



**Governor's Traffic
Safety Committee**

Highway Safety Program Guide

May 2023

Overview Local, State and Not-for-profit Agency Highway Safety Program Guide

A guide to applying for and managing local, state, and not-for-profit agency highway safety grants from the New York State Governor's Traffic Safety Committee (GTSC). This information pertains to all GTSC grant programs. The structured grant programs of Child Passenger Safety (CPS), and Police Traffic Services (PTS) have additional reporting requirements and budget restrictions. Refer to those applications' budget guides and reporting schedules.

Grant Program Background

The Federal Highway Safety Program is a grant program from the National Highway Traffic Safety Administration (NHTSA). It is intended to support state and local efforts to improve highway safety by providing start up or "seed" money for new programs directed at identified highway safety problems. In New York State, this grant program is administered by the Governor's Traffic Safety Committee. The GTSC's grant projects are funded for one-year periods, based on the availability of federal funding and the performance of the grantee. Applications must be submitted each year before the May 1st deadline.

Eligible organizations are state and local government agencies, and not-for-profit agencies. Not-for-profit agencies must be registered with the NYS Charity Bureau, pre-qualified with the NYS Grants Gateway and have valid proof of workers' compensation, disability benefits and paid family leave insurance coverage or exemption. For-Profit agencies and individuals are not eligible, nor are applications to develop a product or provide a service for profit.

All applicants must apply in eGrants, GTSC's online grants management system, available at <https://trafficsafety.ny.gov/highway-safety-grant-program>. All grant applications from local agencies MUST be approved by the Chair of the County Traffic Safety Board. Contact your County Traffic Safety Board regarding the process for having your application endorsed.

Highway Safety Grants - Guidelines & Required Elements

The GTSC uses strategic planning to help determine the state's priority highway safety problems and to develop program strategies for addressing these problems. The results of this process are reported annually in the State's Highway Safety Strategic Plan (HSSP) which is prepared by the GTSC staff, based on input from the traffic safety community. State and local agencies and not-for-profit organizations can submit applications to receive funding for traffic safety projects directed at solving problems identified in the HSSP. The HSSP is published online at <http://www.trafficsafety.ny.gov>. Agencies should use data to guide their problem identification and program development. Crash and ticket data are available online at <https://www.itsmr.org/TSSR>.

The GTSC has three grant programs. The structured programs of Child Passenger Safety (CPS) and Police Traffic Services (PTS) address specific statewide highway safety programs in a format prescribed by the GTSC and the NHTSA. In these structured applications, the GTSC has defined the problem area and the scope of the project activities that will be funded. The applications guide the applicant to provide some additional problem identification information. The budget requests are limited to certain items.

The General Highway Safety Grant Program for Local, State and Not-for-profit Agencies (HS) proposal is to be used by an applicant to address any highway safety issue in the HSSP. The applicant must prepare a grant application narrative that states the problem to be addressed by the grant project and provides supporting data. The grant narrative must address all the elements outlined in this guide. The budget should be justified, reasonable and only include allowable costs.

Reference Guide to Writing a General Highway Safety Grant Proposal

Use this guide when writing your grant proposal to develop an acceptable application. Applications will be reviewed based on completeness, potential impact, reasonableness of the budget request and the past performance of the applicant. All proposals must address a problem described in New York’s Highway Safety Strategic Plan. The Highway Safety Strategic Plan and accident and ticket data are found on the GTSC website, <http://trafficsafety.ny.gov>.

The grant application must have a narrative that addresses the following components:

- I. Problem Identification
- II. Proposed Solution
- III. Goal (with objectives)
- IV. Operational Plan (Work Plan)
- V. Evaluation Plan

I. Problem Identification

In narrative form, describe the problem(s) that you have identified in your community. The problem(s) you describe should be identified through an analysis and assessment of data and information related to highway safety in your community. The data used in identifying the problem(s) must be included to support your problem identification statement.

II. Proposed Solution

Describe the solution to your highway safety problem. Explain what you intend to do and how it will impact your problem.

Provide specific and measurable action statements that indicate what you would like to accomplish by the end of your project period.

Provide a statement for each problem that you will be addressing in the project.

III Goal

Based on the problem(s) that you have identified and documented, state the goal and objectives of your project. Performance measures for monitoring and tracking progress toward your goal and each objective must be identified.

