CALL FOR APPLICATIONS

Pedestrian Injury Prevention Action Team Program

PROGRAM OVERVIEW

Technical Assistance Call:  Tuesday, December 3, 2013
Letter of Intent Deadline:  Friday, December 13, 2013
Application Deadline:  Friday, January 24, 2014

Program Description

Decreasing pedestrian injuries and fatalities in a state requires strong partnerships between a variety of agencies and effective strategies implemented at multiple levels. The purpose of the Pedestrian Injury Prevention Action Team Program is to enhance statewide pedestrian safety efforts by strengthening partnerships between multidisciplinary partners that have a stake in pedestrian safety, as well as increase the capacity of state and local organizations to implement pedestrian safety initiatives.

The Safe States Alliance, with financial support from the National Highway Traffic Safety Administration (NHTSA), will fund up to four (4) state injury and violence prevention (IVP) programs to develop their own multidisciplinary and multi-level pedestrian injury prevention “Action Team.” Action Teams (which will consist of six state and local professionals) will be tasked with enhancing the capacity of local pedestrian safety partners to effectively implement education, evaluation, or enforcement activities that support existing city or county-wide pedestrian safety action plans.\(^1\)

Selected state IVP program applicants (and their Action Teams) will:

- Participate in a unique, three-day Pedestrian Injury Prevention Workshop to learn how to build capacity for pedestrian safety efforts at the state and local level;
- Develop and facilitate a customized training (based on principles from the Pedestrian Injury Prevention Workshop) to enhance the capacity of local partners to implement pedestrian safety activities;
- Gain access to innovative tools and resources that can support pedestrian safety; and
- Obtain a demonstration grant of up to $40,000\(^2\) to fund education, evaluation, or enforcement activities being conducted by local partners to support an existing city or county-wide pedestrian safety action plan.

Additional program details are provided below. The application deadline is Friday, January 24, 2014.

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\(^1\) Definitions of activity types: “Education” activities include those that teach communities about the broad range of transportation choices, instructing them in important safety skills and launching safety campaigns. “Evaluation” activities include assessing outcomes, attitudes, and trends through the collection of data before and after the intervention(s) take place. “Enforcement” activities include those that ensure traffic laws associated with pedestrian safety are obeyed and can also include initiating community enforcement efforts such as crossing guard programs and student safety patrols.

\(^2\) Total demonstration grant awards will depend on the number of Action Teams selected and the total amount of funds available.
Eligible Applicants

Eligible applicants are state injury and violence prevention (IVP) programs. Action Teams must include a representative from the state IVP program and up to five (5) additional individuals from other state and local agencies that oversee or are involved in pedestrian safety efforts (See “Team Composition” section below). The state IVP program representative will serve as the leader of each selected Action Team and will be responsible for all administrative, fiscal, and logistical responsibilities associated with the program (e.g., submitting budgets, administering funds to local mini-grantees, writing and submitting status reports, etc.).

Background & Rationale

Safe and walkable neighborhoods can significantly enhance health and quality of life in communities by providing safer, pedestrian-friendly streets; improving air quality; and enhancing community interactions and social connectedness.

In adults, an increase in physical activity through walking has been proven to have numerous health benefits, including decreased weight gain, improved cardio-respiratory and muscular fitness, and lower risk of heart disease, stroke, and Type 2 diabetes. Children also benefit greatly from walkable communities. As a major form of exercise for children and youth, walking contributes to lowering the risk of such diseases as childhood obesity while encouraging an active lifestyle early in life.

The benefits of pedestrian-friendly environments extend well beyond health. Walkable communities provide a variety of benefits, including:

- Improvements to the environment, including decreases in air, water, and noise pollution, as well as lower greenhouse gas emissions;
- Increased economic benefits from lower transportation costs;
- Improved access to employment, education, retail, and stimulation of local economic development;
- Improved equity of access to vital services such as healthcare and other social services;
- Safer streets because more people are out walking and bicycling, and more eyes are on the streets, resulting in crime reduction;
- A greater sense of personal and family security and community connectedness due to the increased presence of walkers and cyclists on streets; and
- A lower likelihood of traffic crashes.

