

Vision Zero State Outreach Project 2020-21 Grant Application

Want to save a friend's life?

The Montana Department of Transportation (MDT) and Montana Family, Career and Community Leaders of America (FCCLA) collaborated for a fourth 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 that may be caused by impaired drivers, unrestrained vehicle occupants, roadway departures, intersection crashes, etc. Topics that can be included within the grant projects are speeding, increased seat belt use, reduce speeding, reduce distracted and impaired driving, drowsy driving, and reduce other behaviors by drivers that lead to injuries and fatalities, or a combination of any of these safety issues. These grants are made possible on behalf of three sponsors: the Montana Department of Transportation, Ford Driving Skills for Life, and the National Highway Traffic Safety Administration (NHTSA).

Applicants will determine the methods of educating others about traffic safety issues. 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.

- Ford Grant Funds: sponsored by Ford Driving Skills for Life – up to 10 chapters are eligible to receive \$750
 - o Any traffic safety project grants are eligible for this funding source (especially speeding).
 - o Chapters receiving these funds must include the Ford and GHSA logos within the project somewhere.
 - o This is grant money – once awarded, chapter will receive the amount via check; no receipts will need to be submitted in return to MDT.
 - o This is the second year MDT has received this grant for Montana FCCLA.
- MDT Contract Funds: sponsored by NHTSA – chapters are eligible for contracts up to \$1,000
 - 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 date: October 18

- Priority will be given to chapters who submit a grant application by October 18. Chapters who submit an application after October 18 may be awarded a grant as funds are available.

Timeline:

- October 18 – Grant application due
- October 25 – Grant awards announced
- 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 2021-22 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

Submit by October 18, 2021




FCCLA Chapter					
Mailing Address					
City, State, Zip					
Chapter Adviser		Adviser email		Adviser phone	
School Clerk		Clerk email		Clerk phone	
Have you 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.

- Ford 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? What will you do? Why are you targeting this audience? How will you distribute	

	the information or complete the project?	
Act 	<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>	
Follow-up 	<p>How 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 Ford 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. Ford 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 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