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Application # 72576

Status Summary

General

Application #:	72576
Application Type:	Application
Application Status:	Review
Application Status Last Updated:	7/30/2021 5:16:50 pm
Amount Requested:	\$20,000 (USD)
Cycle Requested:	FTA2021
Submitted Date/Method:	7/30/2021 5:16:50 pm CDT via Web

Applicant

Applicant Name:	Michael Smith
Applicant Email:	mjsmith@rtaforward.org
Applicant Program Name:	Streetcar Safety Campaign to Mitigate Left-Turn Vehicle Conflicts and Unsafe Pedestrian Behavior

Grantmaker

Grantmaker Organization:	Operation Lifesaver, Inc.
Grantmaker Program:	Competitive Rail Transit Safety Education Grants

Grantmaker Program Contact

Full Name:	Wende Corcoran
Organization Name:	Operation Lifesaver, Inc.
Address 1:	425 3rd Street SW, Suite 915
City:	Washington
State:	DC
ZIP/Postal Code:	20024
Country:	United States
Organization Phone:	703-739-0308
Web:	www.oli.org
Email:	wcorcoran@oli.org

Process

Application Type:	Application
Grantmaker Program Type:	Grant

QR Code

Scan this [QR \(Quick Response\)](#) code with a scanner on your phone or tablet to jump directly to this application.

QR Code:	
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Instructions

Introduction:	<p>Overview:</p> <p>For over 49 years the rail safety non-profit organization, Operation Lifesaver (OL), has been educating the public about the need to remain safe around railroad tracks and trains. In 2002, the Federal Transit Administration (FTA) began partnering with OL to apply its safety programs to light and commuter rail systems. Since then, numerous transit agencies around the country have benefited from the Operation Lifesaver-FTA partnership.</p> <p>Eligible recipients of these grants include transit agencies and governmental entities that provide transit service. The project must relate to rail safety, including commuter rail, heavy rail, light rail and streetcars. Bus safety activities are not eligible. The rail service must either be currently operating or expected to begin operating within 36 months of the date of application.</p> <p>In addition to answering the following questions, applicants must submit a letter from their Operation Lifesaver State Coordinator supporting the application. A template letter is provided within this application in the documents section.</p> <p>Timeline and Important Dates: Grant Application Period: July 1 - July 31, 2021 Grant Awards Announced: No later than September 3, 2021 Grant Projects Must End by June 30, 2022 Required Final Report and all Receipts are due July 30, 2022* *Final payments will not be made if final reports and receipts are not received by August 15, 2022 - no exceptions, as OLI's grant with FTA closes and they can no longer access the grant funds.</p>
Application guidelines:	<p>Eligibility Requirements:</p> <ul style="list-style-type: none"> • Developed in consultation with the State Coordinator of the state OL program. In addition, a signed letter from the State Coordinator needs to be submitted with your application. A template letter for the State Coordinator can be found in the document section of this application. To find your State Coordinator, go to https://oli.org/state-coordinators. If your state does not have an Operation Lifesaver State Coordinator listed on OLI's website, contact Wende Corcoran at wcorcoran@oli.org for guidance. • There must be a 25% non-federal match (cash or in-kind). • All materials need to be reviewed and approved by OLI. • New materials need to be co-branded by the transit agency and Operation Lifesaver, Inc. <p>* Grants are capped at \$20,000.00 for each application.</p> <p>Required Elements of Application:</p> <ul style="list-style-type: none"> • A defined safety need that the project will address, with supporting data • A clearly defined target audience for your safety awareness campaign • A project plan and project budget must be submitted • Identification of the source of the non-federal matching funds that will be dedicated for the project • A communications plan and evaluation plan for the project must be submitted <p>*****</p> <p>Grants awarded by OLI will be subawards to the following Federal Cooperative Agreement. As such, applicants must review, and agree to abide by, the</p>

requirements of the award detailed below:

Federal Transit Administration (FTA) Award ID Number: DC-2021-0006-00
FAIN: 5995-2021-1

CFDA Number: 20531

Total Award: \$400,000

Period of Performance: 5/21/21-9/1/22

R&D: This award includes research and development activities

Indirect Costs: This award does not include an indirect cost rate

Award Summary Description: Award to Operation Lifesaver, Inc. to provide leadership and support for the U.S. Operation Lifesaver programs, educational materials, public awareness campaigns, and grant support to State OL programs and transit agencies.

