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GRANT APPLICATION SUMMARY SHEET

Grant Name:	NSC-2024 Road to Zero Community Traffic Safety 24-25
Department:	NDOT
Grantor:	NATIONAL SAFETY COUNCIL
Pass-Through Grantor (If applicable):	
Total Applied For	$85,000.00
Metro Cash Match:	$0.00
Department Contact:	Casey Hopkins 880-1676
Status:	NEW

Program Description:

Our project aims to launch a compelling Vision Zero billboard campaign to significantly contribute to the Road to Zero strategy's goal of eliminating deaths and injuries on our roads. Focusing on the "Safe Systems Approach" pillar, our campaign will emphasize the importance of creating a forgiving road environment and promoting responsible behavior among road users. Through a multifaceted approach, this campaign aims to eliminate road fatalities and injuries by changing behaviors, fostering awareness, and actively engaging the community in the pursuit of safer roads.

Plan for continuation of services upon grant expiration:

N/A - Billboard Campaign will be complete.

APPROVED AS TO AVAILABILITY OF FUNDS:

Kevin Crumbo/mjw — 1/9/2024 | 9:12 AM CST

Director of Finance **Date**

APPROVED AS TO FORM AND LEGALITY:

Courtney Mohan — 1/9/2024 | 11:55 AM CS

Metropolitan Attorney **Date**

AP AC

APPROVED AS TO RISK AND INSURANCE:

Balogun Cobb — 1/9/2024 | 9:23 AM CST

Director of Risk Management Services **Date**

Freddie O'Connell — 1/9/2024 | 12:25 PM

Metropolitan Mayor **Date**

(This application is contingent upon approval of the application by the Metropolitan Council.

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Grants Tracking Form

Part One

Pre-Application ○ Application ◉ Award Acceptance ○ Contract Amendment ○

Department	Dept. No.	Contact	Phone	Fax
NDOT		Casey Hopkins	880-1676	

Grant Name:	NSC-2024 Road to Zero Community Traffic Safety 24-25		
Grantor:	NATIONAL SAFETY COUNCIL	**Other:**	
Grant Period From:	05/31/24	(applications only) **Anticipated Application Date:**	01/12/24
Grant Period To:	05/30/25	(applications only) **Application Deadline:**	01/14/24
Funding Type:	FED DIRECT	**Multi-Department Grant** ☐ → **If yes, list below.**	
Pass-Thru:		**Outside Consultant Project:** ☐	
Award Type:	COMPETITIVE	**Total Award:**	$85,000.00
Status:	NEW	**Metro Cash Match:**	$0.00
Metro Category:	New Initiative	**Metro In-Kind Match:**	$0.00
CFDA #	20.614	**Is Council approval required?** ☑	
		Applic. Submitted Electronically? ☑	

Project Description:

Our project aims to launch a compelling Vision Zero billboard campaign to significantly contribute to the Road to Zero strategy's goal of eliminating deaths and injuries on our roads. Focusing on the "Safe Systems Approach" pillar, our campaign will emphasize the importance of creating a forgiving road environment and promoting responsible behavior among road users. Through a multifaceted approach, this campaign aims to eliminate road fatalities and injuries by changing behaviors, fostering awareness, and actively engaging the community in the pursuit of safer roads.

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

N/A - Billboard Campaign will be complete.

How is Match Determined?

Fixed Amount of $	$0.00	**or**	0.0%	**% of Grant**	**Other:** ☐

Explanation for "Other" means of determining match:

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:**		N/A
(Indicate Match Amount & Source for Remaining Grant Years in Budget Below)				

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:**	$16,005.50	
***Indirect Costs allowed?** ○ Yes ◉ No **% Allow.**	0.00%	**Ind. Cost Requested from Grantor:**	$0.00	**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	**FY25**	**$85,000.00**	$0.00	$0.00	$0.00	N/A	$0.00	$85,000.00	$16,005.50	$0.00
Yr 2	**FY__**									
Yr 3	**FY__**									
Yr 4	**FY__**									
Yr 5	**FY__**									
Total		**$85,000.00**	$0.00	$0.00	$0.00		$0.00	$85,000.00	$16,005.50	$0.00

Date Awarded:		**Tot. Awarded:**		**Contract#:**	
(or) **Date Denied:**		**Reason:**			
(or) **Date Withdrawn:**		**Reason:**			

Contact: juanita.paulsen@nashville.gov
vaughn.wilson@nashville.gov

JP

Rev. 5/13/13

5758

GCP Received 01/08/2024

GCP Approved 01/08/2024

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2024 Road to Zero Community Traffic Safety Grants

