

Creative, Accessible Federal Funding to Advance Safe, Active Travel for Kids and Communities



May 21, 2024



Safe Routes Partnership



The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.



What we do



We lock in change by **advancing policies and increasing funding** for active transportation and **healthy, equitable communities** at the federal, state, and local levels.

We support **Safe Routes to School** program development and implementation through partnerships with **local advocates, community leaders, neighborhood**

We provide **one-on-one consulting and coaching** to organizations and local agencies seeking to advance walking, biking, and **equitable, active communities**.

We **share our deep expertise and learn from the field** to provide solutions through webinars, reports, fact sheets, toolkits, and relevant resources that are **accessible**

Introductions



HELLO
MY NAME IS

Marisa Jones

(she/her)

Managing Director

Policy and Partnerships

Is your community interested in...



- Preventing death and serious injury on roads and streets for all roadway users, including people walking and bicycling?
- Understanding the equity concerns related to current street design/crash patterns?
- Analyzing traffic safety for specific segments of your population: youth, elderly, non-car users, etc.?
- Engaging your community to understand where and why they don't feel safe traveling throughout their community?
- Piloting creative strategies like art to understand impact on safety/perceptions of safety?
- Testing out behavioral interventions like Walking School Buses aimed at improving safe travel behavior?
- Trying quick builds and installations and evaluating how they impact safety?
- Using Safe Routes to School strategies to address youth mobility, evaluating the impact, and using the data to make the case for ongoing investment?

Safe Streets for All funding can help you achieve these things!





Safe Streets and Roads for All (SS4A)

Funding awarded by the US Department of Transportation for communities across the country to develop and implement plans to achieve zero roadway traffic deaths

Safe Streets for All (SS4A)

- **New source of funding created in the Bipartisan Infrastructure Law with the express purpose of preventing roadway injuries and fatalities**
- Includes focus on people walking and bicycling
- \$5 billion+ over five years
- Planning Grants
 - Action Plan Development
 - Supplemental Planning
 - Demonstration Projects
- Implementation Grants (deadline has passed for 2024)



SS4A Funding



- Application is as easy as a federal grant opportunity gets
- Allows for in-kind match (or cash match)
- Has been awarded to all eligible applicants for planning grants the prior two years
- Due: August 29, 2024
- Will be around for 2 more years in current form*



Is this a funding unicorn?

*As a discretionary grant, it is administered by USDOT and thus subject to changes if there is a change in presidential administration

Two Years of SS4A



- Over \$1.7B awarded to over 1,000 communities
- 70 percent of the nation's population covered
- Not just for big cities! Rural communities account for half of recipients
 - 465 communities under 50,000 people
- Manageable for first-time recipients of federal funding
 - 75 percent of recipients were new direct recipients of US DOT funds



SS4A 2024



- At least \$461 million available for planning/demonstration grants in 3 rounds
- Round 1 announced: \$64 million to 99 communities in 34 states
- Round 2 was due 5/16/24
- Round 3 is due 8/29/24
- Communities with high-rates of roadway fatalities (>17/100k) prioritized
 - [Communities with high fatality rates](#)



Comprehensive Safety Action Plans are the Core of SS4A



This is the first step for SS4A. If your community (or a higher level jurisdiction covering your community) does not have a comprehensive safety action plan, this is the opportunity available.

Comprehensive safety action plans by other names:

- Vision Zero Plan
- Tribal Transportation Safety Plan
- Local Road Safety Plan
- County of MPO safety plan

*Must be community-wide; multi-modal; identify projects and strategies; have been published/updated since 2019

