Georgia Governor’s Office of Highway Safety

Grant Application Guide
# Table of Contents

**Contents**

- Purpose .................................................................................................................................................. 3
- GOHS Program Areas ................................................................................................................................. 3
- Preparation .................................................................................................................................................. 3
- The Application .......................................................................................................................................... 4
- GOHS Contact and Project Information .................................................................................................... 5
- Problem Identification .................................................................................................................................. 5
- Documentation Attachment ......................................................................................................................... 7
- Program Assessment .................................................................................................................................. 7
- Program Assessment Chart ......................................................................................................................... 8
- Goals and Objectives ................................................................................................................................. 9
- Media Plan .................................................................................................................................................. 11
- Resources Requirements ............................................................................................................................ 11
- Self Sufficiency ......................................................................................................................................... 12
- Budget Forms ............................................................................................................................................ 12
- Contract Forms .......................................................................................................................................... 13
- Submission .................................................................................................................................................. 13
**Purpose**

This guide will assist you in submitting a high quality grant application. Your application should explain why grant funds are needed, what the proposed funds will be used for, and how they will be managed.

**GOHS Program Areas**

The Mission of the Governor's Office of Highway Safety is to educate the public on traffic safety and facilitate the implementation of programs that reduce crashes, injuries, and fatalities on Georgia roadways.

**Different program areas:**

- Occupant Protection
- Safe Communities of GA
- Impaired Driving
- High-Visibility Enforcement
- Slow-Moving Vehicles
- Bicycle & Pedestrian Safety
- Older Drivers
- Young Drivers
- Motorcycle Safety Education

**Preparation**

Before you begin, ensure that you have access to the data needed to describe your problem and discuss the agency’s performance. Crash data can be found at the following sites:

- **State Traffic Safety Information**: https://www.nhtsa.gov/
- **GOHS Website**: https://www.gahighwaysafety.org/

Local data from your community can be utilized to talk about your jurisdictions enforcement and/or education efforts, e.g. arrests made or citations issued.

**All GOHS grants are reimbursable.**
The Application

All applications **must** be submitted electronically through eGOHS.

The grant application is available on our grant website:  
https://www.gahighwaysafety.org/ or at https://georgia.intelligrants.com/

New agencies interested in applying for a grant:

As a new user:

- The initial registration must be completed by the Agency Administrator of your organization. Once they complete registration, they will receive email notification of access approval. Click the New User link above to register. Only one Agency Administrator per organization is required to register as a new user.
- Once the Agency Administrator receives access, the official can designate access to your organizational account to other staff members as they see appropriate.

**Different Assigned Roles:**

Agency Authorized Official: Generally, the highest elected official

Agency Administrator: Project director or main contact

Agency Staff: Financial Contact

**The application itself is divided into several sections:**

- Application Project Information
- General Additional Information
- Problem Identification
- GOHS Attachments
- Program Assessment
- Program Assessment Chart
- Project Goals and Objectives
- Project Activities and Evaluations
- Media Plan
Resource Requirements
Self-Sufficiency
Budget Forms
Certification and Signatures

*In order for the application to be considered, all sections must be completed.*

**GOHS Contact and Project Information**
Once submitted, your application will be assigned to a review team which will consist of a GOHS planner and fiscal officer along with an external reviewer. Your assigned planner will be your GOHS contact during the application phase.

**Problem Identification**
The problem identification should clearly present the "Who, What, When, Where, and Why" of the traffic-related issues that are distressing the community and causing crashes, injuries and fatalities.

The statement should provide a concise description for the defined geographic area or jurisdiction. Include consecutive years of the most recent local and statewide data, as well as local demographic information.

For each major problem area, use the following questions to guide your writing:

- Do I have a traffic safety problem, and, if so, is it getting better or worse?
- What are the major factors that contribute to the fatality/injury levels?
- What is happening, when is it happening, and where is it happening.
- Do I have three to five years of data to show there is a problem?
- Does the data come from a reliable source? What is it?
- Why is the project needed?
- Does the agency have a current or past GOHS-funded project?
Here is a sample problem statement:

Although growth percentages have slowed in the last five years, Willow County's population passed the 200,000 mark in 2010, hit 214,500 in 2014, and is estimated to be 218,700 in 2015 (Willows Regional Commission). There continues to be more motorists (residents, commuters, and visitors), but less money available for those responsible for the safety and protection of citizens and visitors on the roadways.

