

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.

Description of Activity cont'd

Agency Qualifications

NC 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. NC has a population of 297,735 residents as of the 2010 U.S. Census. NC 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 of accomplishing grant tasks, being fiscally responsible and submitting reports in a timely manner. The Health Bureau, which is the division within the City currently managing the Community Traffic Safety Project, had effectively managed the project for NC for 10 years (1999-2009) and again has been given the opportunity to manage the grant in 2014. During the prior grant implementation time period, seatbelt use rate increased, child safety restraint use increased and pedestrian fatalities decreased. During this new opportunity to implement the Community Traffic Safety Project for NC, many new programs have been re-established and re-connections made with local law enforcement, Pennsylvania State Police (PSP), PENNDOT District Office 5, Lehigh Valley Regional DUI/Highway Safety Task Force, Coalition for Appropriate Transportation, Magisterial District Justices (MDJ) offices, Community Based Organization's (CBO's) and state wide agencies. In this short time of executing the grant, the Community Traffic Safety Project for NC has been extremely

AgencyQualifications continued

busy and has been quickly embraced into the community as a valued resource. The staff funded under this grant will meet all administrative requirements including but not limited to: participating in all bi-monthly planning meetings in our comprehensive planning region; implementing required programs, utilizing the NHTSA core performance measures as a guide as address all focus areas; attending the Annual Traffic Safety Grantees Workshop for all days; participating in training programs as recommended, such as: PA SADD conference; and the NHTSA Region 2 Child Passenger Safety Conference. 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 are willing to become involved in any other area assistance is needed, such as coordinating logistics for a workshop, budget management, etc. Therefore, the Health Bureau's expertise, willingness to meet all Grantor requirements and continued involvement in highway safety activities makes them highly qualified to continue the role of executing this grant for NC.

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 methods including 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 utilizing PENNDOT crash facts and statistics for NC, District 5 and Region 3. PENNDOT data will be analyzed to determine number of pedestrian, bicycle and motorcycle crashes/fatalities in NC. 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 NC.

Child restraints usage and violations will be analyzed by using the data supplied via the Safe Kids Child Restraint Checklist form used at car seat 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,

ProjectEvaluation continued

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 who request and are provided educational materials.

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: Aggressive Driving & Speeding

Objectives for this goal

Goal: To decrease aggressive driving crashes in NC.

1. To reduce fatalities caused by aggressive driving by 25% (n=7,2013; n=11, 2012) in NC by September 30, 2015.
2. To reduce crashes caused by aggressive driving by 10% (n=1740, 2013;n=1865, 2012) in NC by September 30, 2015.

ACTIVITY PAGE

Name High Visibility Enforcement

Projected Number 14

Description/Measurement

NHTSA Countermeasures That Work (2.2)

1. Expand dissemination of public awareness information through the use of Social media technology. Post a PENNDOT/NHTSA focus safety area a minimum of 1 time per month on Facebook and Twitter and have each NC police department who uses social media, CBO's and other followers to re-post, share and re-tweet the message.

1 program = 4 hours to plan and complete. 12 programs * 4 hours = 48 hours total.

2. Assist police departments with the Just Drive PA campaign (PENNDOT sanctioned Drive Safe campaign) if needed.

1 program = 5 hours to plan and complete. 2 program * 5 hours = 10 hours total.

Measurement

1. Track the number of public information and education materials distributed.
2. Track the number of posts.
3. Track the number of contacts.
4. Track the number of likes, shares and re-tweets.

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.

1 program = 2.50 hours to plan and complete. 2 programs * 2.50 hours = 5 hours total.

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 NC colleges at least once per year to promote safe driving. Provide information about driving the speed limit, aggressive driving, drinking and driving and distracted driving.

1 program = 6 hours to plan and complete. 4 programs * 6 hours = 24 hours total.

