



2023-2024 Local Road Safety

Education and Encouragement Program Guidelines

Introduction

The Capital District Transportation Committee (CDTC) is making **\$10,000** in federal planning funds available to assist law enforcement agencies and their project/event partners in implementing small-scale transportation safety education and encouragement programs. Proposed projects/events must be consistent with the CDTC's [New Visions 2050](#) Metropolitan Transportation Plan and CDTC's [Local Road Safety Action Plan](#) (2019). This program replaces the Capital Coexist Traffic Safety Ambassador Program, also known as the Mini-Grants program, and is supported by Task 4.60 in the CDTC [2023-2024 Unified Planning Work Program \(UPWP\)](#).

Eligible Applicants

Law enforcement agencies within the [designated planning area of CDTC](#), which includes the counties of Albany, Rensselaer, Schenectady, and Saratoga (except the Village of South Glens Falls and the Town of Moreau), are eligible to apply. Applicants must be able to provide a W-9 and have the authority to execute a Memorandum of Understanding (MOU).

Project/Event Eligibility

Law enforcement agencies play an integral role in traffic safety education and encouragement throughout the Capital Region. This grant is intended to help law enforcement agencies create positive connections with road users through outreach, encouragement and education projects/events in their communities.

The Local Road Safety Education and Encouragement Program is intended to support a positive safety culture in the Capital Region with the goal of achieving zero traffic fatalities or serious injuries. Proposed projects/events must primarily entail a focus on **Education** or **Encouragement** activities that cultivate proactive, protective safety behaviors in road users and support traffic safety efforts. Projects/events must focus on at least one of the categories below, which are based on specific emphasis areas identified in the [Local Road Safety Action Plan](#) (pgs. 17-18) produced for the Capital Region by CDTC.

Projects/Events Should Focus on at Least One of the Following Categories:

1. Driver Behavior (pgs. 39-55 of the Local Road Safety Action Plan)
 - a. Speeding
 - b. Lane departures

- c. Aggressive, impaired, distracted, or drowsy driving
- 2. Intersection(s) with a known traffic safety concern (pgs. 27-38)
- 3. Vulnerable Users
 - a. Bicyclists or Pedestrians (pgs. 68-81)
 - b. Motorcyclists (pgs. 82-93)
 - c. Drivers 16-20 years or 65+ years (pgs. 56-67)
 - d. People with mobility disabilities

If your agency has a traffic safety project/event idea that does not fit into the above categories, please contact us to discuss and determine if it is eligible.

Examples of Eligible Projects/Events

1. Develop education and training materials related to intersections. Disseminate outreach materials, and training, to educate the public and law enforcement personnel following a newly constructed intersection and crosswalk configuration intended to reduce crashes. This example focuses on the **Driver Behavior, Intersections, and Vulnerable Users (Pedestrians)** emphasis areas.
2. A Bike Rodeo to teach safety skills to bicycle riders 5 – 14 years old. Skilled volunteer bicyclists and law enforcement personnel coach the young riders through skill stations, teach bike safety, and disseminate bicycle safety education materials. Free bike helmets, bike bells, reflectors, child safety vests, safety activity books, bike lights and other items are also distributed. Volunteers and law enforcement personnel help with helmet fittings and bike tune-ups (See [AN ORGANIZER'S GUIDE TO BICYCLE RODEOS](https://www.saferoutespartnership.org)). This example focuses on the **Vulnerable Users (Bicyclists)** emphasis area.
3. Slow Down Campaign to educate the public and promote voluntary compliance at new off-road trail road crossings. This example focuses on the **Driver Behavior, Intersections, and Vulnerable Users (Bicyclists, Pedestrians)** emphasis areas. A project related to the Albany-Hudson Electric Trail was conducted in East Greenbush in 2022 with the support of this program (formerly known as the Traffic Safety Ambassador Program).

Funding Requirements

This is a reimbursement program. Funding requests may not be greater than \$4,000. There is no set minimum for funding requests.

Applicants are required to contribute in-kind labor to the project/event with a value of at least 25% of the federal funds requested. The labor can be performed by the law enforcement

agency or its project/event partners and can be staff or volunteer labor. Applicants have the option to use salary rates or the [standard volunteer rate for New York State](#) to fulfill the in-kind labor requirement.

The primary source of funding for this program is FHWA's Section 104(f) Metropolitan Planning (PL) funds. **Ineligible project expenses** include costs for permanent infrastructure, including but not limited to, Fix-It stands, bike racks, guiderails, speed feedback displays, and traffic control devices such as signs and signals. **CDTC will also not reimburse food costs.**

Submitting an Application

Email the completed application form and related materials to cdtc@cdtcmpo.org.

Only complete applications will be accepted. **Application forms must be submitted with a W-9**, letters of support (if applicable), and all other relevant supporting documentation. Applications must be received at least 30 days before the project/event to be considered for funding. Applications will be accepted through November 3, 2023, or until funds are exhausted.

Evaluation Criteria

- The application is complete, demonstrating the sponsor has the capacity to complete the project/event in a timely manner by estimating a reasonable timeline and budget and committing a suitable level of staff or volunteer labor for the described work scope.
- The project/event focuses on at least one of the categories based on the Emphasis Areas found in the Local Road Safety Action Plan, outlined in the Program Eligibility section above.
- The project/event focuses on education or encouragement activities that cultivate proactive, protective safety behaviors in road users, support traffic safety efforts, or support a positive traffic safety culture.
- If a project/event is proposed to take place in the public right-of-way or on municipal-owned property, the applicant must demonstrate they have cooperation from the city/town/village/county by providing a letter of support from the chief elected official.
- The project/event sponsor commits to following the necessary permitting process, if applicable.

Evaluation Process

Applications will be evaluated by CDTC staff upon submission based on the criteria above. Applicants can expect a response on the status of their application within 30 days of submission.

Deadlines and Program Administration

November 3, 2023: Applications will be accepted until this date, or until funds are exhausted.

December 29, 2023: All projects/events must be completed by this date.

March 1, 2024: Applicants must submit all final project documentation and invoices for reimbursement by this date.

Documentation of the completed in-kind labor is required to qualify for reimbursement. Applicants must also submit invoices for reimbursement, either monthly or at the conclusion of the project/event. The in-kind labor documentation worksheet and invoice template will be available from CDTC staff.

CDTC reserves the right to modify this program without prior notice.