Ends on Sun, Jan 14, 2024 11:59 PM

Application deadline is **January 14, 2024 at 11:55 pm Eastern**

2024 Road to Zero Community Traffic Safety Grants

Road to Zero Coalition:
Launched in 2016 as a partnership between the U.S. Department of Transportation and the National Safety Council, the Road to Zero Coalition has the goal of ending fatalities on our nation's roads by 2050. Tens of thousands of people die on U.S. roads each year, with historic increases and growing number of deaths for people walking and biking. To address this devastating trend, the Road to Zero Coalition, made up of over 1,800 member organizations, brings together a cross-sector approach to implementing proven techniques, sharing important research and information, and advancing the conversation around transportation safety through its three pillar, multi-modal framework focused on:

- Doubling down on what works through proven, evidence-based strategies
- Advancing life-saving technology in vehicles and infrastructure
- Prioritizing safety by adopting a Safe System approach and creating a positive safety culture

Road to Zero Grant Program:
The focus of the Road to Zero Community Traffic Safety Grant Program is focused on supporting innovative and promising approaches for implementing evidence-based countermeasures, supporting a Safe System approach, and performing necessary research to address traffic fatalities, disparities in mobility safety and access, and overall improve traffic safety. Learn more about the Road to Zero Grant Program (https://www.nsc.org/road/resources/road-to-zero/road-to-zero-grants) and the work of previous grantees.

- Proposals should demonstrate the promising nature of the countermeasure by describing the innovative implementation approach, citing the evidence of

effectiveness or identifying how effectiveness will be evaluated, and/or discussing how the project fills a gap or addresses existing disparities in traffic safety.
- Proposed projects should have measurable objectives and generalizable results. That is, projects should demonstrate innovative approaches that could be replicated in other locations or scaled up to a broader level.
- Proposals from past Road to Zero grantees are acceptable. They may be for new projects or for additional innovations on the previous project (i.e. phase #2) but not a continuation of any current or previous project.

Eligibility

- Applicants must be a Road to Zero Coalition Member (https://docs.google.com/forms/d/e/1FAIpQLSdnyUsLhdhd-uNMcjsKxa97ezGhxoGuxhUfuKxiqb96Lo4WFw/viewform?c=0&w=1)
- Applicant must be a non-profit organization or other entity. Individuals cannot apply.
- Government Entities (cities, states, counties, governors' safety offices, etc.) also qualify.
- Proposed programs must operate within the United States.
- Federally-recognized Indian Tribes, Tribal Organizations, and Urban Indian Organizations are also eligible.

Funding

- Organizations may apply for a one-year grant.
- Supplanting is prohibited. "Supplanting" is defined as the "Use of Federal funds to support personnel or an activity that is already supported (paid for) by any other funds".
- Proposals selected will be reimbursed for mutually agreed grant expenses.
- Awarded grants are contingent upon the availability of funds.

Timeline

- **Grant applications are due by January 14, 2024 at 11:55 pm Eastern**
  - Grants will be awarded beginning in Spring 2024.
  - Grant work will have expected completion date of on or before one year after the date of the award.

Reporting

- Proposals selected will be required to submit monthly reports and documentation showing objectives that have been met.
  - Documentation will show objectives that have been met, time spent, and expenses incurred for grant activity.
  - Grantees will submit monthly invoices for reimbursement using guidelines set out by Road to Zero and the National Safety Council.
  - Grantees will be expected to have quarterly meetings with Road to Zero staff.
  - Grantees will be expected to submit a final report detailing the project and lessons learned.
  - Grantees will be expected to participate in promotional activities for the grant program and the funded projects including presenting on webinars and other meetings.
  - These grants are subject to the Federal funding requirements under CFDA #20.614.

Review Committee

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- All submissions will undergo a technical review by National Safety Council staff, and will then be forwarded to an external Review Selection Committee for consideration.
- Committee members will include individuals such as business leaders, safety advocates, researchers, etc.
- Individuals and/or organizations applying for grants will not be eligible to serve on the Review Selection Committee.
- Final evaluation of the grant application will be composed of evaluation and scoring by the Review Selection Committee and National Safety Council staff.

Award Information

- $750,000 dollars will be disbursed per year (subject to NHTSA funding disbursement), and the requested amounts must be between $50,000 and $200,000.

Grant applications are due by 11:55 pm (Eastern time)January 14, 2024
If you have questions email us at roadtozero@nsc.org (mailto:roadtozero@nsc.org)**.**
National Safety Council and Road to Zero Coalition staff cannot comment or provide guidance on the strength or compatibility of a proposed project.

Address 1

1 Public Square

Address 2

City/Town

Nashville

State/Province

Tennessee

Within US & Canada

State/Province/Region

Outside of US & Canada

Zip/Postal Code

37201

Country

United States

Phone

615-880-1676

DocuSign Envelope ID: 44650C78-8929-4913-9CDB-7F000C7F5710

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If you have questions email us at roadtozero@nsc.org (mailto:roadtozero@nsc.org). National Safety Council and Road to Zero Coalition staff cannot comment or provide guidance on the strength or compatibility of a proposed project.