<https://www.transportation.gov/grants/ss4a/grant-type-selection-assistance>

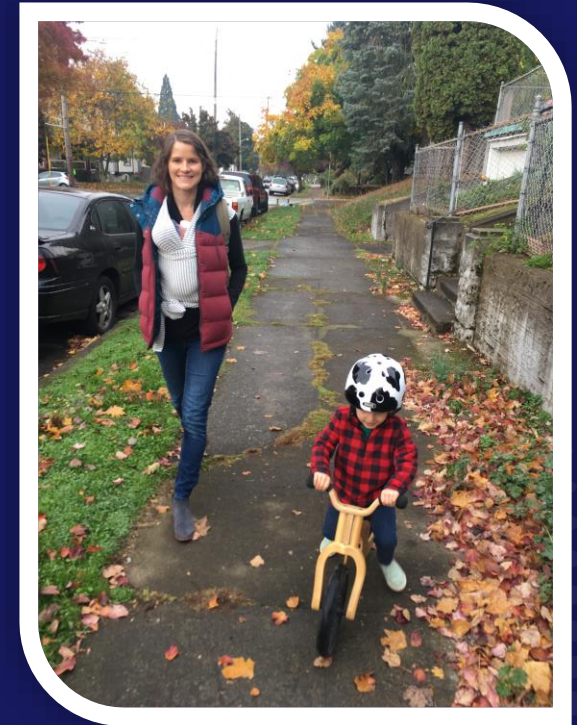


Planning Grant: Develop a Comprehensive Safety Action Plan



Components of a Comprehensive Safety Action Plan

1. Commitment to zero traffic deaths
2. Planning committee
3. Safety Analysis
4. Engagement and Collaboration
5. Equity Considerations
6. Policy and Process Changes
7. Strategy and Project Selections
8. Progress and Transparency



Why? (Planning grant)

Our transportation system has historically planned for safe travel for people walking, bicycling, people with disabilities, youth, people of color, etc.

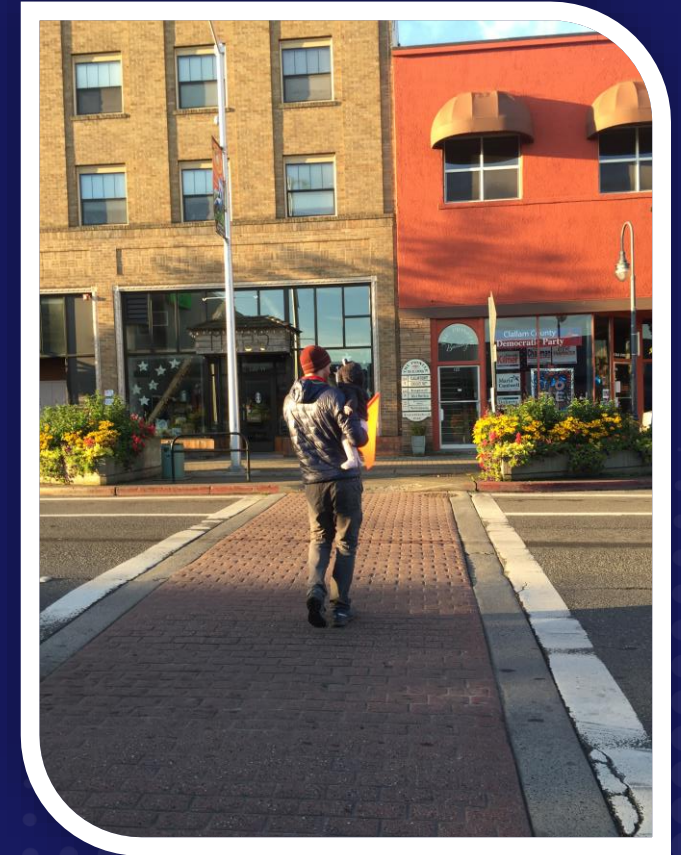
This is the opportunity to ensure communities plan for safe, equitable, connected mobility for people and mode-users not traditionally included.



Supplemental Planning: Complete or Enhance an Action Plan



- Action plan updates
- Action plan consolidation
- Complementary safety plan development
- Road safety audits
- Follow-up data collection and safety analysis
 - Focus on youth/SRTS/older adults, etc.
 - Bike/ped counts
 - Targeted equity assessments
 - Establishing equity priority criteria
- Progress reporting
- Stakeholder engagement and collaboration
- Roadway safety planning



Why? (Supplemental planning)

Even when we use data to inform decision-making, we have to specifically focus on priority populations and modes and develop targeted strategies to improve safety for those users.

