

Workforce Development Division

EZ Guide

DMV's Virginia Highway Safety Office Grant Applications

FY: 2024 / CY: 2023

Version 1.0



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Virginia Department of Motor Vehicles

INTRODUCTION

Grant Funding Topics:

The following topics will help you apply for grant funding:

- Funding sources and purposes
- Funding priorities
- Grant application procedures
- Preparing a grant application
- Accessing the online grant application
- Meeting deadlines

OBJECTIVES



Our Mission:

Our mission is to reduce crashes, injuries, fatalities, and associated costs by identifying transportation safety issues, and developing and implementing effective integrated programs and activities.

Funding Source and Purpose:

This program is administered by the National Highway Traffic Safety Administration (NHTSA) at the federal level, and by the Department of Motor Vehicles at the state level. The Department of Motor Vehicles is the grantee of the National Highway Traffic Safety Administration, and grant funds are awarded to sub-recipients.

The Department of Motor Vehicles provides grants for programs that are designed to reduce the number of crashes, injuries, fatalities, and related economic losses resulting from traffic crashes on Virginia's roadways.

Funding Priorities:

The Department of Motor Vehicles, under the direction of the National Highway Traffic Safety Administration, will focus on several priority areas for this grant year:

- Impaired Driving
- Occupant Protection
- Speeding
- Motorcycle Safety
- Pedestrian and Bicycle Safety

Other Fundable Programs:

The Department of Motor Vehicles supports funding in other areas including: traffic records, young driver safety, driver education for all ages, and roadway safety.

Who Can Submit an Application?

Applications may be submitted by: localities, state agencies, institutions of higher education (IHE) and by Nonprofit organizations serving Virginia with transportation programs. A Nonprofit organization means any corporation, trust, association, cooperative, or other organization, not including IHEs, that is operated primarily for scientific, educational, service, charitable, or similar purposes in the public interest, is not organized primarily for profit, and uses net proceeds to maintain, improve, or expand the operations of the organization (2 CFR § 200.70).

Grant Application Process:

Grant applications must be submitted through our online application system at dmvNOW.com. Online applications must be submitted by February 28 of this year. The grant period runs from October 1 of this year through September 30 of next year.

PREPARING A GRANT APPLICATION

Assessment:

As you prepare your grant application, you should determine several things in your assessment. Let's look at an example involving pedestrians. The key to a good grant application is planning and evaluation.

Determine the problem – Is there an increase in pedestrian-related crashes, injuries, and fatalities in your locality?

Determine what is already being done to address the problem - Are there any programs in your area or in Virginia that already seek to decrease pedestrian-related deaths?

Discover any gaps that exist in addressing the issue - For instance, pedestrians and motorists in Virginia's Richmond and Tidewater areas could benefit from a strong outreach campaign.

Existing programs should be researched - For example, two pedestrian safety initiatives involving outreach, education, training, and increased enforcement already exist in northern Virginia called Street Smart and ShareVaRoads.

What will you provide that is different or will enhance what is being done? If you are already working on this problem, how well did your strategies work and what will you do now to improve your results?

Key players - The key players should be contacted, including other sub-recipients with pedestrian-related grants, any pedestrian advocacy groups, and other government entities, such as the Virginia Department of Transportation, that address pedestrian roadway safety.

Application:

The grant application consists of several parts:

1. Identifying the Problem
2. Data
3. Goals & Objectives
4. Tasks
5. Budget
6. Plans for Cost Sharing

Let's take a look at each of these parts in greater detail.

Part I: Identifying the Problem:

Identifying the problem is done by examining the crash data assessment for any areas of concern.

Part II: Data:

When examining the data, you must look for three key things:

1. The data must show that there is a problem
2. You must have at least three years' worth of recent data (for example, data from 2019-2021 would be acceptable)
3. The data must focus on problems in Virginia

Gender	2019			2020			2021		
	People involved in crashes	Pedestrian Fatalities	Pedestrian Injuries	People involved in crashes	Pedestrian Fatalities	Pedestrian Injuries	People involved in crashes	Pedestrian Fatalities	Pedestrian Injuries
Male	1,023	89	956	800	82	729	902	99	816
Female	622	34	610	459	31	451	509	25	500
Unknown	10	1	9	7	1	6	10	1	9
Totals	1,655	124	1,575	1,266	114	1,186	1,421	125	1,325

For example: This chart, created using the Traffic Records Electronic Data System, or TREDIS, shows the number of pedestrian-related crashes, fatalities, and injuries in Virginia from 2019 through 2021. This data shows there was a 1% increase in pedestrian-related fatalities from 2019 to 2021.

