

## Application Information

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Application No: 21-002286

Application Type:	Pedestrian and Bicycle Safety	Agency (City or County):	<a href="#">Mendocino County Public Health Department</a>	Department (Police Dept, DA Office, etc):	<a href="#">Mendocino County Public Health Department</a>
Authorized Representative:	<a href="#">L. Jani Sheppard</a>	DUNS Number:	148558195	DUNS Expiration Date:	5/30/2020
DUNS Registered Address:	747 S. State Street	DUNS City:	Ukiah	DUNS ZIP+4:	95482-5815

## Application Summary

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Grants Made Easy Application Titles and Descriptions are pre-populated. For General Grants, provide the Application Title and Application Description.

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Application Title:

Pedestrian and Bicycle Safety Program

Application Description:

Best practice strategies will be conducted to reduce the number of persons killed and injured in crashes involving pedestrians and bicyclists. The funded strategies may include classroom education, bicycle rodeos, community events, presentations, and workshops. These countermeasures should be conducted in communities with high numbers of pedestrian and/or bicycle related crashes including underserved communities, older adults, and school-aged children. Coordinated efforts such as Safe Routes to School initiatives, Vision Zero campaigns, and working with community based organizations are highly encouraged to prevent fatalities and injuries of vulnerable non-motorized road users.

## Problem Statement:

Mendocino County (population 88,662), located on California's northern coast, is the state's 15<sup>th</sup> largest county, covering an area of 3,500 square miles. Two-thirds of residents live in and around the small cities of Ukiah, Fort Bragg, and Willits while the remaining third live in small scattered communities throughout the county, resulting in a population density of only 25 persons/square mile compared with the statewide average density of 239 persons/square miles. Because of the population sprawl across Mendocino County, vehicular driving is overwhelmingly the principal mode of transportation and the schools have a high density of students descending upon the same place at the same time which creates severe traffic congestion around the school and periphery.

County residents are predominantly white/non-Hispanic with large Hispanic (26%) and Native American Indian (6%) populations. One quarter of children in the county are living below the poverty level, and 19.1% of all people in the county are living below poverty levels compared to the 15.1% statewide.

Among California's 58 counties, Mendocino County is in the 1<sup>st</sup> quartile for highest pedestrian killed or injured rate in the state and is in the 2<sup>nd</sup> quartile for pedestrians under 15 injured or killed.

Analyzing California Highway Patrol Collision data from 6/2016 – 6/2019, there have been 10 pedestrian injuries under age 18, and 3 bicycle injuries under age 18 throughout Mendocino County. Of these 13 traffic collisions, 46% were during peak school transportation hours, either students walking or biking to school or leaving school. This data shows that there is a need for more school-based safety education for students, especially at the middle and high school levels, in regard to safe active transportation and how to protect themselves in traffic.

In the more rural areas of the County, long distances and the lack of sidewalk or shoulders on the road make walking or bicycling very difficult and uncommon. In the more densely populated cities, many parents overestimate the risks and underestimate the benefits of walking and biking. For example, one local school actively discourages children from walking and biking to school out of fear for children's safety. This misplaced fear leads to increased traffic and congestion and increases the risk for all. Every car that is taken off the road is one less car that could hit a student.

For the past several years, and with OTS support (FY 13/14 & 18/19), Community Wellness (CW, Formerly known as CHEE) has been working to advocate for, and build more, walkable and bikeable communities, and to create and disseminate effective promotional messages to encourage people to be more active. The Mendocino County Health and Human Services Agency Community Wellness Unit (CW) will act as a partner with Walk & Bike Mendocino to accomplish program goals.

## Traffic Data Summary:

City Applicants: Complete the table below using the most current local data and update the 20XX years in the table (do not use the OTS Rankings or SWITRS).

County or State Applicants: Complete the table below using SWITRS data and update the 20XX years in the table.

