

**FEDERAL PROGRAM NAME: State and Community Highway
Safety Program ()**

Commonwealth of Pennsylvania

DEPARTMENT OF

TRANSPORTATION

HIGHWAY SAFETY

PROJECT GRANT

FOR ADMINISTRATIVE USE

Project No.: CTSP-2014-Bethlehem

City-00006

Date Approved: _____

H.S.P.: _____

Funds Obligated: \$56,980.00

1. TYPE: Initial

2. PROJECT TITLE: Northampton County Highway Safety Project

3. GRANTEE:

(a) Governmental Unit (Name, address, county and zip)

BETHLEHEM CITY (48301)
10 EAST CHURCH STREET
CITY HALL
BETHLEHEM, PA 18018

Attn:

(b) Federal I.D. #: 246000689

4. The Grant shall be effective from _____, through _____.
The grant is not valid or enforceable until signed by the Deputy Secretary, the Office of Chief Counsel, and the Comptroller's Office. The grant shall be in the total amount of \$56,980.00. This shall be comprised of \$56,980.00 Federal funds and matching funds of \$ 0. Federal funds could be subject to change based on actual eligible expenditures incurred during the grant period and matching funds could be subject to change based on actual expenditures of the grant. These funds shall be disbursed on an approved cost incurred basis as indicated in the Conditions of Grant.

5. DESCRIPTION OF PROJECT:

The project proposal, marked as Exhibit A attached and made a part hereof, more fully describes the scope and terms of the proposal.

6. The grant is entered into between the above grantee and the Commonwealth of Pennsylvania, Department of Transportation. Grantee agrees to the Conditions of Grant Agreement which are marked as Exhibit B attached and made a part hereof. The Federal Audit Clause, marked Exhibit C; Federal Non-discrimination Clause, marked Exhibit D; Commonwealth Non-discrimination Clause, marked Exhibit E; and Contractor Integrity Provision, marked Exhibit F; and Certification of Restrictions on Lobbying, marked Exhibit G; are attached and made conditions of this grant.

7. The Department may terminate this agreement as provided in the Conditions of the Grant Agreement attached hereto. The Grantee agrees to comply with all applicable laws and regulations of the Commonwealth and Federal Government in carrying out this agreement. The Grantee shall be paid for work completed which conforms to the conditions of the grant.

8. The Grantee agrees to be bound by the provisions of Administrative Agency procedure as found in Volume 1, Pennsylvania Code Chapters 31, 33, and 35 when bringing any claim against the Commonwealth arising from this Grant Agreement by the filing of said claim with the Administrative Docket Clerk, 9th Floor, Commonwealth Keystone Building.

9. The Grantee shall indemnify, save harmless and defend (if requested), the Commonwealth of Pennsylvania, Department of Transportation, its officers, agents and employees, from all suits, actions or claims of any character, name or description brought for or on account of any injuries to or damages received or sustained by any person, persons or property, by or from the grantee and/or grantee's consultants, contractors, officers, agents and employees as a result of the issuance and performance of this grant whether the same be due or on account of any act, omission, neglect or misconduct of said grantee and or grantee's consultants, contractors, officers, agents and employees during the performance of said grant or any other cause whatsoever.
10. This grant and attachments constitute the entire agreement between the parties.

11. FUND IDENTIFICATION (STATE AND FEDERAL FUNDS ONLY):

The funding for this contract/agreement is 100 % Federal and 0 % State awarded from the State and Community Highway Safety Program and listed in the Catalog of Federal Domestic Assistance, Item Number _____, Federal Grant Number CTSP-2014-Bethlehem City-00006 and from State Program Number 261. This clause does not apply to any local political subdivision grant funding match.

IN WITNESS WHEREOF, the parties have entered into this grant the date and year first above written.

ATTEST (Grantee)

GRANTEE

BY _____
Title: _____ DATE _____

BY _____
Title: _____ DATE _____

DO NOT WRITE BELOW THIS LINE - - FOR COMMONWEALTH USE ONLY

COMMONWEALTH OF PENNSYLVANIA
DEPARTMENT OF TRANSPORTATION

BY _____
Deputy Secretary DATE _____

APPROVED AS TO LEGALITY AND FORM
BY _____
For Chief Counsel DATE _____

RECORDED NO. _____
CERTIFIED FUNDS AVAILABLE UNDER
ACTIVITY PROGRAM _____
SYMBOL _____
AMOUNT _____

BY _____
Signature DATE _____

Comptroller _____
Title _____

PROJECT DIRECTOR AUTHORIZATION

PROJECT NUMBER: CTSP-2014-BethlehemCity-00006
GRANTEE: City of Bethlehem
COUNTY: Northampton
TITLE OF GRANT: Northampton County Highway Safety Project

*PROJECT DIRECTOR:

NAME: Sherri L. Penchishen, MPH, RDN, LDN
TITLE: Director, Chronic Disease Programs
ADDRESS: 10 East Church Street
Bethlehem, PA 18018
TELEPHONE: 610.865.7083
FAX: 610.865.7326
EMAIL ADDRESS: spenchishen@bethlehem-pa.gov

*The Project Director designated must be a governmental employee actively involved in the management and administration of the project.

APPROVED BY:

DATE: _____ SIGNATURE: _____
Authorizing Official
Print or type name: _____

If a change in Project Director or Authorizing Official occurs, please call (717) 783-4577 or send written notification to:

Bureau of Maintenance and Operations
Program Services Unit
Commonwealth Keystone Building
400 North Street, 6th Floor
Harrisburg, PA 17120

Cover Page

Applicant Agency BETHLEHEM CITY (48301)

Project Title Northampton County Highway Safety Project

Sponsoring Grant Agency (if applicable)

Person who prepared this application Sherri PENCHISHEN

SAP Billing Code 000

Please describe the project or task force in general and the success or results or previous grants. Provide information on the population and demographics or the area involved in the project, etc.

