

Safe Roads Grant Program Guide for All Applicants – FFY 2025

Overview of the Safe Roads Program

To continue working toward the goal of zero traffic deaths and serious injuries on Minnesota's roads, the Office of Traffic Safety (OTS) in the Department of Public Safety is funding coalition work through the Toward Zero Deaths (TZD) Safe Roads grant program.

There are few injuries or deaths more preventable than those caused by the decision to drive irresponsibly. Communities that are aware of the safety risks and costs that result from traffic crashes are more likely to devote their attention and resources to preventing more crashes, injuries and deaths on roadways. In addition, community members working together to solve their local traffic safety issues often increases the community's cohesiveness and improves its quality of living. Community level support is necessary for Minnesota to reach its goal of zero traffic deaths. It takes everyone, and everyone sharing the same message.

It is important that all traffic safety education and outreach efforts, whether legislated or voluntary, provide current information that is accessible to all of Minnesota's diverse communities.

Minnesota believes providing local education and outreach through a variety of community programs will provide the biggest impact to the Toward Zero Deaths goal set by Minnesota more than 20 years ago.

TZD Safe Roads Program Application Guide

2025 TZD Safe Roads Application

Fill out all requesting Organization information.

The SAM UEI number must be provided at the time of application.

Visit [SAM.GOV](https://sam.gov) for more information. Registration is free.

Authorized Representative

The Authorized Representative is the individual authorized by the applicant organization's governing board to execute a legally binding contract or agreement. The Authorized Representative is identified by a governing board resolution.

Organization Background Experience

Provide a brief description of the organization. Organizations must have offices in the county or counties served.

Private, non-profit, and other non-governmental organizations must provide an IRS Form 990 or the most recent certified financial audit with the TZD Safe Roads grant application.

Coalition Coordinator's Background and Experience:

A brief resume of the coalition coordinator's background and experience as it relates to coalition leadership, grant management, traffic safety and community organization must be provided. If the coalition coordinator is unknown, describe the qualifications you will look for in a potential coordinator and the anticipated date the coordinator will be hired if the application is awarded.

Coalition Support for Traffic Safety Coalition:

Five letters of support or a Memorandum of Understanding (MOU) from core coalition member organizations are required. Each letter or MOU must state that the organization will actively participate in coalition meetings and grant activities. Letters of support or MOU's from sheriff and/or police chief(s) must include statement that they will assist in obtaining crash information for Fatal and Serious Injury Committee meetings.

To meet this requirement, include a letter or MOU from coalition members representing:

- Emergency medical services
- Engineering at the city, county, or state level
- Public health
- County Sheriff's Office
- Police Department(s)

Coalition Information

Include:

1. Current coalition mission statement and/or draft of proposed mission statement.
2. List of all Coalition members (if known) and their organization affiliation. Applicants are encouraged to include broad and diverse representation in their coalitions.
3. Coalition meeting schedule dates.
 - Must meet a minimum of 4 times during the grant year.
4. Coalition Goals
 - Must be measurable/attainable, i.e. gain participation of individuals representing X, Y, and Z.
 - Applications must include a list of coalition evaluations measures that will be implemented during the grant period.

Fatal and Serious Injury Review Committee members and their organization affiliation

- FSIRC should identify proposed meeting dates at least quarterly to review every fatal crash in their area.
- In addition, committees should review as many serious injury crashes as possible to identify recent crash and injury factors.
- Meetings may be held in-person or virtually using a secured platform.
- A FSIRC Guide is available at: <https://dps.mn.gov/divisions/ots/tzd-safe-roads/Documents/mn-frc-guide.pdf>

TZD Regional Involvement

Coalition coordinators and members of the coalition are strongly encouraged to attend TZD Regional meetings including but not limited to steering committee and workshops.

Coalition coordinators may be reimbursed for regional TZD meetings under the following guidelines:

- Time and mileage to attend TZD regional Steering Committee meetings
- Time to participate in the TZD regional Steering Committee meetings via teleconference.
- Time and mileage to meet with other traffic safety coalition coordinators in your region only when scheduled by the TZD Regional Coordinator.
- Time and mileage to attend the TZD Regional Workshop in your region.

Safe Roads Work Plan

Complete the excel workbook and upload it into eGrants. (All blue tabs) Use the County Population, VMT Behavioral Measures (2019-2023) crash data to identify your problem identification.