Goal: The goal of your project is the ultimate result you hope to achieve over time. In highway safety programs, the goal is to reduce crashes, fatalities, and injuries. The goal should be measurable; it should also be ambitious, but realistic. In stating the goal, include where you are starting from (baseline), the target you hope to reach, and a timeframe for achieving your goal. *(Examples: Reduce the number of pedestrians injured in crashes from 214 this year to 185 in three years. Reduce the number of fatal and personal injury crashes that are alcohol-related from 142 this year to 125 in three years.)*

Objectives: The objectives are the “action” steps you will take to achieve your goal and are related to the activities undertaken in your project. The objectives should also be specific, measurable, action-oriented, realistic, related to your problem and time bound. *(Examples: Conduct a traffic safety education outreach for senior citizens by September 30. Increase the seat belt use rate from 85% last year to 90% next year).*

Describe the strategies you will use to accomplish your program's objectives. For each strategy, describe the specific activities or tasks that will be undertaken. Identify measures that will be used to document the activities that are implemented; this information must be collected throughout the project. (*Examples: number of pedestrian safety presentations to senior citizen groups, number of brochures distributed, number of seat belt road checks conducted.*) To the extent possible, measures for assessing the effectiveness of your activities should also be identified. (*Examples: change in awareness/knowledge of pedestrian safety, change in seat belt use rate linked to project activity.*)

Performance Measures: A performance measure is a quantitative indicator that can be monitored over time and is directly related to a goal or objective. Identify the measures you will use to track progress toward the achievement of your goals and objectives. (*Examples: number of pedestrians injured in crashes, seat belt use rate, number of speeding tickets issued*). For each selected measure, indicate the source or how you will collect the data. (*Examples: Department of Motor Vehicles, observational surveys.*)

IV. Operational Plan (Work Plan)

Provide a detailed description of how your project will be organized, including such things as staffing, location, schedules, and frequencies. What are the specific activities that you will be performing, how will you do them, when, how often and to whom will they be directed? Provide a description of major activities or events (by month or quarter).

Your operational plan should, in a few paragraphs:

- Describe the activities that you will conduct to address each problem
- Address the solutions for each problem
- Include the names, titles, and duties of those who will carry out the project

Example: We will present a bicycle and pedestrian safety school assembly to every grammar school in our county (8 schools) during the school year. Our traffic safety coordinator will organize and present the assemblies and will use the materials we order through our grant budget.

Milestones: Establish milestones for your project. Provide a chronological list of the major events, activities or tasks that will be performed and designate a start and completion date for each task.

Tip:

- Your Operation Plan will help you define the scope of your project, organize your resources, and provide direction and motivation to project participants.
- It will encourage long range planning throughout the project period.

V. Evaluation

To determine if the project will be doing what it is intended to do, describe how you will assess your project's accomplishments, achievements, or shortcomings. The evaluation should focus on documenting your activities and linking these activities to the achievement of your objectives. Did you conduct the activities you planned? If you did, were the activities effective?

You will also want to determine whether there has been progress toward the goal of your project. Because of the time lag in receiving up-to-date crash data, it will not be possible to link your project activities with any change in your measure. Rather, you should review the status of your measure to determine whether there has been a change (compared to the established baseline) and if the change is in the right direction.

Conducting the Evaluation:

Obtain or collect updated information/data for each of the performance measures related to your project activities, objectives, and goal. Establish a baseline for each measure.

Assess the implementation of your project by comparing the activities that were conducted with the activities that were planned. Include quantitative terms in describing your activities. (*Examples: number of presentations, number of participants, number of police officers, number of brochures distributed.*)

Evaluate the effectiveness of your activities by comparing the updated measure with the baseline measure related to each objective. Determine if each objective was “met”, “unmet”, or “exceeded”. Look for linkages between your activities and your objectives.

Finally, assess whether there has been progress toward your goal by comparing the status of the measure with the established baseline.

Budget

Be sure your request is reasonable and appropriate to the grant needs and follows the guidelines for allowable costs. When preparing a budget, keep in mind that federal guidelines permit the funding of some costs and specifically prohibit the funding of others. Also, keep in mind that some grant programs are restrictive when it comes to what is allowed in the budget request. Our Child Passenger Safety (CPS) and Police Traffic Services (PTS) grant programs are examples. Please refer to the specific application when preparing the corresponding budget request. Following are the general guidelines for our grant programs.