Also explain partnerships within the task force or project (i.e., working with PSP and other local departments.) In addition, provide information on the training experiences and needs in SFST and PennDOT checkpoint training.

DESCRIPTION OF ACTIVITY

Problem Identification/Region Assessment

Please see uploaded document for complete Problem Identification with graphs.

Motor vehicle crashes (MVC) are the leading cause of death and injury for those between the age of 5-24 and second leading cause of death and injury for those between 1-4 and 25-65+ respectively in the USA according to the CDC. MVC's account for approximately half the number of deaths from unintentional injuries. In 2009, the reportable traffic crashes in PA were at their lowest number since 1951, making a good argument to support that the collaboration between law enforcement and education was working to reduce crashes. The Surgeon General's report also stated that over half of all highway safety deaths are rooted in lifestyle behavior or environmental factors that are amendable to change. In order to assist in the downward trend of these traffic deaths, Department of Health and Human Services developed guidelines for the nation to follow and meet national goals called Healthy People 2020. This states that injuries are not accidents or uncontrollable acts of fate because most injuries are predictable and preventable. Therefore, society must put the responsibility on them to prevent the accidents from occurring.

In Northampton County (NC), according to PENNDOT's 2012 data, the top five motor vehicle-related fatal crashes are: aggressive driving, drinking driving/ impaired driving, speeding, and unrestrained occupants. Although run off the road and hit fixed object crashes are high throughout NC, without knowing specific details, some of these issues could be engineering issues. Heavy truck, motorcycle, pedestrians and teenage drivers also are key areas of concern in NC. Aggressive driving is the first leading cause of fatalities and crashes. Enforcement and education are imperative to reduce injuries and

DescriptionActivity continued

fatalities caused by aggressive driving. Impaired driving is the second leading cause of fatalities and is becoming more serious as law enforcement is being trained as drug recognition experts.

Northampton County Fatalities

Northampton County Crashes

According to the 2012 PA Crash Facts and Statistics, alcohol impaired driving fatalities decreased from 428 to 404 in PA and remains high compared to all other crashes as well as in NC. Additionally, unrestrained fatalities are the third leading cause of fatalities in PA and NC. According to NHTSA, the Click It or Ticket campaign is responsible for contributing to the highest national safety belt usage rate of 84 percent for PA and NC. It will take a combination of approaches to overcome the public's misconceptions of vehicle restraints making the most effective occupant protection system both passive and active. Older driver crashes are the second leading cause of unintentional injuries for the 65+ age group in PA. According to PENNDOT, "There are nearly 1.5 million licensed drivers aged 65 and older in the Commonwealth, making up 17% of Pennsylvania's driving population. Pennsylvania is the second largest state in terms of population that is 65 or older. State Data Center statistics indicate that the number of Pennsylvanians 65 and older will increase 21% by the year 2020". In the Lehigh Valley region, 15.9 % of the population is aged 65 and older. The above data indicates that crashes and fatalities related to traffic issues remain a concern in NC. The data also indicates that education and enforcement are essential components in reducing traffic related deaths in NC and throughout PA. In efforts to implement behavioral change in the public, which ultimately will result in decreasing morbidity and mortality rates, the top five fatality areas will be addressed in addition to some other focus areas that are high in injury rate with potential to have high fatality rates if continued education and enforcement are not addressed. It appears natural that the collaboration between public health and the traffic safety divisions of both state and municipal police departments to be a valuable service to NC residents.

DescriptionActivity continued

Description of Activity cont'd

Agency Qualifications

Northampton County is comprised of 377.25 square miles, is located in the central eastern portion of the Commonwealth of Pennsylvania. The area is home to two cities, Bethlehem and Easton, as well as dozens of small towns and boroughs. Northampton County has a population of 297,735 residents as of the 2010 U.S. Census. Northampton County has a slightly larger female than male population, 22% of the population are under the age of 18 and 16% of the population is over 65 years of age. White, African American, and designated Other race comprise 86%, 5% and 6% of the County population, respectively and 10.5% are of Hispanic ethnicity. The median household income is \$58,762 with 8.8% of the population being below the poverty level with pockets deemed disparate. These same pockets have a large Hispanic influence where the population speaks a language other than English at home.

The City of Bethlehem has been administering PENNDOT grants for the past twenty years via various departments within the City. The City has a proven track record for accomplishing grant tasks, being fiscally responsible and submitting reports in a timely manner. The Health Bureau, which would be the division within the City managing the Behavioral Traffic Safety Grant, has effectively managed the Comprehensive Highway Safety program for Northampton County for 10 years (1999-2009). During this time period seatbelt use rate was increased, child safety restraint use was increased and pedestrian fatalities were decreased. Collaborations with local law enforcement, PSP, PENNDOT District Office 5, Lehigh Valley Regional DUI/Highway Safety Task Force, CBO's and state wide agencies were established and many are still intact today. With a change in leadership in the Health Bureau, based on data, highway safety education is again an area of interest for programming in Northampton County. During the hiatus of accepting funding, past staff who executed the Comprehensive Highway Safety project, remain up to date and certified in program areas and

Agency Qualifications continued

continue to implement programs in the community without funding. The Health Bureau has remained connected with city police, school districts, CBO's, merchants, churches, etc. and has an even better relationship with them due to the recent change in leadership. The Health Bureau still chairs the Citizens Traffic Advisory Committee, a committee which initiates pedestrian and bike safety programs in addition to environmental enhancements. There are three certified child safety seat technicians on staff (one who is bilingual). The Health Bureau continues to collaborate with CBO's to conduct pedestrian safety, bicycle safety, and distracted driving safety educational programs. The Health Bureau has also remained active in the Allentown-Bethlehem-Easton Safe Kids Coalition.