There are two main resources for data: the TREDIS system, and local agency crash data.

TREDIS Data can be found at: https://www.dmv.virginia.gov/safety/#crash_data/index.asp

Part III: Goals & Objectives:

A goal is a benchmark that has a measurable outcome. It is established to correct an identified problem. Let's look at a couple of goal examples.

Goal Examples

1. Decrease alcohol related crashes by 50% from 50 to 25 by use of last year's data.
2. Increase seat belt use by 35 % from pre-survey to post-survey use rate.

(Use either Virginia state data or data from your specific locality.)

Objectives are shorter-term measurable targets that are action oriented and include a date for completion. Objectives are meant to be realistic targets for the program or project. They are written in the active voice and use action verbs such as plan, write, conduct, and produce - rather than more vague terms like learn, understand, and feel.

Well-written objectives will always answer the following question:

WHO is going to do WHAT, WHEN, and TO WHAT EXTENT?

S.M.A.R.T Objectives

All objectives must be SMART: specific, measurable, attainable, relevant, and time bound.

Specific—What exactly are we going to do for whom?

The "specific" part of an objective tells us what will change for whom in concrete terms. It identifies the population or setting, and specific actions that will result. In some cases it is appropriate to indicate how the change will be implemented, such as through training or through implementation of alcohol checkpoints.

Coordinate, partner, support, facilitate, and enhance are not good verbs to use in objectives because they are vague and difficult to measure. On the other hand, verbs such as provide, train, increase, decrease, schedule, or purchase indicate clearly what will be done.

Measurable—Is it quantifiable and can we measure it?

Measurable implies the ability to count or otherwise quantify an activity or its results. It also means that the source of data or mechanism for collecting data is identified, and that collection of this data is feasible for your program or partners.

Attainable—Can we get it done in the proposed time frame with the resources and support we have available?

The objective must be feasible with the available resources, appropriately limited in scope, and within the program's control and influence. Sometimes, specifying an expected level of change can be tricky. To help identify a focus area, talk with partners or stakeholders about their experiences, look at historical trends, read reports or articles, look at national expectations for change, and look at programs with similar objectives.

Relevant—Will this objective have an effect on the desired goal or strategy?

Relevant relates to the relationship between the objective and the overall goals of the program or purpose of the intervention. Evidence of relevancy can come from a review of highway safety literature or best practices.

Time bound—When will this objective be accomplished?

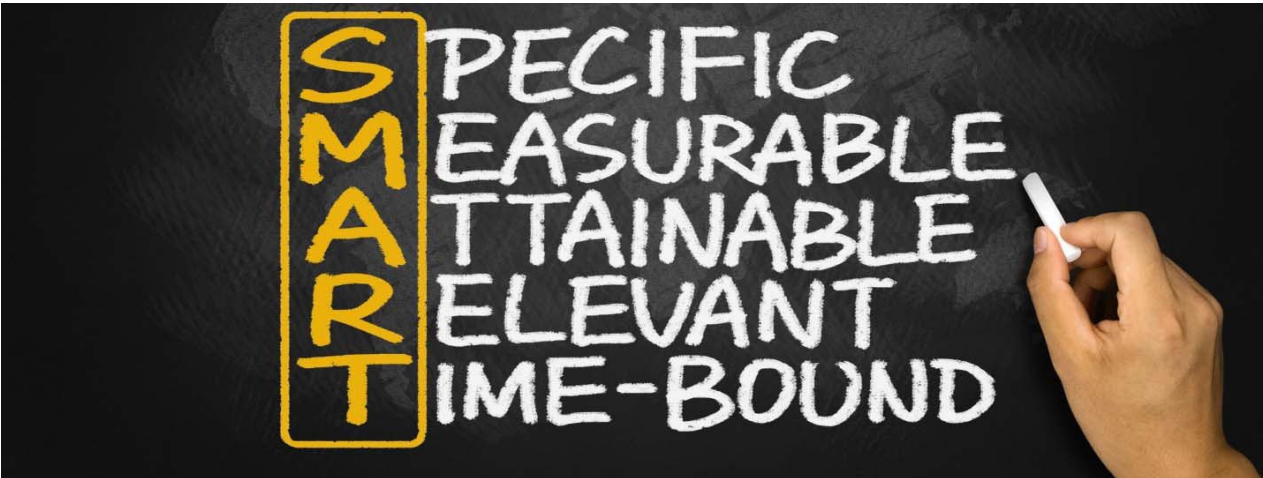
A specified and reasonable time frame should be incorporated into the objective statement. This should take into consideration the environment in which the change must be achieved, the scope of the change expected, and how it fits into the overall work plan. It could be indicated as:

- “By the end of the first quarter, the STOP program will...”
- “Within 6 months of receiving the grant, the STOP program will . . .”

All projects must have clear measurable SMART goals and objectives that can be measured throughout the grant year.

All projects must be completed by September 30 of the grant year. Grants are only awarded to support one-year projects.

Objective Examples



Example: SMART Objective for a paid media grant for seatbelt use

Objectives and Solutions
Explain how the solution to the problem will be quantified and measured during the course of the project or activity. Include a timeframe that states when the project will be completed; including the anticipated levels of program performance (for example, reduce alcohol-related crashes from 10 to 9 by September 30th).
The objective of the Click It or Ticket campaign is to increase awareness of seatbelt use and proper child safety seat use. The national Click It or Ticket campaign, using the National Highway Traffic Safety Administration's model of high visibility enforcement coupled with paid advertising, will be employed during the month of May and surrounding the Thanksgiving holiday in November. Using traffic crash data, paid media advertising will be deployed across Virginia with particular attention to high risk areas and reaching the focus audience of males ages 18 to 34.
Describe in sequential order the steps your agency will take to achieve the project objective; describe all activities to be part of the problem's solution regardless of the proposed, potential or anticipated source of funds.
Using a paid media buyer, a campaign approach will be developed, including the selection of ads. The media buyer will coordinate, implement, negotiate, and document the media purchases. The goal is to reach the focus prospects with a 30-second television commercial during a time period mix of 50% prime time TV shows, 40% late night, and 10% weekend sports. These schedules are designed to reach 57% of the focus prospects an average of 5.2 times during the entire schedule.

Example: SMART Objective for a paid media grant for pedestrian safety

Objectives and Solutions
Explain how the solution to the problem will be quantified and measured during the course of the project or activity. Include a timeframe that states when the project will be completed; including the anticipated levels of program performance (for example, reduce alcohol-related crashes from 10 to 9 by September 30th).
<p>The region faces challenges to road safety infrastructure and enforcement, and NVRC will increase awareness through enhanced outreach and education. Northern Virginia and the state are committed to crash reduction, moving towards "vision zero" policies. To reduce pike/pedestrian crashes, NVRC proposes a coordinated outreach campaign reaching those likely to be victims in high crash areas. NVRC will work with DMV and the TAC to map and identify high crash areas, provide physical and online education, offer direct community outreach/training, and fund training community leaders for continued and more extensive outreach in high crash areas.</p>
Describe in sequential order the steps your agency will take to achieve the project objective; describe all activities to be part of the problem's solution regardless of the proposed, potential, or anticipated source of funds.
<p>NVRC proposes the following to quantify project effectiveness:</p> <ul style="list-style-type: none">• Host TAC meetings• Update the safety pocket guide• Continue to use safety pledges and evaluation sheets at outreach events Hold training events• Train safety leaders for greater community outreach Create a social media campaign

PART IV: TASKS AND EVALUATION

Next, let's take a closer look at tasks.

Tasks are the steps you will take to achieve your objectives, "The How", or your implementation plan. The tasks include a discussion of the resources you will use and the rationale for any items needed that are included in your budget.

