



OREGON DEPARTMENT OF TRANSPORTATION
Transportation Safety Division

EXHIBIT A

GRANT PROJECT APPLICATION

Project No: PS-21-68-11 001

Project Name: City of Portland Pedestrian Bike/Driver Education Encouragement

Answer each question in the boxes provided. Answer each question completely and according to the instructions in *Italics*. All fields are required.

I. Project Description

The City of Portland Bureau of Transportation (PBOT) will partner with community organizations and city staff to implement pedestrian/bike/driver education and encouragement efforts in Portland and E. Multnomah County.

II. Problem Statement

- A. Describe the problem(s) this project will try to impact:
(Describe the problem(s) you intend to impact with this grant.)

Based on data compiled and analyzed by PBOT, we identified a need for education to improve pedestrian/bike/driver safety in Portland especially for community members that live or work in locations along a high crash network streets and in neighborhoods comprised of community members that are low income, seniors, and/or community members of color. We also identified the need to increase the number of people walking and biking to meet our climate action goals and better manage transportation demands in Portland. Compared to other neighborhoods, people living in locations along a high crash network streets and low-income communities generally have fewer choices about how, when and where they travel, putting them at higher risk as they move around. The Portland Bicycle Plan for 2030 calls for 25% of all trips to be made by bicycling. In 2017 6-7% of citywide commute trips were made by bicycle. to reach our goal, we need to have more people choose the bicycle as a mode of transportation. PBOT believes the development of specific community-led neighborhood-based group efforts to improve traffic safety and encourage safety walking and biking are necessary to accomplish the following: increase intentional transportation safety outreach and education; increase messaging and engagement opportunities encouraging community members to walk and bike; increase awareness and compliance of Oregon traffic laws; increase knowledge about vehicular collisions; increase understanding of transportation safety infrastructure; increase prevention of traffic crashes; increase participation in transportation safety and education and active transportation efforts.

- B. Provide summary data about the problem(s):
(Give summary data regarding the problem as it exists in your jurisdiction.)

People walking on Portland streets are at the greatest risk of death from a traffic crash relative to other modes of transportation. While about 10% of people identify walking as their primary way to travel in Portland, historically pedestrians have made up nearly one-third of all traffic-related deaths. In 2019, 17 people lost their lives while walking in Portland. Between 2016-2017, Portland pedestrian crashes of all severity types occurred 51% during the day and 49% during the night ("night" includes dusk, dawn, and dark conditions, both with and without street lighting present). Between 2017-2016, 61 percent of Portland fatal and serious pedestrian crashes occurred at night compared to 39 percent during the day. Older adults are increasingly overrepresented in pedestrian deaths. From 2015-2019, adults ages 65 or older made up 28% of pedestrian traffic deaths in Portland yet they make up only approximately 12 % of Portland's total population. Pedestrians in East Portland, especially east of I-205, are more than twice as likely to be killed in a traffic crashes than pedestrians in other parts of Portland. A significant number of Portland's high crash network streets and over half of Portland's high crash intersections are located in East Portland. East Portland generally bears the burden of historic underinvestment in infrastructure and has poor air quality and limited community resources. This is especially troubling because East Portland also has high concentrations of communities of color, low-income people, and communities with limited English proficiency (LEP). Multnomah County reports that the black population has the highest age-adjusted rate of death resulting from traffic crashes - 13.9 per 100,000 people (2013-2017). The Community Cycling Center CCC reported in their "Understanding Barriers to Bicycling" report that 33% of the Latina and Somali women focus group participants expressed interest in learning how to ride a bicycle so that they could bike with their children.

- C. List current activities and associated agencies already involved in solving the problem(s):
(Include all related activities and agencies involved. If you have a current project, list the objectives of that project and progress in achieving them.)

Portland Vision Zero - engineering, education, evaluation, equity, encouragement; Portland Smart Trips - education, encouragement, equity; Portland Sunday Parkways - education encouragement, equity; Portland BIKETOWN - education, encouragement, equity; Portland Capital Projects - engineering; Portland Police Bureau - enforcement and education.

III. Objectives

(Describe quantifiable products or outcomes that address those problems identified in Section II that should result from the proposed activities. Normally at least three very specific objectives should be given and each should include beginning and ending date.

The following are examples:

“To increase safety belt usage in (funded jurisdiction) from 85% to 90% by September 30, 2004, with the use rate determined by conducting observed use surveys.”

“To reduce nighttime fatal and injury crashes occurring in (funded jurisdiction) by 20% from 60, the average for the 1998-2001 period, to 48 during the 12-month period starting October 1, 2003, and ending September 30, 2004.”

“To provide intensive probation supervision to a minimum of 30 additional persons convicted of DUII in (funded jurisdiction) by making at least three face-to-face contacts with each person weekly from October 1, 2003, through September 30, 2004.”