The staff funded under this grant will meet all administrative requirements to include but not limited to: participating in all bi-monthly planning meetings in our comprehensive planning region; attend the Annual Traffic Safety Grantees Workshop for all days; participate in training programs as recommended, such as: PA DUI Association Annual meeting; PA SADD conference; NHTSA Region 2 Child Passenger Safety Conference; LifeSavers; International Chiefs of Police; Association of Transportation Safety Informational Professional; and NHTSA/Transportation Safety Institute. In addition, all required reports, quarterly/ end of the year, will be completed and submitted in a timely manner. Subsequently, the staff funded under this grant will be willing to become involved in any other area assistance is needed such as coordinating logistics for a workshop, budget management, etc. Therefore, the City of Bethlehem's Health Bureaus expertise, willingness to meet all Grantor requirements and continued involvement in highway safety activities makes them highly qualified to resume the role of executing this grant for Northampton County.

Description of Activity cont'd

Project Evaluation

The specific tasks will be evaluated through a variety of measurements to determine change in behavior, attitude, and/or knowledge. Long term and short term measures will be utilized along with quantitative and qualitative evaluation measures that will be used include but are not limited to: pre-post tests to measure a change in attitude and increase in knowledge, personal feedback on why or why not personal safety is or isn't an issue, crash data, fatalities data, trauma data, etc..

Motorcycle, Bicycle, Pedestrian, Aggressive Driving, Seatbelts, and Impaired driving activities will all be evaluated by collecting data from individual police departments in Northampton County and by utilizing PENNDOT crash facts and statistics. Data will be collected from local police departments and analyzed to determine number of persons arrested for DUI, aggressive driving, and impaired driving. PENNDOT data will be analyzed to determine number of pedestrian, bicycle and motorcycle crashes/fatalities in Northampton County. Data will be compared with prior year numbers to determine increase or decrease in numbers and that seat belt use is increasing. Number of waves, checkpoints, media announcements, etc. will be accounted for if there is a change in injury/fatality rates based on the data obtained from PENNDOT. Crashes will continue to be monitored on feeder roadways to assure a conflict does not occur as a result of enforcement on the identified roadways.

To evaluate the Older and Young Driver goal and objectives and to determine if the interventions were effective, PENNDOT crash data and hospital trauma data will be utilized to compare with baseline data to determine if there was a reduction in fatalities and crashes within Northampton County.

ProjectEvaluation continued

Heavy truck enforcement will be evaluated by collecting data from the motor carrier enforcement officers yearly to determine the number of violations per level of violation. PENNDOT data will be used to track crashes and fatalities caused by heavy trucks.

Child restraints usage and violations will be analyzed by using the data supplied via the Safe Kids Child Restraint Checklist form used at carseat checks and are submitted to PA TIPP (Traffic Injury Prevention Project) and tabulated by county.

Media awareness campaigns will be evaluated by number of people reached and community awareness education will be evaluated by utilizing pre-post tests, number of participants, number of events, number of police departments participating and number of police departments assisted. Outreach to the Magisterial District Justices (MDJ) will be evaluated by tracking the number of MDJ's educated, number of MDJ's that handout educational materials to offenders who appear in their court. An attempt will be made for any of the focus areas listed in this grant, to run a report via the Magisterial District Justice System to determine type and number of violations.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To increase visibility of general traffic safety rules and violations.

Objectives for this goal

1. To increase general traffic safety contacts by 10% in Northampton County by September 30, 2014.
2. To increase the number of Northampton County police officers trained in PENNDOT approved educational programs by 5% by September 30, 2014.
3. To provide education on specific PENNDOT focus areas to 100% of Magisterial District Justices by September 30, 2014.
4. To coordinate and support Operation Safe Stop in a minimum of 3 schools by September 30, 2014.
5. To increase by 2% the number of motorists who have special needs, to utilizes the Yellow Dot program by September 30, 2014.

ACTIVITY PAGE

Name Enforcement Outreach Meetings

Projected Number 12

Description/Measurement

1. Participate in monthly enforcement meetings via the Lehigh Valley Regional DUI and Highway Safety Task Force. Encourage officers from each police department to attend to discuss aggressive driving, impaired driving, seatbelts, heavy truck and motorcycle enforcement activities.
2. One time per year, at the Lehigh Valley Regional DUI and Highway Safety Task Force meetings, educate police departments on areas with a high aggressive crash rate, high DUI crash rate, low seatbelt use rate, high motorcycle crash rate and heavy truck crash rates to target enforcement.
3. Work with the Lehigh Valley Regional DUI and Highway Safety Task Force to plan and coordinate one Regional Law Enforcement Work Shop.

Measurement

1. Track the number of trainings conducted.
2. Track the number of participants attending the trainings/meetings.
3. Track the number of enforcement meetings.

ACTIVITY PAGE

Name Enforcement Trainings

Projected Number 4

Description/Measurement

1. Offer one alcohol deterrence-Standard Field Sobriety Test class and Drug Recognition Expert class for Northampton County police officers.
2. Offer one 'The Back is Where It's At' training, 'Survivor 101' training and 'Every 16 Minutes' Training for Northampton County police officers.