☐ **Applicants must be a member of the Road to Zero Coalition. By checking the box you indicate that you are a member of the coalition.** *

Project Title *

Vision Zero Billboard Campaign – “Safe Roads, Zero Compromises”

Organization Name *

Nashville Department of Transportation and Multimodal Infrastructure

Organization Web Address *

https://www.nashville.gov/departments/transportation

Type of organization? *

- ○ Not For Profit
- ○ Private Industry/Business
- ◉ Other

If Not for Profit, you will be required to upload a copy of your tax exempt letter

If other, please explain *

Local Goverment

Organization Address (Street Address - no P.O. Boxes) *

1 Public Square

Unit Number (Suite #, Floor, Etc.)

If you do not have a unit/suite number for your address, please leave blank.

City *

Nashville

State *

TN

Zip Code *

37201

Main Contact Address

Please include if different from organization address.

Project Description/Goal: *

Our project aims to launch a compelling Vision Zero billboard campaign to significantly contribute to the Road to Zero strategy's goal of eliminating deaths and injuries on our roads. Focusing on the "Safe Systems Approach" pillar, our campaign will emphasize the importance of creating a forgiving road environment and promoting responsible behavior among road users. Through a multifaceted approach, this campaign aims to eliminate road fatalities and injuries by changing behaviors, fostering awareness, and actively engaging the community in the pursuit of safer roads. Despite advancements in road safety measures, our community continues to grapple with the devastating impact of traffic related incidents. Reckless behaviors, lack of awareness, and need for increased community engagement contribute to the persistence of this issue. The Safe Roads, Zero Compromises campaign seeks to address these root causes, offering a holistic solution that combines visual communication, education, and community involvement. Vision Zero aims to eliminate traffic fatalities and injuries. Addressing it as a national crisis involves comprehensive strategies, such as enhanced public awareness to create a safer transportation system.

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 aged 50 and up, and especially people aged 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 analysis from portals for TN transportation related data, 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

665 / 1000 words

- Proposals should focus on eliminating deaths/injuries on the roads through one of the three pillars of the Road to Zero strategy or addressing an unmet need in addressing traffic safety. Please be clear and concise in identifying your project.
- Please clearly identify which of the three pillars of the Road to Zero strategy (https://www.nsc.org/getmedia/485b0d61-e657-44e7-84f2-1a4206a7ea33/rtz-report.pdf.aspx) and/or which area of a Safe System Approach (https://safety.fhwa.dot.gov/zerodeaths/docs/FHWA_SafeSystem_Brochure_V9_508_200717.pdf) the project will be working in.
- Applicants can refer to but are not limited to the Doubling Down on What Works webpage (https://www.nsc.org/road/resources/road-to-zero/doubling-down-on-what-works), the Safe System Strategic Plan

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(https://www.nsc.org/getmedia/aa2207d4-84ac-408b-875a-42d582ed682c/safe-system-strategic-plan.pdf), and additional Road to Zero resources for actionable ideas for consideration.

Word limit: 1000

Problem Solution: *

The challenges posed by traffic-related fatalities and injuries demand a comprehensive and collaborative approach. By addressing the root causes through behavioral change initiatives, public awareness campaigns, and community engagement, communities can forge a path to safer roads. Allocating resources strategically and implementing evidence-based solutions can pave the way for a future where road safety is a shared responsibility, resulting in fewer tragedies and healthier, more resilient communities.

Our campaign offers the following solutions, implementation and outcomes:

1. Behavioral Change Initiatives:

Solution: Implement a targeted campaign and educational programs to promote responsible driving behaviors. Leveraging social media, community workshops, and collaboration with local authorities, the initiatives aim to create a cultural shift towards safer driving habits.

Implementation: Develop and disseminate engaging content that highlights the consequences of reckless driving.

Outcome: Positive shifts in driver behavior, reduction in traffic violations

2. Public Awareness Campaign

Solution: Launch a comprehensive public awareness campaign to educate the community about road safety principles, emphasizing Vision Zero objectives. This includes raising awareness about the potential impact of individual choices on overall road safety.

Implementation: Utilize billboards and social media to disseminate key messages. Regularly update and reinforce messages to maintain public attention.

Outcome: Increased awareness on road safety principles within the community.

3. Community Engagement Programs

Solution: Develop and implement community engagement program that empower residents to actively participate in road safety

567 / 2000 words

- The proposed solution must briefly and clearly describe the scope of work and activities that will be performed to address the stated traffic safety problem(s).
- The solution must include methods, countermeasures, and strategies that could potentially minimize or eliminate the stated problem.
- ·Please identify which element of the Road to Zero strategy the proposed solution is advancing.
- The proposed solution must also detail the "who-what-when-where-how" in order to aid in the grant evaluation.
- Include the following:

    What is your research methodology
    What is your plan to accomplish this
    What is your expected outcome

Word Limit: 2000

Project Evaluation *

A robust evaluation plan, including surveys and data analysis, will enable continuous assessment of the campaign's effectiveness. This data-driven approach will allow us to adapt strategies in real-time, ensuring the ongoing relevance and impact of our road safety initiative.

