



City Of Greensboro City Council Application Approval Request

Approval Process	
<u>Match</u>	
Tracking Number	7562

Request Origination	
Department	Police
Division	Special Operations Division/Traffic Safety Unit
Submitted By	Courtney Hemphill
Phone	2350

Application Summary	
Grant/Project Name	FY 14 Governor's Highway Safety Program: Police Traffic Services
Brief Project Summary	<p>The NC Governor's Highway Safety Program promotes highway safety awareness and reduces the number of traffic crashes in the state of North Carolina through the planning and execution of safety programs. Agencies are allowed to submit multiple application if they fall under different funding areas.</p> <p>The GPD's Traffic Safety Unit would like to submit a Police Traffic Services project proposal to the NC GHSP to obtain materials and equipment for Traffic Safety Education Programs.</p> <p>The Greensboro Police Traffic Safety Unit is responsible for selective traffic enforcement activities & programs designed to reduce accident-causing violations. Traffic Safety Education Programs are tailored to current events/community need dealing with such topics as distracted driving & overcorrection. Officers find the time spent educating the public versus on the consequences of serious traffic accidents & violations is a worthy investment. The most recent initiative, "A MSG 2 Die 4" addresses texting and driving.</p> <p>The program begins by exposing Guilford County School students to four short videos written, directed by and starring theatre arts students. Through these vignettes, the students share glimpses into the life of fictitious peer, Abby, who has a bad habit of texting. Each video depicts different aspects of Abby's life and creates a character that high school students relate to. The learning experience culminates with a live crash scenario simulating public safety managing a fatal accident. The Unit has partnered with City first responders, Guilford County schools, Greensboro Parks & Recreation and local business owners for the production of the</p>

	<p>live crash scenario.</p> <p>Staff has borrowed almost all of the program related materials (cameras, portable seating, microphones, etc.) While our program partners are willing to lend their resources when available, scheduling conflicting can put us at a disadvantage. The equipment borrowed has proven to be out-of-date or incompatible with resources we do have. At times, presentations have been hindered when the PA System failed to function.</p> <p>The Unit would like to purchase new equipment and materials to enhance the quality of the programming we are currently providing and sustain this and future program initiatives. Funds will be utilized for video equipment software for producing videos as well as computer software in order to produce the videos, hand-held and lapel microphones and promotional items including posters for each school to display. The posters will be unique to each school where the program is presented in order to have the highest value of impact in relation to the crashed causing violation that was demonstrated.</p> <p>The target audience of this program is the County's 73,535 students, ages 5-18 across 126 schools in urban, suburban and rural areas.</p> <p>The Unit plans to continue the program covering topics such as:</p> <ul style="list-style-type: none"> • Texting and driving • Overcorrection • Following too closely • Seatbelt usage • Speeding in traffic control devices <p>All of these violations are considered top crash causing violations for teen drivers.</p>
Grantor	NC Department of Transportation - Governor's Highway Safety Program
Goals, Strategies, Objectives supported	The Department is committed to the advancement of Community Policing and recognizes that Traffic Safety is a key component.
Application Amount	\$21,723
Application Due Date	2/14/2014
Application Submission Date	2/14/2014
Grant Year	2015
Funding Cycle	2014-2015
New?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Recurring?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If recurring, how many years?	3
Applicant's Role	Grantee

Eligible Activities	Cost	Description
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Personnel		
Contracted Services		
Travel		
Supplies/Operating Expenses		
Equipment	\$5,500	Microphones, Camera System & Laptop
Other (Describe)	Cost	Description
Promotional Materials	\$8,823	Pens/Pencils, Lanyards, Key chains, Posters
Software	\$3,100	Video/Graphic Edit & Photoshop Software
Theatrical Make-Up Kit	\$300	Theatrical Make-Up Kit with Special Effects
Posters	\$500	Promotions within schools
Advertisement Wrap	\$3,500	Wrap with slogan & logos for 2 TSU trailers
Total Project	\$21,723	

Required Match Elements	Value	Description
Cash (Describe Source)	10861	50% Required Match
Cash Match Source Account Number (If Known)		
In Kind (Describe)		
Other (Describe)	Value	Description
Total Match Value	\$10,861	

Project Funding Information (Includes Match)	
Federal Amount	\$10,862
State Amount	
Local Amount	
Private Contributions Amount	
Cash Award Amount	\$10,861
Total Funding	\$21,723
Reimbursement (Yes/No)	<input checked="" type="radio"/> Yes <input type="radio"/> No
If reimbursement grant, explain fund availability.	Grant account incurs initial expense; reimbursement via GHSP

How will the program be funded after the grant expires?	Subsequent years funded with grants and other local contributions.
List of any other departments within the City of Greensboro eligible for this funding.	NA

Description of Department Collaborations

Department	Description
<u>Fire</u>	Partner in the production of the live crash scenario.
<u>Guilford Metro 911</u>	Partner in the production of the live crash scenario.
<u>Parks & Recreation</u>	Partner in the production of the live crash scenario.

