

# Module IV – Highway Safety Program Management

Allotted Time – 60 Minutes

## Materials Needed

Post-It Pads

Easel

Marking Pens

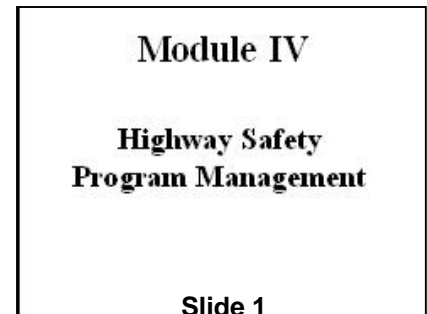
Build a Plan, 2010 Funding, & AMA Grant Application

Laptop with Powerpoint program & Projector

Handouts 1 - 4

## Workshop Setup

- Powerpoint Slide #1 should be displayed on the screen prior to the start of the session as participants enter the room
- Room may be arranged with 5 or 6 round tables to facilitate small group discussions



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## Objectives:

1. Describe the five steps in NHTSA's Highway Safety Program Management Process
  2. Describe NHTSA's Motorcycle Safety funding resources
  3. Identify at least three additional funding sources
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## Opening Remarks

2 Minutes

Introduce topic

Announce length and time for this session

## Activity One: Discuss Module Objectives

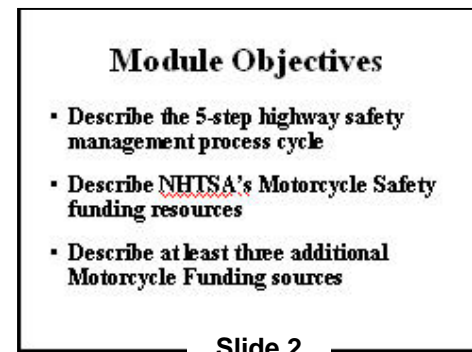
5 Minutes

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**Instructor note:** Show Powerpoint Slide #2 –

**Objectives** Selectively reveal each of the three objectives and have a participant read aloud each objective as they are revealed. As an option, you can read the objectives to the class, but this doesn't foster participant participation.

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# Module IV – Highway Safety Program Management

## **Activity Two: Describe the five steps in NHTSA’s Highway Safety Program Management Process.**

9 minutes

**Instructor note:** Show Powerpoint **Slide #3 – Highway Safety Management Process.**

Selectively reveal each of the five steps on the slide and explain that each step will be discussed in greater detail as the session continues. Point out that after the fifth step is revealed the process starts all over again as a continuum throughout the life of the program (indicated by the arrow pointing back to Step One).



### **Highway Safety Program Management Process**

Elements of a highway safety management cycle

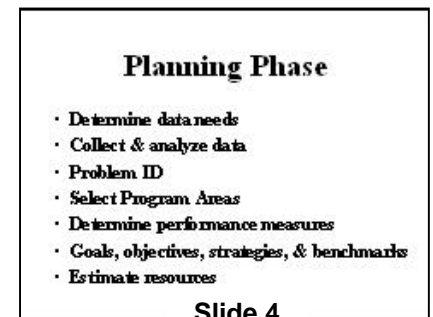
- a. Plan
- b. Program
- c. Implement
- d. Monitor and Review
- e. Evaluate

**Instructor note:** Show Powerpoint **Slide #4 – Planning Phase.**

Selectively reveal each of the seven points on the slide.

#### **Plan:**

- a. Determine and understand what data needs to be collected
- b. Collect and analyze data
- c. Conduct Problem Identification
- d. Select (NHTSA priority) Program Areas
- e. Determine performance measures
- f. Establish goals, objectives, strategies, and benchmarks
- g. Estimate resources



**Instructor note:** Show Powerpoint **Slide #5 – Programming Phase.** Selectively reveal each of the three points on the slide and explain each point.

#### **Program:**

- a. Develop highway safety plan and projects
- b. Target projects and allocate resources
- c. Consider refinement of goals, objectives, strategies, and benchmarks



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**Instructor note:** Show Powerpoint **Slide #6 – Implementation Phase**. Selectively reveal each of the points on the slide and explain each point.