Until recently, many experts in engineering, public health, public safety, traffic safety, city planning, and school safety, have grappled with the problem of pedestrian safety in isolation. Their successes have been limited because pedestrian safety cannot be addressed through a single field or specialty. Rather, effective solutions to pedestrian safety must be multifaceted and include collaborative efforts between experts from each of these diverse fields, with significant input from the community itself.

According to U.S. Department of Transportation Secretary, Anthony Foxx, pedestrian safety is paramount, as everyone is a pedestrian: “Whether you live in a city or a small town, and whether you drive a car, take the bus, or ride a train: at some point in the day, everyone is a pedestrian. We all have a reason to support pedestrian safety.”

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Program Components

Selected Action Teams will participate in a two-year program that includes four (4) distinct components:

1. **Workshop:** Each Action Team will participate in a three-day Pedestrian Injury Prevention Workshop. The Workshop will take place **March 2014** in Washington, D.C. Up to six Action Team members will receive travel support to attend the Workshop (See “FAQs” section for more details). The primary goals of the Workshop are to help Action Teams:
   - Learn essential knowledge necessary to build capacity for pedestrian injury prevention at the state and local level;
   - Develop a customized training to present in three (3) cities, counties, or communities to enhance the capacity of local partners to implement pedestrian safety activities; and
   - Be prepared to submit a demonstration grant project narrative and budget for approval within 60 days of completing the Workshop. Project narratives must include where and when local trainings will take place, potential local organizations that may receive mini-grants, how much funding will be provided to mini-grantees, and types of mini-grantee activities that will be funded. *(Additional guidance will be provided to selected Action Teams.)*

2. **Local Trainings:** Each Action Team will present their customized training in at least (3) cities, counties, or communities within the state. The purpose of the local trainings will be: to enhance the capacity of local organizations working in pedestrian safety; to support the implementation or enhancement of their pedestrian safety activities; and to identify and/or enhance an education, evaluation, or enforcement activity that is supportive of their existing city or county-wide pedestrian safety action plan and can be funded by a mini-grant award *(See the “Demonstration Grants” section below).*

3. **Demonstration Grants:** Each Action Team will receive a demonstration grant award of up to $40,000. Action Teams will use these awards to provide mini-grants to local organizations to fund education, evaluation, or enforcement activities that support a city or county-wide pedestrian safety action plan. In order to be eligible for a mini-grant, a local organization must:
   - Represent a city or county with an existing pedestrian safety action plan;
   - Have experience working in pedestrian safety;
   - Show evidence of existing capacity to make progress within the one-year program period;
   - Participate in at least one of the local trainings that will be conducted by the Action Team;
   - Commit to participating in Safe States-led impact evaluation activities through March 2016; and
   - Use mini-grant funds to support education, evaluation, or enforcement activities in support of an existing city or county-wide pedestrian safety action plan *(Note: Demonstration grant funds cannot be used for engineering activities or incentives. See examples of allowable activities in the “FAQs” section of this document).*

Only state IVP applicants (and associated Action Team members) that are accepted into the full program will be eligible to submit demonstration grant narratives and budgets. At least half of the demonstration funds awarded to the state IVP program must be used for mini-grants. Remaining funds may be used to support local trainings and staff time as needed. Implementation of all funded mini-grant activities must be completed by **June 2015**. Demonstration grants funds will be provided on a reimbursement basis. During the Workshop, Action Teams will receive additional guidance related to the demonstration grant program.

4. **Evaluation:** The Safe States Alliance will conduct an impact evaluation of the Pedestrian Injury Prevention Action Team Program, which will include an evaluation of the Pedestrian Injury Prevention Workshop and a multi-site evaluation of mini-grantees. Action Team members and mini-grant recipients will be responsible for participating in evaluation activities during and after the funding period ends. These activities may include (but are not limited to) completing surveys and participating in key informant interviews. The impact evaluation is scheduled for completion by **March 2016**.