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: Bicycle Safety

Objectives for this goal

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

1. To maintain a zero percent bicycle fatality rate in NC (n=0, 2013; n=0, 2012) by September 30, 2015.
2. To decrease bicycle crash rate in NC by 10% (n=40, 2013; n=23, 2012) September 30, 2015.
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 NC by September 30, 2015 (baseline 80%).

ACTIVITY PAGE

Name Bicycle Diversion Program

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (3.3)

Work with Magisterial District Justice's to adopt a bicycle diversion program (a program that includes bicycle education and community service) in lieu of a fine for bicycle citations as part of hearing resolution.

1 program = 3 hours to plan and complete. 1 program * 3 hours = 3 hours total.

Measurements

1. Track the number of bicycles who are referred to a bike education diversion program.
2. Track the number of bicycle violations.
3. Track the number of participants.

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, red light running and using lights at night. Post message on Facebook and Twitter.

1 program = 3 hours to plan and complete. 1 program * 3 hours = 3 hours total.

Measurements

1. Track the number of earned media efforts.
2. Track the number of social media likes, shares, re-tweets

ACTIVITY PAGE

Name Enforcement Strategies

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (3.3)

1. Collaborate with Coalition for Appropriate Transportation to conduct 4 education programs per year on rules of the road and advocate for police departments to educate/enforce bicyclists riding incorrectly on the road on a regular basis rather than just during a campaign or wave.

1 program = 34 hours to plan and complete. 4 programs * 34 hours = 136 hours total.

Measurement:

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

ACTIVITY PAGE

Name Safe Routes to School

Projected Number 5

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. Analyze crash data and present it to the traffic committee to develop an intervention or institute possible changes.

1 program = 20 hours to plan and complete. 2 programs * 20 hours = 40 hours total.

2. Collaborate with local bicycle/pedestrian organizations at least two times per year to conduct an event in coordination with NHTSA's events for National Bike to School Day and National Bike to Work week/month.

1 program = 28 hours to plan and complete. 2 programs * 28 hours = 56 hours total.

3. Promote National Bike to School Day and National Bike to Work Week/Month through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total.

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.
4. Track the number of likes shares and re- tweets

Description continued

ACTIVITY PAGE

Name Share the Road Awareness program

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (4.2)

1. Using GIS to identify hazardous roadways in the City of Bethlehem, 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.

2. Create a list of roadway segments that are hazardous and focus education, enforcement and environmental changes to that roadway segment.

1 program = 20 hours to plan and complete. 2 programs * 20 hours = 40 hours total.

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.
3. Maintain a list of hazardous roadway segments.

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: Child Passenger Safety

Objectives for this goal

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

1. To increase proper use of child restraints to a 90% correct use rate by September 30, 2015.

ACTIVITY PAGE

Name Allentown-Bethlehem-Easton Safe Kids

Projected Number 12

Description/Measurement

Attend all 12 Allentown - Bethlehem Safe Kids meetings and hold role as secretary.

1 program = 6 hours to plan and complete. 12 programs * 6 hours = 72 hours total.

Measurements

1. Track the number of Safe-Kids events.
3. Track the number of meetings.

ACTIVITY PAGE

Name Child Passenger Safety Week

Projected Number 1

Description/Measurement

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.

1 program = 12 hours to plan and complete. 1 program * 12 hours = 12 hours total.

Measurement:

1. Track the number of attendee's.
2. Track the number of child safety seats checked.
3. Track the number of child safety seat misuse's.

ACTIVITY PAGE

Name Child safety Seat Education

Projected Number 2

Description/Measurement

Offer at least two educational programs to increase child restraint usage in communities with diverse populations.

1 program = 8 hours to plan and complete. 2 programs * 8 hours = 16 hours total.

