

Vision Zero State Outreach Project 2024-25 Grant Application

The Montana Department of Transportation (MDT) and Montana Family, Career and Community Leaders of America (FCCLA) collaborated for a fifth year to promote traffic safety projects. Grants will be awarded to chapters who plan and carry out projects that help them and their peers make informed, responsible decisions to reduce the number of deaths on Montana's roadways. These grants are made possible on behalf of three sponsors: the Montana Department of Transportation, Governors Highway Safety Association, General Motors and the National Highway Traffic Safety Administration (NHTSA).

Applicants will determine the methods of educating others about traffic safety. This may include social media campaigns, in-school contests (video messaging contest, poster contest), flyers, seminars, etc. Chapters are encouraged to use the FCCLA Families Acting for Community Traffic Safety National Program to learn the realities of traffic safety as a family affair.

Grant Funding Sources: When applying for the grant, chapters will need to determine which funding sources they will be applying for within their project. Chapters can choose to apply for one, two or three funding options within one grant application.

- *GHSA & General Motors:* There is no maximum grant amount.
 - o Any traffic safety project grants are eligible for this funding source (especially distracted driving).
 - o Chapters receiving these funds must include the GHSA logos within the project somewhere. They must also tag GHSA and General Motors (GM) on all social media posts, as follows:
 - Twitter - @GHSAHQ; @GM
 - Facebook - @GHSAHQ, @generalmotors
 - LinkedIn - Governors Highway Safety Association; general-motors
 - o This is grant money – once awarded, the chapter will receive the amount via check; no receipts will need to be submitted in return to MDT.
- *MDT Contract Funds:* sponsored by NHTSA
 - o Any traffic safety projects are eligible for this funding source. Funds are limited to curriculum purchasing – see the list of approvable items provided by MDT.
 - o This is contract money – once awarded, this money is processed on a reimbursement basis. A contract between MDT and the FCCLA chapter must be signed before expenditures may be incurred. Then, chapters purchase the contract approved items and submit receipts for reimbursement. Only items identified in the contract will be reimbursed.

Requirements:

Affiliated Montana FCCLA Chapters who receive a grant agree to:

- Use the MDT Vision Zero, MT FCCLA logos, and appropriate funder logos on materials;
- Plan and carry out a traffic safety project within the required time frame;
- Promote their traffic safety program using social media;
- Follow funding requirements (detailed list included below);
- Submit a final report with pictures.

Due dates:

- **November 15:** *Priority* grant awards will be given to chapters who submit a grant application by this date.
- **December 6:** Final grant application deadline.

Timeline:

- **November 17 & December 1:** Priority grant application due
- **March 1** – Project reports due

Application:

- Submit the grant application and budget (using the template provided) online. Paper or email applications not accepted.
- Applications will be evaluated by a committee of MDT and MT FCCLA representatives using a rubric.

Helpful Hints:

- Proofread the grant before submitting. Be sure the chapter adviser has read it.
- *Note: Items requested in grant applications may be moved between funding sources by the grant reviewers to maximize resources.
- Think about your overall objective and then think about the budget. Please don't guess at the budget - include researched/appropriate costs efforts and check your prices before submitting.
- Ask yourself: Does what you are paying for make sense for your project? Do the purchases help to meet objectives?
- Utilize the adviser mentor program (if you are a part of it) for assistance with the grant writing.
- Chapters could partner with other chapters for this grant project.
- Start planning now to take photos of the projects demonstrating evidence of the work done to meet the grant objectives including funding logo usage.
- Don't forget to consider radio advertisements, videos, and media stuff – this can be a part of the project and submitted with the report for evidence of the work completed.

Awards:

All chapters completing a traffic safety project during the 2023-24 school year are eligible for the following cash awards. These will be based on March 1 project awards and announced at the State Leadership Conference. The Top 3 Projects will receive \$2,500, \$1,500 and \$1,000 cash for their chapters!