Selected Action Teams will receive additional information and guidance about the Workshop, local trainings, demonstration grant administration, budget guidelines, reporting expectations, and Safe States-led evaluation activities. A summary table of the program timeline is provided below.
Program Timeline: Pedestrian Injury Prevention Action Team Program

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Request for Applications Open</td>
<td>Wednesday, November 20, 2013</td>
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<tr>
<td>Technical Assistance Call</td>
<td>Tuesday, December 3, 2013 (2:00 PM EST)</td>
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<tr>
<td>Letter of Intent Deadline</td>
<td>Friday, December 13, 2013</td>
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<tr>
<td>Application Deadline</td>
<td>Friday, January 24, 2014</td>
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<tr>
<td>Application Review</td>
<td>Monday, January 27 – Friday, February 7, 2014</td>
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<tr>
<td>Notification of Program Acceptance</td>
<td>Friday, February 7, 2014</td>
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<tr>
<td>Pedestrian Injury Prevention Workshop in Washington, DC</td>
<td>March 2014</td>
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<tr>
<td>Demonstration Grant Narrative &amp; Budget Due(^8)</td>
<td>April/May 2014</td>
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<tr>
<td>Demonstration Grant Funding, Implementation, and Reporting Period</td>
<td>May 2014 – June 2015</td>
</tr>
<tr>
<td>Final Report from Action Team Due</td>
<td>July 2015</td>
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Action Team Composition

Action Teams will be comprised of six (6) individuals that represent organizations that oversee pedestrian safety efforts at the state and local level.

Of the six individual members on each Action Team, there are four (4) mandatory team members. At least one representative on each Action Team must come from:

1. The state IVP program;
2. The state department of transportation (DOT) or highway safety office (HSO);
3. A local (city or county) health department (LHD); and
4. A local transportation or planning agency (LTPA), such as a city or metropolitan planning organization, county transportation agency, or local public works organization.

There are two “other” team member positions that applicants can fill at their discretion. Team members that applicants select for these positions should have a clear stake in or responsibility for pedestrian safety efforts at the state or local level. We encourage applicants to think broadly and comprehensively about potential team members to fill these positions. “Other” team members can: work at state or local levels; come from public, private, or non-profit institutions; and work in fields that include (but are not limited to) education, chronic disease prevention, environmental health, law enforcement, or equity/social justice.

Overall, every Action Team member should be in a position to support capacity-building for pedestrian safety at the state or local level. It is anticipated that this enhanced state and local capacity will eventually lead to long-term improvements in pedestrian safety statewide.

\(^8\) Only accepted state IVP applicants will be eligible to submit a project narrative and budget for demonstration grants.
Action Team Activity Requirements

All members selected to serve on an Action Team must commit to participating in all programmatic activities, which include, but may not be limited to:

- Attending a three-day Pedestrian Injury Prevention Workshop in Washington, D.C. in **March 2014** and completing any necessary pre-work;
- Developing a customized training to empower local partners and enhance their capacity to implement pedestrian safety efforts;
- Planning and conducting trainings in at least three (3) cities, counties, or communities;
- Supporting mini-grantees that will be funded through demonstration grants (e.g., participating in mini-grantee selection, providing technical assistance, etc.) through **June 2015**;
- Participating in bi-monthly maintenance calls with the Safe States Alliance;
- Submitting quarterly and end-of-program progress reports to the Safe States Alliance; and
- Participating in the Safe States Alliance-led impact evaluation of the **Pedestrian Injury Prevention Action Team Program** through **March 2016**.

Application Narrative: Instructions & Review Process

A review panel of representatives from the Safe States Alliance and NHTSA will evaluate all applications and will select teams based on the strength of their application narratives. Narratives should include five (5) sections and will be scored on a 100-point scale. Points for each section are divided as follows:

1. Burden & Challenges (10 points)
2. Potential Solutions & Current Efforts (20 points)
3. Partnerships & Collaborations (20 points)
4. Action Team Capacity (30 points)
5. Overall Benefit (20 points)

Additional guidance related to the narrative is included in the application form.