Tasks, like objectives, must meet the SMART criteria.

Evaluation tasks are the steps you will take to determine if you accomplished what you wanted to do. Some of the ways you can evaluate are:

Documentation: Document the number of bicycle specialists trained, the number of presentations held and the number of attendees.

Conduct pre- and post- surveys. Tabulate the results to determine behavior change.

Below is an example of how tasks and evaluation tasks are entered into the grant application system.

Add New Task

Enter a task or unit of work that must be accomplished (at least one is required)

Continue coordination of Technical Advisory Committee meetings, develop map of high crash areas using DMV data, continue to identify and engage key partners for outreach and safety education through conference calls and meetings.

271 characters remaining

State the level of change which is expected for the project task identified above. This measurement will be compared to the final accomplished results to determine the degree to which each objective was met.

Increase network of safety advocates involved in bicycle and pedestrian safety in Northern Virginia. Develop more engaged safety network that includes those in high crash areas. Hold 10 TAC calls and meetings with an average of 8 key safety staff in attendance, develop interactive online crash map that is viewed and shared at least 75 times.

154 characters remaining

Estimated Completion Date

9/30/2019

Save Task Cancel Task

Earned, owned, and paid media all may be part of grant tasks. You must define an approval process for all material. You must develop a specific measurement for each of the three media types. A one-to-one match is required for paid media.

Did You Know?

Many tasks may include media. Here is a quick review of the different types of media available.

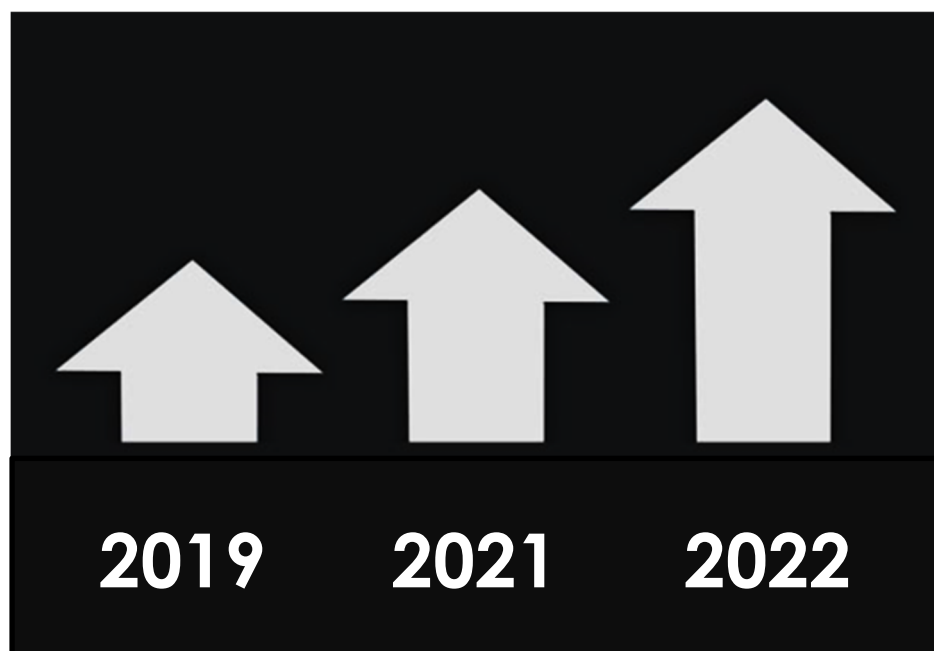


Earned Media is pitching a story, video, idea or other media-related piece through a news release, event or through owned media channels. Earned media is measured by how many times a media piece is repeated or “picked up by” different media outlets.

Owned Media are the channels “owned” by the organization itself, such as its website and social media sites. Owned media is measured by the number of hits and views on websites, and the number of views, likes, shares and comments on social media sites.

Paid Media are spots that are placed during specific time periods through specific media outlets. Paid media is measured by the estimated frequency and reach by the media outlet, and by post-survey recall of the campaign’s messaging.

