

## **GUIDELINES**

### **CAPITAL COEXIST TRAFFIC SAFETY AMBASSADOR PROGRAM**

**ISSUED BY**

**CAPITAL DISTRICT TRANSPORTATION COMMITTEE**

**ALBANY, NY**

February 2019

#### **Introduction**

The Capital District Transportation Committee (CDTC) is the designated Metropolitan Planning Organization (MPO) carrying out federal requirements for cooperative transportation planning and programming within the metropolitan area surrounding the Albany-Schenectady and Saratoga Springs urbanized area. CDTC launched Capital Coexist, a bicycle and pedestrian safety campaign, in 2010 in response to overwhelming public feedback that traffic safety education is needed for all road users – bicyclists, motorists, and pedestrians – in the Capital Region.

The CDTC maintains a long range regional transportation plan called New Visions 2040. One of the goals of New Visions is to reduce the number of vehicle crashes involving bicyclists and pedestrians. Bicycling and walking are viable alternative modes of transportation and mobility that are vital to the region's public health, transportation, and the economy. To continue to increase the number of people walking and bicycling, it must be safe both in perception and reality. Bicycle and pedestrian safety are accomplished through what is commonly referred to as the 4 E's: encouragement, engineering, enforcement and education, and Capital Coexist initiatives have aimed to focus on improving bicycle and pedestrian safety through these.

In addition, the Federal Highway Administration has identified New York State as a focus state for pedestrian safety, due to a high number of pedestrian crashes. This designation has brought additional attention and resources to the state to reduce pedestrian crashes. Beginning in 2016, New York State has been actively engaged in the See! Be Seen! pedestrian safety education campaign. This campaign was a recommended action in the 2016 New York State Pedestrian Safety Action Plan (PSAP) and has included the development of a website, videos, print media, and other educational tools for use in pedestrian safety educational efforts.

Some CDTC initiatives that promote safe walking and bicycling include the annual Bike to Work Day event, support for both Walk and Bike to School Days, distributing trail maps and various educational

resources at community events throughout the region, enforcement training for local police departments, developing walking and bicycling guides, providing traffic skills training, and much more.

Programs such as these support the state and CDTC in meeting a target for a new federally required safety performance measure that reduces the number of non-motorized fatalities and non-motorized serious injuries. States and MPOs like CDTC are required to set a target for this performance measure, which is specific to bicyclist and pedestrian safety, and to develop projects and programs to support meeting those targets. CDTC is announcing its Traffic Safety Ambassador Program to not only support meeting its non-motorized safety performance target but to also continue to promote bicycling and walking while improving safety for all road users in the Capital Region.

The Traffic Safety Ambassador Program will make \$25,000 in Federal funding available for capacity building projects designed to assist public, private, and non-profit organizations in the Capital District in providing bicycle and pedestrian safety education and training.

This program works to achieve the following New Visions 2040 and Pedestrian Safety Action Plan goals:

1. Improve bicycle and pedestrian safety by reducing the number of vehicle crashes involving bicyclists and pedestrians, and
2. Increase the number of bicycle and pedestrian trips (especially commuting trips) in the Capital Region

Applications must be submitted by 5:00 PM EST on January 31, 2019.

### **Eligibility**

The Traffic Safety Ambassador Program is open to local government agencies, certified first responders, 501(c)3 non-profit corporations, and private for-profit organizations. Proposed projects and/or events shall be focused on the Capital District and be located in the CDTC area that includes Albany, Rensselaer, Saratoga, and Schenectady Counties (with the exception of the Town of Moreau). Lobbying activities are prohibited. Repeating projects is encouraged, but such projects may not be prioritized for repeated funding.

Ineligible project expenses include costs for permanent infrastructure, including but not limited to, Fix-It stands, bike racks, and signage. CDTC will also not reimburse for food costs. These expenses may be considered for use as match.

### **Examples of eligible projects, programs & events**

Previously funded Capital Coexist Traffic Safety Ambassador Program projects can be found on the CDTC website. CDTC has also developed a companion guide to this solicitation to provide ideas and resources

to guide the project/program development process. These should serve only as inspiration and examples of what has been funded in previous rounds. CDTC will prioritize creativity and innovation.