Evaluation Objectives:
Assess Awareness Impact – Evaluate the extent to which the billboard campaign has increased awareness of Vision Zero principles with the community

Behavioral Change Measurement – Measure changes in driver behavior, aiming to promote safer practices

Community Engagement Analysis – Assess the level of community engagement and the community's sense of responsibility for road safety

Billboard Impact Assessment – Evaluate the effectiveness of the billboard design and placement in conveying key messages and influencing behavior.

Continuous Improvement:
1 . Adaption Strategies – Implement real-time adaptions based on survey results, community feedback, and ongoing analysis to enhance the campaign's effectiveness

2. Post-Campaign Review – Conduct a post-campaign review session with key stakeholders to discuss the evaluation findings, lessons learned, and potential strategies for sustaining road safety efforts in the community.

The project evaluation plan is designed to provide a comprehensive and dynamic assessment of the Vision Zero Billboard Campaign. By Utilizing a combination of quantitative and qualitative methods, the evaluation aims to capture the full spectrum of impact, from increased awareness to tangible changes in behavior. The insights gathered will not only validate the success of the campaign but also contribute to the ongoing improvement of road safety initiatives within the community.

242 / 1000 words

- The proposal must clearly indicate how the project will demonstrate methods for measuring and evaluating project success.
- The proposal must have a definitive means of communicating objective(s) and expected outcome(s).
- Applicants need to indicate how their organization will evaluate the project to prove success?

Word Limit: 1000

Reach: Explain the anticipated number of people reached through this project, target audience and specific areas served. *

By implementing the Vision Zero Billboard Campaign, we offer a comprehensive solution to address the root causes of traffic-related fatalities and injuries in our community. Through a combination of visual communication, education, and community engagement, we aim to create a safer road environment and contribute significantly to the Road to Zero strategy's overarching goal.

The anticipated reach of the campaign includes the population residing within the vicinity of strategically placed billboards. We will choose one of our High Injury Networks (HIN) for the billboard placements and the campaign will reach thousands of daily commuters and residents. Leveraging social media platforms, the campaign anticipates reaching a broader audience beyond the immediate billboard locations. The campaign aims for reach through shares, likes, and comments, potentially extending the message to an exponential number of users. Direct engagement during community workshops will contribute to the campaign's reach, providing face-to-face interactions with participants. Workshops may attract local residents, schools, businesses, and community organizations, further expanding the campaign's impact. Our target audience will primarily focus on drivers and daily commuters who pass by or through the areas with billboard placements. Furthermore, targeting pedestrians and cyclists in high-traffic areas to raise awareness about shared responsibilities and promote safer interactions between different road users. The Vision Zero Billboard Campaign aims to reach a diverse audience by strategically placing billboards, leveraging social media, and engaging with the community in targeted areas along the High injury Network. By tailoring messages to specific road users and locations, the campaign anticipates making a significant impact on road safety awareness, ultimately contributing to the

269 / 500 words

- What are the demographics? (Teens, Mature Drivers, roadway design, etc.)
- Where are they located? (List Counties, Cities, States, etc.)
- How many people will be reached with this program?
- How does this program address existing gaps or disparities that exist within traffic safety?

- How does this program achieve one or more of the commitments of the Road to Zero Equity Statement. (https://www.nsc.org/getmedia/eb195979-2da5-4f16-89de-bdbe76cb96fa/equity-statement.pdf)

Project Engagement and Collaboration *

NDOT will collaborate and engage with community leaders, organizations, and other government agencies during this campaign. Community workshops and events will directly engage residents, offering practical insights into safe driving practices and pedestrian safety. Empowering the community with knowledge and fostering a sense of collective responsibility will contribute to safer road behavior.

Many of NDOT's most successful projects have come from strong partnerships with community organizations like Walk Bike Nashville and Civic Design Center. Nashville's community organizations are an asset to NDOT. They are invaluable liaisons with communities we otherwise would not have success reaching.

By adopting proactive and transparent communication practices throughout the entire project process is crucial. By communicating with the public from the early planning stages, sharing project updates, and demonstrating how community feedback shaped decision-making, we establish trust and accountability. Openly communicating project progress and outcomes, ensures transparency and empowers the community to continue to actively participate in the transportation decision-making process. To ensure equitable engagement, we prioritize the needs and voices of vulnerable communities. By tailoring our strategies to address their unique challenges, we create inclusive platforms that promote meaningful participation. We emphasize culturally sensitive communication, translating materials into multiple languages, and employing approaches that resonate with diverse communities. Through targeted outreach efforts and inclusive representation, we strive to bridge existing disparities and empower marginalized populations.

221 / 1000 words

Explain the ways the project will work to include the communities and individuals it wishes to serve. Explain the ways in which the project will engage partners in the success of its delivery.

- Who are the stakeholders in the project delivery and success?
- What communities will be impacted through the project and how will they be engaged?
- How will this project engage individuals, organizations, or communities new to the traffic safety efforts?
- How will this project amplify and support the work, resources, and voices of those who have been marginalized or excluded in discussions and efforts of roadway safety?