PART V: BUDGET The amount of the grant requests varies. The minimum grant request on an application is \$5,000. There is no maximum cap. The project must include at least a 25% match. The match can be monetary or an in-kind match such as fuel and vehicle maintenance, or volunteer hours.



Personnel

Edit Item

Type: Personnel

Description: Fiscal Employee - to prepare monthly and quarterly invoices for payment and reimbursement
109 characters remaining

Quantity: 720

Funds \$: 14400.00

Cost Per Unit \$: 20.00

Calculate

Save Item Cancel Item

When filling out the personnel portion of the grant application, be sure to list each position or job title required to participate in the highway safety project. Do not include individual names as the person may change. A description of the job duties must also be provided, along with the hourly rate of pay and number of hours to be worked on the proposed project. In the description box for each position indicate the objective(s)/task(s) the position is related to.

Personnel Fringe Benefits

Add New Item

Type: Personnel Fringe Benefits

Description: Project Director - Health benefits.
109 characters remaining

Quantity: 1

Funds \$: 2625.00

Cost Per Unit \$: 2625.00

Calculate

Save Item Cancel Item

When filling out the personnel fringe benefit portion of the grant application, fringe benefits may include items such as payroll taxes, life, health, disability insurance, and retirement benefits. The fringe benefit items included must be listed in the description box. You must also provide the percentage, which may vary for salaried vs. hourly employees. The total personnel fringe benefits should not exceed 35% of the total salary for the position. Alternatively, fringe benefits may be included in the personnel section of the budget rather than a separate fringe benefit section.

Travel/Training

Add New Item

Type: Training / Travel

Description: Approved highway safety related training
109 characters remaining

Quantity: 1

Funds \$: 1000.00

Cost Per Unit \$: 1000.00

Calculate

Save Item Cancel Item

When filling out travel and training expenses, be sure each of the following requirements are met: state the travel/training expenses for the project, and include the number of people traveling and any related costs such as transportation, lodging, and per diem expenses. Requests for daily routine mileage for field work must be explained. Detailed travel information must be itemized in the description box.

Travel and training that is requested must be required by the grant and appropriate for the grant tasks performed by the traveler; finally, any travel and training that is requested must be in accordance with Virginia state travel regulations.

Contract Costs

Add New Item

Type: Contract Costs

Description: Contract costs to create and develop media spots to increase seat belt usage.
109 characters remaining

Quantity: 1

Funds \$: 10000.00

Cost Per Unit \$: 10000.00

Calculate

Save Item Cancel Item

When filling out the contract costs portion of the grant application, state each contract cost and its purpose. Also, provide the estimated total hours and hourly rate for any contract workers. Each contract cost must be explained in the description box.

Each contract must be shown as a separate line item. This allows the Department of Motor Vehicles to track contracts that exceed \$25,000 separately from those that do not.

Other Direct Costs

Add New Item

Type: Other Direct Costs

Description: To create and print educational brochure for educating on seat belt usage.
109 characters remaining

Quantity: 5000 Cost Per Unit \$: 1.00 Calculate

Funds \$: 5000.00

Save Item Cancel Item

When filling out the other direct costs portion of the grant application, be sure to include non-contract costs that relate to the project, such as printing and mailing costs. The purpose for each item and its cost must be provided in the description box.

Non-Allowable Items

Some items you may wish to include in your grant application are not allowed:

- Cost of land
- Cost of furniture
- Cost of promotional items and memorabilia such as T-shirts, hats, key chains, bike reflectors, mugs, bumper stickers, and trinkets.
- International travel



Supplanting is Not Allowed

Federal funds cannot be used to:

- Fund the general cost of government.
- Replace routine state, local or organization expenses.
- Replace state, local, or organization funds.
- Fund the cost of activities that constitute general expenses required by state or local governments to carry out duties.

Equipment

When filling out the equipment portion of the grant application, be sure to list all equipment purchases necessary. Equipment purchases of \$5,000 or more require advance written approval by NHTSA. The approval will be obtained by the Highway Safety Office. You will be required to enter a justification for equipment purchases costing \$5,000 or more. Equipment purchases must be fully explained in the description box.



Buy America Act

The Buy America Act requires items purchased by federal grants to be manufactured or assembled in the United States.

