured or killed when involved in a traffic crash. One in every four crashes that involve somebody walking results in a death or severe injury. Pedestrian crashes are also on the rise. There were 100 more people hit by vehicles while walking in 2019 than in 2014. Furthermore, hit-and-runs are on the rise in Nashville. As of August, there have been 75 pedestrian hit-and-runs in 2021, which is already higher than all of 2020 combined (74 crashes). If trends continue, Nashville can expect an increase from 98 collisions in 2019 to 124 collisions in 2026. The majority of pedestrian hit-and-runs occur after dark, including 76% of all hit-and-runs where a pedestrian is killed or severely injured. People biking also face disproportionate risk for death and injury on Nashville roads. Only 0.3% of Nashville residents commute to work on bikes, but bicyclists make up 2% of serious and fatal injuries in Nashville. The fatality rate in the lowest income neighborhoods was nearly twice that of middle-income census tracts and almost three times that of higher-income neighborhoods. NDOT proposes using this grant to fund an educational and marketing campaign designated to target behavioral changes by creating public service announcements that can be distributed on multiple platforms. **

Attachment

Project Goals

Provide measurable goals that specifically address the problem(s) identified in the problem statement. Goals should begin with “to and followed by an action verb that conveys what you hope to accomplish by implementing this project. *

Safer Streets Nashville: Pedestrian and Bicycle Safety Awareness is a robust education campaign designed:
to educate the public on pedestrian and bicycle safety awareness, in coordination with NDOT's Vision Zero Action Plan and WalknBike 2022 Plan.
to target behavior changes by identifying vulnerable user populations.
to reduce the number of pedestrian and bicycle fatalities.
to develop messaging and create three to six educational PSAs.
to strengthen community relationships and partnerships with area non-profits and government agencies.
to build a partnership with THSO that keep our streets safe.

Selected Countermeasures

Describe the countermeasures, why they were chosen, how they will be carried out, and by whom. Refer to [NHTSA's Countermeasures That Work](#). This guide provides an overview and starting point for applicants to become familiar with the behavioral strategies and countermeasures for program areas.

The countermeasures we will focus on are:

** Launch PR campaign to inform general public about how to keep our pedestrians and bicycle riders safe.*

** Education on behavioral changes.*

We believe these interventions will work because we know that human error is a major factor in bicycle and pedestrian crashes. Whether it is a driver going too fast or being distracted, a bicycle rider riding unsafely or neighborhood not supporting traffic calming, our choices can help protect our road users that have the most at stake. The use of public education initiatives to promote safe streets is part of national best practices developed by the Vision Zero Movement, which seeks to reach zero traffic fatalities. The Vision Zero movement has seen success abroad, most notable in Sweden, but also across the United States. While engineering and enforcement are hugely important, Vision Zero demonstrates that we must also ensure that our community members know how to use our streets safely and understand the impact of their decisions when they step into their cars. Our countermeasures align with those laid out in NHTSA's Countermeasures That Work Document. They focus on education and changing behavior, but also acknowledge that street infrastructure plays a major role in pedestrian and bicycle safety. In particular we focus on pedestrian safety at mid-block crossings and intersections, as our data in Nashville is in alignment with national data showing that the majority of severe crashes occur when a person walking tries to cross the street. We also focus on crash data, using similar standards as the NHTSA, when discussing causes of pedestrian and bicycle crashes with the general public or law enforcement officers. In addition, our media campaign emphasizes the basic strategies laid out by the NHTSA: reduce vehicle speed and reduce exposure to dangerous situations.

Resources

Manpower:

*NDOT will provide the following staff:
A Project Director that oversees the delivery of the project, a Social Media Coordinator/ Project Assistant that supports the delivery of the project, and a grant accountant that manages the expenses.*

*

Behavioral safety-related supplies and equipment (the latter must be approved by the THSO):

The creation of 3-6 public service announcements that can be distributed on a variety of platforms.

Training:

Task Schedule

First Quarter (Oct., Nov., Dec.):

Tasks

- Procurement process*
- Grants coordination with Project Director*
- Preliminary Storyboarding and other preproduction needs*

Second Quarter (Jan., Feb., Mar.):

Tasks

- Procurement process*
- Beginning work with consultant for preproduction and production needs*

Third Quarter (Apr., May, Jun.):

Tasks

- Filming and project development*
- Finish Production of PSAs*
- Distribute product to media platforms*

Fourth Quarter (Jul., Aug., Sep.):

Tasks

- Distribute product to media platforms*
- Monitor and data involving viewership*
- Close out grant with THSO.*

Evaluation

Evaluation of program effectiveness should be able to answer questions such as:

Was the program conducted as planned?

