BUILDING A SUCCESSFUL TRAFFIC SAFETY PARTNERSHIP

2021 GHSA Annual Meeting
Denver, Colorado

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WHAT’S IN IT FOR A SUBRECIPIENT?

- Resources & training
- Technical assistance
- Pre-proposal assistance
- Management support
- Conferences
- Crash data
WHAT’S IN IT FOR A STATE HIGHWAY SAFETY OFFICE?

Supplemental work & staffing

At-risk populations

Local expansion

Lobbying support
AN IMPORTANT CAVEAT
Are You Eligible for an OTS Grant?

The first step in obtaining grant funding is to determine if the project you want to fund is eligible for Federal Funds administered by the Office of Traffic Safety. Please review the information below before applying to see if your Agency and Program meet the funding criteria.

**Program Areas**
- Alcohol Impaired Driving
- Distracted Driving
- Drug Impaired Driving
- Emergency medical Services (crash related)
- Motorcycle Safety
- Occupant Protection
- Pedestrian/Bicycle Safety
- Police Traffic Services
- Traffic Records/Roadway Safety
- Young Drivers

1. Will you use the funds for one of the program areas listed in the box on the left?
   - YES
   - NO

2. Can your organization pay project expenses, and then wait 90 days to be reimbursed?
   - YES
   - NO

3. Is your organization a public entity? Have you cleared the Single Audit? Do you have a DUNS #?
   - YES
   - NO

4. Are you able to provide Traffic Safety Data that demonstrates how your program will save lives on our roadways and be able to demonstrate using performance measures with 1 year of funding?
   - YES
   - NO

If you answer “NO” to any of these questions, it is unlikely your project qualifies for traffic safety funding.

Project Expenses are reimbursed after the grantee pays for them. Funds are intended as “seed money” to start new programs.

If you are a 501c3 non-profit organization, you will need a copy of your 501c3 status certificate.

If you are still unsure whether your project meets the criteria, you may contact our office for assistance at (775)-684-7470 or go to egrants.nv.gov to start your application.
SHOW ME THE MONEY
Create a "logic model"

Here is our new simplified logic model

Give us $  →  We all WIN

“It's a foolproof formula for writing grant applications.”
How Not to Murder a Grant Application

Goals:

✓ 1) Shoot for stardom
✓ 2) Become teen heartthrob
✓ 3) Start annoying hair trend
✓ 4) Date Disney star
✓ 5) Survive baby mama scandal
✓ 6) Shave

No, seriously, I need you guys to raise the roof...
HOW NOT TO MURDER A GRANT APPLICATION
“On Mondays, I get ready to plan my week. On Tuesdays, I plan my week. On Wednesdays, I revise my plan for the week. On Thursdays, I put my plan for the week into my computer. On Fridays, I think about starting my plan for next week.”

“The reviewers thought fieldwork in the Galapagos was a bit extravagant. So Darwin’s travel budget got slashed.”
BUILDING A SUCCESSFUL GRANT APPLICATION

1. Lead with a clearly defined problem statement supported by current & relevant crash & other data related to a problem in the HSP
2. Link the project to your state’s annual & long-term safety goals
3. Establish quantifiable, measurable objectives
4. Use action verbs & clear, understandable language
5. Evaluate project success
6. Define the project scope and activities
7. Provide project milestones and deliverables
8. Ensure your funding request is proportionate to the significance of the problem
9. Include a detailed budget
COMMON PITFALLS

• Insufficient justification of problem or activities
• Data is outdated or not relevant
• No baseline data
• Not enough detail
• Objectives aren’t measurable
• No mention of how or what data will be collected for reporting & evaluation
• Travel rates outside of GSA rates
• Budget math is incorrect, doesn’t contain enough detail
• Evaluation is weak
• Project doesn’t address the SHSO program areas
• Assuming reviewers are familiar with an existing project; no information on what will change in the upcoming year
• No timeline or schedule
• Not allotting time for your governing body to accept & provide authority for the award budget
• Using big words or jargon
• Not spelling out acronyms at first use
• Not proofreading or correcting grammatical/spelling errors
State Highway Safety Offices

State and territorial governors appoint State Highway Safety Office (SHSO) directors, who are often referred to as Governors' Representatives – or GRs. These GRs and their designated Highway Safety Coordinators make up the core GHSA membership.

Many SHSOs are located within their state’s Department of Transportation. Others are part of the Public Safety Department or other state agency. A few are independent offices with state government.

All GHSA Members can log in to my.ghsa.org to access a searchable directory of SHSOs, including key contact information.

- Alabama Department of Economic and Community Affairs
- Kentucky Office of Highway Safety
- Ohio Traffic Safety Office
- Alaska Highway Safety Office
- Louisiana Highway Safety Commission
- Oklahoma Highway Safety Office
State Highway Safety Plans and Annual Reports

Documents

HTTPS://BIT.LY/3HG62UO
THANK YOU

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