However, the Buy America Act public interest waiver became effective July 30, 2015. The waiver allows states to purchase manufactured products not made in America provided the purchase price is \$5,000 or less.

PART VI: PLANS FOR COST SHARING

More about Matching

Let's go a little more in-depth. Every project must include at least a 25% match. The match can be monetary or an in-kind match. Examples of allowable in-kind matches include volunteer hours and media bonus spots.

There are some items and services that are not reimbursable and cannot be used for matching. Examples include donated incentive items such as T-shirts, mugs, hats, keychains, media buys that promote your organization, or furniture. Items used for the match must be described and outlined in the description box.

PART VII: INDIRECT COSTS

Indirect Costs



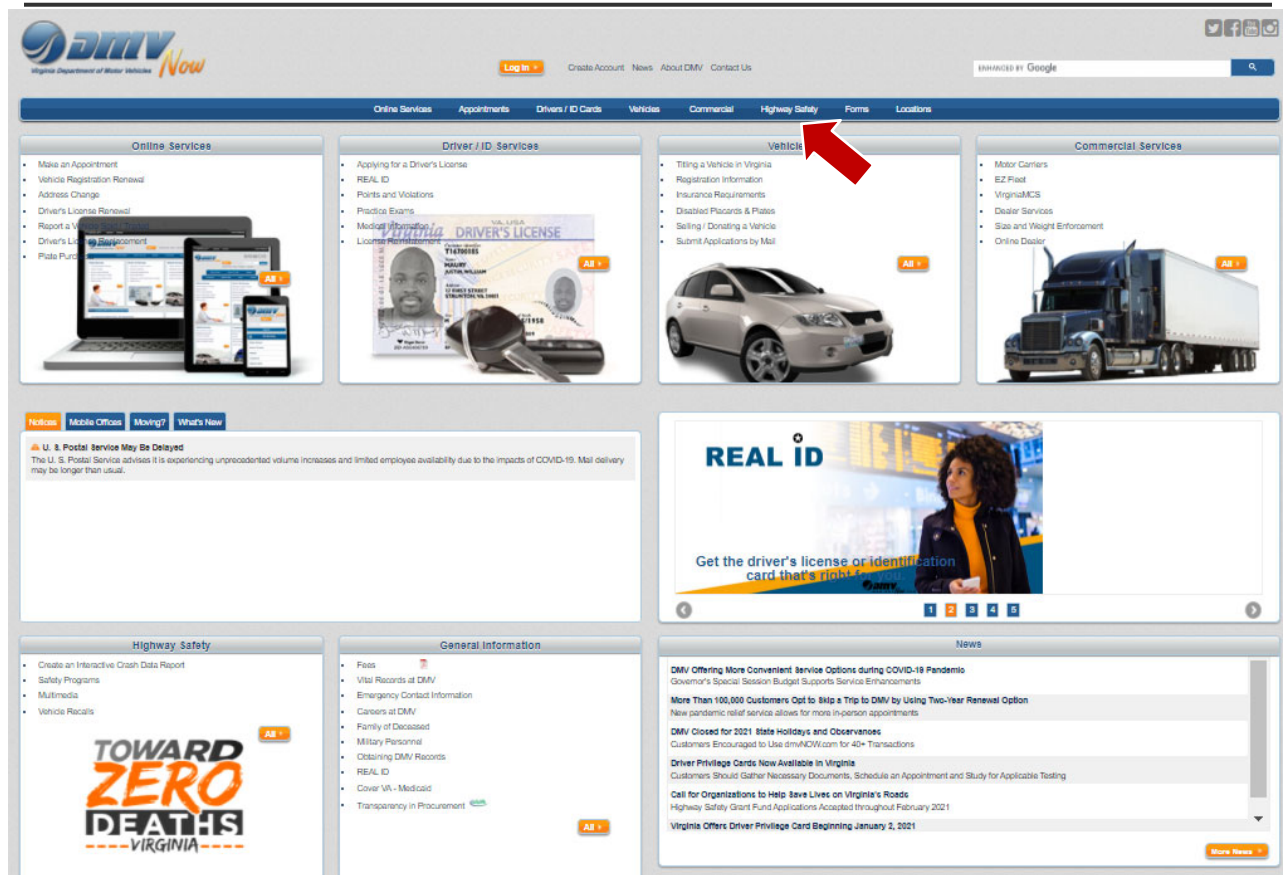
State agencies, non-profit organizations, and institutions of higher education may be eligible to claim indirect costs. However, a copy of the federally approved negotiated indirect cost rate must be provided. Any non-Federal entity that does not have a current negotiated (including provisional) rate, except for those non-Federal entities described in appendix VII to 2CFR 200, paragraph D.1.b, may elect to charge a de minimis rate of 10% of modified total direct costs (MTDC) which may be used indefinitely. A letter must be submitted to the DMV highway Safety Office Program Manager indicating that the entity is requesting to claim the de minimis rate of 10%.