Grant Activity

Being clear about what you are trying to accomplish will help obtain success. Applications must specify how each activity will be evaluated to measure impact. Impact evaluates changes in knowledge, attitudes, perceptions, or behaviors. Measuring the impact of the grant activities allows coalition members to evaluate the effectiveness of their work and determine the next best steps.

Setting Measurable Goals

Successful evaluation depends on setting measurable goals. TZD Safe Roads grant applications must set measurable goals for each activity selected.

Example:

Problem ID – Distracted Driving, Overrepresented Teenagers in crash data

Activity – Provide education on distracted driving at community and/ or high school events using the distracted driving googles along with pedal carts, obstacle course, or other activities that will focus attention on the danger of distracted driving.

*Measurable Goal – Provide education on distracted driving at **4 community events and/ or high school events with 40 participants per event.***

Evaluation – Pre and/ or post knowledge check survey at each event.

Innovative Activities:

Innovative coalition activities must address identified problems in the area served, be measurable, and be evaluated to measure changes in the knowledge, perceptions, attitudes, and/ or behavioral impacts.

Implemented activities should increase awareness of the dangers of the following four problem id's: Distracted, Impaired, Speed, and Seat belts.

Innovative Activity 1

Safe Roads Coalition must identify at least one innovative activity based on overrepresented/underserved communities in crash data.

1. Select the problem id in the drop down
2. Identify planned activity
3. Identify measurable goal(s)
4. Identify how you will evaluate goal(s)

Innovative Activity 2

Safe Roads Coalition must identify at least one innovative activity based on problem identification with the greatest need.

1. Select the problem id

2. Identify planned activity
3. Identify measurable goal(s)
4. Identify how you will evaluate goal(s)

Innovative Activity 3-5 are optional. Should you decide to include more than two innovative activities, repeat the steps above.

Optional Coalition Strategies / Activities: (optional) example activities on page

It is recommended that grant applications include additional optional activities that focus on leading problems in the area served.

1. Select the Optional Coalition Strategy / Activity worksheet(s) you wish to include in your work plan (Victim Impact, Med. Clinic Teen Driver Safety, Workplace Traffic Safety, Improve Server Training, Local Government Edu., Sober Cab.Alternative Trans., Motorcycle Safety & Training, Pedestrian Safety Crosswalk)
2. Identify planned activity
3. Identify measurable goal(s)
4. Identify how you will evaluate goal(s)

TZD Enforcement Mobilization:

Community Outreach Supporting Enforcement – All TZD Safe Road Coalitions are required to implement public Information and earned media campaigns for enhanced enforcement efforts. Grant applications must describe the outreach activities planned for each enforcement mobilization.

Safe Roads Coalition community outreach prior to enhanced enforcement activities include: Distribution of information.

Examples: Letters to the editor, lawn signs, posters, changeable message signs, social media postings. Resources can be viewed and materials can be ordered at: ots.dps.mn.gov

Work with enforcement agencies to develop and conduct media outreach, such as news conferences, radio interviews, and other events.

Optional Coalition Strategies / Activities				
Strategy	Activities	Target Market	Goals	Evaluation
Victim Impact Presentations	<p>Coordinate a maximum of two victim impact presentations that coincide with a high visibility enforcement campaign that are open to the public and have the potential to reach at least 50 people.</p> <p>An agreement between the grantee and speaker must be pre-approved by OTS.</p>	General population	Number of participants	<p>Participant surveys</p> <p>Earned media</p>

Medical Clinic Teen Driver Safety Awareness	Discuss with and assist medical and chiropractic clinics to facilitate teen driver safety discussions with teens/parents through the use of hand-held probability wheels and provide materials to families.	Teen drivers Parents	Number of participating clinics Number of families reached	Participant surveys and feedback
Workplace Traffic Safety Training and Policies	Discuss with and assist local employers to conduct traffic safety training events that focus on workplace policies regarding cell phone use, seat belts, speeding and alcohol, with defined sanctions for non-compliance using the Minnesota Safety Council's (NETS) resources. See: https://drivesafemn.org/ <i>This does not include participating in events such as health fairs.</i>	General Population	Number of workplace training events held Number of employees trained	Participant quizzes and surveys
Improve Serving Practices at Liquor Establishments	Discuss responsible server practices with managers/owners of liquor establishments to increase their support and encourage participation in server training classes taught by accredited Regional Alcohol Awareness Trainers. This does not include providing server training itself. See: https://dps.mn.gov/divisions/age/alcohol/Pages/default.aspx	Impaired drivers, with a focus on males under age 35	Number of establishments reached Number of establishments that participate in server training classes	Feedback from owners/managers
Local Government Education	Conduct presentations to county boards and city councils on traffic safety issues, TZD efforts, and support from law enforcement traffic safety efforts	Local policy makers	Number of governing bodies presented to	Feedback from elected officials
Sober Cab and Alternative Transportation	Implement, maintain, or improve sober cab and/ or alternative transportation options.	Impaired drivers, with a focus on males under age 35	Number of sober cab/alternative transportation projects. Number of people using sober cabs/alternative transportation services.	Media coverage before and after events. Feedback from participants (transportation providers, riders, servers, etc.)