Measurements

1. Track the number of trainings held.
2. Track the number of officers attending the trainings.

ACTIVITY PAGE

Name Judicial Outreach

Projected Number 15

Description/Measurement

1. Collaborate with the Judicial Outreach Liaison, Buckle Up PA, Drive Safe PA, and DUI LEL's to provide educational informational and crash statistics to local magistrates in Northampton County at least once per year; topic areas to include but not limited to: aggressive driving, child safety seats, seatbelts, and impaired driving via Magisterial District Justice meetings or individual contacts if needed.
2. Provide educational materials for judges, law enforcement and the general public via the Magisterial District Justice offices.

Measurements

1. Track the number of judicial outreach contacts.
2. Track the number of meetings held.
3. Track the number of phone calls serviced.
4. Track the number of emails serviced.
5. Track the number of public information and educational materials distributed.

ACTIVITY PAGE

Name National Crackdown Events

Projected Number 6

Description/Measurement

1. Assist Northampton County police officers to plan, coordinate and participate in all National and State Events, crackdowns, and related activities according to NHTSA's highway safety calendar.

Measurements

1. Track the number of crack down events participated in.
2. Track the number of contacts.

ACTIVITY PAGE

Name Operation Safe Stop

Projected Number 3

Description/Measurement

1. Meet with local school districts to encourage a minimum of 3 districts to participate in Operation Safe Stop.
2. Meet with Local law enforcement in the participatory school districts to assist with coordination and participation in Operation Safe Stop.
3. Work with Local law enforcement agencies and pupil transportation agencies in Northampton County to educate bus drivers on tracking procedures, identifying trouble locations, assisting in coordinating Operation Safe Stop day and documenting all motor vehicles who illegally pass the school bus.
4. Coordinate with PENNDOT's SPO for media coverage.

Measurement

1. Track the number of schools participating in Operation Safe Stop.
2. Track the number of violations.
3. Track the number of bus drivers tracking violations.
4. Track the number of earned media efforts.
5. Track the number of police departments participating.

ACTIVITY PAGE

Name Yellow Dot Program

Projected Number 100

Description/Measurement

1. To educate and provide information cards to a minimum of 100 drivers/passengers who have special medical needs and their families on the Yellow Dot program.

Measurement

1. Track the number of Yellow Dot Programs completed.
2. Track the number of participants.
3. Track the number of cards completed.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To decrease aggressive driving crashes in Northampton County.

Objectives for this goal

1. To reduce fatalities caused by aggressive driving by 25% (n=11, 2012) in Northampton County by September 30, 2014.
2. To reduce crashes caused by aggressive driving by 10% (n=1865, 2012) in Northampton County by September 30, 2014.

ACTIVITY PAGE

Name High Visibility Enforcement

Projected Number 5

Description/Measurement

NHTSA Countermeasures That Work (2.2)

1. Provide educational materials, sent to the Behavioral Traffic Safety Program Coordinator by PENNDOT, to each of the participating "Just Drive PA" police departments. Just Drive PA police departments are identified as those who are receiving funding from PENNDOT to enforce aggressive driving, DUI, and seatbelts.
2. Expand dissemination of public awareness information through the use of technology.
3. Assist police departments with Just Drive PA campaign if needed.
4. Reduce motor vehicle crashes and fatalities related to aggressive driving/speeding.

Measurement

1. Track the number of Public Information and Education materials distributed.
2. Track the number of programs implemented.
3. Track the number of contacts.

ACTIVITY PAGE

Name Public Information Supporting Enforcemen

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (4.1)

1. Collaborate with PENNDOT's Safety Press Officer to coordinate activities and media events specific to aggressive driving at least two times per year.

Measurement

1. Track the number of earned media efforts.

ACTIVITY PAGE

Name Speed Limits and Aggressive Driving Laws

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (1.1,1.2)

1. Reach out to all 4 Northampton County colleges at least once per year to promote safe driving.

Measurement

1. Track the Number of school programs.
2. Track the number of public information and education materials distributed.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To decrease crashes caused by unsafe Heavy trucks.

Objectives for this goal

1. To decrease the level of Heavy Truck Violations by 5% from baseline by September 30, 2014.
2. To decrease fatalities involving heavy trucks by 50% (n=4, 2012) by September 30, 2014.
3. To decrease heavy truck crashes by 5% (n=129, 2012) by September 30, 2014.

ACTIVITY PAGE

Name Community Outreach

Projected Number 2

Description/Measurement

1. Provide two programs to businesses, community groups, and/or health fairs on heavy truck safety. Each presentation will have a pre/post test to determine change in attitude, behavior and/or knowledge including motorist awareness of the 'No Zone'.

Measurements

1. Track the number of public information and education materials distributed.
2. Track the number of programs conducted.
3. Track the number of participants.
4. Track the number of contacts in the trucking industry to incorporate messages into truck safety programs.

ACTIVITY PAGE

Name Heavy Truck Enforcement Education

Projected Number 5

Description/Measurement

1. Collaborate with all heavy truck enforcement officers in Northampton County to educate businesses who are routinely out of compliance with the proper safety mechanisms of heavy trucks.

Measurements

1. Track the number of visits to businesses with heavy trucks.
2. Track the number of companies out of compliance.

ACTIVITY PAGE

Name High Visibility Enforcement

Projected Number 2

Description/Measurement

1. Encourage the PA State Police's Motor Carrier Enforcement Officers to educate local police on what violations to look for when pulling over a heavy truck and when it is necessary to call in a motor carrier enforcement officer.
2. Encourage heavy truck enforcement officers to expand highway corridors in order to enhance enforcement in addition to collaborate with other police departments or the PA State Police's Motor Carrier Enforcement Team.

Measurements

1. Track the number of instructional programs conducted.
2. Track the number of participants.
3. Track the number of Motor Carrier Enforcement Operations conducted.
4. Track the number of violations.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To decrease motorcycle fatalities and crashes with in Northampton County.