If the **entity has** a federally approved negotiated indirect cost rate, the entity must provide a copy of the federally approved negotiated indirect cost rate and submit a letter to the DMV Highway Safety Office Program Manager requesting to claim the federally approved negotiated indirect cost rate. The Department of Motor Vehicles considers all aspects of the application when determining grant awards. Payments for indirect costs will not be made until the aforementioned documents have been received by the Department. For more information and guidance on Indirect Costs, please refer to the Code of Federal Regulations §200.414 and the Final Rule on Guidance for Grants and Agreements published in the Federal Register on August 13, 2020, effective November 12, 2020.

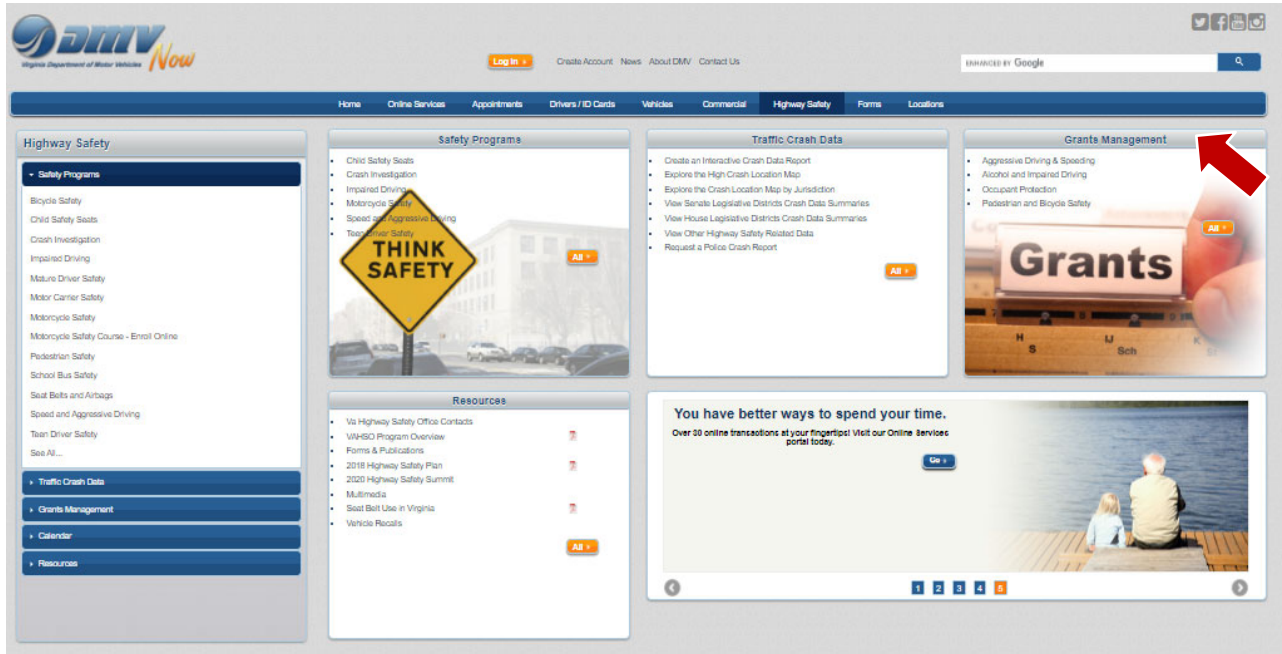
<https://www.federalregister.gov/documents/2020/08/13/2020-17468/guidance-for-grants-and-agreements>

Indirect costs may not be claimed on every budget item. For each contract, indirect costs may only be claimed for the first \$25,000. Indirect costs may not be claimed for rent on office or storage space or rented equipment such as event tents and furniture.