Motorcycle Safety and Training	<p>Promote participation in the Minnesota Motorcycle Safety Center's (MMSM) motorcycle training courses.</p> <p>See: https://dps.mn.gov/divisions/ots/mmsc/Pages/default.aspx</p> <p>In early June, enhance motorist awareness of motorcycles by using MMSM, NHTSA and DPS materials, utilizing the same means as for outreach of enforcement efforts. DPS materials, (sample news releases, talking points, etc.) are available in early spring.</p>	<p>Training: Males up to age 55</p> <p>General population</p>	<p>Number and means of outreach and materials distributed</p>	<p>Feedback from media, motorcycle dealers, motorists, and others reached</p>
Pedestrian Safety Crosswalk Event	<p>Promote Pedestrian Safety from the perspective of the pedestrian/bicyclist and the motorist.</p> <p>Must include: Aggressive messaging prior to crosswalk event to educate the public when and where this is happening.</p> <p>The crosswalk event should have high visibility in the community.</p> <p>Enhanced enforcement and education with law enforcement making contact with pedestrians and motorists during the event.</p>	<p>Pedestrians and Motorists</p>	<p>Number of events</p> <p>Number attended event</p> <p>Number of enforcement contacts made</p>	<p>Media coverage before and after event.</p> <p>Feedback from motorists and pedestrians contacted during activity.</p>

Safe Roads Subcontractor Certifications (additional to fiscal agency)

In addition to the Fiscal Agency acknowledging receiving the certifications, subcontractor(s) must also submit acknowledgement of certifications.

Subcontractor(s) should review certifications, sign, and upload into [eGrants](#).

In addition to the Fiscal Agency pre-award risk assessment, the Fiscal Agency must also complete a pre-award risk assessment on behalf of the subcontractor(s). Subcontractor(s) pre-risk assessment should be uploaded into [eGrants](#) during application process.

Subcontractor Agreement: Unless you are using the Subcontract Template provided in [eGrants](#), OTS must review and approve your subcontract before it's executed. Please contact the TZD Safe Roads Coordinator prior to submitting your application if you are not using the template for your subcontract provided in [eGrants](#).

Organization Financial Information (prior Fiscal Agency pre award risk assessment)

Fill out this section in its entirety.

Budgets

Select the appropriate budget category for each budget item, provide a short description, then a detailed description including hours for grant cycle.

For example:

Budget category = Salary and Fringe

Short Description = Coordinator Direct Labor

Provide a detailed description = John Doe, \$30 rate of pay, \$11 fringe rate, 300 hours.

There are two amounts to enter for each budget item. One is the state reimbursement budgeted amount and the other is the amount for match; funding provided by local agencies for costs not covered by the grant. Fill in a \$0.00 in the match line, but you will be able to report match during quarterly invoicing process.

Allowable Costs

1. Direct Labor:

- TZD Safe Roads Grantees are allowed staff hours while providing grant related activities, including but not limited to coalition coordinator time as an employee or sub-contractor.
- Only the employer's portion of FICA, insurance, and retirement benefits are eligible for reimbursement. Vacation, sick, or personal time off are not eligible costs.
- Estimate direct labor expenses in detail in the application including rate of pay, fringe rate, and approximate grant hours.

2. Contractual Coordinator Services:

- OTS must approve all contracts, including but not limited to the grant coordinator.
 - Estimate contractual coordinator services expenses in detail in the application

3. Contractual Victim Impact Speakers:

- OTS must approve all contracts, including but not limited to the grant coordinator.
- A maximum of \$500.00 in federal grant funds per event for actual in-state travel costs according to the Commissioner's Travel Plan may be used to reimburse presenters.
- Grantees must initiate a sub-contractor agreement that clearly identifies the agreed upon budget with the presenter before each event.
- An invoice from the presenter showing all actual costs must be provided to OTS for reimbursement.