Additional Requirements

1. All grants must be used in accordance with Federal statutes, regulations, and terms and conditions of the Federal award.
2. Grantee agrees to permit OLI and its auditors to have access to its records and financial statements as necessary for OLI to meet its monitoring and management requirements.
3. Certifications. By execution of this Amendment the undersigned grantee hereby certifies, to the best of his/her knowledge and belief, that the following statements are true. The undersigned grantee shall provide immediate written notice to OLI if, at any time prior to or during the period of performance of this award, he/she learns that these certifications were erroneous when submitted or have become erroneous by reason of changed circumstances.
 - a. Debarment, Suspension, Ineligibility and Voluntary Exclusion – in accordance with the provisions of Appendix B to 49 CFR Part 29, the undersigned grantee certifies that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
 - b. Drug-Free Workplace Program – pursuant to 49 CFR Part 32, the undersigned grantee certifies that it will or continue to provide a drug-free workplace.
 - c. Single Audit Verification – in accordance with provisions of CFR 200.501 Subpart F, the undersigned grantee certifies that it utilizes an independent public accounting firm to conduct required Single Audits.

OLI Contact:

Wende Corcoran, VP

wcorcoran@oli.org

Evaluation guidelines:

The Review Committee will use the evaluation scoring system below to determine which grant applications are awarded funding. Each application has a possible score of 100 points. The following elements of the application will add or subtract points from the total score:

- Up to 15 points will be awarded for the description of the Defined Safety Need that the project will address, with supporting data.
- Up to 10 points will be awarded for describing a clearly defined target audience for the safety education project.
- Up to 25 points will be awarded for the Project Plan description. The Project Plan shall include: (1) clear project goal, (2) listing of project activities; and (3) time frame for carrying out the project.
- Up to 15 points will be awarded for the Project Budget, listing funding sources for project activities and elements, in-kind matching funds, and other items. Grant seekers will download a budget template that includes formulas to automatically calculate the required match percentages and total funding requested for the project. Points are awarded based on completeness and specificity of budget submittal.

	<ul style="list-style-type: none"> • Up to 10 points will be awarded based on the amount of non-federal matching funds (including in-kind services) dedicated to the proposed project. These percentages will be automatically calculated when the grant seeker completes the budget template. (Note: non-federal match must be at least 25 percent.) • Up to 10 points will be awarded based on the communications plan for the safety campaign. • Up to 15 points will be awarded for the Evaluation Plan. Points are awarded based on the grant seeker's description of how they will evaluate the project after its completion, including meaningful metrics for measuring effectiveness and how he will determine whether the project met its goal. Final data can be sent to OLI up to 6 months after the grant closes.
Special instructions*:	<p>Please download the budget template below. Fill it out and upload it on the Program Documents page. The project budget is worth 15 points and is required.</p> <p>Questions about using the Common Grant Application site to submit your application should be addressed to: Lori Mitchell at info@commongrantapplication.com.</p> <p>Please click on any Page Help buttons in the application pages.</p>

Grant Documents

Type		Name	Size	Updated
Application Document 1		2021 OL Transit Grant Budget Worksheet.xlsx	21,635	7/1/2021 5:40:34 am
Notes Required budget spreadsheet				
Application Document 2		SC-letter-endorsing-application-sample.docx	26,271	3/13/2019 10:49:18 am
Notes Please have your Operation Lifesaver State Coordinator sign this document after you have shared your project idea with them. Then upload a scanned copy of the signed letter on the Program Documents page. To find the State Coordinator in your state, please click on this link: https://oli.org/state-coordinators If your state does not currently have a State Coordinator, please contact Wende Corcoran at wcorcoran@oli.org for guidance.				
Application Document 3		Grant Match Formula Grant Budget Tips_FTA.docx	20,123	3/13/2019 10:50:17 am

Type		Name	Size	Updated
Notes Tips on calculating your required match.				
Application Document 4		2021 Transit MOU.docx	99,105	6/29/2021 11:51:17 am
Notes Memorandum of Understanding, to be executed if awarded the grant funds.				

Primary Contact

Enter name of OL State Coordinator submitting the application. If transit agency or local municipality is applicant, the application must be countersigned by the State OL program State Coordinator.