Did the program reach the intended target group?

Did the program achieve what it intended (change behavior, educate people, reduce crashes, etc.)?

Describe how the project will be evaluated to determine progress made achieving your goals. Identify what data will be collected and analyzed and how, the frequency of that data collection and analysis, and whether the results will be reported to the THSO monthly or quarterly.

NDOT will evaluate program effectiveness through month-over-month (MOM) social media reports. The reports will outline the analytic progress of our social media marketing and communications strategy by tracking and analyzing key social media metrics (KPIs) on Facebook, Instagram, and Twitter.

The key social media metrics (KPIs) we will track to gauge community awareness are:

Follower growth

Impressions: Number of times a post appears on a screen

Reach: Number of times a person saw our post. Reach is different than impressions because it may include multiple views by the same person.

Engagement: compiles likes, comments, shares, mentions.

Link clicks: Number of clicks on links within the post.

*A campaign report that outlines social media before and after will be produced to highlight campaign performance for internal use and to determine if the campaign achieved its intended goal.**

Personnel

Classification	Number	Title	Pay Rate	Period Type	Number of Pay Periods	Sub-Total	Benefits	Sub-Total	Total
			\$			\$0.00	0.0000 %	\$0.00 Total	\$0.00 \$0.00

Professional Fees

Classification	Description	Total
Consultants	Pre-Production: Story boarding, concept, scriptwriting	\$6,000.00
Consultants	Production of PSAs	\$10,500.00
Consultants	Post Production: Editing, graphics, text	\$15,500.00
Consultants	Social Media Content: 3-5 Stories with .15-.30 second video cuts from PSAs	\$10,500.00
Consultants	Contingencies	\$4,192.30
	Total	\$46,692.30

Non-Personnel (Small Equipment, Supplies, etc.)

Item Name	Classification	Cost	Quantity	Total
			\$	\$0.00
			Total	\$0.00

Travel, Meetings & Conferences

Name	Classification	Cost	Quantity	Total
			\$	\$0.00
			Total	\$0.00
Comments				

Other Non-Personnel

Name	Classification	Cost	Quantity	Total
Advertising Fees for Social Media	Advertising	\$50.00	6.0000	\$300.00
Radio Advertising	Advertising	\$125.00	20.0000	\$2,500.00
Miscellaneous	License Fees/Permits	\$1,000.00	1.0000	\$1,000.00
Total				\$3,800.00

Insurance

Name	Classification	Cost	Quantity	Total
	Insurance	\$		\$0.00
			Total	\$0.00

Equipment (\$5,000 or more)

Equipment Name	Equipment Description	Classification	Cost	Quantity	Total
		Equipment	\$		\$0.00
				Total	\$0.00

Indirect Cost and Revenue Source

Audited rate as determined by cognizant federal agency or the state Comptroller's Office subject to approval by NHTSA-Explain and submit copy of Certificate of Indirect Cost.

Indirect Cost:	18.83 %
Certificate of Indirect Cost:	<i>FY22 Metro_ Public Works ICRP FINAL.pdf</i>
Revenue Sources	
Federal (THSO):	100 %
Local Government:	0 %
Other:	0 %
Total:	100 %

Budget Summary

Expense Object Line-Item Category

Salaries and Benefits & Taxes		\$0.00
Professional Fee, Grant & Award		\$46,692.30
Non-Personnel: Supplies, Telephone, Postage & Shipping, Occupancy, Equipment Rental & Maintenance, Printing & Publications		\$0.00
Travel, Conferences & Meetings		\$0.00
Other Non-Personnel		\$3,800.00
Insurance		\$0.00
Capital Purchase		\$0.00
Indirect Cost	18.83 %	\$9,507.70
Grand Total		\$60,000.00

Attachments

Description	Attachment
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APPLICATION FOR Tennessee Highway Safety Grant

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

DocuSigned by:

Diana W. Alarcon

CCA6046554B0461

4/5/2022

Diana W. Alarcon, Director
Department of Transportation
And Multimodal Infrastructure

Date