CrashType	2017				2018				2019			
	Crashes		Victims		Crashes		Victims		Crashes		Victims	
Fatal	1		1		7		7		4		4	
Injury	52		55		48		48		31		31	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Pedestrians	1	22	1	23	5	22	5	22	3	20	3	20
Pedestrians Under 18	0	5	0	5	0	5	0	5	0	1	0	1
Pedestrians Over 65	0	7	0	7	1	4	1	4	0	3	0	3
Bicyclists	0	16	0	18	1	16	1	16	1	4	1	4
Bicyclists Under 18	0	2	0	2	0	1	0	1	0	3	0	3

# Proposed Solution

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Strategies:

**Walk and Bike Mendocino (WBM)** will feature outreach and educational efforts to middle and high school age children throughout Mendocino County to include school based safety education, bike rodeos, bike repair classes (“bike kitchens”), community awareness events, walking school bus support, and walking safety tours/audits for students.

- **School Based Safety Education:** WBM will present bicycle and pedestrian safety education to middle school students grades 6-8, and high school students grades 9-12, coordinated through after-school programs, clubs, and county youth organizations. This will include the student's choice of projects such as: Bike Kitchen / fix-it classes, walking tours and audits, PhotoVoice project, and bike rides.
- Provided a menu of options to students with Staff support for their preferences:
  - PhotoVoice
  - Outreach Tables at school athletics events
  - Presentations to School District Board Meetings
  - Presentations to middle school and high school PTA / PTOs
  - Combine with any existing environmental clubs or present inspirational project ideas for clubs regarding safe and green transportation
  - Bilingual Posters in every classroom promoting safety and after-school activities
- **Bike Rodeos and Community Awareness Events** – WBM will attend community events to conduct community bike rodeos and outreach. A primary focus on these events will be to communicate to parents the positive health and environmental benefit-to-risk ratio of active transportation for their children and address safety concerns. In order to decrease traffic congestion, we need to address the barrier: parents' fear of having their kids walk and bike. WBM will work with high school students to lead and support rodeos for younger children.
  - Bike Rodeos (Weekends with Kids Leading)
  - Bike Valet Parking
  - Outreach Tables
- **Walk n' Roll Wednesdays with an emphasis on Neighborhood Drop-Off** – WBM will focus on reducing traffic congestion surrounding schools parking lot loading / unloading during peak transportation times
  - Neighborhood Drop Off – Walk to School Program, a remote drop-off location within 0.5-1 mile of the school will be identified, with students input on location
  - Design and Distribute Bilingual Outreach Materials
  - Bilingual posters in classrooms promoting this as a year-round activity
  - Conduct bike and pedestrian counts around schools
- **Public Safety Message Campaign (“Go Slow Mendo”):** WBM will conduct a countywide safety campaign with public posters and ads in local media with the goal to reduce speeding and distracted driving with the [focus] on teen drivers. WBM will create heat maps to show pedestrian and bicycle collision hot spots in order to identify common intersections when collisions are prevalent.
  - Design and Distribute Bilingual Outreach Materials (some student created)
  - New Driver Safety Ed / Teen Drivers
  - Suite of OTS Campaigns
  - Outreach Tables / Valet Parking

Agency Qualifications:

1. Are staffing levels adequate to complete the requested activities?

WBM currently employs one full-time and 2 part-time staff. Upon receipt of OTS grant, WBM will hire (1) additional part-time staff and (1) unpaid college intern.

2. Briefly describe qualifications of both program and fiscal staff or plans to train staff.

Walk & Bike Mendocino has provided pedestrian and bicycle safety education to elementary schools across Mendocino County for over 7 years, WBM staff has developed curriculum and worked with school districts, teachers, parent / teacher organizations to implement these programs in schools. We have not yet worked with hard-to-reach populations at the middle or high school aged levels.

3. If the proposed activities involve direct contact with youth, provide information on how criminal background checks are conducted for paid and volunteer staff.

Background checks are administered prior to hiring staff.