Contact

First Name*: (Max. Characters: 20)	Michael
Last Name*: (Max. Characters: 30)	Smith
Title: (Max. Characters: 100)	Chief Safety Officer
Address 1*: (Max. Characters: 50)	2817 Canal St
Address 2: (Max. Characters: 50)	
City*: (Max. Characters: 50)	New Orleans
State*:	Louisiana
ZIP Code*: (Max. Characters: 300)	70119
Main Number*: (Max. Characters: 20)	(504) 827-8455
Email*: (Max. Characters: 50)	mjsmith@rtaforward.org

Organization Background

Tax ID

United States Tax ID #*: (Max. Characters: 11)	72-0899720
Coordinated?*	<p>If you represent a transit agency, have you consulted with your Operation Lifesaver state coordinator on this project?</p> <p>If you can't check one of the boxes below, then do not proceed with this application.</p> <p>yes</p>

Project Background

Description

Project Name*: (Max. Characters: 150)	Streetcar Safety Campaign to Mitigate Left-Turn Vehicle Conflicts and Unsafe Pedestrian Behavior
Summary*: (Max. Characters: 1000)	<p>Summary of Safety Project: 1000 characters to summarize the safety project for which the applicant is requesting funds</p> <p>To address unique challenges associated with unprotected, mixed-traffic trackway along all five lines of RTA's streetcar network, and to mitigate unsafe pedestrian behaviors, e.g., jogging, dog-walking, bicycling, often observed in shared "neutral ground" (linear open parkway space that is co-terminous with approx. 75% of RTA's total right-of-way) RTA would like to launch a multi-pronged, public outreach safety campaign promoting trackway safety. If selected, the program would primarily focus on two unsafe conditions: unsafe pedestrian activities and behaviors in the neutral ground and lack of awareness of on-track hazards; and left-turn vehicle conflicts which result in collisions due to the motorist not yielding to streetcars in the median.</p>
Transit System Overview*: (Max. Characters: 1000)	<p>Give broad description of the type and size of transit system</p> <p>The Regional Transit Authority (RTA) is the public transportation provider for the City of New Orleans and the City of Kenner. RTA is the largest public transportation provider in New Orleans-Metairie, Louisiana Metropolitan Statistical Area. RTA operates 34 bus routes, five streetcar routes and two ferry routes, and ADA paratransit service. Bus and streetcar service includes six routes with peak-service frequencies of 15 minutes or better, as well as 10 routes that operates 24 hours/day.</p> <p>RTA's service area is relatively dense, covering more than 450,000 people and 200,000 jobs over a land area of about 185 square miles.</p> <p>In 2019, annual ridership on the entire system 13,219,382 with unlinked passenger trips on bus 8,229,206, streetcar 4,989,576 and ferry service 799,452.</p>