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**Implement:**

- a. Refine:
  - a. project identification
  - b. proposed project
  - c. deliverables, including data collection
  - d. evaluation.
- b. Write contract
- c. Initiate project

## Implementation Phase

- Refine
  - project identification
  - proposed project
  - deliverables, including data collection
  - Evaluation
- Write contract
- Initiate project

Slide 6

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**Instructor note:** Show Powerpoint **Slide #7 – Monitoring & Review Phase**. Selectively reveal each of the points on the slide and explain each point.

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**Monitor and Review:**

- a. Monitor projects
- b. Review programs

## Monitoring & Review

- Monitor projects
- Review programs

Slide 7

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**Instructor note:** Show Powerpoint **Slide #8 – Evaluation Phase**. Selectively reveal each of the points on the slide and explain each point.

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**Evaluate:**

- a. Evaluate individual project results.
- b. Evaluate programs and performance measures.
  - 1. Evaluate progress toward goals and objectives.
  - 2. Develop annual evaluation report.

## Evaluation

- Evaluate individual project results
- Evaluate programs and performance measures for:
  - progress toward goals & objectives
  - developing annual evaluation report

Slide 8

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**Instructor note:** As a conclusion to Activity Two, ask participants if they know “How many federal fiscal years are dealt with at any one time at the state level?” Show Powerpoint **Slide 9 – FYI: FFY! but don’t reveal the answer yet!** Allow a brief time for answers from the participants. Then, selectively reveal the points on the slide.

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**Answer:** State Highway Safety Offices (SHSO) are working in three federal fiscal years (FFY) at one time:

- Planning for the next FFY
- Monitoring in the current FFY
- Closing out the previous FFY

**FYI: FFY!**

- SHSO's are often working in three federal fiscal years (FFY) at the same time
  - Planning for the next FFY
  - Monitoring in the current FFY
  - Closing out the previous FFY

Slide 9

**Activity Three: Describe NHTSA’s Motorcycle Safety funding resources.**  
**15 minutes**

**Step One:**

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**Instructor note:** Explain that the next activity will focus on the different types of NHTSA funding sources. Hand out copies of the different NHTSA grant funding sources. **Display Powerpoint Slide 10** and explain that we will be covering three funding sources...Sections 402, 410, and 2010.

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These funding sources derive their names from their respective Sections of the United States Code (USC)...23 USC refers to Title 23 which is the Highways Section of the code. Thus these funding sources refer to their respective parts of the USC, usually displayed such as 23 USC §402.

**NHTSA Grant  
Funding Sources**

Section 402

Section 410

Section 2010

Slide 10

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**Instructor note: Distribute Handout #1 (Section 402 Legislation) and Display Powerpoint Slide 11. Lead a discussion on the following:**

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**§ Section 402. Highway Safety Programs**

Section 402 funds are to be used to support the State’s Performance Plan, which contains performance goals, based on the problems identified by the state, and Highway Safety Plan (HSP) for the implementation of a program that addresses a wide range of highway safety problems that are related to human factors and the roadway environment and that contributes to the reduction of crashes, deaths, and

**Section 402:  
Highway Safety Programs**

**Support state’s performance plan**

- New start-up programs
- Strategies for major-issue programs
- Leveraging additional state & local investment in highway safety

www.nhtsa.dot.gov/nhtsa/whatsup/tes21/GrantMon/HTML01\_GrantFundPolicy.htm#General

Slide 11

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injuries resulting there from. Section 402 enhances States' programs by providing resources to start up new, more effective projects; by catalyzing or accelerating State programs to address major safety issues with well-planned strategies; and by leveraging additional State and local investment in highway safety.

