

*Workforce Development Division*

# **EZ** Guide

# **DMV's Virginia Highway Safety Office 2020 Grant Applications**

Version 2020



Revision Published 1/24/20

*Virginia Department of Motor Vehicles*

This training does ***not*** include all of the new requirements for the next fiscal year's grant applications. For further information, please contact:

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## INTRODUCTION

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### 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 Virginia Department of Motor Vehicles (DMV) at the state level. DMV is the grantee of the National Highway Traffic Safety Administration, and grant funds are awarded to sub-recipients.

DMV 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:

DMV, 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:

DMV 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, and by nonprofit organizations serving Virginia with transportation programs. Virginia defines a nonprofit organization as any corporation, trust, association, cooperative, or other organization, not including institutes of higher education, 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](http://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.

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## PREPARING A GRANT APPLICATION

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### 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 has 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.

Determine what is already being done. What will you provide that is different or will enhance what is currently being done. If you are already working on this problem, how well did your strategies work and what will you do 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 2016-2018 would be acceptable).
3. The data must focus on problems in Virginia.

Gender	2016			2017			2018		
	People involved in crashes	Fatalities	Injuries	People involved in crashes	Fatalities	Injuries	People involved in crashes	Fatalities	Injuries
Male	1,322	85	1,103	1,309	84	1,045	1,320	84	1,063
Female	1,016	36	747	1,003	31	796	1,010	39	802
Unknown	314	0	19	276	1	17	286	1	13
<b>Totals</b>	<b>2,652</b>	<b>121</b>	<b>1,869</b>	<b>2,588</b>	<b>116</b>	<b>1,858</b>	<b>2,616</b>	<b>124</b>	<b>1,878</b>

**For example:** This chart, created using the Traffic Records Electronic Data System, or TREDS, shows the number of pedestrian-related crashes, fatalities and injuries in Virginia from 2016 through 2018.

There are two main resources for data: DMV's TREDS system and local agency crash data.

## 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 seatbelt 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 should be SMART: specific, measurable, attainable, relevant, and timely. The chart on the following page explains each component of the S.M.A.R.T. objectives.



Resource from: <http://www.houseofhunt.com/wp-content/uploads/2016/06/SMART-Goals.jpg?x99201>

**Objective Examples**



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

<b>Objectives and Solutions</b>
<b>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 5 by September 30, 2020).</b>
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 , earned and owned media, 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 target audience of males ages 18 to 34.
<b>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.</b>
Using a professional public relations consultant, a campaign approach will be developed to identify the target audience, the most effective type of creative materials, and the most favorable type of media outlets. The consultant will coordinate, implement, negotiate, and document the media efforts. The goal is to reach the targeted prospects multiple times and change driver behavior.

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

<b>Objectives and Solutions</b>
<b>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 30, 2020).</b>
<p>The region faces challenges to road safety infrastructure and enforcement. The 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 bike/pedestrian crashes, the NVRC proposes a coordinated outreach campaign targeting those likely to be victims in high crash areas. The 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>
<b>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.</b>
<p>The NVRC proposes the following to quantify project effectiveness:</p> <ul style="list-style-type: none"><li>Host TAC meetings</li><li>Update the safety pocket guide</li><li>Continue to use safety pledges and evaluation sheets at outreach events</li><li>Hold training events</li><li>Train safety leaders for greater community outreach</li><li>Create a social media campaign</li></ul>

## 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. 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 are entered into the grant application system.

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 

Earned, owned and paid media may all 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



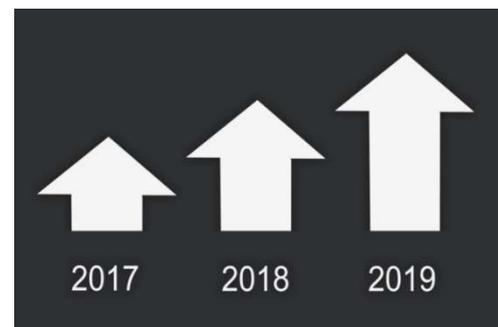
**Earned Media** is pitching a story, video, idea or other media-related piece through a news release, event or through owned media channels. Earned media is measured by how many times a media piece is repeated or “picked up by” different media outlets.