The Willow County Police Department provides law enforcement assistance to the entire county's population and its visitors as they travel, work, play and live in our community. Willow County is approximately 500 sq. miles. Interstate 72 runs north to south, directly through the middle of the county for over 20 miles. We also have three (3) Federal Highways (US 20, US 21 & US 21) and seven (7) State Highways (SR 1, SR 2, SR 3, SR 4, SR 5, SR 6 and SR 7) that dissect our county from north to south, and east to west.

In 2018, motor vehicle accidents posted an enormous 18% increase from 2017, from 7577 to 9269. However, fatalities fell from 31 deaths in 2017 to 28 deaths in 2018. Six (6) of those deaths (or 21.4%) were caused by alcohol, compared to 7 (or 22.58%) in 2014. Seatbelt usage in Willow County increased to 93.55% for 2017 compared to just 90.33% for 2017, and beating the decade high (thus far) of 93.17% for 2017. We are using educational and enforcement events such as the Rolling Thunder initiatives, Child Safety Seat Checks with the Georgia State Patrol, the Willow County BOE End of School Year Enforcement Event, as well as others to mitigate fatalities. We continue to work with our partners and surrounding agencies to determine the best ways to address fatalities in the county.
Documentation Attachment

Attachments can be added in this section such as: Charts showing fatalities involving speed, DUI, pedestrians, failure to yield, demographic information, and procurement policy if any items in the budget are $5,000 or more.

Program Assessment

If you have a current grant—what has the project accomplished thus far?

What resources does your community currently have in place to address the problem?

What has worked or has not worked in the past?

What is needed to more effectively address the problem?

Identify local laws, policies, groups, and organizations that support or inhibit the success of the project.
# Program Assessment Chart

For Law Enforcement Agencies only. Provide the current level of enforcement activity for the entire department for the three (3) previous calendar years (January 1 through December 31). If data is not available for a particular activity/year combination, enter 0.

Non-law enforcement agencies must enter 0.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Calendar Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
</tr>
<tr>
<td>DUI Arrests</td>
<td>330</td>
</tr>
<tr>
<td>Speeding (all cases)</td>
<td>9632</td>
</tr>
<tr>
<td>Safety Belt Violations</td>
<td>1526</td>
</tr>
<tr>
<td>All Other Traffic Violations</td>
<td>10356</td>
</tr>
<tr>
<td>Traffic Crashes</td>
<td>8603</td>
</tr>
<tr>
<td>Check Point Conducted</td>
<td>18</td>
</tr>
</tbody>
</table>
Goals and Objectives

Goals are broad, brief statements of intent that provide planning focus and vision.

The following are examples:

Objectives are statements that show how the agency will accomplish its goal. Objectives should be written in a SMART format (Specific, Measureable, Achievable, Relevant, and Time sensitive).

Below are examples that can be used by enforcement projects:

1. **Objective**: The ______ Police Department/Sheriff’s Office will implement a HEAT Unit within the first quarter of the FY ____grant period. This includes the selection and training of personnel, procurement of equipment, and the commencement of enforcement.

   **Activity**: Officers will be selected and assigned to the HEAT Unit, as well as trained for appropriate tasks. HEAT vehicles and other equipment will be purchased and outfitted with the HEAT color scheme and marking styles.

   **Evaluation**: Officers’ names and activities will be reported in the GOHS monthly report. Training certificates will also be submitted to GOHS. Documentation of vehicle and equipment purchase will be reported in the GOHS monthly report.

2. **Objective**: The grantee will initiate ______ DUI contacts per month during the grant period.

   **Activity**: The grantee will be dedicated to enforcing the impaired driving laws on the roadways of ______ county/city through saturated patrol and checkpoints in areas identified by data to be those where DUI related crashes, injuries, and fatalities occur. A minimum of ____ DUI contacts will be initiated each month.

   **Evaluation**: The grantee will report impaired driving contacts in their daily programmatic reports which will be summarized and submitted to GOHS in each monthly report. Compare the actual number of DUI contacts to the number projected and the increase or decrease in the number of DUI related crashes, injuries, and fatalities to the previous year.
Below are examples that can be used by education projects:

1. **Objective**: To participate in ______ local community events to display the pedal cart to show the dangers of driving under the influence.