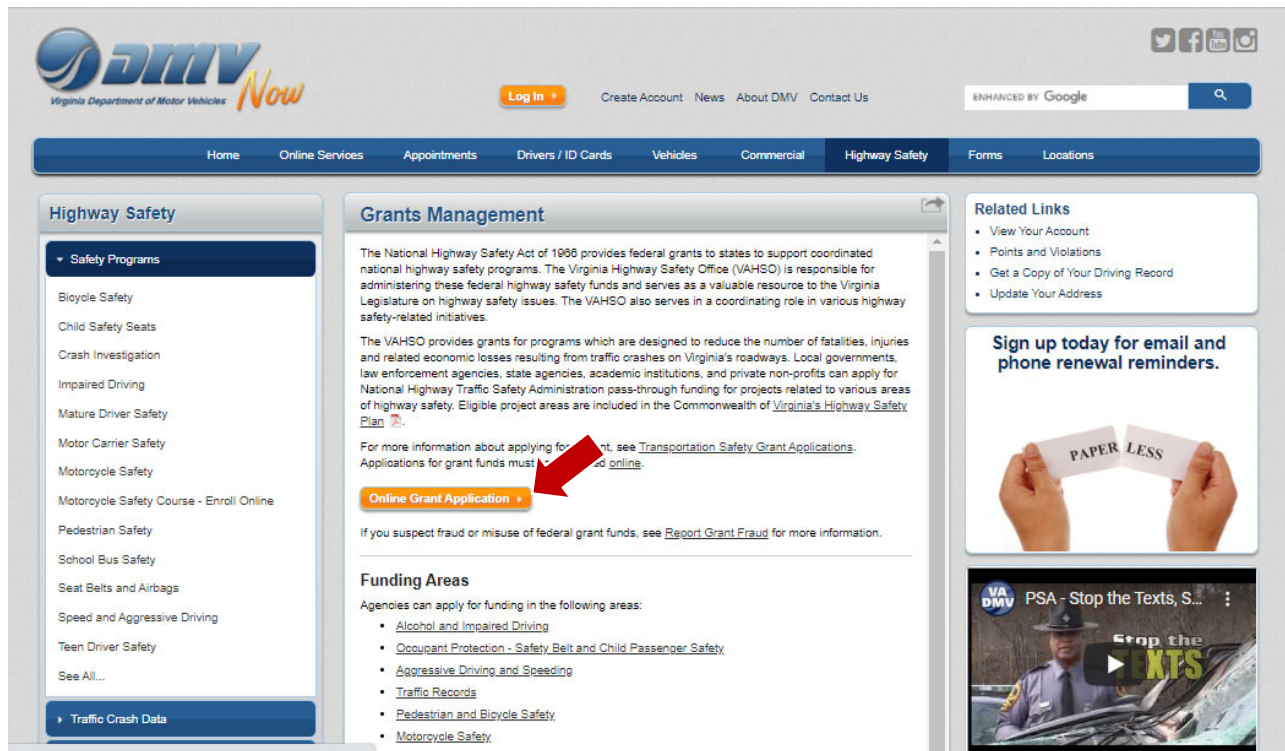
OUR WEBSITE: WWW.DMVNOW.COM



Grant applications are available on the Virginia DMV website located at www.dmvNOW.com. To get to the application, first click on the Highway Safety link located in the blue bar at the top of the page.




Next, click on the Grants Management button to the right.




Then click on "Online Application" button.

<https://www.dmv.virginia.gov/safety/#grants/index.asp>

Highway Safety Grant Application

Enter your User ID and Password below. 

User ID	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Login"/>	
Click Forgot Password to receive an email containing your password.	



And finally, you will be asked to log into the application. Once you have successfully logged in, the application will display and you may begin filling out your grant application.