Measurements

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

ACTIVITY PAGE

Name Child Safety Seat Inspections

Projected Number 14

Description/Measurement

NHTSA Countermeasures That Work (7.3)

1. Conduct, distribute materials, analyze data and/or participate in a minimum of 11 Child Safety Seat Inspection clinics. Collaborate with local law enforcement, business and community groups when possible. Educational program materials are developed by the PENNDOT funded The Pennsylvania Academy of Traffic and Injury Prevention Project (PA TIPP) in various community locations including: the hospital, churches, wellness events, and elementary programs reaching a minimum of 500 parents. Compare the child safety seat inspection numbers from year to year to measure effectiveness.

1 program = 14 hours to plan and complete. 11 programs * 14 hours = 154 hours total.

Measurements

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

ACTIVITY PAGE

Name Community Ed Supporting Enforcemen

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. Program locations to include but not limited to: Toddlers at Play at the Library, Family Centers at the elementary schools, and community events.

1 program = 18 hours to plan and complete. 4 programs * 18 hours = 72 hours total.

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 CPS Communications & Outreach

Projected Number 1

Description/Measurement

Collaborate with the local PENNDOT SPO to coordinate media coverage for this event.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total.

Measurements

1. Track the number of earned media efforts.

ACTIVITY PAGE

Name CPS Technicians

Projected Number 4

Description/Measurement

1. Review NC for areas lacking in child passenger safety technicians and encourage police departments to become certified.

1 program = 10 hours to plan and complete. 1 program * 10 hours = 10 hours total.

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.

1 program = 18 hours to plan and complete. 1 program * 18 hours = 18 hours total.

Measurements

1. Number of trainings held.
2. Track the number of participants.
3. Track the number of CPS technicians.
4. Track NC locations lacking in CPS technicians.

ACTIVITY PAGE

Name NC CSS Rental pgm

Projected Number 1

Description/Measurement

Manage and promote the NC Child Safety Seat Rental program.

1 program = 400 hours to plan and complete. 1 program * 400 hours =
400 hours total.

Measurements

1. Track the number of seats rented out.
2. Track the types of seats rented out.
3. Track the length of seats rented out.

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. Post to Facebook and Twitter.

1 program = 4 hours to plan and complete. 2 programs * 4 hours = 8 hours total.

Measurement

1. Track the number of earned media efforts.
2. Track the number of social media likes, shares, re-tweets

ACTIVITY PAGE

Name Operation Safe Stop

Projected Number 1

Description/Measurement

1. Meet with a local school district to encourage 1 school district to participate in Operation Safe Stop during National School Bus Safety Week. (Operation Safe Stop is a public awareness and enforcement effort to educate the motoring public that passing a stopped school bus, when children are loading or unloading, is both dangerous and illegal). Meet with Local law enforcement in the participatory school district to assist with coordination and participation in Operation Safe Stop. Work with local law enforcement agencies and pupil transportation agencies in NC 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.

1 program = 52 hours to plan and complete. 1 program * 52 hours = 52 hours total.

4. Coordinate with PENNDOT's SPO for media coverage.

1 program = 2.5 hours to plan and complete. 1 program * 2.5 hours = 2.5 hours total.

Measurement

1. Track the number of schools within the district 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 Sit Back-It's Elementary

Projected Number 2

Description/Measurement

1. Schedule a minimum of 2 the "Sit Back-It's Elementary" programs (a police- driven elementary seat belt program that educates children about the importance of proper seat belt use, airbags and child restraints) in NC schools and observe first presentation of recently trained officer offering assistance as needed

1 program = 8 hours to plan and complete. 2 programs * 8 hours = 16 hours total.

Measurements

1. Track the number of programs conducted.
2. Track the number of participants.
3. 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: Enforcement Outreach

Objectives for this goal

Goal: To increase participation and collaboration with NC police departments regarding aggressive driving, impaired driving, seatbelts, heavy truck and motorcycle enforcement activities.

1. To increase participation and collaboration of NC police departments to 60% to attend meetings to discuss aggressive driving, impaired driving, seatbelts, heavy truck and motorcycle enforcement activities by September 30, 2015.