In Philadelphia, 61 percent of crashes involving kids walking occur OFF the city's high-injury network.



Demonstration Projects: Test and Evaluate Strategies



- Feasibility studies
 - Planters, flex posts, & other removable traffic calming improvements
 - Quick builds
- MUTCD engineering studies
 - bike lane treatments, high-viz crosswalk markings, signage, etc. and much more!
- Behavioral or operational activity pilot programs
 - Safe Routes to School non-infrastructure
 - Creative community engagement
 - Safety message development and testing
 - Pop-up projects
- New technology pilot programs
- Demonstration projects do not need to be removed



Why? (Demonstration projects)



Change is hard. Even when it's good.

Demonstration projects provide a low-risk opportunity to try something out, engage people in change, help them feel ownership over improvement.



Advancing Your Community's Safe Routes to School Goals Through SS4A



Engagement

- Conduct *supplemental planning* focused on engaging youth, families, school communities and neighborhoods to understand perceptions of safety, barriers to active travel, and suggestions for improvements
- Use a *demonstration grant* to pilot engaging neighborhood residents to lead bike buses and capture quantitative data on number of riders and qualitative data on perceptions of safety
- Conduct supplemental planning to develop civilian traffic enforcement, or demonstration projects focused on assessing equitable and effective enforcement, such as alternatives to traffic fines/fees

Encouragement

- Pursue a *demonstration grant* to place crossing guards at each school on a community-wide Walk to School Day and capture before/after data on # of students walked and perceptions of safety

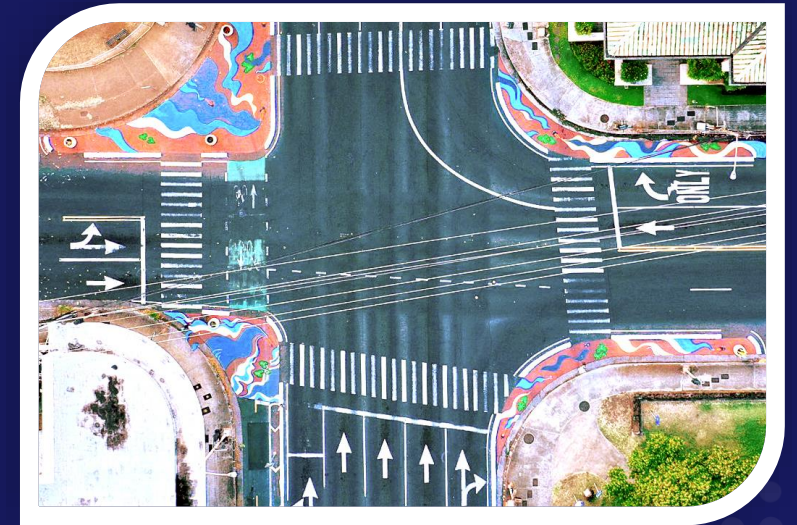


Photo Credit: Blue Zones Hawaii

Advancing Your Community's Safe Routes to School Goals Through SS4A



Education

- Use a *demonstration grant* to try new versions of safety campaigns, develop targeted messages, pilot adaptive education
- Deploy artistic installations to convey traffic safety messaging or to alert road users to the fact that students are walking/bicycling in the area
- Use demonstration grant to hold “pop-up” safety demonstrations (traffic gardens, open streets events, ciclovia, bike rodeo)

Evaluation

- All *demonstration grants* must have a research question! Evaluate impact before/after an intervention
- Use *supplemental planning* to conduct bike/ped counts or roadway safety inventories, like sidewalk inventories



Advancing Your Community's Safe Routes to School Goals Through SS4A



Equity

- Conduct *supplemental planning* to analyze where crashes are occurring involving children and youth of color, with lower incomes, with disabilities, and in neighborhoods made vulnerable by contemporary and present funding and policy decisions
- Pilot strategies through *demonstration grants* to make infrastructure accessible to people with disabilities (daylighting corners to prevent blocking curb ramps)
- Work with *promotoras*, community health workers, members of the faith community, and other trusted community partners to meaningfully connect with populations that do not have trusted relationships with transportation