Project Management: *

This project will be managed by our communications division at NDOT and will be supported by our finance division. NDOT's Director of Strategic Communications will supervise the project. Supporting team members include our public information coordinators over social media, community engagement, media relations, and graphic design. In addition to the core team, NDOT will have a dedicated grant coordinator to ensure programmatic compliance. NDOT has procured through federal, state and local standards a Vision Zero marketing firm that can assist in delivering the grant on time.

86 / 500 words

Include the following:

- Identify key staffing for the project and their responsibilities.
- What other groups are you working with and what are their roles?
- Please identify any internal or external resources you will need to implement your project.

Word Limit: 500

Timeline: Please provide an overview of projects 12-month timeline including major milestones and targeted dates of when activities will occur and/or be completed. Be specific on activity milestones. *

This 12-month timeline is designed to guide the Vision Zero Billboard Campaign through its initiation, execution, monitoring, and closure phases. Regular adaptations based on feedback and real-time data insights will ensure the campaign's ongoing success in promoting road safety and contributing to the broader Vision Zero objectives.

1. Month 1-2: Project Initiation and Planning

Week 1-2: Define Objectives and Stakeholder Identification

- Clearly outline campaign goals and identify key stakeholders.

Week 3-4: Budget Allocation and Risk Assessment

- Allocate resources based on the budget and conduct a thorough risk assessment.

Week 5-8: Timeline Development and Vendor Collaboration

- Create a detailed project timeline and initiate collaboration with graphic designers for billboard creation.

2. Month 2-3: Community Workshop Organization

- Plan and execute community workshops in collaboration with schools, businesses, and community organizations.

3. Month 3-5: Execution Phase

Week 9-12: Billboard Design and Production

- Oversee the design and production of visually impactful billboards.

4. Month 6-8: Billboard Placement and Media Engagement

- Ensure proper placement of billboards in high-traffic areas.

Be specific on activity milestones

Timeline: *

NDOT_NSC_Grant_timeline.pdf

No more files may be attached here.

Acceptable file types: .pdf, .doc, .docx, .txt, .rtf, .wpf, .odt, .wpd, .jpg, .jpeg, .gif, .png

12 month detailed project timeline limited to one page. Front and back is acceptable.
Acceptable file types: pdf, doc, docx, txt, rtf, jpg, gif, png, wpf, odt, wpd.

Grant Amount Requested *

85000

Please provide the amount of funding you are requesting from this grant.
Note: Requested amounts must be between $50,000 and $200,000.

Detailed Budget: Identify all the costs that are necessary and reasonable to complete the work described in your proposal. *

Copy_of_NSC_VZ_Billboard_Grant_Budget_Final.xlsx

No more files may be attached here.

Acceptable file types: .pdf, .doc, .docx, .txt, .rtf, .odt, .jpg, .jpeg, .zip, .xls, .xlsx

May include the following but aren't limited to these categories:

- Personnel: Detailed list of staffing cost to include employees and/or contractors.
- Travel: Provide detailed travel expenses for in and out of state, mileage, airfare, hotels, per diem, etc.
- Supplies: It is helpful to break down supplies into categories such as general office supplies, educational and training supplies, and computer supplies.
- Please upload your 12-month detailed project budget limited to one page - front and back is acceptable.

OPTIONAL Additional Materials

Choose File

Select up to 10 files to attach. No files have been attached yet. You may add 10 more files.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff, .3gp, .avi, .flv, .m4v, .mkv, .mov, .mp4, .mpg, .webm, .wmv

Please use this section to upload any additional materials such as letters of support, graphics, or other appendix items. Note that these materials are NOT required as part of the grant application.

☐ **Terms and Conditions Disclosure: By checking this box, I agree to use electronic signatures. Furthermore, I confirm that I have signature authority to execute this document and it is an electronic signature for all purposes and is legally binding.** *

I understand:

- Applicants may be asked at any time during the review process to substantiate the claims made in the submission.
- If submission requirements are not met or the information is found to be incomplete, untrue or misleading, the submittal will be removed from the review process.
- Road to Zero has the discretion to reject entries that do not meet the submission requirements.
- Road to Zero reserves the right to withhold funding in the event that milestones are not met and evaluation criterion are not provided.
- Road to Zero has the discretion to terminate a grantee if all terms are not abided by in a timely manner.
- The decision of the external review committee and National Safety Council staff shall be final.
- All grants recipients must be used for projects located within the United States.
- All grant funding and payments are subject to availability of NHTSA funds.

Name *

Casey Hopkins

Title *

Grants Coordinator

Email *

casey.hopkins@nashville.gov

Save Draft Submit Application

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Project Title

Vision Zero Billboard Campaign – “Safe Roads, Zero Compromises”

Organization Name

Nashville Department of Transportation and Multimodal Infrastructure

Organization Web Address

https://www.nashville.gov/departments/transportation

Type of organization

Other

If other, please explain.