ACTIVITY PAGE

Name Communications and Outreach

Projected Number 1

Description/Measurement

Promote Winter Driving Awareness Week, National Work Zone Awareness Week, National Tire Safety Week, Ride to Work Day (Motorcycle), National Stop on Red, through social media.

1 program = 4 hours to plan and complete. 5 programs * 4 hours = 20 hours total

Measurement

1. Track social media likes, shares, etc.

ACTIVITY PAGE

Name Enforcement Outreach Meetings

Projected Number 13

Description/Measurement

Participate in monthly enforcement meetings via the Lehigh Valley Regional DUI/Highway Safety Task Force (a regional collaborative whose mission is to reduce traffic related crashes, injuries and deaths through education and enforcement in Northampton and Lehigh Counties). Encourage officers from each police department to attend to discuss aggressive driving, impaired driving, seatbelts, heavy truck and motorcycle enforcement activities.

1 program = 5.50 hours to plan and complete. 12 programs *5.50 hours = 66 hours total.

2. One time per year, at the Lehigh Valley Regional DUI/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.

1 program=12 hours to plan and complete. 1 program *12 hours =12 hours total.

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 Traininings

Projected Number 3

Description/Measurement

1. Assist in the coordination of trainings for 'Sit Back- It's Elementary training(a police- driven elementary seat belt program that educates children about the importance of proper seat belt use, airbags and child restraints), 'Survivor 101' training programs (a police-driven curriculum designed to encourage appropriate decision making among middle and high school students)and 'Every 16 Minutes' Training (a PENNDOT sanctioned program, aimed at educating 16 year old drivers about seatbelt use and distracted and aggressive driving) for NC police officers.

1 program = 16 hours to plan and complete. 3 programs * 16 hours = 48 hours total.

Measurements

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

ACTIVITY PAGE

Name Law Enforcement Workshop

Projected Number 1

Description/Measurement

1. Work with the Lehigh Valley Regional DUI and Highway Safety Task Force to plan and coordinate one Regional Law Enforcement Work Shop.

1 program = 40 hours to plan and complete. 1 program * 40 hours = 40 hours total.

Measurement:

1. Track the number of attendees.

ACTIVITY PAGE

Name National Crackdown Events

Projected Number 16

Description/Measurement

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

1 program = 5.5 hours to plan and complete. 16 programs * 5.25 hours
= 84 hours total

Measurements

1. Track the number of crack down events participated in.
2. 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: Impaired Driving

Objectives for this goal

Goal: To reduce impaired driving crashes on NC public roads.

1. To reduce impaired driving fatalities by 10% (n=18,2013;n=8, 2012) in NC by September 30, 2015.
2. To reduce impaired driving crashes by 10% (n=515,2013; n=605, 2012) in NC by September 30, 2015.

ACTIVITY PAGE

Name Communication and Outreach Campaign

Projected Number 6

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 to sustain high visibility DUI enforcement campaigns combined with public education. Topics to include but not limited to DUI and impaired driving.

1 program = 2 hours to plan and complete. 2 programs * 2 hours = 4 hours total.

2. Use social media to promote NHTSA calendar of event focus areas:

Promote Super Bowl Impaired Driving through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total

Promote Fat Tuesday Impaired Driving through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total

Promote St. Patrick's Day Impaired Driving through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total

Promote Cinco de Mayo through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2

Description continued

hours total

Measurements

1. Track the number of earned media efforts.
2. Track the number of likes, shares and re-tweets

ACTIVITY PAGE

Name Integrated Enforcement

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (2.5)

1. Assist police departments with DUI mobilization campaigns in combining DUI enforcement activities with other enforcement such as seatbelts or aggressive driving and if needed.

1 program = 12 hours to plan and complete. 2 programs * 12 hours = 24 hours total.

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 5

Description/Measurement

NHTSA Countermeasures That Work (6.5)

1. Collaborate with SADD, the Lehigh Valley DUI/Highway Safety Task Force and NC Drug and Alcohol to develop strategies to promote the message about preventing impaired driving and underage drinking a minimum of two times per year.