### 1. Walking School Bus

A walking school bus is a group of children walking to school with one or more adults. An eligible walking school bus project should be structured as a route with meeting points, a timetable, and a regularly rotates schedule of trained volunteers. The project should include education and instruction on safe walking and crossing roadways. A variation on the walking school bus could include a bicycle train which includes trained volunteers that supervise children riding their bikes to school.

### 2. Safe Routes to School

A Safe Routes to School (SRTS) project should teach pedestrians, bicyclists, and drivers about traffic safety while creating awareness of the benefits of walking to school. SRTS projects could be related to engineering, or the physical environment adjacent to a school, enforcement of traffic laws, encouragement, and/or education. The appropriate audience for SRTS education can include children, parents, drivers, and neighbors. All proposed SRTS projects must have agreement from a school or district to participate in the project.

### 3. Slow Down Campaign

CDTC recognizes that much of the threat to pedestrians comes from drivers' speed. The faster the vehicle speed, the more likely it will be involved in a crash and the more likely injuries to a pedestrian will be serious, if not fatal. A proposed *Slow Down* Campaign would focus on driver behavior and encouraging drivers to be more aware of pedestrians and drive more cautiously. This could include enforcement activities, development of educational materials, a social media campaign, etc.

### 4. Bike Ride

Group bike rides, sometimes referred to as "critical mass rides," have the purpose of educating participants about safe cycling, promoting existing bicycle infrastructure, and/or encouraging target populations to bike more. These can also include bike ride events like New York's Five Boro Bike Tour or Montreal's Tour la Nuit. All proposed rides funded through the Traffic Safety Ambassador Program must:

- Be insured to conduct group rides or events and name CDTC as additional insured,
- Require participants to wear helmets,
- Be coordinated with local police departments, and
- Secure any necessary permits from the Town/City

## 5. Helmet Reward Program

A helmet reward program would provide a reward to children who are seen wearing their helmet and obeying applicable traffic laws while bicycling. An example of this is the ongoing Stewart's partnership with local police departments. Police officers who see children wearing helmets while bicycling can reward the child with a free ice cream cone coupon for Stewarts Shops.

## 6. Bicycle Skills Training

The League of American Bicyclists offers the only nationwide cycle instructor certification program. The CDTC has offered reduced cost Bike Skills training classes taught by League Certified Instructors. The more cyclists in the Capital Region that receive this training, the more "smart cyclists" are on the road and setting an example for others. Project sponsors interested in providing a Traffic Skills 101 Course taught by a League Certified Instructor, at no cost to the public, can apply for up to \$40/person + the cost of lunch.

Additionally, project sponsors can apply for up to \$1,000 to train interested persons to be League Certified Instructors that teaches Traffic Skills 101 courses to the public for free, or at a reduced cost. The maximum amount per potential instructor is \$300.

## 7. Bicycle or Pedestrian "Pop-Up" events

A "Pop-Up" is an event that temporarily transforms a space such as an empty shop, a public space, a street, or a park. Pop-Ups are about connecting people and bringing life to an underutilized area. Project sponsors can apply for funding to host a bicycle and/or pedestrian safety-or encouragement themed Pop-Up event, such as:

- Temporary bicycle, pedestrian, and/or traffic calming infrastructure or demonstrations
- Bike Maintenance and repair
- Free bicycle lending
- Helmet fittings
- Bicycle gear giveaways
- Bike Rodeos
- Bicycle or pedestrian infrastructure demonstrations
- Ciclovias or open street event
- Pedestrian and/or bicycle safety instruction or featured speaker

## 8. Development of educational materials or tools

Any proposal to develop educational materials must incorporate the logo, graphics, and messages used in the Capital Coexist and See! Be Seen! bicycle and pedestrian safety campaigns.

- Activity, coloring, or comic books related to bicycle and/or pedestrian safety

- Photos and/or videos to be used in a social media campaign about bicycle and/or pedestrian safety
- Podcasts
- Smartphone app(s)

*The above list of examples is just a diverse sample of potential projects, programs, and events not an exhaustive list of eligibility.*

### **Match Requirement**

The Capital Coexist Traffic Safety Ambassador will cover up to 75% of the proposed project cost. For example, if the proposed project cost is \$1,000, the applicant must provide \$250 in labor or materials to match the \$750 mini-grant. Furthermore, the applicant must be able to pay for the cost of the project in full (\$1,000). Project sponsors will be required to submit invoices for reimbursement, submitted no frequently than monthly. Project sponsors will also be required to show proof of 25% match, including receipts for materials purchased or hours of labor performed on a task.