Local Government

Organization Address

1 Public Square

City

Nashville

State

TN

Zip Code

37201

Project Description/ Goal

Our project aims to launch a compelling Vision Zero billboard campaign to significantly contribute to the Road to Zero strategy’s goal of eliminating deaths and injuries on our roads. Focusing on the “Safe Systems Approach” pillar, our campaign will emphasize the importance of creating a forgiving road environment and promoting responsible behavior among road users. Through a multifaceted approach, this campaign aims to eliminate road fatalities and injuries by changing behaviors, fostering awareness, and actively engaging the community in the pursuit of safer roads. Despite advancements in road safety measures, our community continues to grapple with the devastating impact of traffic related incidents. Reckless behaviors, lack of awareness, and need for increased community engagement contribute to the persistence of this issue. The Safe Roads, Zero Compromises campaign seeks to address these root causes, offering a holistic solution that combines visual communication, education, and community involvement. Vision Zero aims to eliminate traffic fatalities and injuries. Addressing it as a national crisis involves comprehensive strategies, such as enhanced public awareness to create a safer transportation system.

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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 aged 50 and up, and especially people aged 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 analysis from portals for TN transportation related data, 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.

This campaign objectives include:

Raise Awareness: Develop visually striking billboards promoting Vision Zero principles, encouraging safe driving habits, and creating awareness about the consequences of risky behavior on the road.

Behavioral Change: Implement targeted messaging to influence driver behavior positively, emphasizing the shared responsibility for road safety and the collective impact of individual choices creating positive safety culture.

Community Engagement: Facilitate community events, workshops, and interactive sessions complementing the billboard campaign to foster a sense of ownership and responsibility among residents.

Problem Solution

The challenges posed by traffic-related fatalities and injuries demand a comprehensive and collaborative approach. By addressing the root causes through behavioral change initiatives, public awareness campaigns, and community engagement, communities can forge a path to safer roads. Allocating resources strategically and implementing evidence-based solutions can pave the way for a future where road safety is a shared responsibility, resulting in fewer tragedies and healthier, more resilient communities.

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Our campaign offers the following solutions, implementation and outcomes:

1. Behavioral Change Initiatives:

Solution: Implement a targeted campaign and educational programs to promote responsible driving behaviors. Leveraging social media, community workshops, and collaboration with local authorities, the initiatives aim to create a cultural shift towards safer driving habits.

Implementation: Develop and disseminate engaging content that highlights the consequences of reckless driving.

Outcome: Positive shifts in driver behavior, reduction in traffic violations

2. Public Awareness Campaign

Solution: Launch a comprehensive public awareness campaign to educate the community about road safety principles, emphasizing Vision Zero objectives. This includes raising awareness about the potential impact of individual choices on overall road safety.

Implementation: Utilize billboards and social media to disseminate key messages. Regularly update and reinforce messages to maintain public attention.

Outcome: Increased awareness on road safety principles within the community.

3. Community Engagement Programs

Solution: Develop and implement community engagement program that empower residents to actively participate in road safety initiatives. This includes organizing workshops dedicated to promoting and sustaining road safety efforts.

Implementation: Organize workshops with the community to develop the billboard and safe driving practices.

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Outcome: Strengthened community engagement and a heightened sense of responsibility for road safety.

The research methodology serves as a systematic plan detailing the steps and procedures that will be employed to gather, analyze, and interpret data. In the context of addressing traffic-related fatalities and injuries, the research aims to provide valuable insights into effectiveness of proposed road safety initiatives.

Research Methodology:

1. Type of Research – Employ a mixed-methods approach, combining quantitative and qualitative research methods. This allows for both a comprehensive understanding of both numerical data and nuanced insights from the community.

2. Focus on a representative sample of the community, ensuring diversity in demographics and geographic locations to capture a broad range of perspectives and experiences.

Data Collection:

Surveys: develop structured surveys to quantify community awareness, attitudes, and behaviors related to road safety. Administer surveys electronically and through community events for broad participation.

Traffic Data: Collaborate with all local authorities to gather quantitative data on traffic-related incidents, violations, and accident rates before and after the implementation of the campaign.

In-Depth Interviews: Engage key stakeholders, including local authorities, law enforcement, and road safety advocates, in in-depth interviews to gain expert perspectives on the effectiveness of proposed initiatives.

Sampling: Implement random sampling techniques to ensure representativeness of survey responses. Stratify the sample based on demographics, ensuring proportional representation across age, gender, and socioeconomic status. Select participants for interviews based on their relevance to research objectives, such as individuals with diverse experience related to road safety.

Data Analysis:

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Quantitative analysis- Analyze survey data using descriptive statistics to quantify awareness levels, attitudes, and behaviors.

Comparative Analysis – Conduct comparative analysis of traffic data before and after the implementation of road safety initiatives to assess changes in accident rates.