Program Sustainability:

1. Is a portion of funding for this activity/program being provided by another source, such as other grants, an MOU, use of General Funds, etc? If yes, list the type and approximate amount of additional funding.

Walk and Bike Mendocino solicits donations and typically supplements grant funding with approximately \$10,000 of complementary services.

2. Has the proposed activity/program been previously funded by OTS? If yes, list the years funded, approximate dollar amounts and progress to date in addressing the identified problem.

WBM was funded in the FY 18/19 and was funded \$143,734; building on the successful program development of that grant WBM now looks forward to developing safety education programs for hard-to-reach middle and high school populations. WBM developed 2<sup>nd</sup> grade pedestrian and 5<sup>th</sup> grade bicycle safety education programs, provided training for teachers, and provided the school district with the curriculum.

3. What other funding opportunities has your Department/Agency/City/County/Jurisdiction applied for, is planning to apply for, or has received for activities that compliment/address the objectives listed in this application?

WBM has applied for a Safe Routes to Parks grant of \$12,500 that we did not secure.

4. Is your Department/Agency/City/County/Jurisdiction receiving "Active Transportation Program" or "Highway Safety Improvement Program" grant funding for the same or similar projects?

No

5. What future funding sources may be available to continue proposed grant activities at the conclusion of OTS grant funding?

WBM monitors and applies for a wide variety of grants including Cal Trans Sustainable Communities, Active Transportation Program, Robert Wood Johnson, Aetna Cultivating Communities, and others. Our goal is for this program's activities to be self-sustaining and run by the schools at the end of the grant.

# Goals

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Description
Reduce the number of persons killed in traffic crashes.
Reduce the number of persons injured in traffic crashes.
Reduce the number of pedestrians killed in traffic crashes.
Reduce the number of pedestrians injured in traffic crashes.
Reduce the number of pedestrians killed under age 15 in traffic crashes.
Reduce the number of pedestrians injured under age 15 in traffic crashes.
Reduce the number of pedestrians killed over age 65 in traffic crashes.
Reduce the number of pedestrians injured over age 65 in traffic crashes.
Reduce the number of bicyclists killed in traffic crashes.
Reduce the number of bicyclists injured in traffic crashes.
Reduce the number of bicyclists under age 15 killed in traffic crashes.
Reduce the number of bicyclists under age 15 injured in traffic crashes.
Increase bicycle helmet usage.
Custom Description

# Objectives

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Included	Target Number	Description
Yes	1	Issue a press release announcing the kick-off of the grant by November 15. The kick-off press releases and media advisories, alerts, and materials must be emailed to the OTS Public Information Officer at <a href="mailto:pio@ots.ca.gov">pio@ots.ca.gov</a> , and copied to your OTS Coordinator, for approval 14 days prior to the issuance date of the release.
Yes	600	Participate in traffic safety fairs and/or community events with an effort to reach individuals.
Yes	12	Work closely with community-based organizations at both the neighborhood and community level with an effort to reach individuals.
Yes	90,000	Participate in the following campaigns, National Walk to School Day, National Bicycle Safety Month and California's Pedestrian Safety Month.
Yes	120	Conduct pedestrian and/or bicycle safety presentations at community groups with an effort to reach individuals.
Yes	180	Conduct pedestrian and/or bicycle safety classroom presentations with an effort to reach students.
Yes	120	Conduct pedestrian and/or bicycle safety courses with an effort to reach community members.
Yes	2	Develop a pedestrian and/or bicycle safety program and materials to be adopted as an on-going program in schools with an effort to reach students.
Yes	500	Distribute pedestrian safety equipment to children that may include reflective armbands and/or zipper pulls.
No	0	Distribute bicycle headlights and tail lights during bicycle safety community events or bicycle safety courses.
No	0	Distribute crossing guard safety kits to schools.
Yes	40	Conduct Walking School Busses at schools with an effort to reach students.
Yes	2	Develop bicycle and pedestrian safety educational materials to be distributed during classroom presentations, workshops, and community events.
No	0	Participate in Open Streets events with an effort to reach individuals.
No	0	Participate in Safe Routes to School coalition meetings.
No	0	Conduct pedestrian Walking Field Trips with an effort to reach adults and senior citizens.
Yes	120	Conduct community outreach events with an effort to reach adults and senior citizens.
No	0	Collaborate with health care providers and/or senior citizen centers to promote pedestrian safety.
No	0	Conduct pedestrian safety presentations with an effort to reach older adults.
No	0	Conduct pre and post-grant activities bicycle helmet usage surveys during the months of October (start of the grant) and September (end of the grant). A pre-survey will be required to determine the base year helmet use rate and a post-survey will be required to determine the operational rate.
Yes	150	Conduct bicycle rodeos with an effort to reach individuals.
Yes	300	Distribute and properly fit bicycle helmets at bicycle rodeos, workshops, and community events.
No	0	Conduct bicycle helmet inspections and make necessary adjustments at schools and community events.
No	0	Train individuals to be League Certified Instructors.
Yes	120	Conduct community bicycle rides promoting safe bicycling in the community with an effort to reach bicyclists.
No	0	Hold quarterly meetings with countywide pedestrian and/or bicycle safety stakeholders to collaborate on events, share best practices, and leverage resources.
No	0	Collaborate with law enforcement agencies to increase knowledge and awareness of pedestrian and bicycle safety.
Yes	84	Conduct bicycle rodeos with an effort to reach students.
Yes	24	Conduct pedestrian Walking Field Trips with an effort to reach students.