Objectives for this goal

1. To decrease motorcycle fatalities by 15% (n=3, 2012) by September 30, 2014.
2. To decrease motorcycle crashes by 10% (n=106, 2012) by September 30, 2014.

ACTIVITY PAGE

Name Alcohol Impairment

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (2)

1. Provide two educational programs and/or events that discourage drinking and operating a motorcycle and utilizing safety equipment use each and every time you ride, reaching at least 250 Northampton County residents.

Measurements

1. Track the number of programs conducted.
2. Track the number of emails sent.
3. Track the number of safety messages provided.
4. Track the number of participants.

ACTIVITY PAGE

Name Communications and Outreach

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (4.1, 4.2)

1. Provide two programs to businesses, community groups and/or schools on motorcycle safety. Each presentation will have a pre/post test to determine change in attitude, behavior and/or knowledge including motorist's awareness of motorcycles on the roadway and use of protective safety equipment.

Measurements

1. Track the number of programs conducted.
2. Track the number of participants.

ACTIVITY PAGE

Name Motorcycle Helmet Use Law

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (1.1)

1. Provide educational information to Northampton County lawmakers, when requested, to consider re-instating a mandatory helmet law for all motorcycle riders.

Measurements

1. Track the number of legislators educated to re-instate a helmet use law.

ACTIVITY PAGE

Name PublicInformation Communication Outreach

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (2.2)

1. Collaborate with the Lehigh Valley DUI/Highway Safety Task Force to implement one motorcycle awareness campaign/event to include but not limited to aggressive driving, DUI, safety equipment and conflicts between motorcycles and motor vehicles.
2. Collaborate with the Safety Press Officer to coordinate activities and at least one media event per year.

Measurements

1. Track the number of earned media efforts.
2. Track the number of campaigns conducted.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To decrease older driver fatalities and crashes.

Objectives for this goal

1. To decrease crashes caused by older drivers by 5% (n=1041, 2012) by September 30, 2014.
2. To decrease fatalities caused by older drivers by 25% (n=12, 2012) by September 30, 2014.

ACTIVITY PAGE

Name Communications and Outreach

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (1.2)

1. Provide a minimum of two mature driver educational programs to senior centers, clubs, and/or community groups. Each presentation will include a pre/post test to determine the increase in knowledge and/or any change in attitude or behavior.
2. Collaborate with the PENNDOT District SPO and engineers to provide a minimum of two enhanced pavement markings, including higher contrast or raised or wider longitudinal markings in areas of high mature crashes.

Measurements

1. Track the number of programs conducted.
2. Track the number of environmental changes made.

ACTIVITY PAGE

Name Formal Older Driver courses

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (1.1)

1. Collaborate with local Agencies on Aging, Northampton County AAA, AARP, and PA TIPP to coordinate and promote a minimum of two highway safety activities and training courses such as the NHTSA Older Driver Enforcement Course.

Measurements

1. Track the number of programs conducted.
2. Track the number of earned media efforts.
3. Track the number of participants.
4. Track the number of contacts.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To improve correct use of child safety restraints in Northampton County.

Objectives for this goal

1. To increase proper use of child restraints to a 90% correct use rate by September 30, 2014.

ACTIVITY PAGE

Name Child Safety Seat Inspections

Projected Number 5

Description/Measurement

NHTSA Countermeasures That Work (7.3)

1. Collaborate with local law enforcement, LVHN, business and community groups to conduct child safety seat inspections at least eight times per year.
2. Distribute educational program materials developed by the PENNDOT funded PA TIPP in various community locations including: the hospital, churches, wellness events, and elementary programs reaching a minimum of 500 parents.
3. Analyze the child safety inspection data for correct use and compare the numbers from year to year to measure effectiveness.
4. Offer at least two educational programs to increase child restraint usage in communities with diverse populations.
5. Collaborate with the Allentown-Bethlehem-Easton Safe Kids Coalition to conduct a minimum of one Child Passenger Safety Seat Inspection event during Child Passenger Safety Week.
6. Collaborate with the local PENNDOT SPO to coordinate media coverage for this event.

Measurements

1. Track the number of programs conducted.
2. Track the number of CPS events.
3. Track the number of CSS checked.
4. Track the number of earned media efforts.

ACTIVITY PAGE

Name CPS Technicians

Projected Number 2

Description/Measurement

1. Review Northampton County for areas lacking in child passenger safety technicians and encourage police departments to become certified.
2. Collaborate with PA TIPP, Safe Kids and the hospital to hold regular certification classes, re-certification classes and renewal classes for those technicians that have expired.
3. Notify and encourage all CPS technicians in Northampton County to attend the Region 2 CPS conference in June 2014.
4. All CPS technicians employed under this contract will attend the Region 2 CPS conference in June 2014.

Measurements

1. Number of trainings held.
2. Track the number of participants.

ACTIVITY PAGE

Name Older Children/Booster Seat Use

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (6.1;6.2)

1. Collaborate with Safety Press Officer to coordinate activities and media events at least two times per year. Topics to include but not limited to: seat belt use, child safety seat use, booster seat use and airbags.

Measurement

1. Track the number of earned media efforts.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To improve pedestrian safety, decrease fatalities and injuries.

Objectives for this goal

1. To decrease pedestrian injuries by 15% by (n=82, 2012) September 30, 2014.
2. To decrease pedestrian fatalities in Northampton County by 25% (n=3, 2012) on public roads by September 30, 2014.

ACTIVITY PAGE

Name Communications and Outreach

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (3.1)

1. Collaborate with Safety Press Officer to coordinate activities and a media event at least one time per year. Topics including but not limited to: pedestrian safety, pedestrian laws, traffic signal rules and impaired pedestrians.