Application

Defined Safety Need (15 Points)*: (Max. Characters: 3000)	<p>Please describe the defined safety need that the project will address with supporting data.</p> <p>The streetcar system in New Orleans is like no other in the world. More than 75% of the five-line, 27-mile streetcar network traverses through the City's "neutral grounds". These neutral grounds are best described as linear parks used by the public for activities such as exercising (i.e. jogging or biking), dog walking, parking cars when permitted by the City, and even parade-watching, to name a few. Uncontrolled grade crossings abound throughout the system. In fact, none of the 247 intersections in the streetcar system is protected with active warning systems or gates for vehicles. Only a handful of grade crossings presently feature a pedestrian crossing signal that activates with an approaching streetcar. The existing (passive) signage along the streetcar alignment is inconsistent and non-standard. The language of the signage has recently been cited by an independent 3rd party review panel (convened by the American Public Transportation Association) to be confusing to motorists, further exacerbating the problem of motorists failing to yield to streetcars in the adjacent median. Of the 66 reported streetcar accidents that occurred in 2020, 29 (or 44%) were collisions caused by the adverse motorist failing to yield to the streetcar. So far in 2021, 16 such collisions have occurred throughout the system. Thankfully, in 2020 only 1 reported event involved striking a pedestrian in the right-of-way (non-fatal and attempted suicide was suspected). However, it is important to note that RTA believes near-miss collisions and other leading indicators related to unsafe pedestrian activities in the right-of-way are under-reported. Anecdotally, it is not uncommon to witness near-miss events involving pedestrians or cyclists who are either unaware of approaching streetcars or willfully disregard the approaching vehicle and traverse in its direct path.</p>
Target Audience (10 Points)*: (Max. Characters: 3000)	<p>Please describe a clearly defined target audience for the safety education project.</p> <p>The target audience is two-fold. For the left-turn conflict countermeasures, the target would be Greater New Orleans commuters, families, and other motorists who frequently travel along City streets that are either shared with or adjacent to the RTA trackway. For the pedestrian behavior public outreach, the target would be tourists to the area as well as citizens who choose to walk or ride bicycles along the trackway. The primary focus for this outreach, at least initially, would be citizens and tourists -- generally, not RTA customers-- who choose to traverse in the neutral grounds of the St. Charles Ave. and South Carrollton Ave. corridors. This will include, specifically, the heavy traffic areas adjacent to Audubon Park in the uptown area of New Orleans. Four major identified markets for the awareness/outreach campaigns are joggers, bicyclists, young families, and tourists.</p>
Project Plan (25 Points)*: (Max. Characters: 3000)	<p>Please describe your project plan. The Project Plan shall include: (1) clear project goal, (2) listing of project activities; and (3) time frame for carrying out the project. All materials produced as part of the project must be reviewed and approved by OLI and final copies must be made available for download on OLI's website. The review process can take up to 8 weeks, which should be factored into the project schedule. Grantees are encouraged to make use of OLI's existing safety campaigns and current slide presentations/education materials. (Creation of new slide presentations is eligible only if the grantee can demonstrate a compelling need for unique slides.) All grant activities must be completed by June 30, 2022, and a final report submitted by July 30, 2022.</p> <p>RTA sets forth a Safety Management System (SMS) framework for identifying hazards and risks, prioritizing mitigations, and implementing mitigations to reduce risk to an acceptable level. This project aims to reduce the risk of injury caused by collision with a streetcar on the RTA trackway, whether involving an adverse motorist or a pedestrian engaged in risky behavior in the "neutral ground." Project success will</p>

be measured based on analysis of real-time safety data, including: accident and incident data, operations and safety reports of observations on the right-of-way, and feedback collected from employees and customers.

Project activities (approx duration)

- Planning (4 mos.) - Upon notification of award, RTA will solicit the support of a third-party contractor to produce, edit, and finalize safety campaign materials including radio spots, social media clips, and streetcar advertisements (banners). RTA Marketing, Operations, and Safety departments will coordinate closely with the selected contractor to ensure the messaging accurately and concisely presents the intended message. As part of this effort, existing OLI safety campaign materials will be reviewed for possible use. New materials may be warranted because of the shared and unprotected corridor hazards unique to New Orleans. Technical specifications will be developed in coordination with Rail Ops. and Maintenance teams. Other stakeholders will be consulted, including neighborhood associations, schools, City councilors and respective staff, New Orleans Department of Public Works, Department of Parks & Parkways, Recreation Department, Jefferson Parish leadership, Visitors Bureau, Convention Center leadership, and others.
- Development (3.5 mos.) - in coordination with the contractor and all internal and external stakeholders, the team will begin developing and producing all outreach/campaign materials, via shareable (video) media, radio spots, printed materials, etc.
- Deployment (1.5 mos.) - in a coordinated and phased approach, fixed media will be posted (e.g., upgraded signage and OCS banners) followed by running of media campaign elements (e.g., clever vision, social media clips, radio spots) per the communications plan. Feedback will be solicited from both RTA employees and customers on the effectiveness of the various media. Adjustments to media will be made, schedule and budget permitting.
- On-site Blitzes (2 weeks) - following the communications plan, a series of targeted public outreach events or "blitzes" will take place at strategic points on the historic St. Charles Ave. line, the highest ridership line.
- Analysis (2 weeks) - At the end of the project period, overall effectiveness of the campaign will be measured by the Safety team and final feedback will be collected and analyzed. Project success, based on individual objectives that feed up to the project goal of reducing collisions, will be assessed.