Included	Target Number	Custom Description
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## Method of Procedure

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Phase 1 - Program Preparation:

- **Phase 1 - Program Preparation, Training and Implementation (1<sup>st</sup> Quarter of Grant Year: October - December)**

**Walk and Bike Mendocino**

- Hire and/or train necessary staff needed for the grant program, if applicable.
- Assign staff for coordination and youth activities and orient them to grant objectives.
- Purchase and/or allocate supplies and materials.
- Develop detailed implementation plan for countywide media campaign.
- Research and prepare outreach/education materials to address teen traffic safety
- Identify appropriate county youth organizations to develop outreach
- Identify appropriate middle and high schools to develop presentation and outreach schedules
- Survey teen students and their parents regarding barriers and benefits in participating in a neighborhood drop-off program
- Develop operational plans to implement “best practice” strategies outlined in the objectives section.
- Develop and execute contracts with vendors or consultants
- Finalize detailed data collection and reporting plan
- Recruit students for video projects
- Recruit students for development of normative education messages
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**Media Requirements**

- Issue a press release announcing the kick-off of the grant by November 15, but no earlier than October 1. If unable to meet the November 15 date, communicate reasons to your OTS Coordinator. The kick-off press releases and any related media advisories, alerts, and materials must be emailed for approval to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov), and copied to your OTS Coordinator, 14 days prior to the issuance date of the release.



## Phase 2 - Program Operations:

### **Phase 2 - Program Operations (2<sup>nd</sup> and 3<sup>rd</sup> Quarter of Grant Year)**

#### **Walk and Bike Mendocino**

- WBM will use the first part of the year to work with students to design the proposed program; full implementation of the student-designed program will begin Fall 2021 as a student/school led self-sustaining initiative.
- Participate in traffic safety fairs and/or community events with an effort to reach individuals. (*Four Fairs or events*)
- Conduct pedestrian and/or bicycle safety after-school presentations with an effort to reach students. (*Education to at least six schools*)
- Develop a pedestrian and/or bicycle safety program and materials to be adopted as an on-going program in schools with an effort to reach students. (*Education to at least one teacher in six different schools*)
- Promote SRTS 'Walk and Roll' Wednesdays to increase the number of student walkers and bikers to school. (*Ongoing*)
- Conduct pedestrian Walking Field Trips with an effort to reach teens. (*Three field trips*)
- Conduct community outreach events with an effort to reach teens and adults. (*Seven County or Non-profit Youth Program Events*)
- Work with youth to develop and disseminate normative bilingual education messages in schools, classrooms and communities using posters, flyers, and other media. All staff activities using student produced materials and/or student support as much as practical. (*ongoing*)
- Conduct teen driver, pedestrian, and bicycle safety outreach tables at school athletic events (*Three athletic events*)
- Conduct presentations to School District Board Meetings, and middle and high school Parent Teacher Organizations in order to raise awareness of program and identify teacher and parent advocates (*Two School District Board presentations, Six PTO presentations*)