Measurement

1. Track the number of earned media efforts.

ACTIVITY PAGE

Name Community Outreach

Projected Number 5

Description/Measurement

NHTSA Countermeasures That Work (4.4)

1. Implement a minimum of five pedestrian stings within Northampton County to increase education and safety while crossing in a crosswalk.
2. Participate in all pedestrian stings being offered in the community to increase compliance of yielding to pedestrians in the crosswalk.
3. Collaborate with Safety Press Officer to coordinate activities and a media event at least one time per year.

Measurements

1. Track the number of programs conducted.
2. Conduct pre/post surveys of Pedestrian law compliance.
3. Track number of enforcement outreach efforts.
4. Track the number of earned media efforts.

ACTIVITY PAGE

Name Pedestrian Channeling Devices

Projected Number 17

Description/Measurement

1. Work with all law enforcement agencies in Northampton County to contact the PENNDOT District Office to deploy Pedestrian Channeling devices throughout the community if needed and replace those that are in dis-repair.

Measurement

1. Track the number of devices distributed.

ACTIVITY PAGE

Name Pedestrian Community Task Force

Projected Number 12

Description/Measurement

1. Continue to Chair the Citizen's Traffic Advisory Committee and hold six meetings per year to review and develop solutions to pedestrian problems within the City of Bethlehem.
2. Identify three roadways with high crashes and evaluate identified roadways to determine initiatives focused on bicycle and pedestrian safety through education, engineering and enforcement. Conduct Road Safety Audits when applicable.
3. Analyze crash data on identified roadways and present it to the traffic committee to develop an intervention or institute possible changes.
4. Collaborate with local bicycle/pedestrian organizations at least two times per year to create/maintain a safe environment for walking communities which include but not limited to: Safe Routes to School, National Walk to School Day, Rails to Trails programs, and high traffic areas with difficult pedestrian access.

Measurement

1. Track the number of meetings.
2. Track the number of attendees.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To increase seatbelt usage among Northampton County motor vehicle occupants.

Objectives for this goal

1. To increase seatbelt usage to 90% (n=84%, 2012) in Northampton County by September 30, 2014.
2. To decrease unrestrained fatalities by 15% (n=8, 2012) in Northampton County by September 30, 2014.

ACTIVITY PAGE

Name Community Education Supporting Enforcement

Projected Number 4

Description/Measurement :

NHTSA Countermeasures That Work (3.1)

1. Educate parents of young children about the 4 steps of Child Passenger Safety and the new changes.

Measurements

1. Track the number of programs.
2. Track the number of participants.
3. Track the number of public information and educational material distributed.

ACTIVITY PAGE

Name High Visibility Enforcement

Projected Number 6

Description/Measurement

1. Provide educational materials, sent to the Behavioral Traffic Safety Program Coordinator by PENNDOT, to each of the participating Buckle Up PA police departments.
2. Assist all police departments with Click It or Ticket campaign if needed.
3. Assist all police departments in combining enforcement activities using belts, child safety seats, aggressive driving and DUI enforcement.
4. Conduct high-profile enforcement campaigns combined with public education.
5. Assist Buckle Up PA with campaigns if needed.

Measurements

1. Track the number of earned media efforts.
2. Track the number of Public Information and Education materials distributed.
3. Track the number of campaigns participated in.

ACTIVITY PAGE

Name Survival 101

Projected Number 8

Description/Measurement

1. Conduct a minimum of 8 "Survival 101" programs (a police-driven curriculum designed to encourage appropriate decision making among middle and high school students) in schools in Northampton County. The Behavioral Traffic Safety Program Coordinator to assist as needed.

Measurements:

1. Track the number of attendees.
2. Track the number of programs.
3. Track the number of schools offering the programs.

ACTIVITY PAGE

Name The Back is Where It's At

Projected Number 8

Description/Measurement

1. Conduct a minimum of 8 the "Back is Where It's At" programs (a police- driven elementary seat belt program that educates children about the importance of proper seat belt use, airbags and child restraints) in Northampton County schools.
2. Observe first presentation of recently trained officer offering assistance as needed.
2. Assist Regional LEL with education continue form completion inclusive of media coverage.

Measurements

1. Track the number of programs conducted.
2. Track the number of participants.
3. Track the number of Pubic Information and Education materials distributed.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To reduce bicycle crashes and fatalities on public roadways.

Objectives for this goal

1. To maintain a zero percent bicycle fatality rate in Northampton County (n=0, 2012) by September 30, 2014.
2. To decrease bicycle crash rate in Northampton County by 10% (n=106, 2012) September 30, 2014.
3. To reduce by 10% the number of bicyclists committing major violations on public roadways (riding the wrong way, not stopping at traffic signal, riding on sidewalks) in Northampton county by September 30, 2014 (baseline 80%).

ACTIVITY PAGE

Name Bicycle Safety Communication Outreach

Projected Number 1

Description/Measurement

1. Collaborate with Safety Press Officer to coordinate activities and a media event at least one time per year. Topics to include but not limited to: properly riding a bicycle, wearing proper gear, using hand signals, using a properly working bicycle according to the Motor Vehicle Code, and pedestrian walkability issues.

Measurements

1. Track the number of earned media efforts.

ACTIVITY PAGE

Name Enforcement Strategies

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (3.3)

1. Collaborate with PENNDOT and law enforcement to determine if environmental changes or target enforcement are necessary based on the crash statistics.
2. Encourage police departments to educate/enforce bicyclists riding incorrectly on the road on a regular basis rather than just during a campaign or wave.
3. Collaborate with Coalition for Appropriate Transportation to conduct 4 education programs per year on rules of the road.
4. Collaborate with Magisterial District Justice's to include bicycle education as part of hearing resolution.