**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 targeted 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.



### Budget Narrative

Your grant application must include a budget narrative that explains what you are planning to do and how your budget line items will help to accomplish your project goals, objectives and tasks. You must contact your Program Manager in order to complete this requirement.

### Use “Prudent Person” Principle

- Expenditure does not exceed what a prudent person would spend under other circumstances (i.e., would you use your own funds for purchase?)
- Expenditure is ordinary and necessary for the operation of the grant.
- Expenditure follows sound business practice and does not deviate significantly from your established practice
- Expenditures must conform to all laws, regulations, policies, circulars or limitations applicable to this grant.
- Expenditures must be in accordance with Generally Accepted Accounting Principles (GAAP).
- Expenditures must be directly related to your goals and objectives.

## Personnel

### Edit Item

Type:

Description:   
109 characters remaining

Quantity:  Cost Per Unit \$

Funds \$

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. The need for each position must be fully explained in the budget narrative.

## Personnel Fringe Benefits

### Add New Item

Type:

Description:   
109 characters remaining

Quantity:  Cost Per Unit \$

Funds \$

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 items included will be itemized in your budget narrative. 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 cost of the individual personnel cost. 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:

Description:   
109 characters remaining

Quantity:  Cost Per Unit \$

Funds \$

When filling out travel and training expenses, be sure each of the following requirements are met: state the travel/training expenses for 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 fieldwork must be explained. Detailed travel information must be itemized and explained in the budget narrative.

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

## Contract Costs

**Add New Item**

Type:

Description:   
109 characters remaining

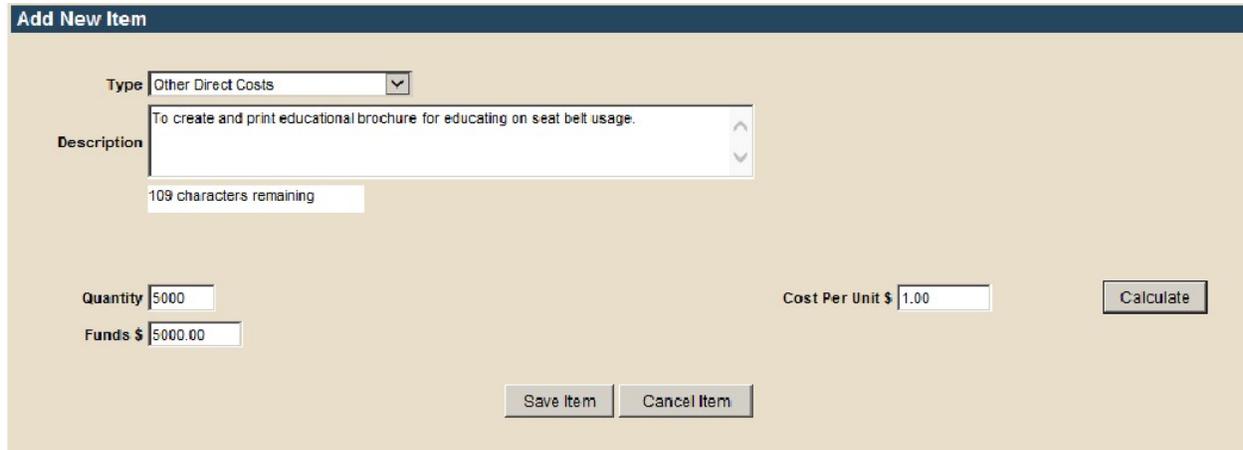
Quantity:  Cost Per Unit \$

Funds \$

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 detail in the budget narrative.

