



CITY OF BETHLEHEM
OFFICE OF THE CITY SOLICITOR

INTEROFFICE MEMORANDUM

To: Louise M. Kelchner, City Clerk
From: William P. Leeson, Esq., City Solicitor
Re: Highway Safety Project Grant
Contract No. CTSP-2016-Bethlehem City-00016
Date: June 29, 2015

Attached is a copy of the Highway Safety Project Grant Proposal and Budget Summary submitted by the Bethlehem Health Bureau to the Commonwealth of Pennsylvania Department of Transportation in connection with Community Traffic Safety Project Contract No. CTSP-2016-Bethlehem City-00016. Upon approval, this grant will provide funds through September 30, 2016 to address highway safety issues with intervention strategies targeting schools, community and family, health care, enforcement and industry/workplace. In order for PennDOT to process the City's grant proposal and approve the same, an authorizing resolution is required to be submitted, along with the completed and signed Project Director Authorization form.

Attached is the necessary resolution for Council's consideration.

Please place this matter on City Council's agenda for review and appropriate action.


William P. Leeson, Esq., Solicitor

Cc: Robert J. Donchez, Mayor
Kristen Wenrich, Health Bureau Director
Sherri Penchishen, Health Bureau

RESOLUTION NO. 2015-_____

BE IT RESOLVED, by authority of the City Council of the City of Bethlehem, Northampton County, and it is hereby resolved by authority of the same, that the Mayor and Controller of said municipality be authorized and directed to sign all necessary grant documents for Highway Safety Project Grant No. CTSP-2016-Bethlehem City-00016 on its behalf.

BE IT FURTHER RESOLVED, that the Clerk of the City of Bethlehem is directed to execute a certificate attesting to the adoption of this Resolution and to furnish a copy of the Resolution to the Pennsylvania Department of Transportation.

Sponsored by _____

ADOPTED by Council this day of , 20__.

President of Council

ATTEST:

City Clerk

PROJECT DIRECTOR AUTHORIZATION

PROJECT NUMBER: CTSP-2016-Bethlehem City-00016
GRANTEE: City of Bethlehem
COUNTY: Northampton
TITLE OF GRANT: Northampton County Highway Safety Project

*PROJECT DIRECTOR:

NAME: Sherri L. PENCHISHEN, MPH, RDN, LDN, FAND
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: Robert J. Donchez, Mayor
ATTEST: _____
Controller

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 attached file.

Description of Activity cont'd

Agency Qualifications

Please see attached file.

Description of Activity cont'd

Project Evaluation

Please see attached file.

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 maintain zero fatalities caused by aggressive driving (n=0,2014;n=4, 2013) in NC by September 30, 2016.
2. To reduce crashes caused by aggressive driving by 10% (n=231,2014;n=251, 2013) in NC by September 30, 2016.

ACTIVITY PAGE

Name	High Visibility Enforcement
Projected Number of Activities	10
Projected Hours Per Activity	4
Total	40

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. 10 programs * 4 hours = 40 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	High Visibility Enforcement
Projected Number of Activities	2
Projected Hours Per Activity	5
Total	10

Description/Measurement

NHTSA Countermeasures That Work (2.2)

Assist police departments with the Just Drive PA campaign (PENNDOTsanctioned 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 of Activities	2
Projected Hours Per Activity	2.5
Total	5

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 of Activities	4
Projected Hours Per Activity	6
Total	24

Description/Measurement

NHTSA Countermeasures That Work (1.1,1.2)

1. Reach out to all 4 NC colleges at least two times 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, 2014; n=0, 2013) by September 30, 2016.
2. To decrease bicycle crash rate in NC by 10% (n=25, 2014;n=40, 2013) September 30, 2016.
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, 2016 (baseline 80%).

ACTIVITY PAGE

Name	Bicycle Diversion Program
Projected Number of Activities	1
Projected Hours Per Activity	3
Total	3

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 of Activities	1
Projected Hours Per Activity	3
Total	3

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 of Activities	2
Projected Hours Per Activity	36.75
Total	73.5

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 = 36.75 hours to plan and complete. 2 programs * 36.75 hours = 73.5 hours total.