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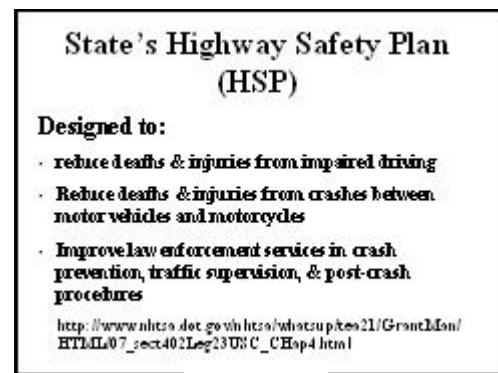
**Instructor note:** Point out to participants that this information can be found at the following website:  
[http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/01\\_GrantFundPolicy.html#General](http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/01_GrantFundPolicy.html#General)

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## Display Powerpoint Slide 12 and explain the following:

The HSP is designed to reduce traffic accidents and deaths, injuries, and property damage. Some uniformed guidelines for motorcycle programs are:

1. To reduce deaths and injuries resulting from persons driving motor vehicles while impaired by alcohol or a controlled substance;
2. To prevent accidents and reduce deaths and injuries resulting from accidents involving motor vehicles and motorcycles;
3. To improve law enforcement services in motor vehicle accident prevention, traffic supervision and post accident procedures.



Slide 12

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**Instructor note:** Point out to participants that this information can be found at the following website:  
[http://www.nhtsa.gov/nhtsa/whatsup/TEA21/GrantMan/HTML/07\\_sect402Leg23USC\\_CHap4.html](http://www.nhtsa.gov/nhtsa/whatsup/TEA21/GrantMan/HTML/07_sect402Leg23USC_CHap4.html)

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Section 402 funding cannot use these funds for motorcycle projects if those projects were previously funded through state dollars.

## Supplanting, including:

- a. Replacing routine and/or existing State or local expenditures with the use of Federal grant funds and/or
- b. Using Federal grant funds for costs of activities that constitute general expenses required to carry out the overall responsibilities of State, local or Federally-recognized Indian tribal governments.

# Module IV – Highway Safety Program Management

## Step Two:

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**Instructor note: Distribute Handout #2 (Section 410 Legislation) and Display Powerpoint Slide 13. Lead a discussion on the following:**

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**Section 410: Alcohol-Impaired  
Driving Countermeasures**

**Emphasis on impaired motorcyclists:**

- Injury control programs (C/CTSP)
  - PE&E campaigns
  - Youth impaired driving programs
  - Law enforcement programs
  - Judicial/prosecutorial programs
  - Anti-impaired driving organizations (MADD, etc.)
  - College & school programs
- [http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/Section\\_410\\_Legislation1.html](http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/Section_410_Legislation1.html)

Slide 13

## Section 410 – Alcohol Impaired Driving Countermeasures (23 U.S.C. 410)

TEA-21 amended the alcohol-impaired driving countermeasures incentive grant program to encourage States to adopt and implement effective programs to reduce traffic safety problems resulting from individuals driving while under the influence of alcohol. A state may use these grant funds only to implement and enforce impaired driving programs. New matching criteria for Section 410 began in 1998 with the passage of TEA-21. Therefore, Section 410 funds received prior to FY 1998 (Pre-TEA21) are treated differently (See Part I, 3, Pre-TEA21 and TEA21).

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**Instructor note:** Point out to participants that this information can be found at the following website:  
[http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/Section\\_410\\_Legislation1.html](http://www.nhtsa.dot.gov/nhtsa/whatsup/tea21/GrantMan/HTML/Section_410_Legislation1.html)

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### a. **Motorcycle Operation While Impaired by Alcohol or Other Drugs**

Each state should ensure that programs addressing impaired driving include a focus on motorcycles. The following programs should include an emphasis on impaired motorcyclists:

- Community/corridor traffic safety and other injury control programs;
- Public information and education campaigns;
- Youth impaired driving programs;
- Law enforcement programs;
- Judge and prosecutor training programs;
- Anti-impaired driving organizations; and
- College and school programs

# Module IV – Highway Safety Program Management

## Step Three:

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**Instructor note: Distribute Handout #3 (Section 2010 Motorcyclist Safety) and display Powerpoint Slide 14. Lead a discussion on the following:**

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### Section 2010 – Motorcycle Safety

Subject to the requirements of this section, the Secretary shall make grants to States that adopt and implement effective programs to reduce the number of single and multi-vehicle crashes involving motorcyclists.