Measurements

1. Track the number of bicycles in violation of motor vehicle code.
2. Track the number of bicycle violations.
3. Track the number of education programs.
4. Track the number of participants.

ACTIVITY PAGE

Name Safe Routes to School

Projected Number 9

Description/Measurement

NHTSA Countermeasures That Work (1.2)

1. Identify two roadways with high crashes and evaluate identified roadways to determine initiatives focused on bicycle safety through education, engineering and enforcement. Conduct Road Safety Audits when applicable.
2. Analyze crash data and present it to the traffic committee to develop an intervention or institute possible changes.
3. Collaborate with local bicycle/pedestrian organizations at least two times per year to conduct an event in coordination with NHTSA's events for biking/walking communities which include but not limited to: Safe Routes to School, National Walk to School Day, Rails to Trails programs, and high traffic areas with difficult bicycle access.

Measurements

1. Track the number of roadways identified and improvements made.
2. Track the number of events participated in.
3. Track the number of participants per event.

ACTIVITY PAGE

Name Share the Road Awareness program

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (4.2)

1. Collaborate with local bicycle organizations at least two times per year to create/maintain a safe environment for biking communities which include but not limited to: assessing roadways with high bicycle crash rates, and determining property environmental change such as shared lane markings, share the road signs, possible bike lanes, railroad crossings and potholes.

Measurements

1. Track the number of roadways with Share the road signs.
2. Track the number of bicycle crashes on the roads with the Share the Road signs.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To reduce driver crashes and fatalities among the 16 and 17 year old driver.

Objectives for this goal

1. To decrease fatalities in crashes caused by 16 and 17 years old drivers by 25% (n=2, 2012) by September 30, 2014.
2. To decrease crashes caused by 16 and 17 year old drivers by 10% (n=438, 2012) by September 30, 2014.

ACTIVITY PAGE

Name Parent Roles Teaching and Managing

Projected Number 8

Description/Measurement

NHTSA Countermeasures That Work (3.1)

1. Promote tools for parents to teach young drivers how to drive and assess their readiness to drive on a minimum of 8 Northampton County school district websites.

Measurements

1. Track the number of school with links to education information for parents of young drivers.
2. Track the number of public information and education materials distributed.

ACTIVITY PAGE

Name Pre-Licensure Driver Education

Projected Number 10

Description/Measurement

NHTSA Countermeasures That Work (2.1)

1. Assist trained police departments to conduct a minimum of 8 "16 Minutes" programs. The "16 Minutes" program is a PENNDOT sanctioned program, aimed at educating 16 year old drivers about seatbelt use and distracted and aggressive driving.

2. Collaborate with a minimum of 2 existing driver education programs in the community and/or high schools to incorporate "No Zone" into their curriculum. No Zone is a program endorsed by the US Department of Transportation and the Federal Motor Carrier Safety Administration to educate the motoring public on the blind spots of heavy trucks which is where most crashes occur.

Measurements

1. Track the number of school programs.
2. Track the number of Public Information and Education materials distributed.
3. Track the number of programs conducted.
4. Track the number of participants.

ACTIVITY PAGE

Name SADD Conference

Projected Number 1

Description/Measurement

1. Collaborate with the Lehigh Valley DUI/Highway Safety Task Force to host their annual SADD conference which focuses on distracted driving issues.

Measurements

1. Track the number of participants.
2. Track the number of schools attending the conference.

ACTIVITY PAGE

Name Teen Driver Competition

Projected Number 1

Description/Measurement

1. Assist to coordinate, if needed, and encourage schools to participate in the regional and statewide Teen Safe Driving Competitions. This initiative will be in conjunction with the PA Motor Truck Association.

Measurement

1. Track the number of PMTA Teen Driving Competitions coordinated.
2. Track the number of participants.
3. Track the number of earned media efforts.

PROGRAM GOALS

Please provide the goal(s) of the project as well as the program objectives. The goal(s) should be a general end result for the project. Some examples of program goals are: "reduce impaired driving crashes", "increase seat belt usage", or "decrease aggressive driving crashes". Objectives measure the success of the program. They are specific targets that are measurable and attainable in a given period of time. Some examples of program objectives are: "to increase contacts by 10%", "to reduce impaired driving related crashes by 8%", or "to increase the seat belt rate 4%".

Goal: To reduce impaired driving crashes on Northampton County public roads.

Objectives for this goal

1. To reduce impaired driving fatalities by 10% (n=8, 2012) in Northampton County by September 30, 2014.
2. To reduce impaired driving crashes by 10% (n=605, 2012) in Northampton County by September 30, 2014.

ACTIVITY PAGE

Name Communication and Outreach Campaign

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (5.2)

1. Collaborate with Safety Press Officer to coordinate activities and media events at least two times per year. Topics to include but not limited to DUI and impaired driving.
2. Sustain high visibility DUI enforcement campaigns combined with public education.

Measurements

1. Track the number of earned media efforts.

ACTIVITY PAGE

Name DUI Deterrence Enforcement Programs

Projected Number 7

Description/Measurement

NHTSA Countermeasures That Work (2)

1. Interact with the Lehigh Valley Alcohol Highway Safety Coordinators and provide them with materials on an as needed basis to educate impaired drivers in an effort to reduce additional DUI offenses.
2. Cooperate where possible with Northampton County Drug and Alcohol programs to build new partnerships and to provide materials.