“To complete an evaluation by July 1, 2004, to determine if using photo radar will lead to a significant reduction in fatal and injury traffic crashes in that location.”

	Start Date	End Date	Objective
1.	1/01/2021	9/30/2021	Enhance transportation safety collaboration and education with a minimum of three partner organization that serve community members of color, immigrant and /or refugee community members, and/or low-income community members in Portland and East Multnomah County by funding service contracts for pedestrian/bike/driver safety education activities and events.
2.	1/01/2021	9/30/2021	Develop a portable education World Day of Remembrance visual display.
3.	10/01/2020	9/30/2021	Increase educational opportunities and access for community members attending a Portland Police Bureau Immigrant and Refugee training by providing print materials in multiple languages and supporting transportation to and from the training.
4.	10/01/2020	9/30/2021	Expand BIKETOWN e-bike activities with limited English proficient community members by providing in-person or virtual interpretation and translation services.
5.	10/01/2020	9/30/2021	Increase bike safety and encouragement through video development and production.
6.	10/01/2020	9/30/2021	Promote biking.
7.	10/01/2020	9/30/2021	Enhance transportation safety knowledge by translating, printing, and adding close captioning to PBOT materials.
8.	6/01/2021	9/01/2021	Expand pedestrian/bike education and encouragement opportunities by entering into a contract for a summer intern.

IV. Proposed Activities

A. Major Activities

*(List major activities to be carried out to achieve objectives stated in Section III above. List the start and end date for each activity, and include in your description **what** will be done, **who** will do it, and **who** will be affected.)*

	Start Date	End Date	Activity
1.	1/01/2021	9/30/2021	Identify three or more non-profit organizations that serve the focus population and collaborate to develop and implement one or more transportation safety activities or events; use ODOT contract funds to off-set their staff time.
2.	1/01/2021	9/30/2021	Collaborate with Families for Safe Streets, The Street Trust, and possibly others to develop a portable educational World Day of Remembrance visual display.
3.	1/01/2021	9/30/2021	Coordinate with Smart Tips, Sunday parkways, and BIKETOWN to determine which PBOT material should be translated, printed and distributed to community members attending a PPB Immigrant and Refugee driver safety training and work with PPB to support trans.
4.	1/01/2021	9/30/2021	Coordinate with BIKETOWN to implement one or more bike safety and education trainings for community members with limited proficiency skills facilitated by Community Engagement Liaisons.
5.	1/01/2021	9/30/2021	Develop or enhance one or more bike safety and encouragement videos.
6.	10/01/2020	9/30/2021	Purchase social media ads promoting biking.
7.	1/01/2021	9/30/2021	Translate, print and add closed captioning to existing PBOT materials.
8.	10/01/2020	9/30/2021	Partner with the Emerging Leaders Internship program to support a summer intern.

Plans for sharing the project activities with others:

PBOT Vision Zero, Smart Trips, BIKETOWN, and Sunday Parkways will share the project activities with others by posting photos and information on City websites including Vision Zero, City calendar, random postings through social media outlets, and possibly occasional press announcements. Our community partners will share their transportation safety activities with their staff, clients and partners.

B. Coordination

(List the groups and agencies with which you will be cooperating to complete the activities of the project. Explain how you will be working together. In those projects not requiring the involvement of other agencies, a statement justifying the ability of the applicant to carry out the project independently should be included.)

Is coordination with outside agencies or groups required? If **yes**, check here: ☒

1) If you checked the box above, please fill in the following. Otherwise skip to item 2) below:

Name/role of groups and agencies involved:

PBOT Vision Zero, Smart Trips, BIKETOWN, and Sunday Parkways.
Slavic Family, Buerreras Latinas, the Rosewood Initiative, APANO,
Division Midway Alliance, Multnomah Youth Commission.

2) Fill this if you did not check the box above:

Ability to complete the project independently:

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C. Continuation

Plans to continue the project activities after funding ceases:

PBOT has plans to continue doing transportation education and encouragement outreach with businesses, community groups, non-profit organizations, volunteers and other after this specific ODOT funding ceases.

V. Evaluation Plan

A. Evaluation Questions

(You will be reporting on your objectives in your Project Evaluation. At a minimum each objective should be rephrased as an evaluation question. For example, what percentage of the public in (funded jurisdiction) wears a safety belt? What percentage increase is this? Add questions that demonstrate expected or potential impact of the project on the state or jurisdiction's traffic safety environment. Avoid yes/no evaluation questions.)