## Phase 3 - Data Collection:

### **1. Phase 3 - Data Collection** **Walk Bike Mendocino**

- Invoice Claims (due January 30, April 30, July 30, and October 30)
  - Quarterly Performance Reports (due January 30, April 30, July 30, and October 30)
2. Collect and report quarterly, appropriate data that supports the progress of goals and objectives.
  3. Provide a brief list of activity conducted, procurement of grant-funded items, and significant media activities. Include status of grant-funded personnel, status of contracts, challenges, or special accomplishments.
  4. Provide a brief summary of quarterly accomplishments and explanations for objectives not completed or plans for upcoming activities.
  5. Collect, analyze and report statistical data relating to the grant goals and objectives.

## Budget

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### Personnel Costs

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**Positions** - If requesting hours for positions, enter them as straight time or overtime (for Enforcement Overtime, please use section below) and include the amount of hours that they will spend on grant operations. Example: One position getting paid 100% by the grant working a full year at \$41.00 per hour would be entered as Straight time, 2080 Units, \$41.00 Unit cost or Rate, and 100 Percent Paid by Grant. This gives a total of \$85,280.00 for the year.

**Benefits** – If requesting benefits for positions, enter all benefits as a separate line item for each position. Start the Item Name with the word 'Benefits', enter the corresponding salary or overtime total amount in the Unit Cost or Rate, and enter the Benefits Rate to have the system calculate Benefit Costs. (Unit Cost) X (Benefits Rate) = Benefit Costs. To properly relate benefits to the correct position use the Display Order, for example use 100.0 for the position Display Order and 100.1 for Benefits Display Order.

Display Order	Cost Category	Item Name	Position Type	Benefit Rate	Unit Cost or Rate	Units	Percent Paid by Grant	Calculated Cost to Grant
100.0	A. Personnel Costs	Program Administrator	Straight time		\$39.31	312	100.00%	\$12,264.72
100.1	A. Personnel Costs	Benefits Program Administrator	Straight time	61.28%	\$12,264.72	1	100.00%	\$7,515.82
101.0	A. Personnel Costs	Staff Assistant	Straight time		\$20.66	104	100.00%	\$2,148.64
101.1	A. Personnel Costs	Benefits Staff Assistant	Straight time	61.28%	\$2,148.64	1	100.00%	\$1,316.69
102.0	A. Personnel Costs	Fiscal Analyst	Straight time		\$35.51	104	100.00%	\$3,693.04
102.1	A. Personnel Costs	Benefits Fiscal Analyst	Straight time	61.28%	\$3,693.04	1	100.00%	\$2,263.09
Display Order	Cost Category	Enforcement Activity	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant		

Personnel Costs: \$29,202.00

## Travel Expenses

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
200.0	B. Travel Expenses	N/A	\$0.00	1	\$0.00

Travel Expenses: \$0.00

## Contractual Services

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
300.0	C. Contractual Services	Director	\$60.00	416	\$24,960.00
301.0	C. Contractual Services	Field Coordinator A	\$38.00	416	\$15,808.00
302.0	C. Contractual Services	Field Coordinator B	\$38.00	1,040	\$39,520.00
303.0	C. Contractual Services	Field Coordinator C	\$35.00	1,040	\$36,400.00
304.0	C. Contractual Services	Intern-Field Coordinator	\$22.00	416	\$9,152.00
305.0	C. Contractual Services	Helmets	\$10.00	300	\$3,000.00
306.0	C. Contractual Services	Reflective Safety Equipment	\$5.00	500	\$2,500.00
307.0	C. Contractual Services	Bike Kitchen/Fit-ix Education Supplies	\$5,000.00	1	\$5,000.00
308.0	C. Contractual Services	Staff Travel	\$2,811.60	1	\$2,811.60
309.0	C. Contractual Services	Printing/Signs	\$2,000.00	1	\$2,000.00