Advancing Your Community's Safe Routes to School Goals Through SS4A



Engineering

- Develop a *comprehensive safety action plan* that identifies safety concerns for youth mobility and includes targeted, evidence-based strategies to reduce crashes involving kids
- *Supplemental activities:*
 - Develop a Safe Routes to School action plan
 - Conduct road safety audits at intersections near schools
 - Analyze traffic safety with a focus on equity, underserved communities
 - Analyze traffic crashes involving youth; identify strategies and projects to prevent crashes on roadways with similar characteristics
- *Demonstration activities:*
 - Use flex posts to create a bike lane connecting a neighborhood to a school
 - Slow traffic speeds near schools using removable safety/traffic calming tools
 - Conduct MUTCD Engineering studies for PCSM and traffic calming devices near schools

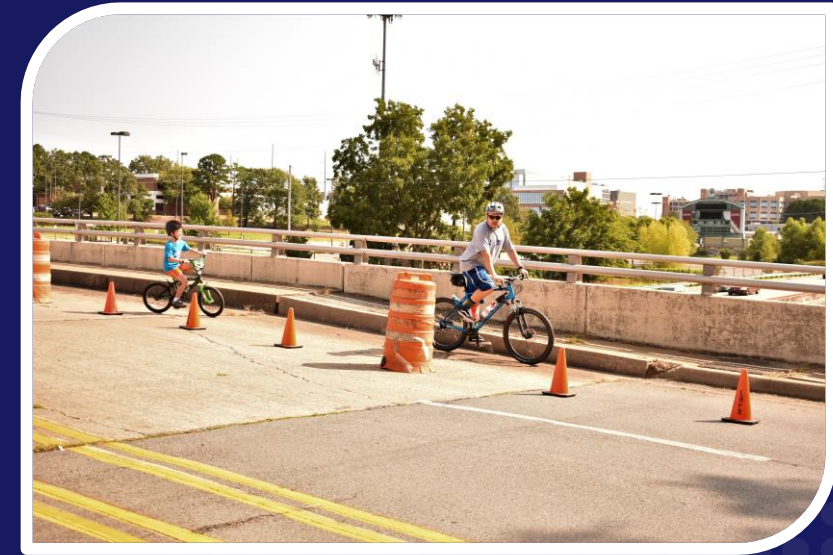


Photo Credit: Central Arkansas Library System

Creative Uses of SS4A Funds



- Safe Routes to School non-infrastructure
 - Walking school buses
 - Bike Buses
 - Crossing guards
- Pay parents/volunteers for their time participating in Safe Routes to School
- Hold Walk to School Day Events & collect data on how they influence perceptions of safety/mode shift
- Deploy traffic calming & signs and collect data
- Data collection: better understanding challenges to kids and community members walking and bicycling
- Operator safety training for bus drivers
- Use artwork to tell messages
- Test out communications messaging
- Pilot ciclovia/road closures