   **Activity**: Grantee will present the pedal cart ______ times during the year. The program will be presented at community events and focus on the dangers of alcohol and marijuana impaired driving along with drowsy and distracted driving.

   **Evaluation**: Provide detailed summary, including the number of attendees, to the event in the Monthly Progress Report.

2. **Objective**: Grantee will train ____ law enforcement officers in Georgia in Basic LIDAR throughout the grant period through courses offered at offsite locations throughout the state.

   **Activity**: Grantee will conduct Basic LIDAR training at offsite locations throughout the state to ____ students during the grant year.

   **Evaluation**: Document training, monitor attendance, and administer written examination in which 90% of participants will score 70% or higher. Documentation will be forwarded in the Monthly Activity Report.

*SADD and YA objectives are pre-populated, however each application has the ability to incorporate their own objective, activity and evaluation.*
**Media Plan**

Media Plan is the section for how your agency plans on announcing the award of this grant to your community through media outlets available to you. Include specific media sources. Discuss how you plan to keep the public informed of grant activities throughout the entire project period.

The following are some examples of media plans that can be used:

- Sending the grant announcement to local news stations. Specify names of TV stations, newspapers, etc.
- Adding GOHS campaign signage and using the stadium message boards
- Using media (social media and traditional media)

**Resource Requirements**

The resource requirements section asks you to determine what resources are needed to accomplish your program goals. Law enforcement projects should include enforcement hours (no salary/benefits) if needed to complete the project.

The following are examples of questions to ask yourself while completing this section:

- What personnel are needed? Hours they will work? Include job descriptions.
- Are enforcement hours needed?
- What are the types and quantity of needed equipment?
- How will equipment be used and by whom?
- Describe the training required by personnel.
- Are all resources necessary in order to achieve the grant goals/objectives?

**Example #1:** if you wish to purchase an in-car camera system, you would explain how the in-car camera system supported your highway safety program: “Purchasing an in-car camera system would allow for documentation of evidence that can be used for the conviction of DUI-related crashes.”
Example #2: If you are requesting funding for a person’s salary or part of a salary, this section would include the type of position, percentage of time to be paid for by the grant, and the responsibilities of this position.

*The resource requirements section should match the information in the application budget. For instance, if an agency requests an in-car camera system in the budget, that should also be explained in the resource requirements section. *

**Self Sufficiency**

What is your continuation plan?

Federal Funding guidelines require that each funded project indicate how the activities of the project will be continued after federal funds are no longer provided. The continuation plan must identify potential sources of non-federal funds such as county or city government, local donations, etc.

**Budget Forms**

**Personnel Service Details- Position:** Must identify the position/title, pay code (hourly, bi-weekly, etc.) annual salary, percent of salary, project salary, enforcement hours.

**Personnel Service Details-Benefits:** The applicants finance department should provide the information for fringe benefits. FICA is 7.65 OR social security: 6.2 % and Medicare: 1.45 %

**Pay Schedule for Project Employee’s:** This should reflect your current pay schedule. When do you get paid?

**Regular Operating Expenses:** This includes items that individually cost less than $1000

**Travel:** Conferences or trainings to attend.
Equipment Purchases: This includes Items needed that are individually $1000 or more. Anything $5000 or more will need NHTSA’s approval prior to purchase

Contractual Services: Speakers, instructors, consultants, room rentals, etc. Contracts must be approved by GOHS before executed

Per Diem & Fee’s: Applies to travel for non-employees of the grantee

Computer Charges and Computer Equipment: Includes any computer equipment and/or reoccurring charges

Telecommunication: Includes cell phones, internet access

Motor Vehicle Purchase: Motor Vehicles only

Rent/Real Estates: Office space

Cost Category Summary: This will show you the complete budget. To save this page, you must enter a local match to the application.

Contract Forms

Grant terms and Conditions- Print the PDF and review- If awarded, the grantee will be responsible for following these.

Certification and Signature Page- Each position must be assigned someone from the dropdown box. If the appropriate person is not in the dropdown box, please refer to the application training documents to add a person to the application. Once this form is complete, print the PDF and have the appropriate parties sign in BLUE INK and then mail the original to GOHS.

Submission

Don’t forget to submit your application!

www.gahighwaysafety.org