Measurements

1. Track the number of public information and education materials distributed.

ACTIVITY PAGE

Name Integrated Enforcement

Projected Number 6

Description/Measurement

NHTSA Countermeasures That Work (2.5)

1. Provide educational materials, sent to the Behavioral Traffic Safety Program Coordinator by PENNDOT, to each of the participating Drive Safe PA police departments.
2. Assist police departments with DUI mobilization campaigns if needed.
3. Assist police departments in combining DUI enforcement activities with other enforcement such as seatbelts or aggressive driving.

Measurements

1. Track the number of public information and education distributed.
2. Track the number of local law enforcement agencies assisted.

ACTIVITY PAGE

Name Prevention and Intervention Outreach

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (6.5)

1. Collaborate with SADD, the Lehigh Valley DUI/Highway safety Task Force and Northampton County Drug and Alcohol to develop strategies to promote the message about preventing impaired driving and underage drinking a minimum of two times per year.
2. Provide DUI materials and statistics to police departments, businesses, community groups, schools, and health fairs at least three times per year.

Measurements

1. Track the number of underage drinking and educational programs.
2. Track the number of public information and educational materials distributed.

SALARIES AND BENEFITS**Position / Title** Coordinator**Hours** 1040**Rate** \$24.00**Total** \$24,960.00**Fringe Amount** \$9,984.00**Fringe Rate** 40 %**Job Description**

This person would be responsible for coordinating, implementing and evaluating all identified programs outlined in the proposal. The coordinator will participate in to include but not limited to: events and meeting sponsored by PENNDOT i.e. Click It or Ticket, Just Drive PA, DUI mobilizations, and the Lehigh Valley DUI/Highway Safety Task Force (a Lehigh Valley communication network with local police departments and educators to keep all participants up to date, informed about upcoming trainings, grant activities, etc.. This person is responsible for collaborating with local and state police, Buckle Up PA, Just Drive PA, PA TIPP, PENNDOT and community partners. This person will also be responsible for submitting quarterly reports to PENNDOT. This position will work part time 20 hours per week. This position is also funded 15 hours per week from another grant source. Detailed timesheets will be kept to clearly indicate hours worked under this grant and hours worked under other grant funding.

SALARIES AND BENEFITS**Position / Title** Project Director

Hours	260
Rate	\$39.00
Total	\$10,140.00
Fringe Amount	\$4,056.00
Fringe Rate	40 %

Job Description

This person will oversee the Behavioral Traffic Safety Program Coordinator, provide assistance, attend meetings and program, and conduct data analysis as needed to ensure the program is meeting its required goals and objectives as outline in this proposal. The project director will also be responsible for assuring required reports are submitted and will assume fiscal management responsibilities for the grant. This person will work 5 hours per week.

TRAVEL

Name Conferences

Amount \$1,250.00

Description /Justification

The Project Director and coordinator will attend the PA DUI Association conference. \$ 250.00

All CPS technicians under this grant will attend the Region 2 CPS conference in June 2014. \$ 750.00

The project director and program coordinator will attend the mandatory PENNDOT sponsored highway safety conference. \$ 250.00

TRAVEL

Name Lodging

Amount \$3,000.00

Description /Justification

Lodging fees to attend the:

PA DUI Association conference (project director and program coordinator for 3 days) \$ 750.00

NHTSA Regional CPS conference (3 CPS technicians for 3 days)
\$ 1500.00

mandatory PENNDOT sponsored highway safety conference (project director and program coordinator) \$ 750.00

TRAVEL**Name** Mileage**Amount** \$1,000.00**Description /Justification**

Reimbursement based on the current approved rate for mileage reimbursement which is 0.555 per mile OR the sponsoring agency's approved rate (whichever is lower) will be used. Mileage reimbursement will be compensated to the approved project staff listed under this grant to conduct program activities in Northampton County and mileage to attend any PENNDOT sponsored meeting/conference.

TRAVEL

Name Subsistence

Amount \$840.00

Description /Justification

Subsistence rate of \$40.00 per day:

PA DUI Association conference (project director and program coordinator for 3 days) \$ 240.00

NHTSA Regional CPS conference (3 CPS technicians for 3 days) \$360.00

Mandatory PENNDOT sponsored highway safety conference (project director and program coordinator for 3 days) \$ 240.00

EQUIPMENT

Please include each type of equipment separately.

Item Laptop computer

Amount \$484.00

Description / Justification

Laptop computer, software license to be able to conduct community presentations in addition to regular work assignments. Total cost is \$ 968.00)

GOODS AND SERVICES

Type Office Supplies

Amount \$500.00

Description / Justification

Car seat Check supplies: pens-\$ 75.00 hand sanitizer- \$ 25.00

Expendable office supplies: paper Tablets-\$ 50.00

3 ring binders-\$ 150.00

USB drives - \$ 75.00 folders for presentations-\$ 125.00

GOODS AND SERVICES

Type Printing / Copying

Amount \$341.00

Description / Justification

To print or copy PENNDOT approved educational materials by an outsourced printing company to provide to the community, community based organizations and police departments as part of outreach for Northampton County.

GOODS AND SERVICES

Type Telephone

Amount \$425.00

Description / Justification

13% of Cell phone charges for project Director-\$125.00 (annual cost \$ 960.00)

53% of Cell phone charges for program coordinator- \$ 300.00 (annual cost (564.00)

To allow communication between police departments and community based organizations.

BUDGET SUMMARY

Budget	BHSTE Share
1. Salaries and Wages	\$35,100.00
2. Employee Benefits	\$14,040.00
3. Travel	\$6,090.00
4. Contractual Services	
5. Equipment	\$484.00
6. Good and Services	\$1,266.00
7. Indirect Cost	
Total Project Cost	\$56,980.00