Submission Information & Deadline: Letter of Intent and Application

**LETTER OF INTENT (LOI) SUBMISSION**

A one-page Letter of Intent (LOI) must be submitted online through the Safe States Alliance website by 11:59 PM EST on **Friday, December 13, 2013**. Upon submitting an LOI online, applicants will receive a confirmation message with a link to download the full application. **Only applicants that have submitted an LOI will be able to download and submit a full application.**

**APPLICATION SUBMISSION**

Completed applications must be submitted online through the Safe States Alliance website by 11:59 PM EST on **Friday, January 24, 2014**. Applicants will receive an automated confirmation email once the application has been successfully submitted.
FAQs

What is the funding cycle for the Pedestrian Injury Prevention Action Team Program?
The funding cycle for the demonstration grant program is May 2014 to June 2015. Demonstration grants must be utilized by mini-grantees no later than June 2015. Action Team involvement will begin in March 2014 with the Workshop and will end in March 2016 with the completion of the Safe States-led impact evaluation.

How many Action Teams will be funded?
Up to four multidisciplinary, multi-level Action Teams will be funded, depending on the strength of applications submitted and available funds. Team leaders for each Action Team must be state IVP program representative.

How large will each demonstration grant award be? How many mini-grants will funded Action Teams have to distribute?
Successful applicants will receive a demonstration grant of up to $40,000 to fund local organizations implementing education, evaluation, or enforcement activities that support a city or county-wide pedestrian safety action plan. Total demonstration grant awards will depend on the number of Action Teams selected and the total amount of funds available. The means by which mini-grants are disseminated will be at the discretion of each successful applicant; however, the Safe States Alliance must approve all demonstration grant budgets submitted by selected IVP programs, as well as local mini-grantee budgets before they are confirmed. Each state IVP program (and associated Action Team) must provide a mini-grant to at least one local organization in the state.

How should demonstration grant funds be used?
Demonstration grant funds can be used to support education, evaluation, or enforcement activities that are in support of a city or county-wide pedestrian safety action plan, as well as local trainings and staff time. Funds cannot be used for engineering enhancements or incentives. Examples of allowable activities include:

- Implementing education and/or enforcement activities that support new infrastructure improvement projects (e.g., a new Safe Routes to School program that uses a school route with crossing guards and newly-installed crosswalks, sidewalks, and traffic signals);
- Improving the data collection and analysis of pedestrian crashes to identify trends, high-risk populations, and high-crash locations;
- Developing and implementing education campaigns focused on high-risk groups (e.g., children, older adults, disabled individuals, etc.); and
- Evaluating a program, policy, or infrastructural change intended to reduce pedestrian injuries and deaths.

Project narratives and budgets must be submitted by Action Teams within 60 days of completing the Workshop. At least half of the demonstration funds awarded must be used for local mini-grants. Action Teams will receive additional guidance about the demonstration grants after acceptance into the program.

Will travel support to the Pedestrian Injury Prevention Workshop be provided?
Yes, travel support will be provided for up to six Action Team members to attend the Pedestrian Injury Prevention Workshop in Washington, DC. Travel support will include roundtrip airfare, ground transportation, hotel accommodations, and per diem. Support for Action Team members’ staff time and travel to make local presentations can be provided through the demonstration grants. As state IVP programs will be responsible for the fiscal aspects of program participation, they should include these line items when submitting their demonstration grant budgets for approval.

Will the cost of Action Teams’ travel to the Pedestrian Injury Prevention Workshop be deducted from their demonstration grant awards?
No. Travel support for selected Action Teams will be provided above and beyond their demonstration grant awards.

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According to the program overview, selected Action Teams can only give mini-grants to local partners in a city or county with an existing pedestrian safety action plan. What is a pedestrian safety action plan?

A pedestrian safety action plan is a documented set of strategies or approaches that are used to guide, support, and improve pedestrian safety efforts in a city, county, or community. Pedestrian safety action plans are intended to help agencies enhance ongoing pedestrian safety initiatives, identify existing pedestrian safety issues, and address safety issues using effective solutions.

