



# TZD Safe Roads Grant Program

Federal Fiscal Year 2018  
Oct. 1, 2017 – Sept. 30, 2018



## Principles:

County-Wide Working Coalition

Use Data-Driven & Proven Strategies



## County-Wide Working Coalition

- ✓ *Members Participate in Activities*
- ✓ *County-Wide Activities*
- ✓ *Six Meetings*

## Data-Driven & Proven Strategies

- ✓ *Work on Problems with the Greatest Need*
- ✓ *Use Activities with the Greatest Impact*

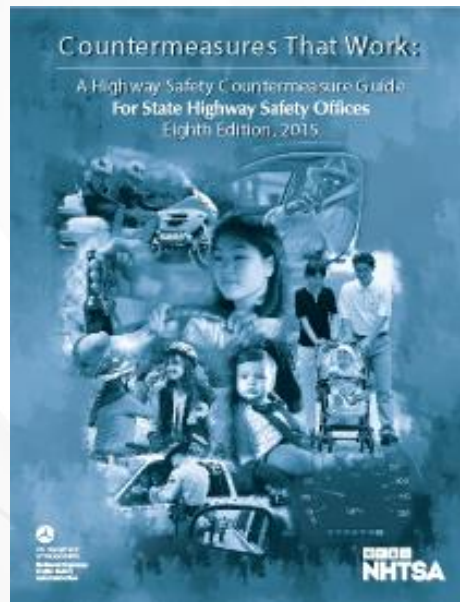
TOWARD  
ZERO  
DEATHS

## Focus on Primary Issues:

- *Alcohol Impaired*
- *Speeding*
- *Distracted*
- *Seat Belts*



TOWARD  
ZERO  
DEATHS



<https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812202-countermeasures-that-work-8th.pdf>

## Grant Application Guidelines

- ✓ Read & Follow the RFP
- ✓ Apply for E-Grants Username & Password
- ✓ Start application early; save; edit
- ✓ Ask questions
- ✓ Be specific/clear
- ✓ Be reasonable
- ✓ Stay within the limits of the grant
- ✓ Ask for what you need (no "fluff")



## Grant Application Guidelines

### ✓ Provide measurable goals

During the grant period, the coalition will:

- Conduct distracted driving awareness activities at 5 community events.
  - Reach at least 300 people at the community events.
- Contact 50 on-sale owners/managers to discuss responsible serving practices & encourage participation in server training classes.
  - 40 of the 50 establishments contacted will participate in an accredited server training class.



## Fatal & Serious Injury Crash Review Committee

- ✓ *Quarterly Meetings*
- ✓ *Review Fatal & Serious Injury Crashes*
- ✓ *Identify Crash & Injury Trends*
- ✓ *Discuss Plans of Action*
- ✓ *Execute Plans*

If crashes can't be reviewed; note why\* on last monthly report.  
(Dec. March. June. Sept.)

### \*WHY:

- ✓ *No Crashes*
- ✓ *Under Investigation*
- ✓ *Pending Charges*



## Quarterly Fatal /Serious Injury Meetings:

### ACTION ITEMS

Examples:

- ✓ Enhance Public Awareness:
  - *Letters to the Editor*
  - *Radio Interviews*
- ✓ Inform Stakeholders:
  - *Trends*
  - *What committee will do to raise awareness*
  - *Other ideas discussed:*  
*Possible road improvements, increased enforcement, etc.*
- ✓ Follow through with Action Items!



## Enhanced Enforcement Outreach

- ✓ *Must have at least one local agency in a TZD Enforcement Grant*

### OUTREACH:

- *Church Bulletins*
- *Bar-Coasters*
- *Lawn Signs*
- *Letters to the Editor*
- *Changeable Message Signs*
- *Buckle-Up Stencils*
- *Presentations*
- *Social Media*
- *Community Events*

### MEDIA EVENTS: With 4 E's

- *News Conferences*
- *Radio Interviews*
- *Cart/Fatal Vision Activities*

RESOURCES: [ots.dps.mn.gov](https://ots.dps.mn.gov)



**BUCKLE UP**

94% of Minnesota drivers do  
(But only 82% in SW Minnesota)

**EYES UP**

Texting while driving is illegal

SW Central Safe Communities Coalition  
&  
Countryside Public Health

**TOWARD ZERO DEATHS**

Popcorn Bag Messages:  
*Countryside Public Health*

**DOUGLAS COUNTY SAFE COMMUNITIES COALITION**  
Driving Toward Zero Deaths

Working together to reduce fatal and serious injury crashes in Douglas County through preventative measures in:

**ENGINEERING  
EDUCATION EMS  
ENFORCEMENT**

**Landon Lien**

**BUCKLE UP  
SLOW DOWN  
PAY ATTENTION**

**TOWARD ZERO DEATHS**

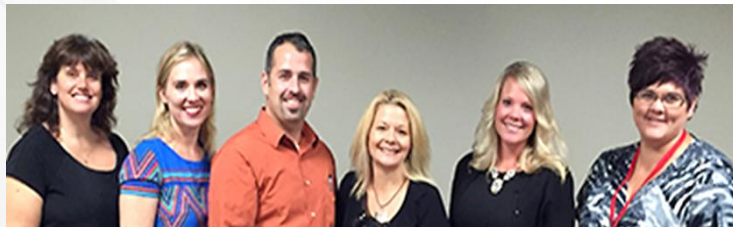
## OPTIONAL ACTIVITIES:

- Regional TZD Meetings
- *Sober Cab & Alternative Transportation*
- Local Government Education
- *Victim Impact Presentations*
- Motorcycle Safety & Training
- *Workplace Training & Policies*
- Distracted Driving Awareness
- *Responsible Serving Practices*
- Medical Clinic: Teen Distracted Driving Risks & Parental Awareness



## Regional TZD Meetings

- Steering Committees:  
TELECONFERENCE      2 IN-PERSON
- Regional Workshop
- Coalition Coordinators: *Scheduled by  
TZD Regional Coordinator*



## Sober Cab & Alternative Transportation

6/22

Implement, maintain, or improve alternative transportation options.

Implement: *Get one started*

Maintain: *Review status, needs, issues*

Improve: *Increase availability (frequency)  
Increase Bar & Rider participation*



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## Victim Impact Presentations

9/22

- ✓ Coordinate up to 2 presentations
  - ✓ Coincide with enforcement mobilization
  - ✓ Open to the public
  - ✓ Reach at least 50 people
- 
- Contract between grantee & presenter required
  - Must be pre-approved by OTS



TOWARD  
ZERO  
DEATHS



## Workplace Training & Policies

6/22

Conduct Traffic Safety Training:

- Work with Employers
- Focus: Workplace Policies
  - ✓ *Cell Phone Use*
  - ✓ *Seat Belts*
  - ✓ *Speeding*
  - ✓ *Alcohol*
  - ✓ *Non-Compliance Sanctions*



**Resource:** Minnesota Safety Council  
 Network for *Employers Traffic Safety* (NETS)

<http://www.mnsafetycouncil.org/nets/>

Lisa Kons:

[lisa.kons@minnesotasafetycouncil.org](mailto:lisa.kons@minnesotasafetycouncil.org)



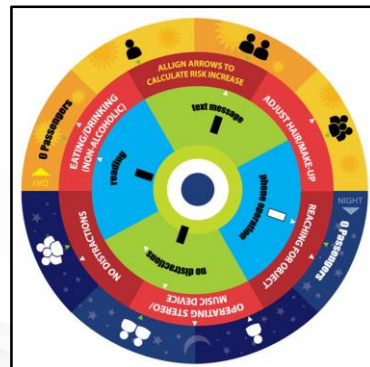
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## Distracted Driving Awareness

15/22

Increase awareness of the dangers of driving distracted through the use of Distract-A-Match or similar activity at:

- ✓ Community Events
- ✓ High Schools
- ✓ Post-Secondary Educational Institutions



TOWARD  
ZERO  
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## Medical Clinics; Teen Distracted Driving Risks & Parental Awareness

10/22

- ✓ *Work with Medical Clinic Staff*
- ✓ *Promote Discussions with Teens/Parents*
- ✓ *Use Probability Wheels*
- ✓ *Provide Materials to Families*



TOWARD  
ZERO  
DEATHS

## Responsible Serving Practices\*

6/22

*\*Does not include providing server training*

Contact managers/owners of on-sale liquor establishments to;

- ✓ *Confirm support of responsible serving practices*
- ✓ *Encourage participation in accredited\*\* server training classes*

*\*\*Alcohol & Gambling Enforcement  
Regional Alcohol Awareness Trainers*



TOWARD  
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## Local Government Education

9/22

Presentations to **County Board** and **City Councils** on:

- ✓ *Traffic Safety Issues*
- ✓ *Coalition Efforts*
- ✓ *Support Enforcement*

TZD Regional Coordinators have presentation templates



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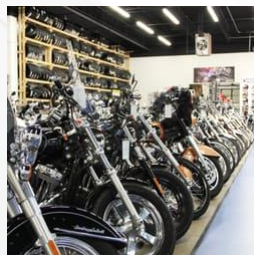
## Motorcycle Safety & Training

5/22

- ✓ Promote Minnesota Motorcycle Safety Center Motorcycle Training Courses while conducting outreach to employers & others.
- ✓ Early June; Enhance Motorist Awareness of Motorcycles using MMSC & DPS materials.