Total duration: 10 mos

Project Budget (15 Points):

Attach your Project Budget in Program Documents, using the spreadsheet provided. There is no need to enter additional budget data in this question field. In developing the project budget, note that all materials produced as part of the project must be reviewed and approved by OLI, even if they are entirely funded with matching funds. Projects that are part of a larger campaign should list only the budget associated with activities to be conducted as part of the OLI grant (including both OLI funds and at least 25% matching funds), not the budget for the entire campaign. Please note that if awarded, 75% of the grant will be paid upon execution of a Memorandum of Understanding between the applicant and OLI, and the remaining 25% will be paid upon the applicant's submission of a final report that includes documentation of all expenditures, which must be submitted no later than July 30, 2022, in order to receive payment.

**Matching Funds (10 Points)*:
(Max. Characters: 1000)**

Please describe the source of the non-federal matching funds (including in-kind services) dedicated to the proposed project. These percentages will be automatically calculated when the grant seeker completes the budget template. Non-federal match must be at least 25 percent.

Matching funds will come from the local 1-cent sales tax dedicated to public transit. Sales tax revenue totals over \$83 million annually. These revenues are spent on a combination of capital and operating needs each year.

<p>Communications Plans (10 Points)*: (Max. Characters: 3000)</p>	<p>Please describe the communications plan for the safety campaign.</p> <p>Public awareness campaigns using fixed assets and shared (audio/visual/online) media: Professionally produced and edited media clips will be adapted for clever vision (onboard streetcars and buses), radio spots, and RTA social media platforms. RTA will "tag" Operation Lifesaver of Louisiana.</p> <p>Fixed assets include streetcar ads on sides of 30 streetcars in revenue service, Overhead Catenary System (OCS) pole banners on St. Charles and Canal corridors. In support of workshops, community events, and awareness "blitzes" in strategic hot spots along high-ridership St. Charles Ave. line (e.g., near Audubon Park in uptown New Orleans, or at Carrollton and Claiborne Aves.) will commence over a targeted 2-week period.</p> <p>Media releases by RTA and in partnership with OLI Louisiana will go out during the peak of the campaign activity. This will be accompanied by additional social media posts, cross-tagging Operation Lifesaver of Louisiana.</p> <p>Right-of-way signage upgrades will also be featured as a safety improvement during media releases.</p>
<p>Evaluation Plan (15 Points)*: (Max. Characters: 3000)</p>	<p>Please describe the Evaluation Plan. Points are awarded based on the grant seeker's description of how the project will be evaluated after its completion, including meaningful metrics for measuring effectiveness and whether the project met its goal. Evaluation data must be included in the final report, due no later than July 30, 2022.</p> <p>Feedback</p> <ul style="list-style-type: none"> • Collect Operator feedback about the effectiveness of awareness program • Collect Patron feedback about the effectiveness of awareness program <p>Accident Data</p> <ul style="list-style-type: none"> • Compile 1 year of past accident and incident data of areas of interest, broken down by line • Collect 1 year (or as much as attainable at time of submission) of accident and incident data of the same area of interest, broken down by line and highlighting areas that received targeted outreach. <p>Results</p> <p>Write a brief summary report that includes effectiveness evaluation by July 30, 2022, per project requirements.</p>

Project Documents

Please upload the completed project budget that you downloaded on the Instruction page. (15 points)

Please upload the signed document that you downloaded on the Instruction page.

Documents

Type		Name	Size	Updated
Prog budget 1 *		Budget Worksheet 07 30 21 final.xlsx	21,455	7/30/2021 5:04:52 pm
Notes				
Signature Doc		TRANSIT GRANT SC Support Letter signed.docx	28,059	7/30/2021 5:05:05 pm
Notes				

Project Media

This section is optional. If you have existing materials that you would like to use in your campaign or project, you may upload them here.

Media

Type		Name	Size	Updated
Text 1				
Notes				
Text 2				
Notes				
Text 3				
Notes				
Text 4				
Notes				
Text 5				
Notes				
Video 1				
Notes				
Video 2				

Type		Name	Size	Updated
Notes				
Video 3				
Notes				
Video 4				
Notes				
Video 5				
Notes				
Image 1				
Notes				
Image 2				
Notes				
Image 3				
Notes				
Image 4				
Notes				
Image 5				

Type		Name	Size	Updated
Notes				
Audio 1				
Notes				
Audio 2				
Notes				
Audio 3				
Notes				
Audio 4				
Notes				
Audio 5				
Notes				

Application Information

Other Information

Amount Requested*: (Max. Characters: 8)	\$20,000 USD
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