Contractual Services: \$141,151.60

#### Equipment (must have Unit Cost of at least \$5000)

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
400.0	D. Equipment	N/A	\$5,000.00	0	\$0.00

Equipment: \$0.00

#### Other Direct Costs

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
500.0	E. Other Direct Costs	N/A	\$0.00	1	\$0.00

Other Direct Costs: \$0.00

#### Indirect Costs

Item Name should indicate the % and the Cost Category for Indirect Costs e.g. 15% of Salaries and Benefits. Use the Percent Paid by Grant for the Indirect Rate and the Unit Cost or Rate field to indicate the total amount for which Indirect Costs will be claimed. The system will calculate the Cost to Grant.

Display Order	Cost Category	Item Name	Indirect Rate	Amount Subject to Indirect	Calculated Cost to Grant
600.0	F. Indirect Costs	County Indirect Cost	25.00%	\$29,202.00	\$7,300.50

Indirect Costs: \$7,300.50

Total Requested Funding: \$177,654.10

## Narrative Review

### Review and update Narrative for Budget Items

Cost Category	Item	Narrative
A. Personnel Costs	Program Administrator	Grant administrator
A. Personnel Costs	Benefits Program Administrator	Grant Administrator Fringe Benefits
A. Personnel Costs	Staff Assistant	Provide administrative support to grant as needed.
A. Personnel Costs	Benefits Staff Assistant	Provide administrative support as needed.
A. Personnel Costs	Fiscal Analyst	Provide fiscal support on quarterly reporting and audits.
A. Personnel Costs	Benefits Fiscal Analyst	Benefits for Fiscal Analyst.
B. Travel Expenses	N/A	No travel expenses budgeted for County employees.
C. Contractual Services	Director	Director overseeing the Program
C. Contractual Services	Field Coordinator A	Field Coordinator
C. Contractual Services	Field Coordinator B	Field Coordinator B
C. Contractual Services	Field Coordinator C	Field Coordinator C
C. Contractual Services	Intern-Field Coordinator	Intern-Field Coordinator
C. Contractual Services	Helmets	Helmets for project
C. Contractual Services	Reflective Safety Equipment	Reflective Safety Equipment
C. Contractual Services	Bike Kitchen/Fit-ix Education Supplies	Bike Kitchen/Fit-ix Education Supplies
C. Contractual Services	Staff Travel	Staff Travel
C. Contractual Services	Printing/Signs	Printing/Signs
D. Equipment	N/A	No Equipment budgeted for County.
E. Other Direct Costs	N/A	No Other Direct Costs for County.
F. Indirect Costs	County Indirect Cost	Indirect cost of County employees

## Upload Documents (Optional)

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Please try to include all information in the application itself, but if necessary, upload additional documents here

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Document Name	Update Date/Time
OslundSignedLOS.pdf	1/30/2020 9:49 AM

## Evaluation, Support, and Submittal

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### Evaluation, Support, and Submittal

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#### Method of Evaluation:

Using the data compiled during the grant, the Grant Director will complete the "Final Evaluation" section in the fourth/final Quarterly Performance Report (QPR). The Final Evaluation should provide a brief summary of the grant's accomplishments, challenges and significant activities. This narrative should also include whether goals and objectives were met, exceeded, or an explanation of why objectives were not completed.

#### Administrative Support:

This program has full administrative support, and every effort will be made to continue the grant activities after grant conclusion.

#### Total Requested Funding:

\$177,654.10