In general, a pedestrian safety action plan can:
- Be a standalone document or a part (or section) of a more comprehensive plan;
- Be informed by a variety of stakeholders (e.g., government agencies, residents, businesses, community organizations, etc.) that are responsible for, involved in, or affected by pedestrian safety issues;
- Outline strategies for enhancing pedestrian safety based on one or more of the five (5) E’s: engineering, education, enforcement, encouragement, and evaluation; and
- Define the agencies and partners that are (or will be) responsible for implementing specific safety strategies.

More information about pedestrian safety action plans can be found here: [http://safety.fhwa.dot.gov/ped_bike/ped_focus/docs/fhwasa0512.pdf](http://safety.fhwa.dot.gov/ped_bike/ped_focus/docs/fhwasa0512.pdf)

Can demonstration grant funds be used to support travel to the local trainings? Can the funds be used for direct costs?

Yes, demonstration grant funds can be used for both types of expenditures. However, these line items will need to be included in the budget and project narrative that is submitted by the state IVP program for approval by Safe States.

Our state does not have local health departments. Can the mandatory “local” members of the Action Team be substituted?

In general, the “local” Action Team members must be individuals that work on-the-ground and are responsible for, influence, or contribute to community-level pedestrian safety efforts. Even in states that lack local health departments or local transportation/planning agencies, there are individuals and agencies that fulfill these community-level roles. These would be appropriate individuals to propose as “local” Action Team members.

Will priority be given to states receiving funding through the Federal Highway Administration (FHWA) program, “Pedestrian Safety Focus States and Cities”? 

No. Given that this program is a distinctly different initiative with a very different approach, there will not be any priority given to (or bias against) states funded through the FHWA program. However, state IVP programs from “Focus States” are encouraged to use their application narrative to discuss how they will leverage existing partnerships through the FHWA program to enhance the impact and sustainability of their work through this initiative.

Our state IVP program conducts pedestrian safety work through a partner agency (e.g., non-profit organization, academic center, etc.). Can our partner agency apply for this program?

Yes, specific partner agencies can apply for the program provided that they can clearly document that they are a “bonafide agent” of the state health department and state IVP program. This means that the agency is considered an official and genuine representative of the state health department and state IVP program, and that the agency can conduct work in the name of these state agencies. However, Safe States reserves the right to make final decisions about whether or not an organization’s “bonafide agency” status is sufficient, appropriately documented, and allowable for program participation.

How in-depth will the quarterly reporting requirements will be for this program?

Reporting is an important and necessary requirement of participation in any program. Furthermore, given that Safe States will be implementing a concurrent impact evaluation of this program, accurate and timely reporting will be essential. However, Safe States fully understands that reporting can sometimes be a burdensome and problematic aspect of program management. Therefore, Safe States will work with selected Action Teams to ensure that reporting templates and requirements are both reasonable and informative.
What are the long-term goals of the Pedestrian Injury Prevention Action Team Program?
The long-term goals of the Pedestrian Injury Prevention Action Team Program are to:
- Enhance statewide pedestrian safety efforts by strengthening partnerships between agencies that have a stake in pedestrian safety;
- Demonstrate that public health agencies – specifically state IVP programs – are appropriate and necessary leaders of pedestrian safety initiatives, as their leadership is crucial to ensure that pedestrian safety efforts are meaningful and effective; and
- Contribute to the existing evidence base for capacity building, which indicates that institutionalized investments in multidisciplinary and multi-level approaches are key to the success and sustainability of public health efforts generally and pedestrian safety efforts specifically.

In total, what information is needed to complete my application?
Eligible applicants must submit:
- A Letter of Intent (LOI);
- A completed application form;
- Signed Letters of Commitment from all Action Team members (including the team leader); and
- A Letter of Support from the agency of each Action Team member.

I have more questions. Who should I contact for additional information?
Questions about the Pedestrian Injury Prevention Action Team Program can be directed to Jamila Porter (Safe States Alliance, Director of Programs and Evaluation) at jamila.porter@safestates.org or (770) 690-9000.