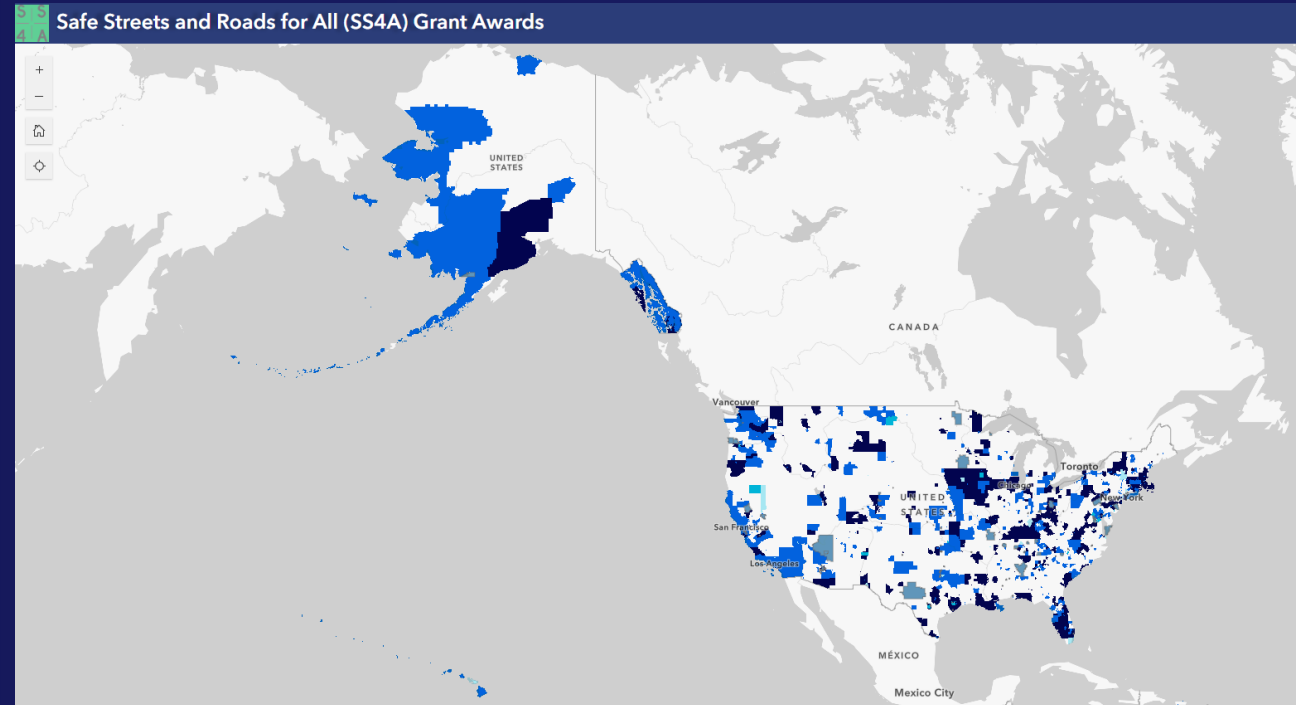


Photo Credit: National Organization for Youth Safety

SS4A Awards to Date



- For more details, visit:
<https://www.transportation.gov/grants/ss4a/cumulative-awards>
 - 2024 Awards:
<https://www.transportation.gov/grants/ss4a/2024-awards>
 - 2023 Awards:
<https://www.transportation.gov/grants/ss4a/2023-full-award-list>
 - 2022 Awards:
<https://www.transportation.gov/grants/ss4a/2022-full-award-list>



Eligible Applicants for SS4A



- A political subdivision of a State or territory: **cities, towns, counties**, special districts, certain transit agencies, and similar units of local government created under State law
 - Universities, School Districts, and Public Health Entities: A State university, school district, or local public health agency is an eligible applicant if it is a political subdivision of a State, as defined above
- A federally recognized Tribal government
- Metropolitan planning organizations (MPOs)
- A **multijurisdictional group of entities** from the ones described above (select one lead applicant from group)