Questions:

- Sheila Cozzie 406.444.7301, scozzie@mt.gov

Grant Application




FCCLA Chapter					
Mailing Address					
City, State, Zip					
Chapter Adviser		Adviser email		Adviser phone	
School Clerk		Clerk email		Clerk phone	
Has your chapter received a Vision Zero Grant in the past? <i>(This has no bearing on awards; asked solely for the purposes of determine financial paperwork needed if project is awarded.)</i>	Yes OR No <i>(If yes, no new W9 needed if submitted last year.)</i>				
Will the funds be sent directly to a local chapter FCCLA activity account OR sent directly to the high school?	Chapter OR High School <i>(Either way works – if sent to the high school, the funds will be routed through the country treasurer and may be lumped into a large school district payment.)</i>				



Grant Funding Sources Selection:

Please identify which funding sources you are requesting within the grant application and the amount requested for each. Chapters may select one, two or three so long as the funding sources matches the project outline.

- GM Grant Funds \$ _____
- MDT Contract Funds \$ _____

Outline your project using the FCCLA Planning Process:

Planning Process	Items to address	Proposal
Identify Concerns 	What concern are you addressing with this project and why?	
Set a Goal 	Write at least one SMART goal to describe what you will accomplish.	
Form a Plan 	Address each of the following questions: Who is your target audience?	

	<p>What will you do?</p> <p>Why are you targeting this audience?</p> <p>How will you distribute the information or complete the project?</p>	
<p>Act</p> 	<p>Where will you complete the project?</p> <p>When will you complete the project?</p> <p>Who will be responsible for completing the project?</p>	
<p>Follow-up</p> 	<p><u>How</u> will you evaluate the effectiveness of your project? <i>For example, if you are conducting a seat belt awareness project consider pre and post observational surveys or if you are conducting a social media campaign monitor your number of likes, etc.</i></p> <p>Is there any follow-up, such as thank you notes or responding to questions required?</p>	

Chapters may receive guidance on how to implement a successful traffic safety program.

Budget:

Submit a budget using the excel template provided following the guidelines of the allowable expenditures document. Remember: No expenditures may be incurred until a signed grant award letter is received.

Funding Requirements/Allowable Expenses:

When working on the budget for the project, please use the following guidelines to determine how to organize the budget within each of the funding options. For example, if you would like to spend money on travel expenses for a speaker, please list that as MDT Contract Funds; if you would like to purchase promotional sunglasses, then list that item as GM Grant Funds. *When preparing a budget for the grant application, please contact Sheila Cozzie directly for assistance determining what may or may not be allowable within each of the funding options before submitting the budget.*

1. GM Grant Funds: There are no restrictions on this funding; this funding can be used for promotional items.

2. MDT Contract Funds: There are restrictions on this funding – it can be used for the following items:
 - Pamphlets, flyers that contain educational material and information
 - Safety themed coloring books to be given out to children during public events
 - Banners or posters with a traffic safety message to be used at public events
 - Television ads
 - Yard Signs
 - Billboard
 - Travel expenses for speakers
 - Impaired goggles

*MDT Contract Funds is NOT allowed to be used for the following:

- Bumper stickers, and/or texting thumb bands
- Keychains and/or pens
- T-shirts
- Any other promotional items
- Certain supplies – please check with Sheila Cozzie before purchasing

Application Scoring Metrics:

The following rubric will be used to score the grant application.

Available
Points:

Identify Concerns (if no, the project cannot be funded)	Y/N
Clearly identifies a Montana concern.	3
Set a Goal	
Written in a SMART format	3
Form a Plan	
Who is the target audience?	2
What will you do?	5
Why are you targeting this audience?	1
How will you distribute information or complete the project?	5
Act	

Where will you complete the project?	2
When will you complete the project? (by March 1)	2
Who will be responsible for completing the project?	2
Follow up	
How will you evaluate the effectiveness of your project?	5
Budget	
Template used	2
Categories are allowable	3
Responsible use of funds	5
Overall	
Project is innovative, thoughtful and utilizes quality programming techniques to address traffic safety.	6
Recognition of the partnership between Ford Driving Skills for Life, NRSF, MDT, FCCLA	2
Project includes a social media component	2
	Total: 50