Measurement:

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

ACTIVITY PAGE

Name	National Bike to Work and School Day
Projected Number of Activities	3
Projected Hours Per Activity	18
Total	54

Description/Measurement

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 = 26 hours to plan and complete. 2 programs * 26 hours = 52 hours total.

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 events participated in.
2. Track the number of participants per event.
3. Track the number of likes shares and re- tweets

ACTIVITY PAGE

Name	Safe Routes to School
Projected Number of Activities	2
Projected Hours Per Activity	20
Total	40

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.

Measurements

1. Track the number of roadways identified and improvements made.

ACTIVITY PAGE

Name	Share the Road Awareness program
Projected Number of Activities	2
Projected Hours Per Activity	20
Total	40

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

1. To increase proper use of child restraints to a 90% correct use rate by September 30, 2016.

ACTIVITY PAGE

Name	Allentown-Bethlehem-Easton Safe Kids
Projected Number of Activities	12
Projected Hours Per Activity	5
Total	60

Description/Measurement

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

1 program = 5 hours to plan and complete. 12 programs * 5 hours = 60 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 of Activities	1
Projected Hours Per Activity	12
Total	12

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 of Activities	2
Projected Hours Per Activity	8
Total	16

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 of Activities	8
Projected Hours Per Activity	10
Total	80

Description/Measurement

NHTSA Countermeasures That Work (7.3)

1. Conduct, distribute materials, analyze data and/or participate in a minimum of 8 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 = 10 hours to plan and complete. 8 programs * 10 hours = 80 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 of Activities	4
Projected Hours Per Activity	18
Total	72

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 of Activities	1
Projected Hours Per Activity	2
Total	2

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 of Activities	2
Projected Hours Per Activity	10
Total	20

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 = 10 hours to plan and complete. 1 program * 10 hours = 10 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 of Activities	1
Projected Hours Per Activity	200
Total	200

Description/Measurement

Manage and promote the NC Child Safety Seat Rental program.

1 program = 200 hours to plan and complete. 1 program * 200 hours = 200 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 of Activities	2
Projected Hours Per Activity	4
Total	8

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 of Activities	2
Projected Hours Per Activity	27.25
Total	54.5

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 of Activities	1
Projected Hours Per Activity	8
Total	8

Description/Measurement

1. Schedule a minimum of 1 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. 1 programs * 8 hours = 8 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, 2016.

ACTIVITY PAGE

Name	Communications and Outreach
Projected Number of Activities	5
Projected Hours Per Activity	4
Total	20

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 of Activities	13
Projected Hours Per Activity	6
Total	78

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 Trainings
Projected Number of Activities	2
Projected Hours Per Activity	10
Total	20

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 = 10 hours to plan and complete. 2 programs * 10 hours = 20 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 of Activities	1
Projected Hours Per Activity	40
Total	40

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 of Activities	16
Projected Hours Per Activity	5.25
Total	84

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 = 5.25 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=16, 2014;n=18,2013) in NC by September 30, 2016.
2. To reduce impaired driving crashes by 10% (n=510, 2014;n=515,2013) in NC by September 30, 2016.

ACTIVITY PAGE

Name	Communication and Outreach Campaign
Projected Number of Activities	6
Projected Hours Per Activity	2
Total	12

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 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 of Activities	2
Projected Hours Per Activity	5
Total	10

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 = 5 hours to plan and complete. 2 programs * 5 hours = 10 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 of Activities	3
Projected Hours Per Activity	4
Total	12

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 one time per year.

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

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

1 program = 4 hours to plan and complete. 2 programs * 4 hours = 8 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, 2016.

ACTIVITY PAGE

Name	Judicial Outreach
Projected Number of Activities	1
Projected Hours Per Activity	4
Total	4

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 15% (n=968, 2014;n=1030,2013) by September 30, 2016.
2. To decrease fatalities caused by older drivers by 15% (n=20, 2014;n=6,2013) by September 30, 2016.

ACTIVITY PAGE

Name	Communications and Outreach
Projected Number of Activities	4
Projected Hours Per Activity	12
Total	48

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 of Activities	1
Projected Hours Per Activity	40
Total	40

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 of Activities	5
Projected Hours Per Activity	6
Total	30

Description/Measurement

1. Collaborate with local agencies on aging to coordinate and promote a minimum of four highway safety activities and training courses such as the NHTSA Older Driver Enforcement Course and the PENNDOT sponsored Safe to Drive Seniors for Safe Driving program.

