

## **Vision Zero 2019-20 Grant Application**

The Montana Department of Transportation (MDT) and Montana Family, Career and Community Leaders of America (FCCLA) are partnering together to promote traffic safety by awarding grants to chapters who plan and carry out projects that help them and their peers make informed, responsible decisions. Topics that can be included are increased seat belt use; reduce speeding; reduce distracted and impaired driving; and reduce other behaviors by drivers that lead to injuries and fatalities, or a combination of any of these safety issues.

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 (FACTS) National Program to learn the realities of traffic safety as a family affair.

### **Grant Funding Source:**

- 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 and MT FCCLA logos;
- 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:** December 6, 2019

- Priority will be given to chapters who submit a grant application before December 6. Chapters who submit an application after December 6 may be awarded a grant as funds are available.

### **Timeline:**

- December 6 – Grant application due
- Grant awards announced as applications are received
- 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.
- Consider your overall objective and then consider the budget. Include researched/appropriate costs efforts and check your prices before submitting.
- Chapters could partner with other chapters for this grant project.

- Start planning early to take photos of the projects demonstrating evidence of the work done to meet the grant objectives including funding logo usage.

**Questions:**





- Sheila Cozzie 406.444.7301, [scozzie@mt.gov](mailto:scozzie@mt.gov)


## Grant Application

Submit before December 6, 2019

FCCLA Chapter					
Mailing Address					
City, State, Zip					
Chapter Adviser		Adviser email		Adviser phone	
School Clerk		Clerk email		Clerk phone	
Did you receive a Vision Zero Grant last year? <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>				

### 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:  <b><u>Who</u></b> is your target audience?  <b><u>What</u></b> will you do?  <b><u>Why</u></b> are you targeting this audience?  <b><u>How</u></b> will you distribute the information or complete the project?	
Act 	<b><u>Where</u></b> will you complete the project?  <b><u>When</u></b> will you complete the project?	

	<u>Who</u> will be responsible for completing the project?	
Follow-up 	<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>  Is there any follow-up, such as thank you notes or responding to questions required?	

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. *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. 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:
<b>Identify Concerns (if no, the project cannot be funded)</b>		Y/N
	Clearly identifies a Montana concern.	3
<b>Set a Goal</b>		
	Written in a SMART format	3
<b>Form a Plan</b>		
	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
<b>Act</b>		
	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
<b>Follow up</b>		
	How will you evaluate the effectiveness of your project?	5
<b>Budget</b>		
	Template used	2
	Categories are allowable	3
	Responsible use of funds	5
<b>Overall</b>		
	Project is innovative, thoughtful and utilizes quality programming techniques to address traffic safety.	6
	Recognition of the partnership between MDT and FCCLA	2
	Project includes a social media component	2
		Total: 50