4. Travel expenses:

- Travel expenses will be reimbursed at the current IRS mileage reimbursement rate/ commissioner plan.
- The rate can be found by searching
 - Irs.gov standard mileage rate
 - State of Minnesota Commissioner Travel Plan

- Estimate travel expense costs in detail in the application
5. Supplies and Materials:
 - Costs for supplies and materials that are reasonable and necessary for approved grant activities.
 - Costs to purchase large equipment/ crash car trailers to conduct public outreach and education with a grantee match of 50 percent required and must be pre-approved before purchasing.
 6. Print, Copy, Postage:
 - Brochures and other materials provided at no cost by DPS and NHTSA must be used when possible.
 - Printed educational materials must convey substantive information and educational content about highway safety.
 - Cost for layout, design, and printing of other printed pieces may be eligible for reimbursement only with prior approval from the OTS grant coordinator.
 7. Business Technology
 - Costs for phone, internet, software and other technology services which support the coalition's grant related efforts may be reimbursable based on the percentage of salaried hours reimbursed through the grant.

Non Allowable costs

1. Lobbying
 - Grant funds cannot be used for any direct or indirect activity specifically designated to urge or influence a state or local elected representative to favor or oppose the adoption of any specific legislative proposal, ordinance, or law.

Agency Match

Grantees are required to report local match costs with each quarterly financial report.

Local match costs are expenses or donations directly related to the project that are not reimbursed by any federally funded grant. Expenses paid using county, municipal, or private funding, or donations of time, materials, or services related to the project demonstrates the local commitment to the project objectives.

OTS reports local match costs to the National Highway Traffic Administration (NHTSA).

Reimbursement

The state has an obligation to determine if costs to be reimbursed by this grant contract are reasonable and necessary. If requested, the grantee must furnish an explanation.

Program income

Program income is defined as money that results directly from a grant-supported activity or that is earned. Volunteer hours, gifts, or services are not considered program income; actual money must be involved.

Grant recipients must document program income, including the activity that generated the income, the amount, and the use of the income, as part of the invoices and reports with as much detail as if it were federal funds. Check with your DPS-OTS grant coordinator before spending program income or if you are in doubt about the status of a source of funding as program income.

Signature Option

On the Signature Option page in E-Grants, select the “Print, sign, scan, and upload into E-Grants” option for submitting the signed grant agreement. The signature process will occur after the grant work plan and budget have been approved.

Educational Material VS Promotional Items

There have been questions about the difference between “educational materials” and “promotional items.”

Educational Materials – Convey substantive information about highway safety. In order to be considered educational, distributed material must provide substantial information and educational content to the public and have the sole purpose of conveying that information.

It is strongly encouraged that coalitions use brochures and other materials provided at no cost by DPS and NHTSA when possible.

[OTS Educational Material](#)

[NHTSA Educational Material](#)

Should the coalition choose to create local educational material, it must contain and convey substantive information (not merely a slogan) about highway safety. Forms of educational material that are allowable are paper, pamphlets, flash drives, and similar media.

Educational content on a flash drive or similar device, that device must be an economical method of conveying the information.

Promotional items – Any item that is distributed as a giveaway is not allowable. Stickers, keychains, pens, or challenge coins that generate good will or incentivize behavior are unallowable use of NHTSA grant funds.

Problem ID Educational Material Tool Kit

Brochures and educational material provided at no cost by OTS and NHTSA should be used when possible. Below are links for brochures and educational materials coalitions are encouraged to use:

Impaired

[NHTSA Resources](#)

[OTS Educational Material](#)

Speed

[NHTSA Resources](#)

[OTS Educational Material](#)

Distracted

[NHTSA Resources](#)

[OTS Educational Material](#)

Seat belt

[NHTSA Resources](#)

[OTS Educational Material](#)

Motorcycle

[NHTSA Resources](#)

[OTS Educational Material](#)

Pedestrian

[NHTSA Resources](#)

[OTS Educational Material](#)

Bicycle

[NHTSA Resources](#)

[OTS Educational Material](#)

Teens

[NHTSA Resources](#)

[OTS Educational Material](#)

Older Drivers

[NHTSA Resources](#)

[OTS Educational Material](#)