	Evaluation Question
1.	How many organizations that serve community members of color, immigrants and/or low-income community members in Portland and East Multnomah County implemented transportation safety outreach and education activities or events.
2.	What visual display was created to honor and commemorate World Day of Remembrance of traffic victims.
3.	How did PBOT partner to support people attending the PPB Immigrant and Refugee driver safety training?
4.	How many bike safety and encouragement videos were developed or enhanced?
5.	How many social media ads were purchased?
6.	How many PBOT materials were translated, printed, and had close captioning text added?
7.	Was a summer intern brought on board to support education and encouragement activities? If so, what activities were conducted.
8.	How many people with limited English proficiency did BIKETOWN engage in activities?

9.	How many people did the social media ads reach? What was the engagement?
10.	How many people were reached through the transportation safety and education events implemented by organizations that serve community members of color, immigrant and/or refugee communities?

B. Data Requirements

1. Data to be collected: The Data Table presented as Exhibit A will be submitted with required quarterly reports.

2. Data System

Describe how the data will be collected, stored, and tabulated:

Data collected for the pedestrian/bike/driver education series of activities will be collected and evaluated using participant counts, social media hits or visits, quantity of materials translated, printed, and distributed, number of locations . . .

C. Evaluation Design

Describe how the data will be analyzed:

PBOT staff will collect information needed to detail how the effort enhanced transportation safety, developed additional safety displays, increased education opportunities, and expanded activities for people with limited English proficiency.

D. Project Evaluation Preparation

A Project Evaluation Report will be submitted to TSD following the requirements given in the Agreements and Assurances.

VI. Grant Project Budget Summary

A. List of major budget items:

Mini-grants, art supplies, classes, community engagement liaisons, video, social media ads, translation, printing and closed captioning, summer intern.

B. Budget Allotment

The agency named in this document hereby applies for \$32,250.00 in Transportation Safety funds to be matched with \$7,998.00 in funds from source PBOT to carry out a traffic safety project described in this document.

VII. Budget and Cost Sharing

(Complete Form 737-1003 Budget and Cost Sharing. You may attach one page to explain specific requests. If you are applying for a multiple-year grant, you must include a separate budget for each year for which you are requesting funding.)

VIII. Exhibits

- A. Exhibit A: Data Table
(To be developed at a later date.)
- B. Exhibit B: Job Descriptions
(Provide copy of job descriptions of all positions assigned to the project 500 hours or more paid with grant funds.)
- C. Exhibit C: Contracts or Service Agreements
(Provide signed copies of any contracts or other service agreements that are entered into by the grantee as part of this project. These shall be reviewed by TSD to determine whether the work to be accomplished is consistent with the objectives of the project. All contracts awarded by the grantee shall include the provision that any subcontracts include all provisions stated in the Agreements and Assurances.)

IX. Agreements and Assurances

(READ, sign and attach to the grant project application.)

X. Approval Signatures

I have read and understand the Agreements and Assurances stipulating the conditions under which the funds for which are being applied will be available and can be utilized.
The agency named in this document is prepared to become a recipient of the funds should the grant funds be awarded.

A. Agency Information

Agency Name*: Portland Bureau of Transportation

Street Address: 1120 SW 5th Avenue, Suite 1250

City: Portland

State: OR

Zip: 97204

B. Project Director

First Name: Dana Last Name: Dickman

Title: Active Trans. Safety Email:

Section Mgr

Phone: Fax:

Street Address: 1120 SW 5th Avenue, Suite 1250

City: Portland

State: OR

Zip: 97204

Signature: _____ Date: _____

C. Authorizing Official of Agency Completing Application

First Name:	<u>Chris</u>	Last Name:	<u>Warner</u>
Title:	<u>Bureau Director</u>	Email:	<u>chris.warner@portlandoregon.gov</u>
Phone:	<u>503-823-1055</u>	Fax:	<u>503-823-6868</u>
Street Address:	<u>1120 SW 5th Avenue, Suite 1250</u>		
City:	<u>Portland</u>		
State:	<u>OR</u>		
Zip:	<u>97204</u>		

Signature: _____ Date: _____

*Non-profit agencies must submit proof of exempt status under Code Sec. 501(c)(3)

Mail signed copies to: Oregon Dept. of Transportation
Transportation Safety Division
4040 Fairview Industrial Drive SE - MS 3
Salem, OR 97302-1142

Email completed electronic copy to your TSD Program Manager.

EXHIBIT B ODOT GRANT BUDGET AND COST SHARING

190303

Project No.: PS-21-68-11 001
 Project Name: City of Portland Pedestrian Bike/Driver Education Encouragement
 Agency: Portland Bureau of Transportation

Project Period: 10/01/20 - 09/30/21
 (From) (To)

(Office Use Only)

Grant Adjustment #: 0
 Grant Adjust. Effective Date: 12/22/2020
 Project Yr. (1-2-3, Ongoing):

This form should include all budget information. If additional information is required for clarity, please include on a separate page referencing appropriate budget item.