1 program = 7 hours to plan and complete. 4 programs * 7 hours = 28 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=5, 2014;n=3,2013) by September 30, 2016.
2. To decrease motorcycle crashes by 10% (n=105, 2014; n=92,2013) by September 30, 2015.

ACTIVITY PAGE

Name	Alcohol Impairment
Projected Number of Activities	1
Projected Hours Per Activity	9
Total	9

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 of Activities	3
Projected Hours Per Activity	16
Total	48

Description/Measurement

NHTSA Countermeasures That Work (4.1, 4.2)

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

1 program = 16 hours to plan and complete. 3 programs * 16 hours = 48 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 of Activities	1
Projected Hours Per Activity	1
Total	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 of Activities	2
Projected Hours Per Activity	6
Total	12

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 two 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. 2 program * 6 hours = 12 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=69, 2014;n=76, 2013) September 30, 2016.
2. To decrease pedestrian fatalities in NC by 10% (n=6, 2014; n=4,2013) on public roads by September 30, 2016.

ACTIVITY PAGE

Name	Communications and Outreach
Projected Number of Activities	1
Projected Hours Per Activity	4
Total	4

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 of Activities	11
Projected Hours Per Activity	10
Total	110

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 = 10 hours to plan and complete. 5 programs* 10 hours = 50 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 of Activities	12
Projected Hours Per Activity	16.25
Total	195

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 with in 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.

ACTIVITY PAGE

Name	Walk to School Day
Projected Number of Activities	2
Projected Hours Per Activity	8
Total	16

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, 2016.
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, 2016.
3. To provide education materials for specific PENNDOT focus areas to 100% of Magisterial District Justices by September 30, 2016.
5. To increase by 2% the number of motorists who have special needs, to utilizes the Yellow Dot program by September 30, 2016.

ACTIVITY PAGE

Name	Community Outreach
Projected Number of Activities	5
Projected Hours Per Activity	24
Total	120

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 of Activities	12
Projected Hours Per Activity	7.5
Total	90

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%, 2014;n=84%, 2013) in NC by September 30, 2016.
2. To decrease unrestrained crashes by 10% (n=272, 2014;n=285, 2013) in NC by September 30, 2016.
3. To decrease unrestrained fatalities by 10% (n=9, 2014;n=5,2013) in NC by September 30, 2016.

ACTIVITY PAGE

Name	High Visibility Enforcement
Projected Number of Activities	2
Projected Hours Per Activity	34
Total	68

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 5% (n=6, 2014;n=0, 2013) by September 30, 2016.
2. To decrease crashes caused by teen drivers by 5% (n=388, 2014;n=345,2013) by September 30, 2016.

ACTIVITY PAGE

Name	Parent Roles Teaching and Managing
Projected Number of Activities	8
Projected Hours Per Activity	8
Total	64

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 of Activities	2
Projected Hours Per Activity	19
Total	38

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 = 19 hours to plan and complete. 2 programs * 19 hours = 38 hours total.

Measurements

1. Track the number of participants.

ACTIVITY PAGE

Name	Survivor 101
Projected Number of Activities	1
Projected Hours Per Activity	6
Total	6

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 = 6 hours to plan and complete. 1 programs * 6 hours = 6 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	Youth Conference
Projected Number of Activities	1
Projected Hours Per Activity	24
Total	24

Description/Measurement

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

1 program = 24 hours to plan and complete. 1 program * 24 hours = 24 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.

SALARIES AND BENEFITS

Position / Title Coordinator

Hours 1950

Rate \$25.50

Total \$49,725.00

Fringe Amount \$17,403.70

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	\$41.91
Total	\$3,268.98
Fringe Amount	\$1,144.14
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 and Spring Grant Coordinators Administrative Meeting
(project director and program coordinator)

TRAVEL

Name Mileage

Amount \$1,000.00

Description /Justification

Reimbursement based on the current approved rate for mileage reimbursement which is 0.575 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	\$52,993.98
2. Employee Benefits	\$18,547.84
3. Travel	\$1,845.00
4. Contractual Services	
5. Equipment	
6. Good and Services	\$1,314.00
7. Indirect Cost	
Total Project Cost	\$74,700.82