**Don't see yourself
in this list?**

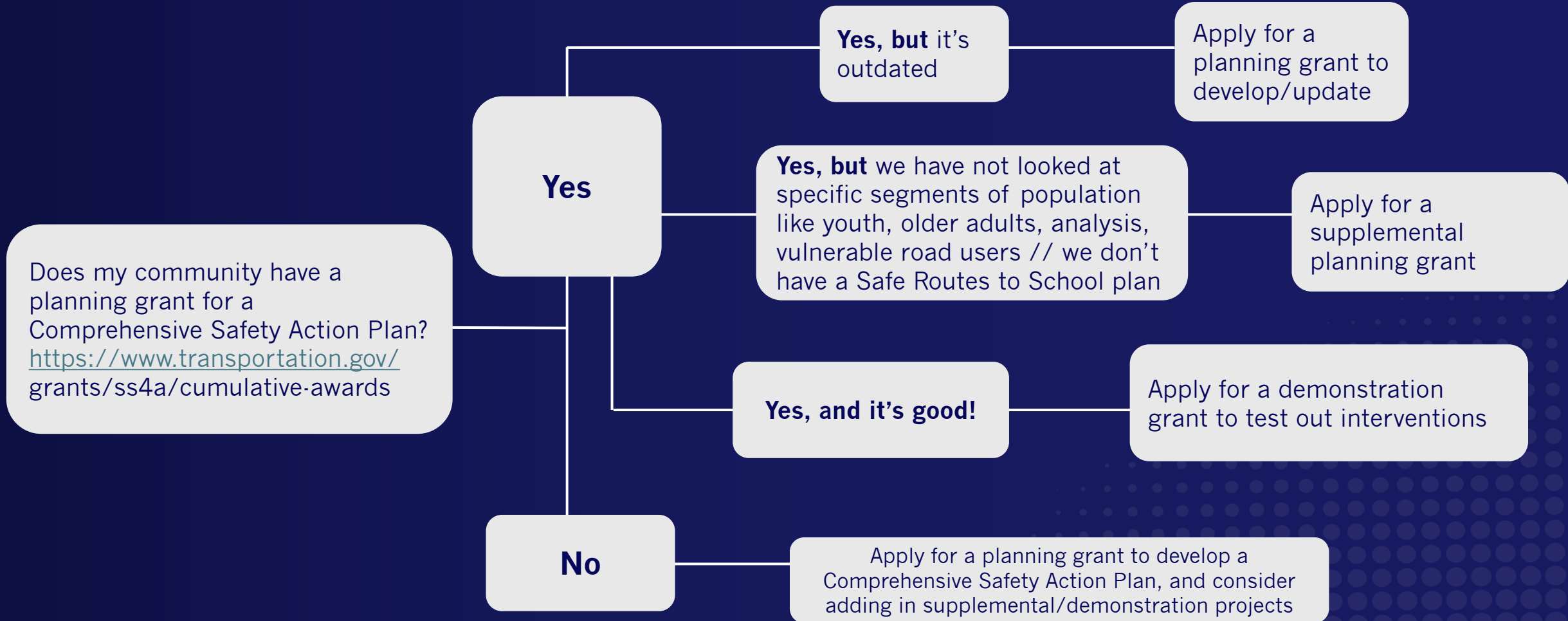
**You still have a
role to play!**

Not Eligible as an Applicant? You can Still be Involved!



- Encourage communities in your geography to apply, especially those on high-fatality list
- Talk with eligible applicants (local governments) about applying
- Pitch role for your organization/ partners in project, like data collection and analysis; engaging segments of the population; evaluating impact of demonstration projects; equity analyses, pilot pop-up projects, pay community members for their time as walking school bus leaders, engaging segments of population; evaluating impact of demonstration projects, etc.

Which SS4A Grant to Pursue/Encourage Communities to Pursue?



Tips for Applying for SS4A



- Nail the narrative
 - How will this reduce traffic injuries and fatalities, including for vulnerable road users
 - How will you engage with stakeholders
 - How will you incorporate innovative technology/strategies to promote safety
 - How will you use low-cost, high-impact strategies?
 - How will you ensure equitable investment in safety needs of underserved communities?
 - Include evidence-based projects/strategies
- Quantify safety challenge
 - [Avg. Annual fatality rate](#)
 - [% of Population in Underserved Communities](#)
- Focus on equity
- Coordinate with other recipients in your geography
- Consider how you can sub-award to partners
- Creativity on Match
 - In-kind match means you can place a monetary value on staff time, volunteer time, other transportation safety efforts and use them as match

Steps for Applying for SS4A



- Determine whether your community has been awarded
 - Coordinate with existing awardees
- Review NOFO
- Secure eligible applicant
 - Local government and political subdivisions of state, incl. transit agencies
 - Tribal governments
 - MPOs
 - Universities
 - Public health agencies (not state level)
- Apply for planning grant; use checklist
- Consider partners to support implementing planning/demonstration grant
 - Nonprofits
 - Community based organizations
 - Consultants
- Funding range: \$100,000 to \$10 million for planning, supplemental, and demonstration grants
- **Deadline: August 29, 2024**



Your community is unique.
We're here to help.

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[Schedule Time With Our Team](#)



Questions?



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