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

### **Other Direct Costs**



The screenshot shows a web form titled "Add New Item" with a dark blue header. Below the header, the "Type" dropdown menu is set to "Other Direct Costs". The "Description" text area contains the text "To create and print educational brochure for educating on seat belt usage." and shows "109 characters remaining". The "Quantity" field is set to "5000" and the "Cost Per Unit \$" field is set to "1.00". The "Funds \$" field is set to "5000.00". There are buttons for "Calculate", "Save Item", and "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 need for each item and its cost must be fully explained in the budget narrative.

### **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 the NHTSA. The approval will be obtained by DMV. You will be required to enter a justification for equipment costing \$5,000 or more.



Equipment purchases must be fully explained in the budget narrative.

## ***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 wavier became effective July 30, 2015. The wavier 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, key-chains, media buys that promote your organization; and furniture. Items used for the match must be fully outlined and explained in the budget narrative.

## PART VII: INDIRECT COSTS

### *Indirect Costs*

State agencies, non-profit organizations, and institutions of higher education may be eligible to claim indirect costs.

**If the entity has never had an indirect cost rate** they can request to claim the de minimus rate of 10%. A letter must be submitted to the DMV, Highway Safety Office Program Manager indicating that the entity has never received a federal negotiated rate and they are requesting to claim the de minimus.

**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 approved federally negotiated indirect cost rate

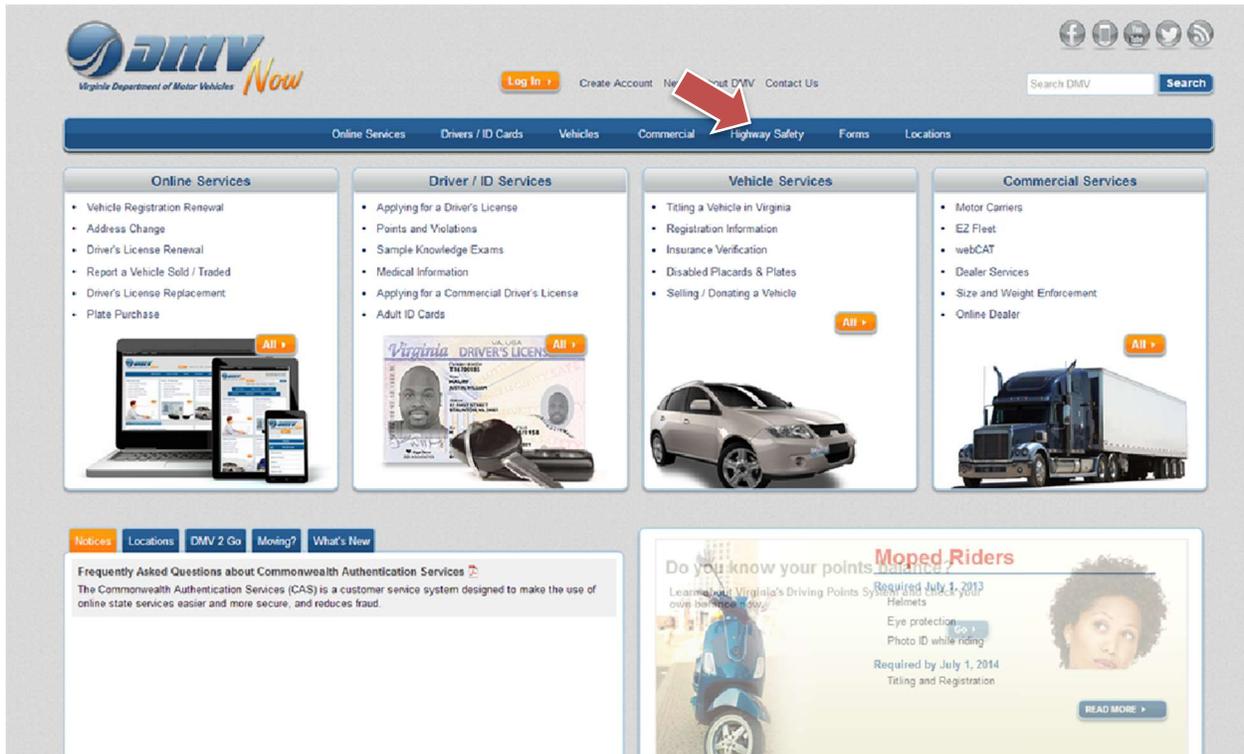
**If the entity has ever had a federal negotiated indirect cost rate**, even if it is now expired, the de minimus rate of 10% is not allowable. The entity would have to follow the steps in the 2C.F.R 200 Appendix IV to apply for the indirect cost rate.