The general principals used by this federal program to determine if costs are eligible for reimbursement include the following. Costs charged to the grant need to be necessary, reasonable and allocable. Activities and items being charged to the grant must be listed in the approved budget and directly related to the approved project’s objectives. Costs must fall within the approved grant period pre- and post-expenses are not allowable. The deadline for submitting claims for payment on eGrants and submitting the supporting documentation for reimbursement of project costs is October 31. All allowable costs incurred during the grant year for use during the period October 1 to September 30 must be requested on a claim and submitted to GTSC by October 31. NHTSA will not reimburse late claims. While we do not intend for costs to go un-reimbursed, grantees must claim costs promptly or be subject to non-reimbursement. Payment requests should be submitted on a quarterly basis.

The Buy America Act, 23 U.S.C. § 313, prohibits States from using highway grant funds to purchase products unless they are produced in the United States. For compliance purposes, American-made covers any product that is manufactured or assembled in the United States. There is an exemption for items which cost under \$5,000. Check with your highway safety program representative for approval before purchasing items.

If you have any questions on allowable or unallowable costs, contact the GTSC while planning your budget and always check before incurring the costs. If an item is not listed in the tables below, do not purchase it until you check with GTSC for prior approval. If you do not seek prior approval or purchase items not listed in your grant’s approved budget, you do so at the risk of non-reimbursement. All purchases with grant funds are subject to prior approval from GTSC before reimbursement claims are paid. We strongly recommend that you receive prior approval from GTSC before making such purchases.

As part of the grant approval process, the GTSC will review the budget request and may reduce or eliminate one or more of the budget categories. The approved grant budget may be less than originally requested. The grantee is responsible for reviewing the approved grant on eGrants to check the final approved budget amount before making any purchases.

Following are the general guidelines for Allowable/Unallowable Costs for GTSC grant program budgets:

ALLOWABLE COSTS

Contractual services	Professional memberships & subscriptions
Equipment ¹	Educational materials ^{2&4}
Fringe benefits, straight time only	Telephone calls (project related)
Materials and supplies	Transportation/mileage
Personal services	Travel
Postage	Training
Printing and reproduction	

UNALLOWABLE COSTS (These items are NOT funded by GTSC):

Promotional items (including giveaways or incentives intended to be distributed to the public)	Incentives or prizes of cash, gift cards or services
Advertising (Paying for advertising placement)	Interest and other financial costs
Blanket purchase orders	Land
Alcoholic beverages (including controlled training settings)	Large scale computer systems
Capital expenditures/capital construction	Legislative expenses (lobbying is prohibited)
Cell phones and contracts	Maintenance and repairs to existing/non-project funded equipment
Commercial vehicle inspection and truck scales	Police/emergency communications
Contributions and donations	Programs to check helmet usage or to create checkpoints that specifically target motorcyclists
Entertainment	Tint meters
Extended warranties/maintenance agreements	Traffic signal preemption systems
Fines and penalties	Supplanting — meaning grant funds cannot be used to support existing activities
Furniture, fixtures ³	Uniforms
Highway safety appurtenances (guard rails, utility poles, sign supports, etc.)	Any purchase or expense made outside of the approved grant period

1. Equipment that costs \$5,000 or more per item needs prior written approval from the GTSC and the NHTSA before the purchase is made.
2. Educational materials or campaigns developed for this project must have prior GTSC approval for content and text or be subject to non-reimbursement. (Examples: pamphlets, videos, handouts, public messages.)
3. Tables, desks, chairs, file cabinets, clocks, lighting, coat racks, drapes, shelves, floor covering, bookcases, etc.
4. Educational items must be directly related to the project objectives, provide substantial information and education content (not merely a slogan) to the public and have the sole purpose of conveying traffic safety information.

Personal Services: Enter the total amount of the GTSC funding requested for personal services costs, which are salary and fringe benefit costs. In the spaces provided, please list the title of the position(s) being requested. Please provide a brief description/justification for this position.