Description of Other Collaborations

Regional Governments	
State Agencies	NC Department of Transportation, NC Governor's Highway Safety Program
Federal Agencies	
Other Community Partners	Guilford County School System, State Farm Insurance Agency, NC Crash Prevention Network, Guilford County Health Department/SAFE Guilford, Gate City Towing, Chic-Fil-A, @ Guilford College, Ci Ci's Pizza @ W. Market St., Forbis & Dick Funeral Service, W. Friendly, Greensboro, George Bros. Funeral Service, Greensboro, VIP for a VIP Program, Steven Zimmerman, and Wake Forest Air Care
Other	

Result Area Work Plan

Economic and Community Development	
Infrastructure	

Public Safety	Fiscal Stewardship/Public Safety & Reduce Crime
Culture, Recreation and Community Character	
General Government	

Department Area a Work Plan

Economic and Community Development	
Infrastructure	
Public Safety	Utilize City tax dollars to leverage non-City tax dollars
Culture, Recreation and Community Character	
General Government	

Target Areas

Council District(s)	<input type="checkbox"/> District 1 <input checked="" type="checkbox"/> District 2 <input checked="" type="checkbox"/> District 3 <input checked="" type="checkbox"/> District 4 <input checked="" type="checkbox"/> District 5
Police District(s)	<input type="checkbox"/> District 1 <input checked="" type="checkbox"/> District 2 <input checked="" type="checkbox"/> District 3 <input checked="" type="checkbox"/> District 4 <input checked="" type="checkbox"/> District 5
Other Area(s)	

Program/Project Staffing

Number of Current Staff	20.00
Number of Hours/Current Staff	2,080

Describe Current Staff Position(s)/Role(s)	<p>The Traffic Safety Unit 2 Sergeants 2 Corporals 16 Patrol Officers</p> <p>The Traffic Safety Unit (TSU) consists of two (2) teams that provide support to the Patrol Function five (5) days a week. TSUs are responsible for selective traffic enforcement activities and programs designed to reduce accident-causing violations, address traffic complaints from citizens, and manage major roadway incidents. Team members are also responsible for the investigation and reconstruction of serious injury and fatal crashes. The Unit has a Traffic Safety Education Program that conducts a variety of programs tailored to the specific audience.</p> <p>Traffic Safety Officers (TSOs) are primarily responsible for the enforcement of motor vehicle laws. They are responsible for monitoring traffic conditions on all major roadways within the city limits of Greensboro; management and direction of traffic during special events; enforcement of traffic laws in and around school zones; planned traffic safety events such as Booze It and Lose It, Click It or Ticket It, and Operation Stop-Arm.</p>
Personnel to Hire Additional Staff	<input type="radio"/> Yes <input checked="" type="radio"/> No
Number of Additional Staff Needed	0.00
Number of Hours for Additional Staff	0
Describe Additional Staff Position(s)/Role(s)	n/a
Total full time equivalent jobs created with this project is estimated at:	

Impact
Will this project duplicate or compete with another service or program provided by the City of Greensboro or other local agency?
<input type="radio"/> Yes <input checked="" type="radio"/> No
How will this program/project benefit the City as an organization?
<p>The Department is committed to the advancement of Community Policing and recognizes that Traffic Safety is a key component. Officers find the time spent educating the public is a worthy investment compared to the consequences of serious traffic accidents and violations. Increased education leads to a change in habits and, ultimately, a decline in fatalities on our roads.</p>
How will this program/project benefit the City as a region?

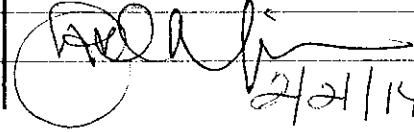
The goal of the Traffic Safety Education Program is two-fold: 1) develop replicable programs & expand resources; 2) provide learning & service opportunities for the youth in our community. The educational programs currently targets students in the Guilford County School System; engaging youth ages 5-18. The outcome we are striving for is to make a lifelong impression on the students about the consequences texting while driving can have in hopes to eradicate this deadly habit.

Department Director's Signature Authorization to Proceed

Name (printed)

Kenneth C. Miller

Signature



Date

2/21/14