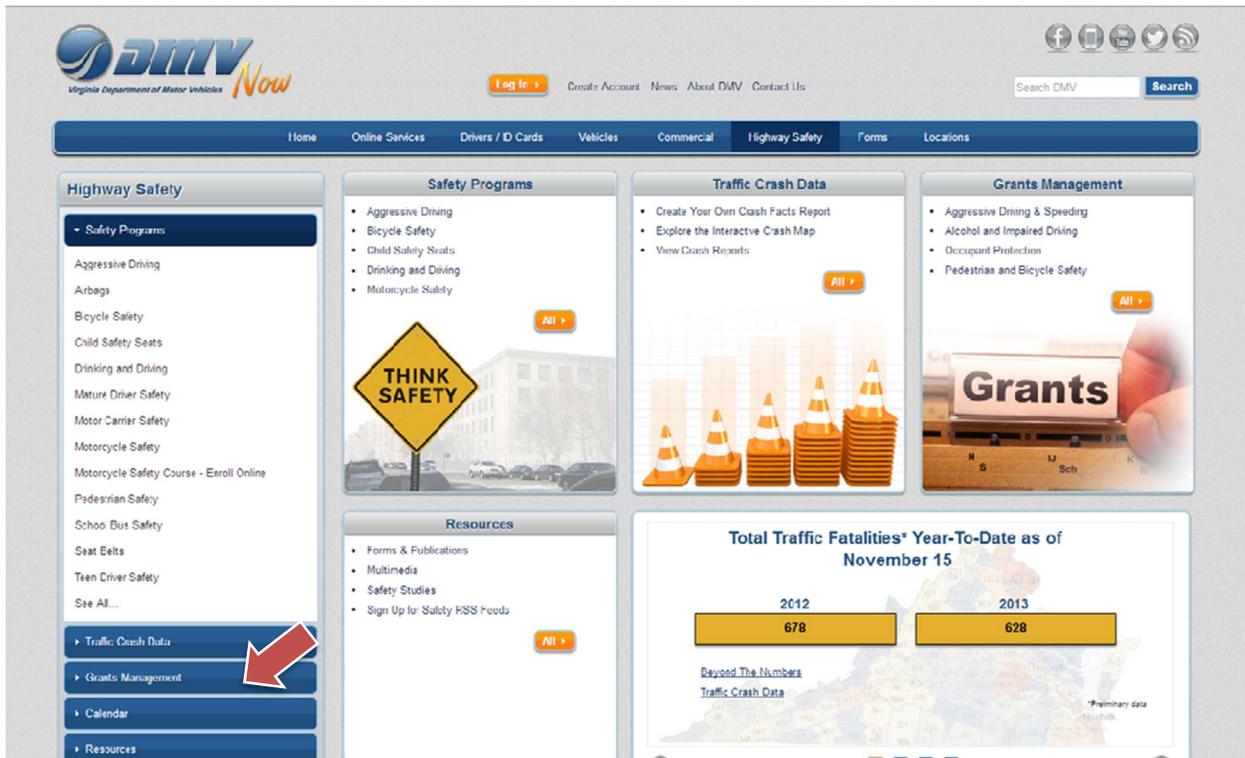
DMV considers all aspects of the application when determining grant awards. Payments for indirect costs will not be made until the aforementioned documents have been received by DMV.

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](http://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, under "Resources," click on the Grants Management button to the left.



Once the drop down list under Grants Management displays, click See All . . .

Once at the Grants Management page, Click on the link where it states “Applications for grant funds must be submitted [electronically](#).”

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.