Limitations:

Acknowledge potential limitations in generalizing findings due to the specific characteristics of the sampled population. Address challenges such as participant bias, recall bias, or variations in self-reporting accuracy.

Project Evaluation

A robust evaluation plan, including surveys and data analysis, will enable continuous assessment of the campaign's effectiveness. This data-driven approach will allow us to adapt strategies in real-time, ensuring the ongoing relevance and impact of our road safety initiative.

Evaluation Objectives:

Assess Awareness Impact – Evaluate the extent to which the billboard campaign has increased awareness of Vision Zero principles with the community.

Behavioral Change Measurement – Measure changes in driver behavior, aiming to promote safer practices.

Community Engagement Analysis – Assess the level of community engagement and the community’s sense of responsibility for road safety.

Billboard Impact Assessment – Evaluate the effectiveness of the billboard design and placement in conveying key messages and influencing behavior.

Continuous Improvement:

1 . Adaption Strategies – Implement real-time adaptions based on survey results, community feedback, and ongoing analysis to enhance the campaign’s effectiveness.

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2. Post-Campaign Review – Conduct a post-campaign review session with key stakeholders to discuss the evaluation findings, lessons learned, and potential strategies for sustaining road safety efforts in the community.

The project evaluation plan is designed to provide a comprehensive and dynamic assessment of the Vision Zero Billboard Campaign. By Utilizing a combination of quantitative and qualitative methods, the evaluation aims to capture the full spectrum of impact, from increased awareness to tangible changes in behavior. The insights gathered will not only validate the success of the campaign but also contribute to the ongoing improvement of road safety initiatives within the community.

Reach: Explain the anticipated number of people reached through this project, target audience and specific areas served.

By implementing the Vision Zero Billboard Campaign, we offer a comprehensive solution to address the root causes of traffic-related fatalities and injuries in our community. Through a combination of visual communication, education, and community engagement, we aim to create a safer road environment and contribute significantly to the Road to Zero strategy's overarching goal.

The anticipated reach of the campaign includes the population residing within the vicinity of strategically placed billboards. We will choose one of our High Injury Networks (HIN) for the billboard placements and the campaign will reach thousands of daily commuters and residents. Leveraging social media platforms, the campaign anticipates reaching a broader audience beyond the immediate billboard locations. The campaign aims for reach through shares, likes, and comments, potentially extending the message to an exponential number of users. Direct engagement during community workshops will contribute to the campaign’s reach, providing face-to-face interactions with participants. Workshops may attract local residents, schools, businesses, and community organizations, further expanding the campaign’s impact. Our target audience will primarily focus on drivers and daily commuters who pass by or through the areas with billboard placements. Furthermore, targeting pedestrians and cyclists in high-traffic areas to raise awareness about shared responsibilities and promote safer interactions between different road users. The Vision Zero Billboard Campaign aims to reach a diverse audience by strategically placing billboards, leveraging social media, and engaging with the community in targeted areas along the High injury Network. By tailoring messages to specific road users and locations, the campaign anticipates making a significant impact on road safety awareness, ultimately contributing to the overreaching goal of reducing traffic-related injuries and fatalities.

Project Engagement and Collaboration

NDOT will collaborate and engage with community leaders, organizations, and other government agencies during this campaign. Community workshops and events will directly engage residents, offering practical insights into safe driving practices and pedestrian safety. Empowering the community with knowledge and fostering a sense of collective responsibility will contribute to safer road behavior.

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Many of NDOT's most successful projects have come from strong partnerships with community organizations like Walk Bike Nashville and Civic Design Center. Nashville's community organizations are an asset to NDOT. They are invaluable liaisons with communities we otherwise would not have success reaching.

By adopting proactive and transparent communication practices throughout the entire project process is crucial. By communicating with the public from the early planning stages, sharing project updates, and demonstrating how community feedback shaped decision-making, we establish trust and accountability. Openly communicating project progress and outcomes, ensures transparency and empowers the community to continue to actively participate in the transportation decision-making process. To ensure equitable engagement, we prioritize the needs and voices of vulnerable communities. By tailoring our strategies to address their unique challenges, we create inclusive platforms that promote meaningful participation. We emphasize culturally sensitive communication, translating materials into multiple languages, and employing approaches that resonate with diverse communities. Through targeted outreach efforts and inclusive representation, we strive to bridge existing disparities and empower marginalized populations.

Project Management

This project will be managed by our communications division at NDOT and will be supported by our finance division. NDOT's Director of Strategic Communications will supervise the project. Supporting team members include our public information coordinators over social media, community engagement, media relations, and graphic design. In addition to the core team, NDOT will have a dedicated grant coordinator to ensure programmatic compliance. NDOT has procured through federal, state and local standards a Vision Zero marketing firm that can assist in delivering the grant on time.

Timeline:

This 12-month timeline is designed to guide the Vision Zero Billboard Campaign through its initiation, execution, monitoring, and closure phases. Regular adaptations based on feedback and real-time data insights will ensure the campaign's ongoing success in promoting road safety and contributing to the broader Vision Zero objectives.