1 program = 16 hours to plan and complete. 2 programs * 8 hours = 32 hours total.

2. Provide DUI materials and statistics to community groups, at least three times per year.

1 program = 12 hours to plan and complete. 3 programs * 12 hours = 36 hours total.

Measurements

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

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: Judicial Outreach

Objectives for this goal

Goal: To increase knowledge of MDJ's regarding Highway Safety Education efforts.

Objective:

1. To provide all NC MDJ's a list of available educational material to provide to clients who do business at the MDJ office by September 30, 2015.

ACTIVITY PAGE

Name Judicial Outreach

Projected Number 15

Description/Measurement

1. Provide a list of available educational informational from the Just Drive PA Resources, to local magistrates in NC, via email, at least once per year; topic areas to include but not limited to: aggressive driving, child safety seats, seatbelts, teen driving, distracted driving and impaired driving. Provide printed materials as requested.

1 program = 4 hours to plan and complete. 1 program * 4 hours = 4 hours total.

Measurement

1. Track the number of judicial outreach contacts.
3. Track the number of phone calls serviced.
4. Track the number of requested material topic areas.
5. Track the number of public information and educational 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: Mature Driver

Objectives for this goal

Goal: To decrease older driver fatalities and crashes in NC.

1. To decrease crashes caused by older drivers by 5% (n=1030,2013; n=1041, 2012) by September 30, 2015.
2. To decrease fatalities caused by older drivers by 25% (n=6,2013; n=12, 2012) by September 30, 2015.

ACTIVITY PAGE

Name Communications and Outreach

Projected Number 4

Description/Measurement

NHTSA Countermeasures That Work (1.2)

1. Provide a minimum of four 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 in addition to incorporating the Car-Fit assessment techniques into all mature driver education programs. CarFit is an educational program (created by AAA, AARP, American Occupational Therapy Association) that offers older adults the opportunity to check how well their personal vehicles "fit" them. The Car-Fit program provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community. The Project Coordinator will also determine the steps to become a Car-Fit technician and/or Event Coordinator and, if feasible, request approval from PENNDOT to attend the trainings.

1 program = 12 hours to plan and complete. 4 programs * 12 hours = 48 hours total.

Measurements

1. Track the number of programs conducted.
2. Track the number of environmental changes made.
3. Number of participants
4. Track Pre/post test results

ACTIVITY PAGE

Name County Resource Guide for Older Adults

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (2.2)

1. Perform research for development of County Resource Guides for Older Adults that are denied a license renewal or have license recalled. Gather current information on Share-the-Ride programs and other local agencies/services that provide transportation for older adults by county. Keep information up-to-date as contacts/programs change. Use format provided by PENNDOT.

1 program = 40 hours to plan and complete. 1 program * 40 hours = 40 hours total.

Measurements

1. Track the number of guides distributed.

ACTIVITY PAGE

Name Formal Older Driver courses

Projected Number 3

Description/Measurement

1. Collaborate with local agencies on aging to coordinate and promote a minimum of two highway safety activities and training courses such as the NHTSA Older Driver Enforcement Course.

1 program = 8 hours to plan and complete. 2 programs * 8 hours = 16 hours total.

2. Promote Older Driver Safety Awareness Week through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total

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: Motorcycle Safety

Objectives for this goal

Goal: To decrease motorcycle fatalities and crashes with in NC.

1. To decrease motorcycle fatalities by 15% (n=3,2013; n=3, 2012) by September 30, 2015.
2. To decrease motorcycle crashes by 10% (n=92,2013;n=106, 2012) by September 30, 2015.

ACTIVITY PAGE

Name Alcohol Impairment

Projected Number 1

Description/Measurement

NHTSA Countermeasures That Work (2)

1. Collaborate with the Lehigh Valley Regional DUI/Highway Safety Task Force to implement 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 NC residents.

1 program = 9 hours to plan and complete. 1 program * 9 hours = 9 hours total.