Other than Personal Services: Enter a brief description of the major categories of non-personal service costs being requested. In the area provided, enter the amount of the GTSC funding that you are requesting to cover project related costs. These costs should be directly related to your project's objectives and justified in your grant narrative. Travel must be identified as in-state or out-of-state and justified in your grant narrative. Equipment must be related to your grant activities and is to be listed separately and itemized on the budget detail sheet.

Grand Total: The amount of the GTSC funding being requested will be calculated. This amount equals the total of your personal services and other than personal services categories.

Using eGrants

Applications must be submitted online using the GTSC's grants management system, eGrants, accessed at <http://www.trafficsafety.ny.gov>. New applicants must enroll the agency in eGrants, provide the name and address of a Project Director, **then contact the GTSC at (518) 474-5111 to have the agency and the initial Project Director verified.** After verification, the Project Director must enroll a Fiscal Agent for the agency; this is a required role. Users enrolled as Project Directors are responsible for maintaining the agency's information and enrolling other agency users. All users are responsible for keeping contact information up to date.

Information Required on the Application

All applicants must be registered in the System for Award Management (SAM) and remain in an active status. Registering with the SAM is a required step for your organization to be able to apply for federal grants. For more information on creating a SAM user account and registering your organization, [click here](#).

All applicants must be in compliance with the New York State requirement to carry workers' compensation, disability benefits and paid family leave insurance coverage or meet the exemption criteria under the law.

All applicants must provide the following identification numbers on their Organization Information page in eGrants:

- Federal ID number
- Unique Entity Identifier (UEI) - The federal government requires that New York report grant fund awards by using the UEI of the award recipient. The UEI is a unique twelve-character alpha-numeric value that identifies your agency/ organization. Your fiscal agent should know your agency's/ organization's UEI. More information may be found at: SAM.gov.
- NYS Vendor ID number - for more information visit: <https://osc.state.ny.us/vendors/>
- Payee ID/ Municipal Code (Local Government agencies only - Counties, Cities, Towns and Villages)

In addition, if your organization is a Not-for-Profit, the following is also required:

- Charity ID number – your organization's registration status (Charity ID number) with the New York State Attorney General's Charities Bureau must be up to date. Information regarding registration is available at: <http://www.charitiesnys.com>
- Your organization must be in pre-qualified approved status in the New York State Grants Gateway system on the proposal due date
- Proof of workers' compensation, disability benefits and paid family leave insurance coverage or exemption must be submitted. [The name and federal identification number on the certificate submitted to show proof of coverage or exemption must exactly match the name and federal identification number provided in the GTSC's eGrants System and the information in the Statewide Financial System.](#)

TIPS ON PREPARING YOUR GRANT APPLICATION:

- Remember to prioritize and limit the number of problems you address in your grant application. Resources are limited; be specific in your focus.
- If your grant application addresses multiple problems, you must include a project description for each problem to be addressed.
- Make sure that the project you are requesting funding for addresses the problem that you have identified in your application.
- Your budget request should be reasonable and directly related to your proposed statement of work.
- Local agencies must allow time for the County Traffic Safety Board to review and endorse the application.
- If you have any questions, please contact the GTSC at (518) 474-5111.

PROGRAM ADMINISTRATION

EQUIPMENT / PROJECT RELATED COMMODITIES

Commodity orders and equipment required to conduct the project activities as described in the approved grant budget must be ordered and received by July 31. Equipment that costs \$5,000 or more per item needs written approval from the GTSC and the NHTSA **before** it is purchased. An equipment acquisition form must be filled out and submitted with the claim for payment request for all equipment purchased. Equipment purchased should be inventoried by the grantee and used for its intended highway safety purpose.

PERSONAL SERVICES

Federal Timekeeping Requirements: (2CFR Part 200.430 Compensation – personal services)

Section 200.430 requires that all salaries and wages charged to a federal award be documented to accurately reflect the work performed for the award.

Section 200.430 identifies the requirements for documenting personnel expenses. Non-federal entities are required to:

- establish and maintain internal controls that provide assurance that salaries and wages are accurate, allowable, and properly allocated;
- incorporate personnel expense documents into the official records of the entity;
- reasonably document the total activity, federally funded and non-federally funded, for which an employee is compensated, not exceeding 100% of compensated activities (records may reflect categories of activities as percentage of total work performed);
- apply the same accounting policies and procedures for both federally funded and non-federally funded activities; and support the distribution of the employee's salary or wages among specific activities or cost objectives if the employee's salary is not solely provided by a single federal award.