1. Month 1-2: Project Initiation and Planning

Week 1-2: Define Objectives and Stakeholder Identification

- Clearly outline campaign goals and identify key stakeholders.

Week 3-4: Budget Allocation and Risk Assessment

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- Allocate resources based on the budget and conduct a thorough risk assessment.

Week 5-8: Timeline Development and Vendor Collaboration

- Create a detailed project timeline and initiate collaboration with graphic designers for billboard creation.

2. Month 2-3: Community Workshop Organization

- Plan and execute community workshops in collaboration with schools, businesses, and community organizations.

3. Month 3-5: Execution Phase

Week 9-12: Billboard Design and Production

- Oversee the design and production of visually impactful billboards.

4. Month 6-8: Billboard Placement and Media Engagement

- Ensure proper placement of billboards in high-traffic areas.

- Collaborate with local news outlets and maintain active engagement on social media.

5. Month 9-10: Social Media Campaign Launch

- Develop social media strategies and launch the campaign on various platforms.

6. Month 1-11: Monitoring and Control

Week 41-44: Progress Tracking and Quality Assurance

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- Regularly monitor project progress against the established timeline.

- Conduct quality checks to ensure the effectiveness of campaign materials.

7. Month 12: Evaluation and Closure

- Implement surveys, traffic data analysis, and qualitative methods to measure the campaign's impact.

- Adapt strategies based on real-time feedback and initiate closure procedures.

Week 49-52: Project Review and Documentation

- Conduct a comprehensive review of the campaign's success.

- Compile a project report documenting lessons learned, successes, challenges, and recommendations.

8. Community Legacy Planning:

- Develop strategies for sustaining community engagement and road safety awareness beyond the campaign's conclusion.

Grant Amount Requested

$85,000

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	2024								2025				
Key Milestone	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APL	MAY
Project Initiation and Planning													
Community Workshop Organization													
Execution Phase													
Billboard Placement and Media Engagement													
Social Media Campaign Launch													
Monitoring and Control													
Evaluation and Closure													

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NSC Grant Budget

*Costs based on Metro Nashville's VZ Marketing and Education Campaign Contract

Description	Year 1
Bill Board Design and Production	**$15,000.00**
* Graphic Design Services	$12,000.00
* Printing Costs	$3,000.00
Bill Board Placement	**$40,000.00**
*Billboard Rental Fees	$35,000.00
* Installation and Maintenance	$5,000.00
Social Media and Media Outreach	**$10,000.00**
*Social Media Advertising	$5,000.00
*Community Newsletters	$2,000.00
*Collaborations with Local News Outlets	$3,000.00
Community Workshops and Events	**$12,000.00**
*Workshop Facilitators	$3,000.00
*Event Materials	$5,000.00
*Venue Rental	$4,000.00
Project Management and Evaluation	**$5,000.00**
Printed Educational Materials	**$3,000.00**

Total		$85,000.00
Grand Total	**$**	**85,000.00**

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APPLICATION FOR National Safety Council 2024 Road to Zero Community Traffic Safety Grant

METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

Diana W Alarcon

1/8/2024

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

Date

DocuSign

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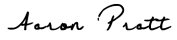
Aaron Pratt Aaron.Pratt@nashville.gov Security Level: Email, Account Authentication (None)	 Signature Adoption: Pre-selected Style Using IP Address: 170.190.198.185	Sent: 1/16/2024 3:35:16 PM Viewed: 1/16/2024 4:05:16 PM Signed: 1/16/2024 4:05:24 PM
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Kevin Crumbo/mjw MaryJo.Wiggins@nashville.gov Security Level: Email, Account Authentication (None)	 Signature Adoption: Pre-selected Style Using IP Address: 170.190.198.185	Sent: 1/16/2024 4:05:25 PM Viewed: 1/16/2024 5:18:53 PM Signed: 1/16/2024 5:24:12 PM
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Courtney Mohan Courtney.Mohan@nashville.gov Security Level: Email, Account Authentication (None)	 Signature Adoption: Pre-selected Style Using IP Address: 170.190.198.185	Sent: 1/16/2024 5:24:14 PM Viewed: 1/17/2024 8:21:20 AM Signed: 1/17/2024 8:59:12 AM
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Danielle Godin Danielle.Godin@nashville.gov Security Level: Email, Account Authentication (None) **Electronic Record and Signature Disclosure:** Not Offered via DocuSign	COPIED	Sent: 1/17/2024 8:59:14 AM Viewed: 1/17/2024 9:38:53 AM
Sally Palmer sally.palmer@nashville.gov Security Level: Email, Account Authentication (None) **Electronic Record and Signature Disclosure:** Accepted: 1/17/2024 7:55:53 AM ID: 8329600b-ae75-4313-9066-fd88cd7b4d29	COPIED	Sent: 1/17/2024 8:59:14 AM

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