Megan Leonard, DPS Office of Communications;  
(651) 201-7566 [megan.leonard@state.mn.us](mailto:megan.leonard@state.mn.us)

<https://dps.mn.gov/divisions/ots/mmsc/Pages/default.aspx>



TOWARD  
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## Reporting



**Describe what grant activities took place during the reporting month only.**

**Provide enough detail to accurately show progress made that month.**

**Provide “measurables” to show progress.**

**Let your OTS Coordinator know if your report will be a little late.**

**Include grant activities that took place outside the reporting month.**

**Repeat what was already reported.**

**Include unnecessary details.**

**Report activities that aren't approved in the grant report section.**



## Progress Report Example

<b>GRANT ACTIVITY</b>	<b>GRANT-RELATED PROGRESS FOR THIS MONTH ONLY</b> <i>Include dates, names, locations, and other details</i> <b>Activities must be reference-able to your Approved Work Plan</b>
<ul style="list-style-type: none"> <li>• GOAL</li> </ul>	
<b>Workplace Traffic Safety Training &amp; Policies</b> <ul style="list-style-type: none"> <li>• 12 employers will be contacted.</li> <li>• 8 trainings will be held.</li> <li>• 200 employees will participate.</li> </ul>	Nov. 8: Coordinator and one coalition member conducted NETS presentation at ABC Lumber with 24 employees attending.
<b>Medical Clinic Teen Driving Risk &amp; Parental Awareness</b> <ul style="list-style-type: none"> <li>• 6 clinics will be contacted.</li> <li>• Implement in 6 clinics.</li> <li>• 200 families will be reached.</li> </ul>	Nov. 2: Coordinator called manager of Lakeview Pediatrics to discuss implementing a teen driver awareness program using probability wheels and other materials. A meeting at Lakeview is scheduled for January 10.
<b>Responsible Serving Practices</b> <ul style="list-style-type: none"> <li>• 25 establishments will be contacted.</li> <li>• 40 servers will attend training class.</li> </ul>	Nov. 6: Mary Driver met with Lions Club to encourage participation in the Dec. 5 Server Training Class. Lions Club is serving beer at the Chicken-Plucking Festival on Dec. 16.



## Poor Reporting Examples

### Personal Impact Speaker:

*"I'm hoping to include personal impact speakers in the distracted driving events."*

**DOESN'T SHOW ANY ACTIVITY**

### Fatal/Serious Injury Review Meeting:

*"Important take-away; Safety messages are that semi drivers have a blind spot, motorcycle drivers need to remain alert to larger vehicle's location at all times and to always wear a helmet."*

**NO ACTION PLAN**

### Responsible Serving Practices:

*"There were no server training classes held this month."*

**DOESN'T STATE IF ANY ESTABLISHMENT OWNERS/MANAGERS WERE CONTACTED**



## Time Sheet Example

DATE	DAY	TZD Grant	Other	Total	Description of Coordinator Grant Activities
10/4/17	Tues	4.0	4.0	8.0	Met with Joe's Bar owner to discuss serving practices & training.
10/10/17	Mon	3.0	5.0	8.0	Discussed Safe Cab plans for Nov. & Dec. with manger of Bus Company & Middletown Police Chief
10/14/17	Fri	2.0	6.0	8.0	Coalition meeting agenda; Sober Cab call
10/20/17	Thurs	1.0	7.0	8.0	Coalition Meeting prep.
10/21/17	Fri	6.0	2.0	8.0	Fatal Review & Coalition meetings; Meeting minutes completed, sent to members.
10/24/17	Mon	1.5	6.5	8.0	Prepare for ABC Lumber presentation
10/26/17	Wed	4.0	4.0	8.0	NETS presentation at ABC Lumber
10/27/17	Thurs	2.0	6.0	8.0	Called Lakeview Clinic re. Teen activity; Started Oct. grant report
<b>TOTAL</b>		<b>23.5</b>	<b>40.5</b>	<b>64.0</b>	



## Time Sheets



Show time was used for approved grant activities.



Use vague descriptions like;

- "admin"
- "office"
- "e-mails"
- "calls"....

Without including a name, position, and/or activity showing a relation to an approved grant activity.

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## GRANT FUNDS:

Limited

Enhance what communities are doing, or have the capacity to do, without grant funds.

Can't support everything a coalition may want to do.



*Coordinator Time*

*In-State Travel*

*Victim Impact Speaker Travel*

*Supplies*

*Phone/Internet*

*Print/Copy/Postage*

Items must be used within the grant year

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## Local Costs

What are they?

Expenses or donations directly related to the project that are not reimbursed through the grant

Why report them?

OTS reports Local Costs to NHTSA

NHTSA reports Local Costs to Congress

Why is this important?

Maintain Congressional Support



## Local Cost Examples

- Volunteer time to participate in an approved grant activity @ \$26.40 per hour

*Volunteer time DOES NOT include officer time when working a TZD enforcement shift*

- Coordinator time to attend this Conference
- Donated radio time
- Donated Mock Crash equipment, time and services

**\*\*Documentation; Same as reimbursed costs**



## Panel Discussion / Q & A

**Maggie Boese:** Countryside Public Health

**Pat Hackman:** Safe Communities of Wright County

**Stephanie Felt:** Kandiyohi County TZD

**Crystal Hoepner:** Horizon Public Health;  
Douglas & Grant Counties

**Kristen Oster:** DPS, Office of Traffic Safety

**Gordy Pehrson:** DPS, Office of Traffic Safety