Time/salaries spent working on various federal programs must be documented for co-funded and 100% funded staff. Acceptable methods include: Written schedules if they are documented by personnel activity reports (PARS). PARS must be prepared at least monthly, signed, and dated by the employee, and account for the staff person's total activity. Time sheets and other records must reflect an after-the-fact distribution of the actual activity performed.

When requesting reimbursement, grantees should use one of these forms to document work done:

- Enforcement overtime grants use PS-1, Itemized Listing of Personal Services for Enforcement, link at <https://trafficsafety.ny.gov/highway-safety-grant-program>. Under the Grant Guidelines and Forms section click on PS-1 — Itemized Listing of Personal Services for Enforcement
- Non-enforcement use PS-1NE, Itemized Listing of Personal Services for Non-Enforcement, link at <https://trafficsafety.ny.gov/highway-safety-grant-program>. Under the Grant Guidelines and Forms section click on PS-1NE — Itemized Listing of Personal Services for Non-Enforcement.
- Time keeping form for full time employees who are partially funded by a GTSC grant, to account for grant-funded activities vs. non-grant funded activities. Personal Activity Report Time Record use link at <https://trafficsafety.ny.gov/highway-safety-grant-program>. Under the Grant Guidelines and Forms section click on Personal Activity Report Time Record.

PUBLIC INFORMATION CAMPAIGNS

A project's educational materials, such as pamphlets, books, booklets, brochures, or broadsheets that are used to inform the public about safety topics are allowable. Promotional items, such as pens, key chains, or reflectors are not allowed.

Educational materials must directly relate to the project objectives and provide substantial information and education content (not merely a slogan) to the public and have the sole purpose of conveying traffic safety information. All educational material must receive prior approval from GTSC for content and text or be subject to non-reimbursement.

REPORTING

You will be required to submit a mid-year and final report. Your final report should include either your completed evaluation report or description of what will be evaluated and when it will be completed. The mid-year report is due April 15 and should describe the activities conducted, the milestones that have been met, and any problems affecting the implementation of the project. The final report is due October 15 and should summarize your accomplishments for the entire project period and present the results of the evaluation.

The structured programs of PTS and CPS each have specific reporting requirements that are unique to that program. Be sure to follow the instructions on the application and report activities as required.

MONITORING

The GTSC has the right to conduct on-site monitoring of grant funded projects, during the project period or within 3 years after the end of the project period. The staff of the GTSC will schedule on-site visits at the mutual convenience of the GTSC and the project director or designee.

During the on-site monitoring visit, the GTSC staff may ask to view grant records, correspondence, financial records, traffic records, examples of work performed, appointment books, financial and payroll records and equipment purchased with grant funds.

It is expected that you document the work of your grant project. The GTSC may request proof of the work done under the grant. Scheduling diaries, correspondence, meeting minutes, media archives, reports and other materials will help to document your use of grant funding. For enforcement projects, surveys, time keeping records, ticket and crash reports should be maintained by the project director. Equipment purchased should be available for inspection.

COUNTY TRAFFIC SAFETY BOARD COORDINATION

New York State Vehicle and Traffic Law § 1675 describes the functions of Traffic Safety Boards. They are authorized to promote and encourage street and highway traffic safety and to formulate highway safety programs and coordinate efforts of interested parties and agencies engaged in traffic safety education within such city, town, borough, or county.

The GTSC encourages local coordination of traffic safety efforts and requires that the County Traffic Safety Board Chair endorse all local grant applications. Local applications that are not endorsed by the County Traffic Safety Board will not be reviewed. The GTSC encourages that grant program participants be active in all their community's efforts to promote traffic safety.

REQUIREMENTS FOR GRANT SUBMISSION AND PROJECT MANAGEMENT

The following important information will help you understand the GTSC grant program. Failure to comply with these requirements will result in delays or rejection when processing your application or may prevent reimbursement for project costs.