1. Personnel Costs*

A. Staff assigned and estimated hours:	Hours	Rate	Total Cost
PBOT Coordinator - White	56.20 @ \$	142.33 /hr = \$	7,998.95
Summer Intern	1.00 @ \$	8,700.00 /hr = \$	8,700.00
	0.00 @ \$	- /hr = \$	-
	0.00 @ \$	- /hr = \$	-
	0.00 @ \$	- /hr = \$	-
	0.00 @ \$	- /hr = \$	-
Staff Subtotal			\$ 16,698.95

B. Overtime	Hours	Rate	Total Cost
	0.00 @ \$	- /hr = \$	-
	0.00 @ \$	- /hr = \$	-
Overtime Subtotal			\$ -

C. Volunteer Time	Hours	Rate	Total Cost
	0.00 @ \$	- /hr = \$	-
	0.00 @ \$	- /hr = \$	-
Volunteer Subtotal			\$ -

2. Personnel Benefits

	Unit Cost	# of Units	Total Cost
A.	\$ - @	0 =	\$ -
B.	\$ - @	0 =	\$ -
Benefits Subtotal			\$ -

3. Equipment

	Unit Cost	# of Units	Total Cost
A.	\$ - @	0 =	\$ -
B.	\$ - @	0 =	\$ -
C.	\$ - @	0 =	\$ -
D.	\$ - @	0 =	\$ -
Equipment Subtotal			\$ -

4. Materials/Printing

	Unit Cost	# of Units	Total Cost
A. Printing for all activitie	\$ 1,200.00 @	1 =	\$ 1,200.00
B. Grid frame for WDR display	\$ 400.00 @	1 =	\$ 400.00
C. Graphic layout	\$ 800.00 @	1 =	\$ 800.00
Materials Subtotal			\$ 2,400.00

5. Overhead/Indirect Costs

	Unit Cost	# of Units	Total Cost
A.	\$ - @	0 =	\$ -
B.	\$ - @	0 =	\$ -
Overhead Subtotal			\$ -

TSD FUNDS	MATCH	TOTAL
\$8,700.00	\$7,998.95	\$16,698.95
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$2,400.00	\$0.00	\$2,400.00
\$0.00	\$0.00	\$0.00

EXHIBIT B ODOT GRANT BUDGET AND COST SHARING

190303

Project Number: City of Portland Pedestrian Bil

6. Other Project Costs

A. Travel In-State	Unit Cost	# of Units	Total Cost
	\$ - @	0 =	\$ -
B. Travel Out-of-State (specify)***:			
	\$ - @	0 =	\$ -
C. Office Expenses (supplies, photocopy, telephone, postage)			
	\$ - @	0 =	\$ -
D. Other Costs (specify):			
1.) PPB class transportation.	\$ 1,000.00 @	1 =	\$ 1,000.00
2.) Community Engagement Liaison	\$ 3,500.00 @	1 =	\$ 3,500.00
3.) Close Captioning	\$ 800.00 @	1 =	\$ 800.00
4.) Social Media Ads	\$ 250.00 @	1 =	\$ 250.00
5.) Video Development	\$ 3,500.00 @	1 =	\$ 3,500.00
Other Project Costs Subtotal			\$ 9,050.00

7. Consultation/Contractual Services **

	Unit Cost	# of Units	Total Cost
A. Grants	\$ 8,000.00 @	1 =	\$ 8,000.00
B. Translation	\$ 4,100.00 @	1 =	\$ 4,100.00
Consultation/Contractual Services Total			\$ 12,100.00

8. Mini-Grants ***

	TSD	Match
A.	\$ -	\$ -
B.	\$ -	\$ -
C.	\$ -	\$ -
D.	\$ -	\$ -
E.	\$ -	\$ -
F.	\$ -	\$ -
G.	\$ -	\$ -
H.	\$ -	\$ -
Mini-Grants Subtotals	\$ -	\$ -

TOTAL

COST SHARING BREAKDOWN

1. TSD Funds	\$ 32,250.00	80%
2. Match: State		
3. Match: Local	\$ 7,998.95	20%
4. Match: Other (specify)		
a.)		
b.)		
c.)		
5. TOTAL COSTS	\$ 40,248.95	100%

TSD FUNDS	MATCH	TOTAL
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$9,050.00	\$0.00	\$9,050.00
\$12,100.00	\$0.00	\$12,100.00
\$0.00	\$0.00	\$0.00
\$32,250.00	\$7,998.95	\$40,248.95

Budget Comments:

* Job descriptions for all positions assigned to grant for 500 hours or more must be included in Exhibit B.

** TSD approval required prior to expenditures.