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. Attend two community events providing education on motorcycle safety where motorcycle enthusiasts are more likely to frequent.

1 program = 16 hours to plan and complete. 2 programs * 16 hours = 32 hours total.

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 NC lawmakers, when requested, to consider re-instating a mandatory helmet law for all motorcycle riders.

1 program = 1 hour to plan and complete. 1 program * 1 hour = 1 hour total.

Measurements

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

ACTIVITY PAGE

Name Public Information Communication Outreach

Projected Number 2

Description/Measurement

NHTSA Countermeasures That Work (2.2)

1. Collaborate with the Lehigh Valley DUI/Highway Safety Task Force and Safety Press Officer 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.

1 program = 6 hours to plan and complete. 1 program * 6 hours = 6 hours total.

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: Pedestrian Safety

Objectives for this goal

Goal: To improve pedestrian safety, decrease fatalities and injuries in NC

1. To decrease pedestrian crashes by 15% by (n=76, 2013;n=82, 2012) September 30, 2015.
2. To decrease pedestrian fatalities in NC by 25% (n=4,2013;n=3, 2012) on public roads by September 30, 2015.

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.

1 program = 4 hours to plan and complete. 1 program * 4 hours = 4 hours total.

Measurement

1. Track the number of earned media efforts.
2. Track the number of social media likes, shares and re-tweets

ACTIVITY PAGE

Name Community Outreach

Projected Number 6

Description/Measurement

NHTSA Countermeasures That Work (4.4)

1. Implement and participate in a minimum of five pedestrian enforcement programs within the City of Bethlehem to increase education and safety while crossing in a crosswalk. Collaboration with the Safety Press Officer will occur to coordinate activities and a media event at least one time per year.

1 program = 45 hours to plan and complete. 5 programs* 9 hours = 45 hours total.

2. Conduct a survey of NC police departments to determine interest in conducting pedestrian enforcement programs in their municipality. Select a minimum of one other police department to assist in conducting a minimum of 5 pedestrian enforcement programs.

1 program = 10 hours to plan and complete. 6 programs* 10 hours = 60 hours total.

Measurements

1. Track the number of programs conducted.
2. Track the number of pedestrian citations issued.
3. Track the number of total cars.
4. Track the number of other citations issued as a result of the operation.
5. Track the number of police departments interested in conducting pedestrian enforcement programs.

ACTIVITY PAGE

Name Pedestrian Community Task Force

Projected Number 12

Description/Measurement

1. Continue to Chair the Citizen's Traffic Advisory Committee and hold eight meetings per year to review and develop solutions to pedestrian problems within the City of Bethlehem. Meet with the Lehigh Valley Planning Commission to determine interest and assistance in duplicating this committee in Easton.

1 program = 14.5 hours to plan and complete. 8 programs * 14.5 hours = 116 hours total.

2. Map via GIS, pedestrian, bicycle and motorcycle crashes within the City of Bethlehem and utilize Lehigh Valley Transportation Study maps for the county to identify hazardous roadways.

1 program = 49 hours to plan and complete. 1 program * 49 hours = 49 hours total.

3. Identify three roadways with high crashes and evaluate identified roadways to determine initiatives focused on bicycle and pedestrian safety through education, engineering and enforcement. Analyze crash data on identified roadways and present it to the traffic committee to develop an intervention or institute possible changes.

1 program = 10 hours to plan and complete. 3 programs * 10 hours = 30 hours total.

Measurement

1. Track the number of meetings.
2. Track the number of attendees.
3. Track the number of interventions developed by reviewing data.

Description continued

ACTIVITY PAGE

Name Walk to School Day

Projected Number 2

Description/Measurement

1. Collaborate with local bicycle/pedestrian organizations at least one time per year to promote Walk to School Day through conducting a walking event educating the students how to walk to school safely.

1 program = 14 hours to plan and complete. 1 program * 14 hours = 14 hours total.