- The federal fiscal year runs from October 1 through September 30. Projects are funded for one year, and each project period must coincide with the federal fiscal year, with an October 1 start date and an ending date of September 30.
- Applications must be submitted in eGrants on or before May 1. Incomplete applications cannot be accepted. **Proposal status must be "Submitted" or "In Review" on or before May 1.** A proposal that has the status of **In Process** is not submitted. Applicants must change the status of the proposal to submit it to the GTSC by May 1.
- Applications must address a fundable program area. The applicant must agree to terms and conditions set forth in the application and in the contract.

- Policies and procedures of the following federal regulations may be applicable:
 - Uniform Procedures for State Highway Safety Programs 23 CFR Part 1300;
 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards 2 CFR Part 200
 - Grantees must also be aware of the specific certifications and assurances that are imposed upon them as part of the above regulations, refer to <http://www.ecfr.gov> to review these Federal rules, they are:
 - Hatch Act,
 - Nondiscrimination,
 - Buy America Act,
 - Certification Regarding Federal Lobbying,
 - Restriction on State Lobbying,
 - Certification Regarding Debarment and Suspension,
 - Prohibition on Using Grant Funds to check Helmet Usage.
- Local agency grant applications must be approved by the Chair of the County Traffic Safety Board. Contact your County Traffic Safety Board regarding the process for having your application approved.
- Highway Safety Program grant applications must clearly identify the highway safety problem(s) to be addressed and the solution(s) to be implemented. The problem(s) and the solution(s) must be consistent with New York State's Highway Safety Strategic Plan. This plan is published on the GTSC website, <http://trafficsafety.ny.gov>.
- Any changes in the project's scope or budget during the grant year must be submitted to GTSC for approval **before** those activities occur by submitting a Project Modification Request in eGrants.
- This is a reimbursement program. The applicant incurs the costs of the project and is reimbursed by the GTSC according to the approved budget. All costs must be documented, and the reimbursement request must be completed using eGrants. The hard copy of the claim for payment generated in eGrants must be signed and submitted by mail with backup documentation. Any changes in the approved budget must be submitted in eGrants to the GTSC for approval **before** the costs are incurred.
- The deadline for submitting claims for payment in eGrants for reimbursement of project costs is October 31. All allowable costs incurred during the grant year for use during the period of October 1 to September 30, must be claimed and submitted to GTSC by October 31. NHTSA will not reimburse late claims. While we do not intend that costs go un-reimbursed, grantees must claim costs promptly or be subject to non-reimbursement. Claims for payment are due quarterly.
- Grant projects are funded for one-year periods. A new application must be submitted using eGrants each year.
- If there are any questions about grant management, contact the GTSC for assistance.

DATES TO KNOW

Our grant year corresponds to the federal fiscal year, October 1 through September 30. Know when your grant items are to be submitted. Special activity grants, like Child Passenger Safety or Police Traffic Services, have additional reports and those will be noted in the proposal application.

March - April	If you have questions about the grant application process or need assistance with eGrants, contact the GTSC. Traffic Safety Board Approval: All grant applications from local agencies MUST be approved by the applicant's County Traffic Safety Board. Contact your County Traffic Safety Board as to the process for having your application approved. The GTSC will work to obtain County Traffic Safety Board approvals. This does not alleviate your responsibility to contact your County Traffic Safety Board prior to grant submission. Local Traffic Safety Boards retain the right to approve or disapprove your application.
April 15	Mid-year progress reports due.
May 1	Complete and approved grant proposals are due in to the GTSC in eGrants. Proposal status <u>must</u> be "Submitted" or "In Review" by May 1 st .
July 31	Commodities and equipment must be ordered and received.
September 30	The end of the Federal fiscal year. GTSC grants end September 30.
October 1	The beginning of the Federal fiscal year. GTSC grants begin on October 1.
October 15	Final report due.
October 31	Deadline for submitting reimbursement claims.

GTSC is online at <http://www.trafficsafety.ny.gov>

Governor's Traffic Safety Committee Contact Information:

Governor's Traffic Safety Committee
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Telephone: (518) 474-5111
Agency email: safeny@dmv.ny.gov

For Program Representative county assignments see: <https://trafficsafety.ny.gov/about> or call (518) 474-5111.

For assistance in completing Claim for Payment requests refer to the [Claim for Payment - Instruction Guide](#).