### **Cost Estimates**

Applicants are asked to submit a cost estimate for the proposed project or event. There is no set minimum for requests but each project type has a \$5,000 maximum request. Applicants can coordinate with partners and combine projects/events or complement another project/event, but no funding request will exceed \$5,000 per applicant.

### **Evaluation Criteria**

*Primary Evaluation Criteria:*

- Project is consistent with CDTC's New Visions 2040 goals and objectives. Most importantly, (1) reducing the number of vehicle crashes involving bicyclists and pedestrians, and (2) increasing the number of bicycle and pedestrian trips (especially commuting trips) in the Capital Region.
- The applicant can demonstrate the capacity and commitment to completing the event within the stated period.
- If a project is proposed to take place in the public right-of-way or on municipal-owned property, the applicant demonstrates they have cooperation from the city/town/village and will follow any necessary permit process.
- Applicant must demonstrate that they have liability insurance and can list the Capital District Transportation Committee as additional insured.
- Project or event increases the visibility of Capital Coexist and CDTC's bicycle and pedestrian safety initiatives.
- The project targets community awareness and involvement through branding, social media, and/or the creation of a continuous identifiable campaign.
- Project demonstrates or tests innovative bicycle and/or pedestrian safety design, outreach, and/or enforcement strategies.

- Project is consistent with *Capital Coexist* and *See! Be Seen!* safety initiatives.
- Project incorporates the CDTC, *Capital Coexist* and *See! Be Seen!* safety messages, graphics, & logos.
- The applicant provides an executed Memorandum of Understanding.

*Secondary Evaluation Criteria:*

- Proposed project demonstrates creativity.
- Proposed project has not previously received funding through this program.
- Match is greater than required.
- Project leverages other opportunities, partnerships, and funding sources.
- Organization demonstrates experience a high level of competence and accountability.
- Proposed event/project targets minority and/or low-income populations, children, seniors, women, and/or families.

Proposed project coordinates with other planned or ongoing events (ex: Bike Month in May, Walk to School Day, farmers markets, etc. ).

**Reimbursement Instructions**

Mini-grant awardees can submit invoices for reimbursement on a monthly basis or when the project is complete. No funds will be reimbursed until 25% of the total project is complete. Awardees must submit progress reports describing the work done during the reporting period and demonstrate what costs were incurred and/or paid. Receipts and other supporting documentation should be submitted with the progress report and invoice. CDTC will provide a progress report and invoice template.

**Use of Logos, Graphics & Educational Materials**

One of the objectives of the Traffic Safety Ambassador Mini-grant program is to distribute Capital Coexist and See! Be Seen! educational materials. As noted in the Memorandum of Understanding signed by awardees, each project and/or event must integrate the CDTC, Capital Coexist, and See! Be Seen! messaging, logos, graphics, and design into any printed materials, advertisements, applications, or videos. In addition, CDTC must be credited as a project sponsor. CDTC will work with each awardee to integrate the appropriate logos, graphics, and messaging based on the proposed project or event.

CDTC will provide the following to awardees upon request at no cost:

- .jpg of Capital Coexist logo
- .jpg of CDTC logo
- *Getting There* activity book
- Chuggington Train *Let's Learn about Safety* activity book

- *Sprocket Man* comic book
- Capital Coexist bicycle safety tip palm cards (4"x9")
- Capital Coexist bicycle safety posters (24"x36")
- Capital District Walking Guide
- Capital District Bicycle Commuter Guide
- See! Be Seen! window clings
- See! Be Seen! palm cards
- See! Be Seen! posters

### **Timeline**

The CDTC will assemble an evaluation committee consisting of staff and impartial members of the CDTC Bicycle & Pedestrian Advisory Committee. All applicants will be notified in writing as to the status of their submission by April 1, 2019. Successful applicants will be asked to sign a Memorandum of Understanding (MOU). The MOU must be signed before any proposed project, program, or event can begin, and before any costs are incurred. **Funding received must be spent by December 31, 2019.**

For questions regarding the Capital Coexist Traffic Safety Ambassador Program, contact Jennifer Ceponis of the CDTC staff at (518) 458-2161 or email [jceponis@cdtcmpto.org](mailto:jceponis@cdtcmpto.org).