2. Promote National Walk to School Day through social media.

1 program = 2 hours to plan and complete. 1 program * 2 hours = 2 hours total.

Measurements

1. Track the number of meetings.
2. Track the number of attendees.
3. Track the number of schools participating in Walk To School Day.
4. Track the number of likes, shares and re-tweets.

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: Planning & Administration

Objectives for this goal

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

1. To increase general traffic safety contacts by 10% in NC by September 30, 2015.
2. To increase the number of NC police officers trained in PENNDOT approved educational programs (Back is Where Its At, Survival 101, Every 16 Minutes) by 5% by September 30, 2015.
3. To provide education materials for specific PENNDOT focus areas to 100% of Magisterial District Justices by September 30, 2015.
4. To coordinate and support Operation Safe Stop in 1 School district by September 30, 2015.
5. To increase by 2% the number of motorists who have special needs, to utilizes the Yellow Dot program by September 30, 2015.

ACTIVITY PAGE

Name Community Outreach

Projected Number 100

Description/Measurement

1. Conduct 5 programs in the community to educate and answer direct inquires from the public concerning Pennsylvania's traffic and vehicle laws reaching a minimum of 100 residents on Pennsylvania's traffic and vehicle code (PA Vehicle Code-75).

Measurements

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

1 program = 24 hours to plan and complete. 5 programs * 24 hours = 120 hours

Note: There has not been a program implemented in the past to support this initiative. This is a required activity under the RFP. This activity was planned to be incorporated into community education programs across focus areas such as: teen driver programs, seat belt programs, and mature driver programs; however, activities could not be repeated under the different focus areas so it was documented under this Goal and Activity.

ACTIVITY PAGE

Name Yellow Dot Program

Projected Number 12

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. (Yellow Dot is a program created to assist citizens in the "golden hour" of emergency care following a traffic accident when they may not be able to communicate their needs themselves. Placing a yellow dot in your vehicle's rear window alerts first responders to check your glove compartment for vital information to ensure you receive the medical attention you need). Program coordinator will partner with existing programs aimed towards the appropriate population such as the "A Matter of Balance" program and Public Health Emergency Preparedness programs to talk about the Yellow Dot program and distribute information cards.

1 program = 8 hours to plan and complete. 10 programs * 8 hours = 80 hours total.

2. Educate a minimum of 2 NC police departments on the Yellow Dot program during roll call.

1 program = 5 hour to plan and complete. 2 programs * 5 hour = 10 hours total.

Measurement

1. Track the number of Yellow Dot Programs completed.
2. Track the number of participants.
3. Track the number of cards completed.
4. Track the number of police officers trained.
5. Track the number of police departments trained.

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: Seat Belts

Objectives for this goal

Goal: To increase seatbelt usage among NC motor vehicle occupants.

1. To increase seatbelt usage to 90% (n=84%, 2013;n=84%, 2012) in NC by September 30, 2015.
2. To decrease unrestrained crashes by 10% (n=285, 2013; n=285, 2012) in NC by September 30, 2015.
3. To decrease unrestrained fatalities by 15% (n=5,2013; n=8, 2012) in NC by September 30, 2015.

ACTIVITY PAGE

Name High Visibility Enforcement

Projected Number 2

Description/Measurement

1. Assist all police departments and Buckle Up PA with Click It or Ticket campaigns (a campaign aimed at increasing the use of seat belts) if needed, in combining enforcement activities using belts, child safety seats, aggressive driving and DUI enforcement and collaborate with Safety Press Officer to conduct high-profile enforcement campaigns combined with public education.

1 program = 34 hours to plan and complete. 2 programs * 34 hours = 68 hours total.

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.

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: Teen Driver

Objectives for this goal

Goal: To reduce driver crashes and fatalities among teen drivers in NC.

1. To decrease fatalities in crashes caused by teen drivers by 25% (n=0, 2013; n=2, 2012) by September 30, 2015.
2. To decrease crashes caused by teen drivers by 10% (n=345,2013; n=438, 2012) by September 30, 2015.

