



March 11, 2014

TO: Jim Westmoreland, City Manager

FROM: Susan Crotts, Centralized Contracting Division and Grants Manager

**SUBJECT:** Grant Application Authorization Request for 2015 NC Governor's Highway Safety Program Grant

On February 21, 2013, the Greensboro Police Department submitted an application to the NC Governor's Highway Safety Program Grant in the amount of \$21,723 which includes a 50% match of \$10,861. The NC Governor's Highway Grant supports highway safety awareness and to help reduce the number of traffic crashes in the state of North Carolina. The Greensboro Police Department Traffic Safety Unit would like to utilize this grant to assist with Education initiatives. If the application is approved and the grant awarded, the City would be eligible to use these grant funds for the purpose of purchasing software and equipment for video productions, theatrical make-up, promotional items and advertisement wrap for two trailers.

As a proactive measure, the Traffic Safety Education Program strives to educate and change perceptions to the dangers of texting and driving. Officers find the time spent educating the public compared to the consequences of serious traffic accidents and violations are a worthy investment. Increased education leads to a change in habits and, ultimately, a decline in fatalities on our roads. For these reasons, youth have been selected as the participants, project partners and the target audience for the most recent education initiative "A MSG 2 DIE 4".

The "A MSG 2 Die 4" Program targets the Guilford County School System's 73,535 students, ages 5-18. The program begins by exposing 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 and driving. 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.

This item will be placed on the March 18<sup>th</sup> City Council agenda for your consideration. If you have questions in the meantime, please contact Captain B.L. James at 336-433-7380.

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Attachment