Eligible uses:

1. In general, a state may use funds from a grant under this section only for motorcyclist safety training and motorcyclist awareness programs, including:
  - a. Improvements to motorcyclist safety training curricula;
  - b. Improvements in program delivery of motorcycle training to both urban and rural areas, including:
    - i. Procurement or repair of practice motorcycles;
    - ii. Instructional materials;
    - iii. Mobile training units; and
    - iv. Leasing or purchasing facilities for closed-course motorcycle skill training;
  - c. Measures designed to increase the recruitment or retention of motorcycle skill training;
  - d. Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the “share-the-road” safety message developed under subsection (g).

#### Section 2010: Motorcycle Safety

##### Funding for:

- Improving *motorcyclist* safety training curricula
- Improving delivery of *motorcyclist* training to urban & rural areas
- Increase recruitment or retention of *motorcyclist* skills training
- F&E programs to increase driver awareness of motorcycles (Share The Road, etc.)

[http://www.nhtsa.dot.gov/nhtsa/whatsup/pics/21/GrantMdn/HTML/sec\\_2010\\_1](http://www.nhtsa.dot.gov/nhtsa/whatsup/pics/21/GrantMdn/HTML/sec_2010_1)

Slide 14

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2. Suballocations of funds – An agency of a state that receives a grant under this section may suballocate funds from the grant to a nonprofit organization incorporated in that state to carry out under this section.

**Instructor note:** Point out to participants that this information can be found at the following website:  
[http://www.nhtsa.gov/nhtsa/whatsup/TEA21/GrantMan/HTML/Sec\\_2010\\_MC.html](http://www.nhtsa.gov/nhtsa/whatsup/TEA21/GrantMan/HTML/Sec_2010_MC.html)

## **Activity Four: Identify at least three other funding sources.**

**11 Minutes**

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**Instructor note: Display Powerpoint Slide 15. Selectively the points and lead a brief discussion of the first two points...AMA & Hamburger Helper. Participants then must come up with other funding sources during open discussion.**

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### **Other Funding Sources**

- AMA
- Hamburger Helper
- ???

Slide 15

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## Step One:

**Instructor note:** Ask participants to identify other possible funding sources. Assist by stating MSF and AMA. Have a volunteer from the class record other funding sources on a flip chart as participants identify them.

AMA – The AMA awards several grants each year to support a variety of motorcycle safety and education initiatives. Of particular interest to the AMA are campaigns that further the goals of the Ride Straight campaign to raise awareness regarding the risks of riding impaired. Grants typically range from \$500 to \$2500. For more information, contact AMA Grassroots Manager Terry Lee Cook at [tcook@ama-cycle.org](mailto:tcook@ama-cycle.org) or by phone at 614-856-1900. (See Module IV Handout #4)

Hamburger Helper – Grant Funding Opportunity from Hamburger Helper – Hometown Helper Grants

Program Hamburger Helper is awarding grants every month from now until next May with the “Hometown Helper” grant program. The grants range from \$500 up to \$15,000 and are being given to qualified 501 (c) (3) organizations that submit their applications online. Awards are based upon merit of the project, including its impact and support within your community. Read more details and the full article on the DIY Fundraising World Village Blog. <http://diyfundraising.com/fundraisingblog/grant-funding-opportunity-from-hamburger-helper-hometown-helper-grants-program/fundraising-opportunities/2006/10/28>

Honda Initiation Grant – Applications may be made by regularly appointed full-time faculty members at any academic institution that confers technical or scientific advanced degrees in the United States or Canada. Applications from researchers seeking to inaugurate new research areas are particularly encouraged. There is no limit to the number of proposals each university may submit to the program.

## Activity Five: Summary and Conclusion

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**Instructor note:** Show Powerpoint Slide #15 – Summary  
Selectively reveal each of the three objectives that were covered in this module.

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### Module Objectives

- Describe the 5-step highway safety management process cycle
- Describe NHTSA's Motorcycle Safety funding resources
- Identify at least three additional Motorcycle Funding sources

Slide 16

Thank participants for their attention and participation. Remind them to complete the Evaluation form before leaving the room.