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 to assess their readiness to drive on a minimum of 8 NC school district websites.

1 program = 8 hours to plan and complete. 8 programs * 8 hours = 64 hours total.

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 2

Description/Measurement

NHTSA Countermeasures That Work (2.1)

1. Assist trained police departments to conduct a minimum of 2 "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.

1 program = 12 hours to plan and complete. 2 programs * 12 hours = 24 hours total.

Measurements

1. 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.

1 program = 64 hours to plan and complete. 1 program * 64 hours = 64 hours total.

Measurements

1. Track the number of participants.
2. Track the number of schools attending the conference.
3. Include seatbelt use, distracted driving, speeding behavior questions for current behavior and future intent as a result of the impact of the conference.

ACTIVITY PAGE

Name Survivor 101

Projected Number 2

Description/Measurement

1. Schedule a minimum of 2 "Survival 101" programs (a police-driven curriculum designed to encourage appropriate decision making among middle and high school students) in schools in NC. The Community Traffic Safety Project Coordinator to assist as needed.

1 program = 12 hours to plan and complete. 2 programs * 12 hours = 24 hours total.

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 Teen Safe Driving Competition

Projected Number 1

Description/Measurement

Description/Measurement

1. Participate in the statewide Teen Safe Driving Competition. This initiative will be in conjunction with the PA Motor Truck Association.

1 program = 8 hours to plan and complete. 1 program * 8 hours = 8 hours total.

Measurement

1. Track the number of schools participating.
2. Track the number of participants.

SALARIES AND BENEFITS**Position / Title** Assistant Coordinator**Hours** 487.5**Rate** \$24.00**Total** \$11,700.00**Fringe Amount** \$4,095.00**Fringe Rate** 35 %**Job Description**

This person would be responsible for implementing the school based bicycling, pedestrian and older driving programs. The staff will participate in to include but not limited to: events and meeting sponsored by PENNDOT when applicable. This person is responsible for collaborating with local community partners. This person will also be responsible for submitting quarterly reports to PENNDOT. This position will work part time 18.75 hours every two weeks (487.5 hours per year). This position is also funded 57 hours every two weeks (1462.50 hours per year) from another grant source. Detailed timesheets will be kept to clearly indicate hours worked under this grant funding.

SALARIES AND BENEFITS

Position / Title	Coordinator	
Hours	1950	
Rate	\$24.00	
Total	\$46,800.00	
Fringe Amount	\$16,380.00	
Fringe Rate	35	%

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 full time 37.5 hours per week.

SALARIES AND BENEFITS

Position / Title Project Director

Hours 78

Rate \$39.00

Total \$3,042.00

Fringe Amount \$1,064.70

Fringe Rate 35 %

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 78 hours per year.

TRAVEL

Name Lodging

Amount \$525.00

Description /Justification

Lodging fees to attend the:

Attend Fall Grant Coordinators Administrative Meeting (project
director and program coordinator) Overnight Stay November 4th and 5th
\$ 525.00

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 NC and mileage to attend any PENNDOT sponsored meeting/conference.

TRAVEL

Name Subsistence

Amount \$320.00

Description /Justification

Subsistence rate of \$40.00 per day:

Mandatory PENNDOT sponsored highway safety meetings (project director and program coordinator for 2 days) each meeting \$ 320.00

GOODS AND SERVICES

Type Printing / Copying

Amount \$750.00

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 NC.

GOODS AND SERVICES

Type Telephone

Amount \$564.00

Description / Justification

To allow communication between police departments and community based organizations.

BUDGET SUMMARY

Budget	BHSTE Share
1. Salaries and Wages	\$61,542.00
2. Employee Benefits	\$21,539.70
3. Travel	\$1,845.00
4. Contractual Services	
5. Equipment	
6. Good and Services	\$1,314.00
7. Indirect Cost	
Total Project Cost	\$86,240.70